



Tipsheet: Ways to Recognize School Boards

The 2024 theme is ***Propelling Students to New Heights***. Below are suggestions for ways your school district can show appreciation to your school board members for their work in ensuring students have the building blocks needed for future success. Share what you're doing to celebrate—use **#CelebrateIASchoolBoards** so we can promote your posts on IASB social media channels. Find resources at www.ia-sb.org/SBRM.

In Your Schools

- Ask your administrator to present the personalized certificate of appreciation to each board member at the May board meeting, mailed from IASB in early April.
- Record a short video with students and staff thanking school board members for their service. Share the video on social media using **#CelebrateIASchoolBoards**.
- Add a special recognition 'thank you' to your district's website home page, school marquee, digital signs or newsletter.
- Display School Board Recognition Month posters in school buildings, mailed from IASB in early April.
- Invite parent organizations to attend a school board meeting to make remarks commending the board's service to students.
- Recognize school board members on district social media. Use customizable social media graphics from the toolkit and simply add your logo and/or board photos.
- Profile individual school board members in district newsletters, staff bulletins, on the website, and social media. Include information about their careers, hobbies, volunteer activities and other interesting facts. Add a photo!

Involve the Media

- Customize and send a press release to local media using the campaign template. Ask your board members why they serve and use their quotes. Send a photo of your whole board—the media loves photos!
- Encourage your local media to interview board members—by Zoom, in person, or phone.

Engage Your Community

- Plan a special reception at your May board meeting. Invite community members, legislators, media, local community groups, etc.
- Display School Board Recognition Month posters in local businesses.
- Ask the PTA or students to submit recognition in the local newspaper using the campaign logo.
- Encourage board members' employers and civic groups to recognize them for the job they do through letters, emails, announcements or newsletters.