


Running for the School Board 101

Essential Tips for Candidates

An IASB Webinar
Thursday, Aug. 17, 2023



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Quick Poll

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Who is participating?

1. I am thinking about running for the school board.
2. I have decided to run for the school board.
3. I am not running; I'm learning about work of the school board.
4. I am a current school board member.
5. I am a superintendent.
6. I am a school business manager and/or a board secretary.

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Goals for Today


Exploring:

- Authority of the Board
- The Role of the Board
- District Finances
- Time Commitments
- Steps to Learn About the District
- Filing as a Candidate

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Tip—Understand the Authority of the School Board

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Authority as a Whole Body

Board works as a whole, at the board table

Deliberations & decisions “in the view of the public”

Common misperceptions about board authority

Avoid making promises, especially before learning background information

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Avoid Making Promises—Some Cautions


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Authority of the Board—
As a Whole Body


Give yourself a chance to learn before the board votes.

The board's authority exists when deciding as a body.

You are only one vote.



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Understanding
Authority of
the Board

Insights & Advice

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Quick Poll

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People have already asked me to promise I will vote a certain way on a specific issue/topic.

1. Yes

2. No

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Tip—Learn About the Role of the Board






Maintain “Big Picture” View

- Board role—governance
Superintendent role—management
- Serve as a governance team with the superintendent—while having different duties
- Common misperceptions about role of the board

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Learning About Role of the Board

Insights & Advice



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Quick Poll




Choose the statement which you believe reflects community members' general understanding about the role of the board.

1. Most community members understand the role of the school board.
2. Some community members understand the role of the school board.
3. A few community members understand the role of the school board.
4. This is something I am just learning. I do not know how well community members understand the role of the board.

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Tip—Understand District Finances





Big Considerations

Enrollment: A big influencer—What are the trends?

Silos: Separate “pots” of funding

July 1–June 30: The district’s fiscal year

It takes time to learn. There is support.

Be persistent. You are not alone.

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Understanding District Finances

Insights & Advice



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Quick Poll



The following reflects my level of understanding about the district student enrollment trends over the past few years.

- I have a good level of understanding about enrollment trends and could describe trends to a neighbor.
- I have some understanding of enrollment trends but need to learn more; I would not be very confident in describing trends to a neighbor.
- I only have a little awareness of enrollment trends and need to learn a lot more; I would not be able to tell a neighbor what the enrollment trends are like.

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Tip—Consider the Time Commitment

Board Work—More Than Most People Realize

- Beyond 1–2 meetings per month
- Committees & other obligations
- Review materials before board meetings (background information)
- Professional development



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Considering Time Commitments & Expectations

Insights & Advice




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Quick Poll

What have you done or plan to do to learn more about time commitments and expectations of being a board member?

1. Talk with a current or former school board member.
2. Talk with the superintendent.
3. Talk with the board secretary/school business manager.
4. Attend a school board meeting.
5. Other



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Tip—Learn About the School District

Priority Initiatives & Big Picture District Information

Guiding documents: vision, mission & goals/priorities

Key initiatives (teaching, learning, programs & facilities)

State of the district—other areas: staffing trends, district boundaries, etc.

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Learning About the School District

Insights & Advice

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Tip—Filing as a Candidate

Getting Started: Filing 101

Key Info

- Aug. 28: First date to file nomination papers
- Sept. 21: Last date to file nomination papers

Where to Learn More

- IASB, Secretary of State, Iowa Campaign Ethics and Disclosure Board websites or offices.
- IASB Webinars, Thursdays, Aug. 31, Sept. 21, Oct. 19 @ noon—will be recorded.

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Candidate Webinars—Register Today!

Legal & Ethical Campaigns for the School Board
Thursday, Aug. 31, Noon–1 p.m.

Student Learning: Do Boards Really Make a Difference?
Thursday, Sept. 21, Noon–1 p.m.

The Building Blocks of Effective Relationships with Your Legislators
Thursday, Oct. 19, Noon–1 p.m.

Visit www.ia-sb.org/learninghub for more information.

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Mark Your Calendars!

78th IASB Annual Convention & Trade Show
Nov. 15–17
Iowa Events Center, Des Moines

Visit <https://www.ia-sb.org/convention> for more information.

Pre-Convention Workshop: Ready, Set, Govern! New Board Member Onboarding Workshop
Nov. 15

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QUESTIONS?

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Ask Me!

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