



**MISSISSIPPI
SCHOOL BOARDS
ASSOCIATION**



**SCHOOL BOARD MEMBER
RECOGNITION WEEK**

2021 Resource Kit

School Board Member
Recognition Week

February 8-12, 2021

Thank you for your support in acknowledging the important work of school board members during School Board Member Recognition Week in Mississippi

CELEBRATION IDEAS

Plan a few special activities during School Board Member Recognition Week that will show your board members how much you appreciate them. The February board meeting is an ideal time for a special presentation. Have students, teachers, and staff participate in the celebration. Don't forget to reach out to community members – business partners, civic organizations, or elected officials. Finally, invite the media to cover your activities as an outreach to the community.

Use the following ideas to promote your appreciation efforts. If possible, designate one person to coordinate events with administration, staff, teachers, and community groups. Be sure tips and other information are shared with each school.



In schools:

- Bring board members to classrooms where they can talk to students about board service.
- Recognize board members at sporting events.
- Have students present board members with certificates of appreciation, art work, flowers or fruit baskets at a reception or after a meeting.
- Have students interview and profile board members.
- Encourage parent organizations and student councils to sponsor an appreciation breakfast for the school board.
- Use school marquee and message boards to thank board members for their service.
- Print a copy of the state proclamation of School Board Recognition Week in district newsletters.
- Write a personal letter saluting board members to be published in district newsletters and local newspapers.
- Create individual plaques with school board members' names and number of years of service.
- Express written appreciation to board members' families and spouses for supporting them while they volunteer their time on the board.



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In the news:

- Send a news release. (template available for download at msbaonline.org)
- Ask local newspapers and student newspapers to profile board members.
- Ask each board member why they serve and use their quotes in news releases and articles.
- Submit a guest column, letter to the editor (template available at msbaonline.org), or opinion piece to your local newspaper or online news blog about the job your board members do.
- Provide news outlets with information about school boards and their special role in local governance of public schools. Be sure to provide a summary of the board's recent outstanding achievements.
- Ask local newspapers to print an ad thanking school board members in the paper during the week of February 8-12. (Sample ads available at msbaonline.org)

In communities:

- Plan a special reception at your regular board meeting. Invite school board members, students, community members, media, local service groups, etc.
- Display board appreciation posters (available at msbaonline.org), cards, and banners in community businesses.
- Ask local merchants to use their marquees to say "School Board Members Inspire Team Leadership."
- Host a reception for school board members prior to a regularly scheduled board meeting.
- Invite former board members to a current school board meeting and recognize them.
- Ask board members' employers and civic groups to recognize them for the job they do through letters, emails, announcements, or newsletters.
- Ask board members' employers to sponsor advertisements recognizing their employee for their community service.
- Ask the PTA to recognize and help spread the word about School Board Recognition Week.
- Create social media posts to recognize the work of School Board Members in your community.
- If your district has a Facebook Page, update your cover photo with the School Board Recognition Week Banner. (available at msbaonline.org)

Resources available at msbaonline.org:

Visit msbaonline.org and click on "School Board Member Recognition Week."

- Recognition week logo
- News release template
- Letter to editor template
- Poster
- Facebook Cover Photo
- Gov. Tate Reeve's Proclamation of the Week
- Sample Ads for your Digital and Printed Publications



**WE'RE
HERE** *for you*



THE MISSION OF THE MISSISSIPPI SCHOOL
BOARDS ASSOCIATION IS TO ENSURE
QUALITY SCHOOL BOARD PERFORMANCE
THROUGH ADVOCACY, LEADERSHIP
TRAINING, TECHNICAL ASSISTANCE, AND
INFORMATION DISSEMINATION.

CONTACT US

Toll Free: 1-888-367-6722

Office: 601-924-2001

Fax: 601-924-2002

Email: msba@msbaonline.org
msbaonline.org

Denotris R. Jackson, M.Ed.
Executive Director