

# WHAT WILL THIS ACADEMY LOOK LIKE?

Week 1:

***Topic: Educate Yourself***

Week 2

***Topic: Declaring Your Candidacy- What steps to take before you announce***

Week 3

***Topic: How to market yourself as a candidate.***

Week 4

***Topic: Election deadline, Fundraising and List Building***

Week 5

***Topic: The Power of the Grassroots***

Week 6

***Topic: You're elected! Now what?***



BEST CANDIDATE ACADEMY 

# WEEK 1: GET SCHOOLED





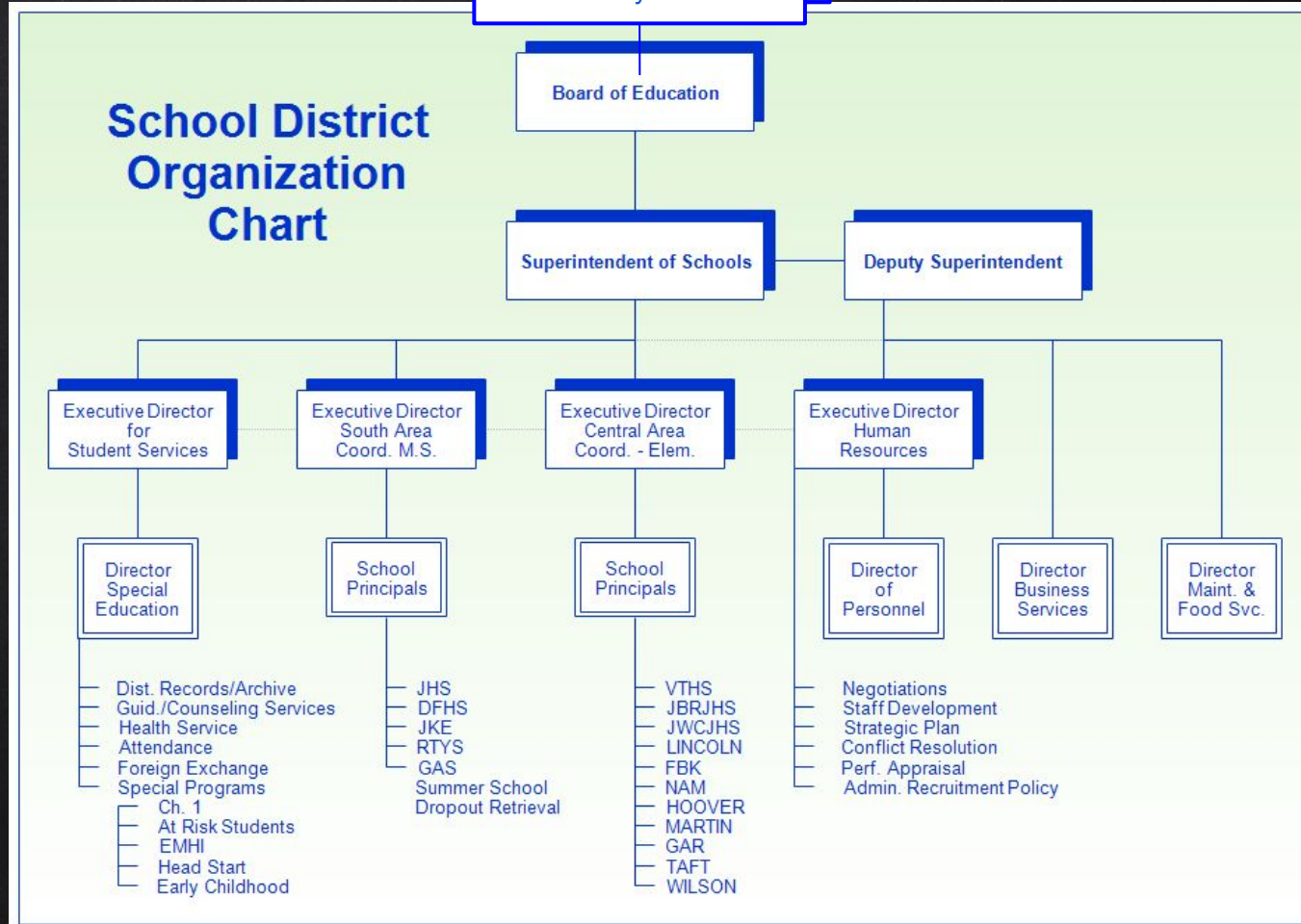
# OBJECTIVES

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During this training, candidates will learn

- ✘ The roles and responsibilities of a school board member
- ✘ School Board District specifics
- ✘ Structure of local government

# What is missing?



1.

WHAT DO SCHOOL BOARD  
MEMBERS DO ANYWAY?

# GENERAL TASK OF A SCHOOL BOARD

- ✗ Set educational goals
- ✗ Establishes policy for the school system
- ✗ Oversee the Superintendent and Treasurer
- ✗ PR role – the connection between the school system and the community

Constitutional or statutory authority of school boards as defined by states:

<https://internal-search.ecs.org/comparisons/k-12-governance-school-boards-01>

# SCHOOL BOARD MEMBER RESPONSIBILITIES

- ✘ “Most school board members are elected by people in their community to represent their values, views, and desires for the public schools in their district. As selected leaders in their community, they consistently communicate with the public to keep community members abreast of challenges, ideas, and progress.”
- ✘ “School board members are tasked with an important responsibility: educating more than 50 million children – almost nine out of every 10 students – who receive their education in public schools. Board members are more than policy-makers and administrators; they are advocates for students and their parents and entrusted to engineer a better future.”



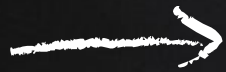
*About School Board and Local Governance –*  
National School Board Association



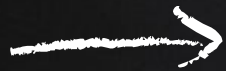
# CHARACTERISTICS OF EFFECTIVE SCHOOL BOARDS

*Eight Characteristics of Effective School Boards-*  
*(Dervarcis, O'Brien) 2019 National School Board*  
*Association*

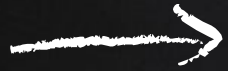




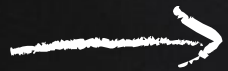
EFFECTIVE SCHOOL BOARDS COMMIT TO A VISION OF  
HIGH EXPECTATIONS FOR STUDENT ACHIEVEMENT  
AND QUALITY INSTRUCTION AND DEFINE CLEAR  
GOALS TOWARD THAT VISION.



EFFECTIVE SCHOOL BOARDS HAVE STRONG SHARED BELIEFS AND VALUES ABOUT WHAT IS POSSIBLE FOR STUDENTS AND THEIR ABILITY TO LEARN, AND OF THE SYSTEM AND ITS ABILITY TO TEACH ALL CHILDREN AT HIGH LEVELS.

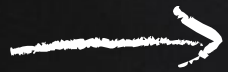


EFFECTIVE SCHOOL BOARDS ARE ACCOUNTABILITY  
DRIVEN, SPENDING LESS TIME ON OPERATIONAL  
ISSUES AND MORE TIME FOCUSED ON POLICIES TO  
IMPROVE STUDENT ACHIEVEMENT.



EFFECTIVE SCHOOL BOARDS HAVE A COLLABORATIVE  
RELATIONSHIP WITH STAFF AND THE COMMUNITY  
AND ESTABLISH A STRONG COMMUNICATIONS  
STRUCTURE TO INFORM AND ENGAGE BOTH  
INTERNAL AND EXTERNAL STAKEHOLDERS IN  
SETTING AND ACHIEVING DISTRICT GOALS

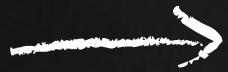




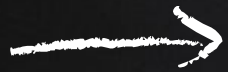
EFFECTIVE BOARDS ARE DATA SAVVY; THEY  
EMBRACE AND MONITOR DATA, EVEN WHEN THE  
INFORMATION IS NEGATIVE, AND USE IT TO DRIVE  
CONTINUOUS IMPROVEMENT.

EFFECTIVE SCHOOL BOARDS ALIGN AND SUSTAIN  
RESOURCES, SUCH AS PROFESSIONAL DEVELOPMENT,  
TO MEET DISTRICT GOALS.





EFFECTIVE SCHOOL BOARDS LEAD AS A UNITED TEAM WITH THE SUPERINTENDENT, EACH FROM THEIR RESPECTIVE ROLES, WITH STRONG COLLABORATION AND MUTUAL TRUST.



EFFECTIVE SCHOOL BOARDS TAKE PART IN TEAM DEVELOPMENT AND TRAINING, SOMETIMES WITH THEIR SUPERINTENDENTS, TO BUILD SHARED KNOWLEDGE, VALUES AND COMMITMENTS FOR THEIR IMPROVEMENT EFFORTS.



2.

WHAT DO SCHOOL BOARD  
MEMBERS NOT DO?

- X Day to day operations in a school
- X Teacher/staff evaluations
- X Employment interviews



# SIGNS OF INEFFECTIVE SCHOOL BOARDS

*Eight Characteristics of Effective School Boards-*  
*(Dervarcis, O'Brien) 2019 National School Board*  
*Association*

1. Only vaguely aware of school improvement initiatives, and seldom able to describe actions being taken to improve student learning
2. Focused on external pressures as the main reasons for lack of student success, such as poverty, lack of parental support, societal factors, or lack of motivation
3. Offer negative comments about students and teachers
4. Micro-manage day-to-day operations
5. Disregard the agenda process and the chain of command
6. Left out the information flow; little communication between board and superintendent
7. Quick to describe a lack of parent interest in education or barriers to community outreach
8. Looked at data from a “blaming” perspective, describing teachers, students, and families as major causes for low performance
9. Little understanding or coordination on staff development for teachers
10. Slow to define a vision
11. Did not hire a superintendent who agreed with their vision
12. Little professional development together as a board



3.

# UNDERSTANDING YOUR DISTRICT

# DEMOGRAPHICS

Age

Education  
Level

Political  
Affiliation

Religious  
Affiliation

Race

Annual  
Income

Number  
of  
Children

Gender

Marital  
Status

# WHAT ARE THE BIGGEST ISSUES IN YOUR DISTRICT?

- x What is important to your constituents?
- x What is important to parents?
- x What is important to taxpayers?

## TOP ISSUES TO LOOK INTO

- ✗ COVID-19 Pandemic
- ✗ Funding
- ✗ Governance
- ✗ Postsecondary Affordability
- ✗ Pre-K
- ✗ Remote Learning
- ✗ Safety
- ✗ STEM/STEAM
- ✗ Student Health and Wellness
- ✗ School Choice
- ✗ Teaching Profession
- ✗ Workforce Development

Read about them here:

<https://www.ecs.org/research-reports/key-issues/>



4.

# LOCAL GOVERNMENT STRUCTURE

# WHAT DOES YOUR CITY/COUNTY/STATE GOVERNMENT STRUCTURES LOOK LIKE?

- x How are elections ran in your district?
  - o School board elections vary state by state, county by county

Required Composition and Selection of School Board Members by state:

<https://internal-search.ecs.org/comparisons/k-12-governance-school-boards-02>



# HOMework!

- X Research your district
- X Get to know your government structure
- X Study your issues



JOIN THE TELEGRAM TO CONNECT  
WITH OTHER CANDIDATES AND  
MEMBERS OF BEST!

Text 202-918-3459 to connect  
with FreedomWorks staff OR  
email our grassroots team  
[grassroots@freedomworks.org](mailto:grassroots@freedomworks.org)

