



IDEAS TO HONOR YOUR SCHOOL BOARD

Let your board members know how much their work for your students is appreciated during School Board Recognition Month (SBRM) in January. The online kit just the starting point. Visit www.ohioschoolboards.org/sbrm for artwork, a sample news release, downloadable logos for your website and printed materials and other resources.

The theme for 2021 is Building the future of public education, and we hope these ideas will build successful board recognition campaigns at your district!

Plan a board member recognition event

- Plan a special reception at your January board meeting. Invite community members, students, parents, the media, city council members and more to submit videos thanking board members for their service.
- Send SBRM certificates, student thank-you cards, artwork and any other tokens of appreciation to board members. (OSBA will send districts personalized certificates in December.)
- Feature videos of student entertainment at the event.
- Ask staff to record a few words on behalf of their teams, including teachers, school administrative assistants, bus drivers, cafeteria workers, etc.
- Give special recognition to school board members with extensive service records.
- Ask local businesses to post notices of School Board Recognition Month in their business or on social media.

Promote school board appreciation in the community

- Encourage your city council, chamber of commerce or PTA to pass a local SBRM proclamation. (A sample is available at www.ohioschoolboards.org/sbrm.)
- Ask your local chamber of commerce for an endorsement. Your chamber knows the importance of a strong education system in attracting new industry.
- Publish information on board members, including their background, years of service, etc. This information can be distributed in a variety of formats, like a brochure, webpage, blog and communicated at civic meetings.
- Place appreciation messages on school marquees. (Available at www.ohioschoolboards.org/sbrm.)
- Ask your PTA or students to place a thank-you ad in the local newspaper.
- Download the SBRM logo and print it on shirts, use it on school or district websites, and more. (Available at www.ohioschoolboards.org/sbrm.)



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Promote SBRM using your district's digital assets

- Place an SBRM logo in staff email signatures during the month of January. Link the logo to your dedicated-SBRM district webpage. (Available at www.ohioschoolboards.org/sbrm.)
- Use your district's blog, newsletter or website to post information about SBRM, post trustee profiles, and more.
- Watch OSBA's Facebook, Twitter and Instagram accounts for updates. Feel free to like, retweet and share posts.
- Share SBRM graphics on your social media accounts. Be sure to use #SchoolBoardMonth on Twitter and Instagram. (Available at www.ohioschoolboards.org/sbrm.)
- Invite your community members to share their appreciation for board members through social media and email.

Get media coverage

- Send a press release about SBRM. (Customizable Microsoft Word document available at www.ohioschoolboards.org/sbrm.)
- Provide your local media information about what the board does, major decisions and actions your board is facing and the amount of time board members spend supporting your district. Offer to coordinate interviews with school board members.
- Send an article about SBRM to your local news outlet. (Available at www.ohioschoolboards.org/sbrm.)

Educate students, community on what a school board does

- Hold mock school board meetings and elections in high school and invite your board members to watch via Zoom.
- Include information about what a board does on your district/school cable TV channel or podcast or in school newspapers. Encourage students to interview board members.

Other creative ideas and student projects

- Have students create thank-you notes using colorful construction paper.
- Invite members of the schools' student council or other student groups to record videos honoring school board members.

Don't forget to complete the online form at www.ohioschoolboards.org/sbrm to share your great ideas and help us continue to improve this campaign. District recognition events will be shared in the OSBA Journal magazine and on the association's website.