

LOCALLY ELECTED,
COMMUNITY CONNECTED



School Board Recognition Month
January 2024

IDEAS TO GET YOU STARTED

Let your board members know how much their work for our students is appreciated during School Board Recognition Month (SBRM) in January.

The theme for 2024 is **Locally Elected, Community Connected**, and we hope these ideas will guide you into successful board appreciation campaigns at your district!

Plan a board member recognition event

- Plan a special reception at your January board meeting.
- Present SBRM certificates*, student thank-you cards, artwork, and other tokens of appreciation to board members during the event.
- Feature student entertainment at the event.
- Ask staff to say a few words on behalf of their teams, including teachers, school administrative assistants, bus drivers, cafeteria workers, etc.
- Ask local businesses to support the event.

Promote school board appreciation in the community

- Encourage your city council, chamber of commerce, or PTA to pass a local SBRM proclamation*.
- Publish information on board members, including their background, years of service, accomplishments, etc. Social media is a great place for this!
- Place appreciation messages on school marquees.
- Download the SBRM artwork* and use it on school or district websites, social media, and more.

Promote SBRM online

- Use your district's blog, newsletter, or website to post information about SBRM, post trustee profiles, and more.
- Watch TASB's Facebook, Twitter, and Instagram accounts for updates. Like, retweet, and share posts.
- Share SBRM graphics* on your social media accounts. Be sure to use **#SchoolBoardMonth** on Twitter and Instagram.
- Invite your community members to share their appreciation for trustees through social media and email.

Get media coverage

- Send a press release* about SBRM.
- Provide your local media information about what the board does, major decisions and actions your board is facing, and the amount of time trustees spend supporting your district. Offer to coordinate interviews with trustees.
- Ask your local radio station to run a public service announcement.

**LOCALLY ELECTED,
COMMUNITY CONNECTED**



School Board Recognition Month
January 2024

Educate students and the community on what a school board does

- Hold mock school board meetings and elections in high school and invite your trustees to attend.
- Include information about what a board does on your district/school cable TV channel or in school newspapers. Encourage students to interview board members.
- Link to and share TASB's video and article* about the role of a school board in classrooms, your website, and on social media.

Student projects

- Have students create thank-you notes or artwork featuring mosaic visuals with uplifting messages.
- Use butcher paper to decorate a classroom door with a mosaic scene. Have students write their names on the scene.
- Ask culinary students to bake a cake or cupcakes featuring mosaic-like elements.

Other creative ideas

- Give board members coupons for a free school lunch. Have members of the schools' student council or other student group sit with the board member.
- Visit your board members' place of employment and thank them for their service.
- Give board members a free pass to district events for the month of January.
- Invite board members to athletic events to throw the first ball or blow the whistle to kick off the game.

*Samples are available in our **School Board Recognition Month planning kit** at tasb.org/sbrm.

Don't forget to complete the [Tell Us How You Celebrated! form](#) to share your great ideas and help us continue to improve this campaign.

TASB cautions staff and community members to only provide gifts of minimal value (under \$50) to keep clear of state bribery laws and laws that prevent school board members from being compensated by their district.