

Sample Article

Reproduce this article (double-spaced) on district letterhead and submit it to your local newspapers, radio and television stations and to the Chamber of Commerce newsletter editor and the newsletter editors for other community organizations. Be sure to add information about special recognition you're planning for your district's school board members.

(Date)

(Contact person and phone number)

FOR IMMEDIATE RELEASE

The (school district's name) School District is joining the other 14,885 school districts throughout the United States in celebrating "School Board Appreciation Month." Serving on our local school board are: (list board members' names and number of years on school board).

"These men and women volunteer countless hours of unpaid time not only providing the best possible education for our (number) students, but also serving as the corporate board of directors for one of our community's largest employers," (name), (school district name) Superintendent, said.

"As you r (elected or appointed) leaders, they represent you in their continuing commitment to local citizen control and decision-making for our public schools," (superintendent's last name) said. "Too often the efforts of school board members go unrecognized and unrewarded.

"The key work of our school board is to support student achievement by:

- Creating a vision for what we want our school district to become and how we will focus on student achievement as our top priority;
- Establishing standards for what we want our students to learn and to be able to do;
- Ensuring assessments to determine if we are achieving our goals and if students are learning;
- Being accountable for the outcomes of their decisions and actions by continually tracking progress and reporting results;
- Aligning how the district's human and financial resources should be used;
- Creating a safe and orderly climate where students can learn and teachers can teach;
- Forming collaborative relationships with others in our community to solve common problems and to support common successes; and
- Focusing attention on continuous improvement by questioning, examining, revising, refining and revisiting issues related to student achievement."

(Add a paragraph or two describing the special ways you will recognize your school board members during School Board Appreciation Month.

"Even though we are making a special effort during February to show appreciation for our school board members, we recognize their contributions reflect a year-round effort on their part. They are dedicated individuals who are committed to improving student achievement and to fighting for the best for all of our students," (superintendent's last name) said.