
CASB Conversations: Are you 'Built to Serve' on your school board?



CASB CONVERSATIONS WEBINAR

Using Zoom today:

- ❖ If you are having trouble logging on, text Susan at 720.971.9830.
- ❖ Please discover the CHAT button on the screen, as this is where you can communicate with us.
- ❖ Please make sure you are muted during the webinar.
- ❖ Use the blue hand, located in the Participants toolbox, to raise your hand when you have a question or comment.



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LEARNING OUTCOMES

- ❖ Describe the role of a school board member in regard to what they do for their district
- ❖ Identify the characteristics and traits associated with many individuals that serve as school board members
- ❖ Assess how well the current board reflects the demographics of the student population



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Poll Question:

Rate your level of interest in running for a seat on your school board



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What Does a Board Member Do?

- What is a school board?
- What do school boards do?
- Why serve on a school board?
- What are the characteristics of successful board members?



Becoming a Candidate

- How do I prepare to serve on my school board?
- Elections
- Eligibility
- Nomination procedures
- Campaign filing requirements
- Code of ethics for board members



Recruiting Candidates

- Why veteran leaders should engage
- Essential qualities in a school board candidate
- Suggestions for seeking and encouraging candidates
- What to say to potential candidates
- Responding to typical concerns
- Information to share with potential candidates
- Questions for interviews and conversations



Resources



FAQ



Testimonials



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INTRODUCTIONS

- ❖ **Richard Martyr, Ph.D.**, *CASB President-elect and St. Vrain Valley RE-1J board member*
- ❖ **Wendy Pottorff**, *CASB Board of Directors and Limon Public Schools board member*
- ❖ **Sherri Wright**, *CASB Board of Directors and Montezuma-Cortez RE-1 board member*
- ❖ **Sam Jones-Rogers**, *CASB Director of Legal Services*
- ❖ **Leslie Bogar**, *CASB Director of Professional Learning & Events*



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Panel Question:

What does a board member do?

How is this different than what the superintendent does?



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Panel Questions:

What advice do you have for individuals who want to run for school board?

How much should they know about the role, time commitment, etc.?



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What are the characteristics of successful board members?

- ❖ vision and ability to see the big picture
- ❖ excellent communication and human relations skills
- ❖ ability to listen to all sides of the story before making an informed decision
- ❖ sound judgment
- ❖ confidence
- ❖ ability to disagree agreeably
- ❖ strong sense of fairness and justice
- ❖ desire to be a leader, not a manager



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Panel Questions:

What characteristics or traits are important for a school board member to have?



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Panel Questions:

Why is it important to know if your school board reflects the demographics of the student population?

Do you have thoughts on ways to work toward ensuring inclusiveness on your board?



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Questions?



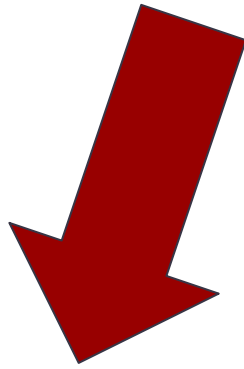
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Testimonials





Resources

CASB Connections Podcast Series: School Board Candidate

- Episode 1 - School Board Candidate Wisdom (25 min)
- Episode 2 - Campaign Best Practices (15 min)
- Episode 3 - Preparing Candidates with the End in Mind (20 min)
- Episode 4 - School Board Candidate Wrap-Up (5 min)

[Access the podcasts](#)

Social Media Downloads

- [Shareable social media graphics](#)

Election Resources

- Stay tuned for a future webinar with a release of election resources. [Sign up here](#) and we will notify you of the webinar.



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LEGAL RESOURCES AND FUTURE SEMINAR

- ❖ [School Board Director Elections](#)
[FAQ](#)
- ❖ Sample petitions, candidate forms
- ❖ June 2021 Election Seminar
 - [Sign up to learn more!](#)



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RESOURCES

- ❖ Recommend someone
- ❖ Visit the **Built to Serve** website for great resources!
- ❖ Mark your calendar for the June 2021 Election Seminar



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