

# BULLETIN BOARD

## Recruiting School Board Candidates is an Art Form You Can Master

Recruiting school board candidates can be a delicate balancing act. How do you find the right fit? How do you know who will take the job seriously? Finding the right person for the job is much more of an art than a science. It's important for you to look for different skill sets depending upon the leadership position, the organization's status and timing. So what should you be seeking in a candidate? Look for the commonalities. Three characteristics are a great start.

### **A Real Belief in the Power of Teamwork**

An individual elected to a board of education cannot accomplish anything on his/her own. S/he need the support of their colleagues to get things done. That also means board members need to support their colleagues on other issues, even when the vote doesn't go their way. Teamwork is a process of give and take and a willingness to compromise at times. It is through this commitment to work together that wonderful things can happen for the district's children.

### **A Good Understanding of Their Role and Their Obligation to be the Best They can be**

It is often challenging for a new board member to adapt to their governance role, especially if they are used to being involved in the day-to-day management in their professional lives. Taking seriously their responsibility to seek out professional learning opportunities as well as keeping abreast of current educational issues are two factors critical to their success. We expect our students, teachers and administrators to always be learning. Board members are no exception. Anyone you recruit should share this belief and have a willingness to learn and improve.

### **A Thoughtful and Intentional Approach to Decisionmaking**

Board members must possess the ability to represent their entire community; not individual special interest groups. They must be open to setting opinions aside, considering all of the information presented on a topic, seeking additional information if necessary, and then coming to a decision based on what is best for the district as a whole; even when that decision may be unpopular.

Do you know anyone with these characteristics? If so, maybe it's time to invite them into the sometimes challenging, but always rewarding world of board service.

The Get on Board campaign is underway and we need your help! You can access an abundance of information by visiting [masb.org/GetOnBoard](http://masb.org/GetOnBoard). Resources will continue to grow up until the filing deadline of July 26. There are materials on how to recruit, what makes an effective board member and even videos to help spark interest. Those who are interested in running can also purchase our *Candidate's Guide to School Board Elections* in our Online Store. Please encourage those you think would be a good fit for school board service to *Get on Board!*

