

Great Start Workshop



Creating Effective School Board / Superintendent Relationships



**The Minnesota
School Boards Association,
a leading advocate for public education,
supports, promotes, and strengthens
the work of public school boards.**

Agenda

- Utilizing MSBA
- Board Governance Model
- Communication Protocols
- Top Ten Tips
- Q & A



Effective School Board / Superintendent Relationships

Ask MSBA

The Minnesota School Boards Association is an excellent resource for Board members and Superintendents. A variety of services are available to member districts. Some of the most frequently used services include:

Management Services

- Phone calls or E-mails on any issue or concern
- Master Agreement Analysis
- Negotiations Training and Consultation



Gary Lee



Amy Taylor



Maria Lonis



Tiffany Gustin



Effective School Board / Superintendent Relationships

Ask MSBA

Board Development

- School Board Meeting Management
- Leadership Conference
- Summer Seminar
- School Board Self-Evaluation
- Phone calls or E-mails on any issue or concern



Katie Klanderud



Paula O'Loughlin



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Ask MSBA

Policy Services

- Policy Services
- School Board Meeting Management
- Information on Current Issues
- Phone calls or E-mails on any issue or concern



Terence Morrow



Effective School Board / Superintendent Relationships

Ask MSBA

Government Relations

- MSBA Advocacy Tour
- Delegate Assembly
- Federal Relations Network
- The MSBA Advocate
- Phone calls or E-mails on any issue or concern



Denise Dittrich



Kimberley Dunn Lewis



Effective School Board / Superintendent Relationships

Ask MSBA

Executive Search / Leadership Development

- Executive Search Service
- Superintendent Evaluation Planning (MASA/MSBA)
- Phone calls or E-mails on any issue or concern



Barb Dorn



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Ask MSBA

Strategic Planning Services

- Strategic Planning
- Goal Setting
- Phone calls or E-mails on any issue or concern



Gail Gilman



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Ask MSBA

Communications/Elections

- Guidance on Elections and Referendums
- The Leader Newsletter
- MSBA Journal Magazine
- MSBA eClippings
- Social Media
- Phone calls or E-mails on any issue or concern



Greg Abbott



Bruce Lombard



Effective School Board / Superintendent Relationships

Ask MSBA

MSBA Insurance Trust (MSBAIT)

- MSBAIT Risk Protection Program
- Insurance Programs
- MSBAIT Board of Trustees
- Phone calls or E-mails on any issue or concern



Tiffany Gustin



Gary Lee



Effective School Board / Superintendent Relationships

Ask MSBA

Minnesota School District Liquid Asset Fund Plus (MSDLAF+)

- Comprehensive Cash Management Program
- MSDLAF+ Board of Trustees
- Phone calls or E-mails on any issue or concern



Kirk Schneidawind

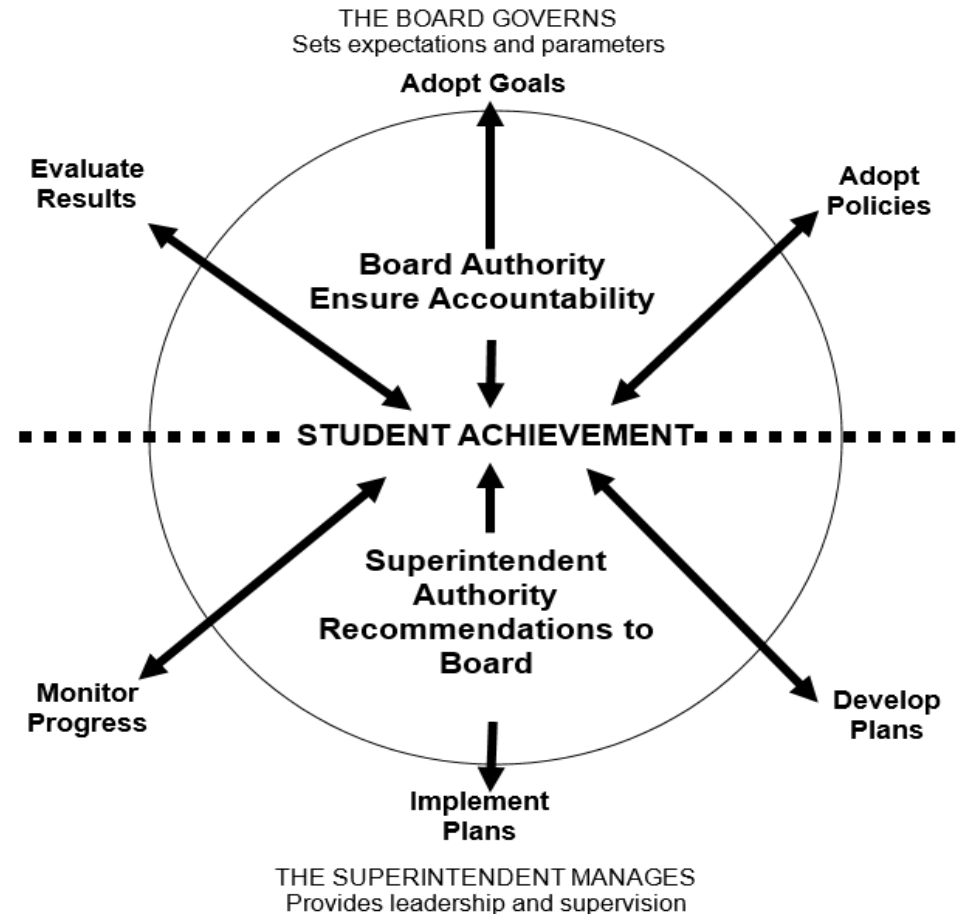


Joel Stencel



Effective School Board / Superintendent Relationships

Board Governance Model





Effective School Board / Superintendent Relationships

Communication Protocols

Communication protocols are an important tool in keeping the Board, Superintendent, and Administrative Team on track and working together.

These protocols clarify expectations related to how all parties will keep each other informed, handle disagreements, communicate with each other, handle requests for information, respond to complaints, and support each other in public.

- **Communication should go through the Superintendent**
- **E-mail is used for one-way communications**
- **Follow the “equal treatment rule”**
- **Use the “chain of communication” for complaints and concerns**
- **Board members should keep the Superintendent in the loop when communicating directly with other administrators**
- **Develop strategies for “normal” versus “emergency” communications**
- **No surprises**
- **Be tough on problems, but easy on people**



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Top Ten Tips

#1 – No Surprises – Either Way

- Always provide all Board members with the same information
- Think through what will be your “lens” for “need to know right now”
- Don’t forget about “situational awareness”

#2 – Communicate Early and Often

- Utilize “one-to-one” meetings to create effective relationships and build trust
- Copy Board members on minutes of internal meetings
- Use a weekly update to keep the entire board current on initiatives and upcoming issues

#3 – Go Slow to Go Fast

- Discuss major initiatives multiple times in multiple formats before the Board votes
- Use “Big Picture Thinking” – 6, 12, 18 months

#4 – Use the “Chain of Responsibility”

- Student, teacher/staff, principal/administrator, Superintendent, Board

#5 – Be Ethical

- Ethics do not come in shades of grey – you are either ethical or you are not – always be ethical

#6 – Show Great Character at All Times

- Humility is important
- Admit mistakes and be accountable
- Be confidential
- Remember you are on duty 24-7



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Top Ten Tips

#7 – Be Consistent

- If you say you will do something – do it
- Always act on your values and core beliefs – “Is it good for kids?”
- Don’t agree to something you can’t deliver
- Follow a culture of discipline. “The Twenty Mile March.”

#8 – Use the “Silver Platter Doctrine”

- Bring forth proposals that are well thought out and comprehensive
- Anticipate questions and concerns and have answers or solutions in your plan
- Understand that changes will occur, but the core idea will remain

#9 – Get to Know the Board

- Attend Board trainings with your board, always
- Encourage the entire board to attend MSBA conferences and seminars, especially the Leadership conference
- Be aware of public perceptions of your relationship with individual Board members

#10 – Be a Leader

- Always pay attention to culture. “Culture eats strategy for lunch!”
- Delegate or die
- Catch the arrows – you are in charge
- Get the right people in the right seats on the bus
- Hire hard, manage easy
- LISTEN/LEARN/LEAD



Thank you!

The Minnesota School Boards Association was founded in 1920 and is the eighth oldest school board organization in the United States.

MSBA offers services to public school district members to support their school board and administrative staff as a means to increase achievement for all students.

To contact MSBA, call 800-324-4459.



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