



MASA'S GREAT START WORKSHOP



Creating Effective School Board / Superintendent Relationships

August 2021



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:

- Phone calls or emails on any issue or concern
- Policy Services
- Master Agreement Analysis
- Strategic Planning

- Superintendent Evaluation Planning (MASA/MSBA)
- School Board Meeting Management
- Leadership Conference and Summer Seminar
- Workshops and Training for Boards
- Guidance on Elections and Referendums
- Negotiations Training and Consultation
- Information on Current Issues (Janus; Tiered Licensure)
- School Board Self-Evaluation



SCHOOL BOARDS

CONDUCT & ETHICS

VISION

STRUCTURE

ACCOUNTABILITY

**ADVOCACY &
COMMUNICATION**

Cornerstones - Standards

Including: *Respecting and advocating mutual understanding of the roles and responsibilities of board members and superintendent*

Including: *Evaluating the superintendent on clear and focused expectations*



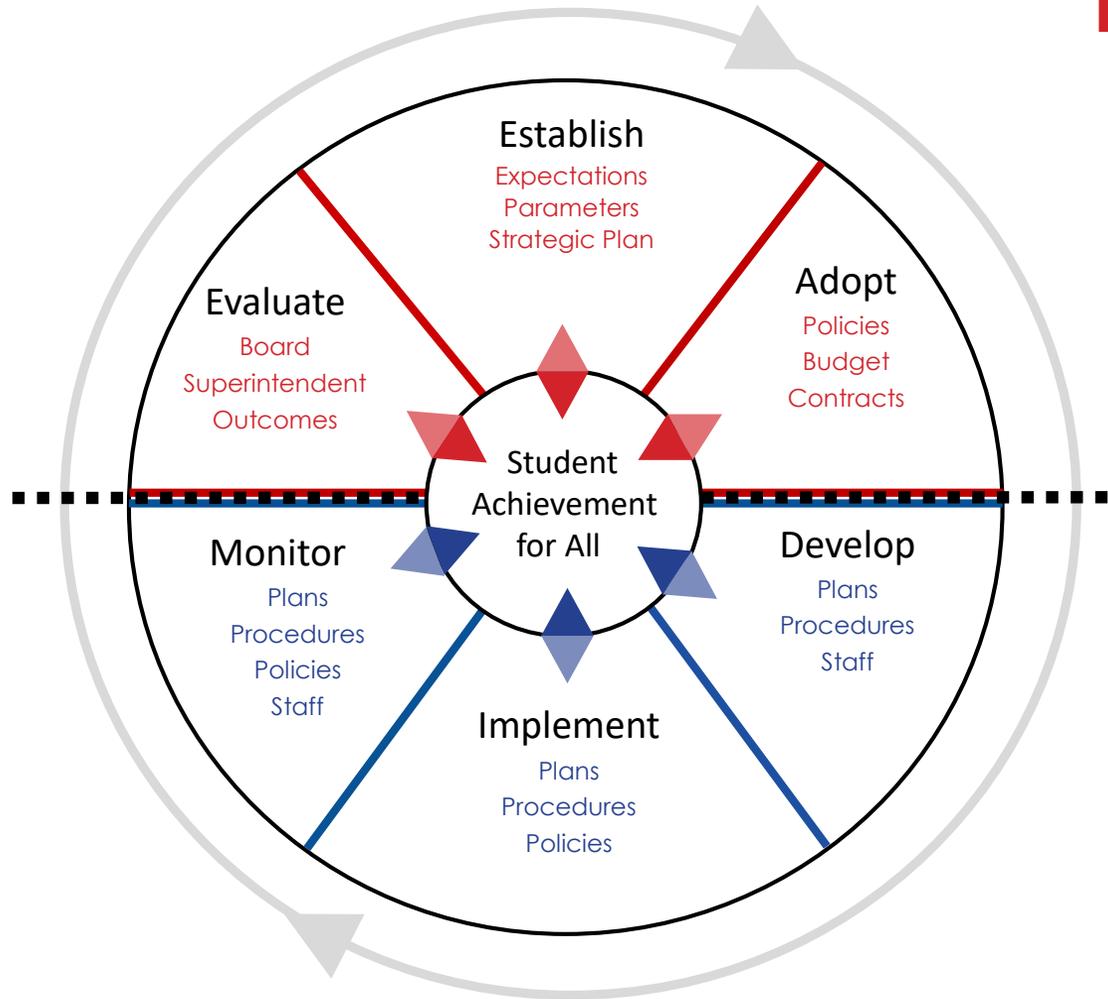
Cornerstones - Standards





The School Board Governs
Setting expectations and parameters

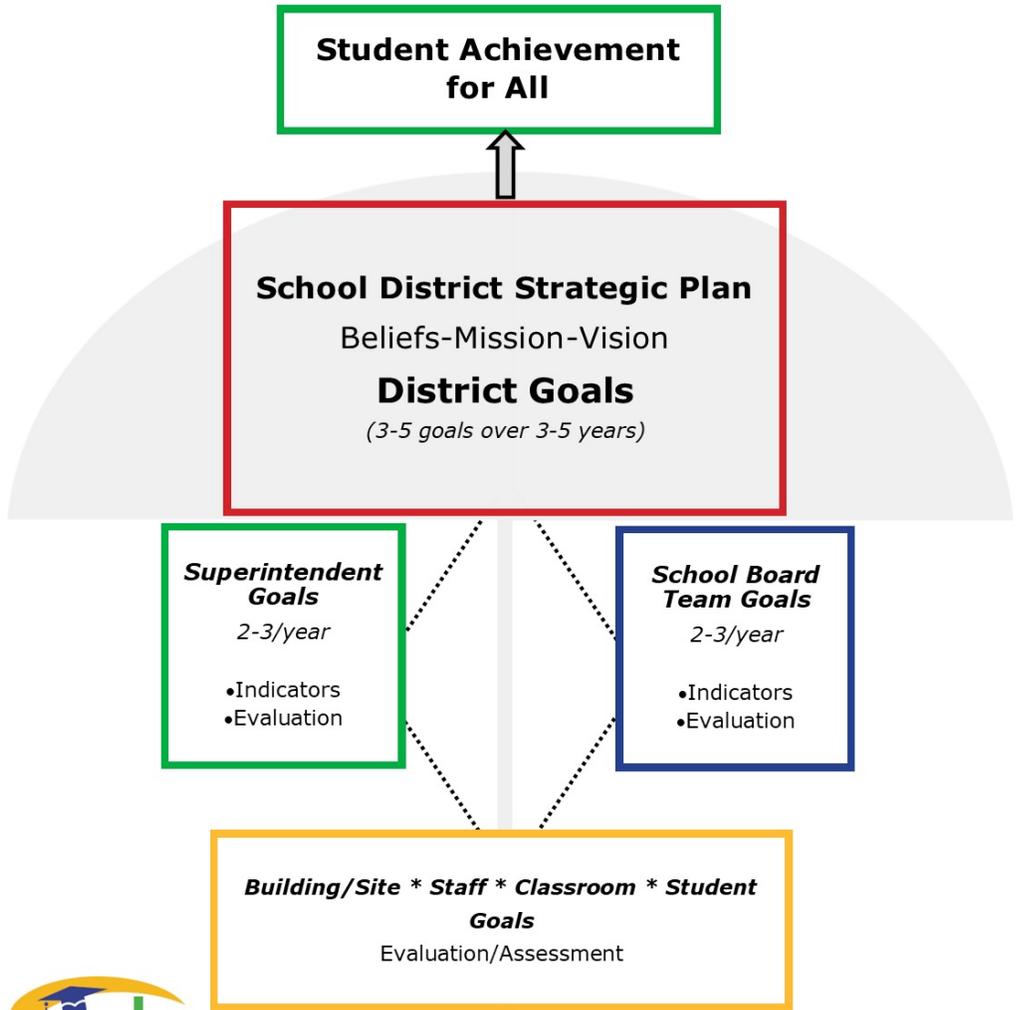
Strategic Board Governance Model



The Superintendent Manages
Providing leadership and supervision

School District Goal Alignment

What Creates a Healthy Team



Integration of Goals Toward a Common Plan





Effective School Board / Superintendent Relationships

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



Effective School Board / Superintendent Relationships

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!

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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.

This presentation and corresponding materials are for general guidance. While current as of the date of presentation, the information contained in these materials may be superseded by legislative amendments, new rules and regulations, etc. If any legal questions should arise, the school district's legal counsel should be contacted.