



New Mexico SCHOOL BOARDS Association

PREPARED EXPRESSLY FOR THE
BOARD LEADERSHIP DEVELOPMENT PROGRAM
FEBRUARY 11, 2021

Sign-In Directions to Receive Credit

In order to receive training credit for the 2021 Virtual Board Member Institute:

- **School board members are to leave their full name (no nicknames or abbreviations) and their district in the Zoom chat box.**
- **You need only to sign in once during each of the four three-hour training sessions.**
- **If you are calling into the session, you will need to email Lorraine Vigil, Program Director lvigil@nmsba.org to let her know you are participating by phone with your phone number and which sessions you attended.**
- **She will then review her records to verify your phone number was active during the session.**
- **This avoids any issues of school board members not receiving their credits.**

Agenda for the Training

Welcome & Introductions

Frame I: Developing the Culture

- Measuring the Climate
- Using Climate Data

Frame II: Ethics & Professional Conduct

- Ethics Regarding Relationships
- Work Ethic
- Code of Conduct

Frame III: Social Media

- To Use or Not to Use....
- Reasons to Use Social Media
- Pros and Cons of Use

Special Guests:

A Special thanks to our Facilitators

Robyn Hoffman-Farmington

Christine Ludi-West Las Vegas

Barbara Peterson-Albuquerque

Dymorie Maker Lovington

Jennifer Viramontes- Gadsden

Mona Kirk-Roswell

Olivia Clabaza-Bernalillo

Lilliemaë Ortiz-NMSBA

Frame # 1: Developing the Culture

Reference: Becoming a Better Board Member

Chapter 1: Questions a New Board Members Should Ask



Creating a Culture of District Improvement

- ❑ **Setting a Vision & Mission-Focus: Student achievement**
- ❑ **Maintaining a balance between district coherence and school autonomy**
- ❑ **Using Data to support continuous improvement**
- ❑ **Creating a district culture that supports student achievement**
- ❑ **Investing in human capital**
- ❑ **Maintaining stable and effective leadership**

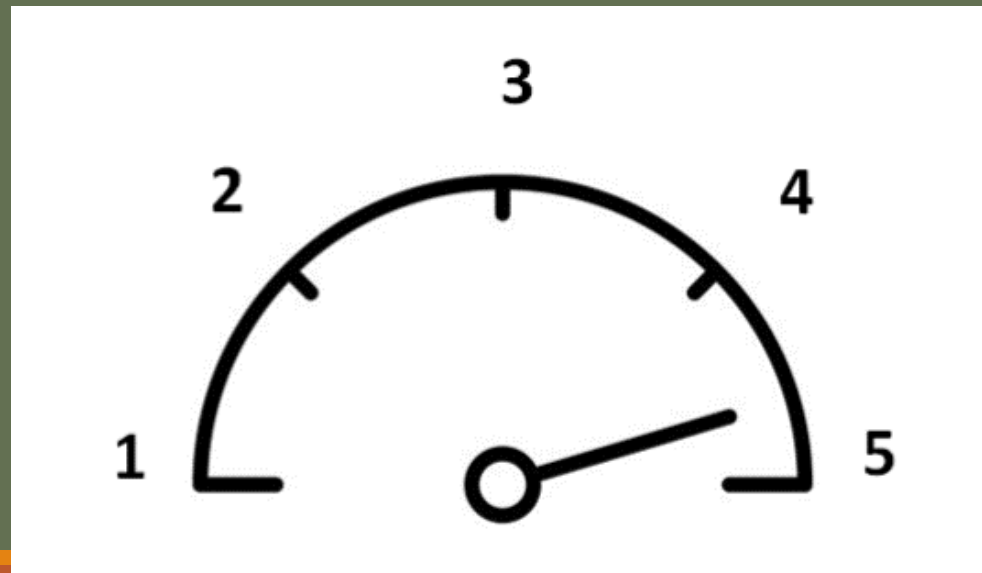
Working Definition:

“.....the commonly-held set of values and principles that shows up in the everyday behavior of the people”

“A system of shared assumptions, values and beliefs.”

...The behaviors of your people that show up every day in your organization.

Not Important



Extremely Important

Vision, Mission and Core Values



Vision

- description of some future state that you want to achieve. It answers the question, *“Where are we going?”*




Mission

- a statement of purpose - describes the reason the organization exists. It answers the question, *“Why do we do what we do?”*



Core Values

- set of high-level operating principles for the organization. It answers the question, *“How do we go about doing our business?”*



**Maintaining a balance
between district
coherence and
school autonomy**

coherence



Using Data to Support Continuous Improvement

**“When students, parents, educators,
and partners have the right
information to make decisions,
students excel.”**



Creating a district culture that supports student achievement



Investing in Human Capital

A group of approximately 20 business professionals, including men and women in various professional attire, are posed in a meeting room. Some are standing in the back row, while others are seated in the front row on chairs. The room has a light-colored wall and a patterned carpet. The text "Maintaining stable and effective leadership" is overlaid in the center of the image in a large, bold, black font.

Maintaining stable and effective leadership

Questions for Break-Out Room

- ❖ What do you observe that are contributing to improved student performance?
- ❖ How healthy is your current culture?
- ❖ What strong behaviors do you see that welcome students, staff, community?

Frame # 2: Ethics & Professional Conduct

Reference: Becoming a Better Board Member

Chapter I: Ethics for Effective Board Members



New Mexico School Board Member Code of Ethics



NEW MEXICO SCHOOL BOARDS ASSOCIATION

- Attend all scheduled board meetings insofar as possible;
- Recognize that I have no legal authority outside the board meetings, and that all decisions of the board will be made at a public meeting where a quorum of the board is present and only after a thorough review of the available information;
- Work in harmony with the rest of the board members to always promote and preserve the integrity of the board;
- Avoid speaking on behalf of the board except at those times when the board, by official action authorizes me to do so, and respect the confidentiality of information that is privileged under applicable law;

New Mexico School Board Member Code of Ethics



NEW MEXICO SCHOOL BOARDS ASSOCIATION

- Upgrade my performance as a board member by informing myself about current educational issues by individual study and through participation in programs provided by the local school district and by the state and national school boards associations;
- Support the employment of those persons best qualified to serve as school staff and make every effort to ascertain that all employees are properly remunerated for their services, and that they are dealt with fairly in the performance of their duties;
- Avoid being placed in a position of conflict of interest and refrain from using my board position for personal or partisan gain;

New Mexico School Board Member Code of Ethics



NEW MEXICO SCHOOL BOARDS ASSOCIATION

- Accept that my primary function is to establish policy by which schools are administered; and that the actual administration of the education program is delegated to the superintendent and his/her staff;
- Welcome and encourage active participation by citizens for better understanding of their needs and improvement of relations with the public that I serve;
- Strive to promote and perpetuate our democratic way of life;
- Remember that my first and greatest concern must be the fair and equal educational opportunities for all students attending public school.

Your Personal Work Ethic as a Board Member

What Do You Need to Do To:

- Be prepared to participate effectively in meetings
- Understand parliamentary procedure
- Learn how to get and present facts
- Develop alternative solutions to problems
- Seek and encourage a broad range of input
- Remain informed about state, local and national issues
- Keep the board's primary focus on your students

Questions for Break-Out Room

- What are the ways your board manifests the “***Board Member Code of Ethics***” in your district?
- How does your district assure that everyone understands and adheres to the Code of Ethics
- What area(s) will you consider focusing attention on as far as your personal work ethic is concerned?

Frame # 3: Social Media: to Use or Not to Use....

Reference: Becoming a Better Board Member:
Chapter 13-21st Century School Board Communications

from - Becoming a Better Board Member:

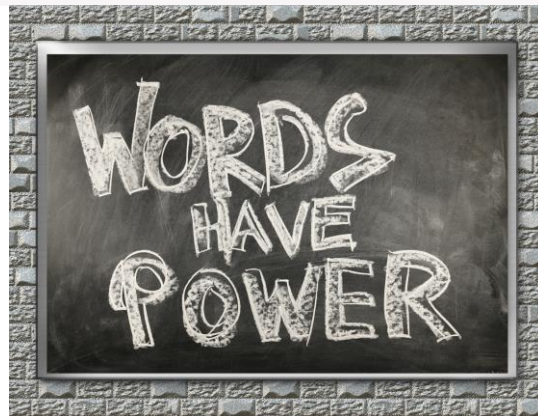
“successful communication by leaders involves getting the right information through effective tools to an engaged public.”

School board members have virtually limitless communication choices. It is truly not a question of whether, but of how and how effectively they are making these choices, work for students.

GUIDELINES



Think About It



- Laws
- Policies
- Agreements
- Interpretation

A young boy with short brown hair and a light complexion is smiling at the camera. He has both hands behind his ears, with his fingers spread, as if he is listening intently or trying to hear something. He is wearing a light-colored, possibly white, t-shirt. The background is plain white.

A great place for listening

Learn about opinions

Follow conversations

Get feedback

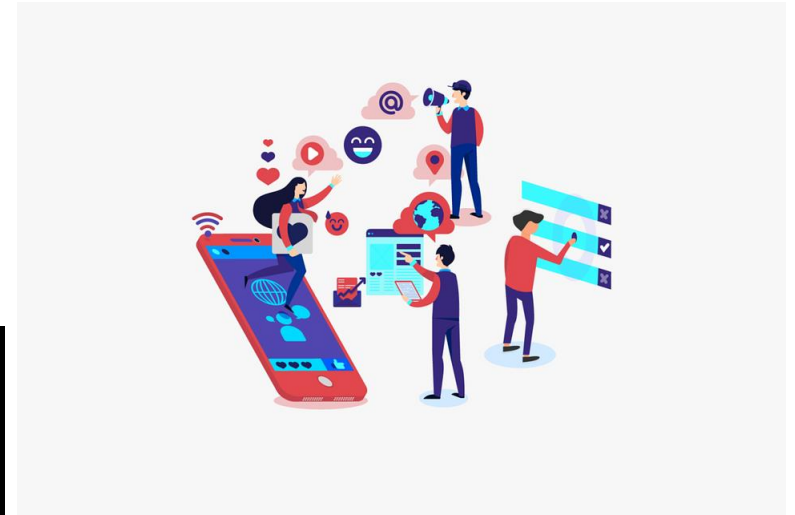
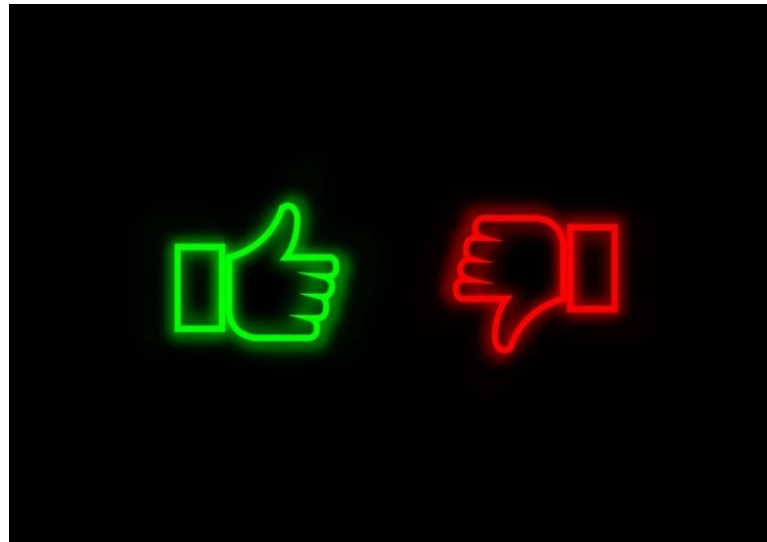


Social media can help the board promote the district.

What if you choose to not participate?



Pros and Cons of Using Social Media



Breakout Groups:

Questions/Concerns to Ponder

- Share your experiences
 - How do Sunshine laws apply
 - What to do if the Superintendent or Staff are being attacked
 - What should policies regarding the use of social media include
 - Who monitors social media posts

Thank you!

Two important closing notes:

Session Evaluation: Please evaluate the session and validate your training credit. Click on the link which is being sent out in the chat function:

https://www.surveymonkey.com/r/NMSBA-CES_BLD_EVAL_FEB

Becoming a Better Board Member: For more information please refer to:

NSBA Becoming a Better Board Member-Fourth Edition

If you do not have a copy of this resource, please contact Joe Guillen.