



Colorado Association
of School Boards

Finding Diverse and Dedicated Public Education Advocates to Serve on School Boards



What is the 'Built to Serve' campaign?

To support Colorado's boards of education, CASB established the **Built to Serve** campaign to encourage effective and representative school boards that meet the challenges of the diverse districts they represent.



CASB website provides tools and resources



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



Colorado Association
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We need your help!

Please promote the [resources](#) and webinar recordings to individuals who want to learn more about how to become a school board member.



Become a voice for
students in your
community.

Learn how to become a school board
candidate at casb.org/built-to-serve



Promote on social media

- Use the shareable social media graphics ([found here](#)) to promote on your social media channels
- Messages include:
 - Become a voice for students in your community.
 - Are you willing to make a difference for Colorado's students?
 - Recommend someone who can lead your school board to success.
 - School boards set the tone for how the business of teaching and learning is carried out.
 - School board members are a community's steward of its most precious resource — the future.
 - Listen to the CASB Connections podcast series on becoming a school board candidate.

Become a voice for students in your community.



Become a Voice for Colorado Students

Learn how to become a school board candidate at casb.org/built-to-serve

Become a voice for students in your community.

FACEBOOK POST



Become a Voice for Colorado Students

Learn how to become a school board candidate at casb.org/built-to-serve

Become a voice for students in your community.

TWITTER POST



Become a Voice for Colorado Students

Become a VOICE for students in your community.

Learn how to become a school board candidate at casb.org/built-to-serve

LINKEDIN POST



Become a Voice for Colorado Students

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INSTAGRAM POST

Are you willing to make a difference for Colorado's students?



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INSTAGRAM POST

Recommend someone who can lead your school board to success.



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Recommend someone who can lead your school board to **success**.

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INSTAGRAM POST

I'm interested in learning more

Recommend someone

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Promote the webinar recordings

Webinar:
Identifying community
members who are
'Built to Serve'

Recording
Slides



Colorado Association
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Recommend someone
who can lead your
school board to **success.**

Learn how to become a school board
candidate at casb.org/built-to-serve

Webinar:
Are you '*Built to Serve*' on
your school board?

Recording
Slides



Colorado Association
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Are you willing to make a
difference for **Colorado's**
students?

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Send a message to your
membership

The promise of public education is that every child succeeds in school and life. To realize this promise, children must be provided resources, supports, and interventions based on their needs.



The nation's school boards are uniquely positioned to fulfill this promise to all students.



Host a joint webinar with CASB to speak to your members and answer their questions



Learn more about the
importance of educational
equity in serving Colorado's
900,000 public school students.

Educational equity is sometimes confused with educational equality, but they are not the same. Educational equality is when all students are treated the same and have access to similar resources. Educational equity considers the needs of students as a precursor to and a determining factor for things such as setting policy, the allocation of resources, and the design of educational programs.





Reimagining schooling to create educational equity will require that districts provide equitable access to rigorous, culturally relevant curriculum so that all students have the knowledge and skills to succeed as contributing members of a rapidly changing, global society.



Strong public school advocates are needed to serve on Colorado's 178 school boards.

Are you '*Built to Serve*'?



Contact CASB at comm@casb.org

to

- learn more
- schedule a presentation
- get involved



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