
CASB Conversations: Identifying community members who are *Built to Serve*



CASB CONVERSATIONS WEBINAR

Using Zoom today:

- ❖ If you are having trouble logging on, text Susan at 720.971.9830.
- ❖ Please discover the CHAT button on the screen, as this is where you can communicate with us.
- ❖ Please make sure you are muted during the webinar.
- ❖ Use the blue hand, located in the Participants toolbox, to raise your hand when you have a question or comment.



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LEARNING OUTCOMES

- ❖ Describe the characteristics and traits associated with many individuals that serve as school board members
- ❖ Assess how well the current board reflects the demographics of the student population
- ❖ Identify ways to encourage and support school board candidates who will work to advocate for and advance public education



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Poll Question:

How many years have you served on your school board?



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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



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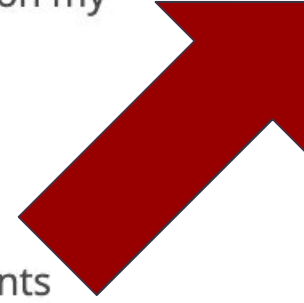
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INTRODUCTIONS

- ❖ **Laura Case**, *CASB Board of Directors and Estes Park R-3 School Board president*
- ❖ **Carlos Gonzalez**, *CASB Board of Directors and Widefield 3 School Board member*
- ❖ **Monica Furey Peloso**, *CASB Board of Directors and Cheyenne Mountain 12 School Board president*
- ❖ **Leslie Bogar**, *CASB Director of Professional Learning & Events*



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What are the characteristics of successful board members?

- ❖ vision and ability to see the big picture
- ❖ excellent communication and human relations skills
- ❖ ability to listen to all sides of the story before making an informed decision
- ❖ sound judgment
- ❖ confidence
- ❖ ability to disagree agreeably
- ❖ strong sense of fairness and justice
- ❖ desire to be a leader, not a manager



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Panel Question:

Given the unique characteristics of your school district and community, what would you say the top 3 characteristics or traits are for a school board member to have?



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Panel Questions:

- ❖ Does your school board reflect the demographics of your student population?
- ❖ Do you have thoughts on ways to work toward ensuring inclusiveness on your board?



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Panel Questions:

- ❖ How can individuals help identify strong candidates?
- ❖ How do you encourage citizens to run for a school board seat?



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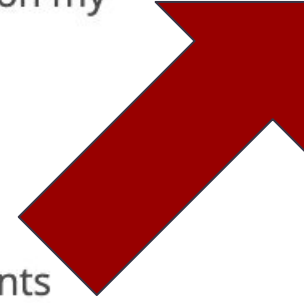
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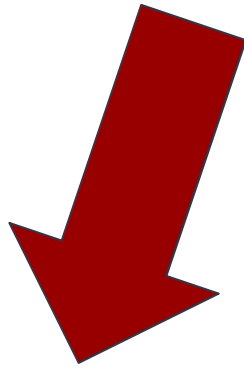
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CASB Connections Podcast Series: School Board Candidate

- Episode 1 - School Board Candidate Wisdom (25 min)
- Episode 2 - Campaign Best Practices (15 min)
- Episode 3 - Preparing Candidates with the End in Mind (20 min)
- Episode 4 - School Board Candidate Wrap-Up (5 min)

[Access the podcasts](#)

Social Media Downloads

- [Shareable social media graphics](#)

Election Resources





- Stay tuned for a future webinar with a release of election resources. [Sign up here](#) and we will notify you of the webinar.







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Become a voice for students in your community.

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|  |  |  |  |
| <p>FACEBOOK POST</p> | <p>TWITTER POST</p> | <p>LINKEDIN POST</p> | <p>INSTAGRAM POST</p> |

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

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

Date: Tuesday, April 6, 2021

Time: 12:00 - 1:00 p.m.

[Register here](#)



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

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

RESOURCES

- ❖ [Recommend someone](#)
- ❖ [Sign up to learn more](#)
- ❖ Visit the [**Built to Serve** website](#) and help promote the campaign!
- ❖ [Are you **Built to Serve** on your school board?](#) webinar is on Tues, Apr 6: 12:00 - 1:00 p.m. geared toward school board candidates



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Questions?



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