



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



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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](https://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](http://casb.org/built-to-serve)

Become a voice for students in your community.

FACEBOOK POST



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Become a voice for students in your community.

TWITTER POST



**Become a Voice for Colorado Students**

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LINKEDIN POST



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INSTAGRAM POST

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



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INSTAGRAM POST

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

FACEBOOK POST



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INSTAGRAM POST

I'm interested in learning more

Recommend someone

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INSTAGRAM POST

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Promote the webinar recordings

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

Recording  
Slides



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**Recommend** someone  
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school board to **success**.

Learn how to become a school board  
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Webinar:  
Are you '*Built to Serve*' on  
your school board?

Recording  
Slides



Colorado Association  
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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.

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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.

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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](mailto:comm@casb.org)

to

- learn more
- schedule a presentation
- get involved



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