

Standard 6: Advocacy

Effective school boards advocate for public education and the needs of Iowa students.

Competencies	Indicators/Examples of Best Practice
<p>Championing Local Governance & Public Education – Clearly articulates and advocates for the value of public education and the important role of local school governance.</p>	<ol style="list-style-type: none">1. Models effective and efficient board governance.2. Clearly articulates the role and value of local school boards in improving public education so all students reach world-class expectations.3. Regularly discusses the important role of public education in a democratic society at the board table, in newsletters, public communications, etc.4. Speaks with one voice about district goals and priorities.5. Develops common messages to communicate the needs of students and public education.

<p>Legislative Advocacy – Develops and strengthens on-going relationships with policymakers around improving student achievement and the needs of public schools.</p>	<ol style="list-style-type: none"> 6. Develops a board advocacy plan that outlines annual commitments to the board’s legislative advocacy efforts. 7. Makes it a regular practice, either individually or as a board, to meet with policymakers to discuss issues of common interest as well as the needs of the district. 8. Encourages and supports the superintendent to build and sustain relationships with policymakers. 9. Informs and recruits supporters, community members, and other stakeholders to influence policymakers. 10. Monitors local, state, and national public education issues and uses the information to inform and impact advocacy. 11. Includes a regular agenda item where board members and the superintendent give updates on their advocacy efforts and discuss state and national policy issues. 12. Monitors legislators’ votes and holds legislators accountable for their votes.
<p>Community Engagement - Fosters engagement and collaboration with all stakeholders to ensure high and equitable student learning.</p>	<ol style="list-style-type: none"> 13. Establishes policy expectations and provide supports for the district to engage families and the community. 14. Uses methods for encouraging community input and developing community understanding when planning and implementing the educational program. 15. Clarifies through policy an approach to media relations in order to communicate district priorities and positions on key issues impacting the district and public education. 16. Supports and enhances partnerships with business and community organizations to help advocate for support of public education. 17. Encourages parent and community leaders to consider school board service.

