

AASB



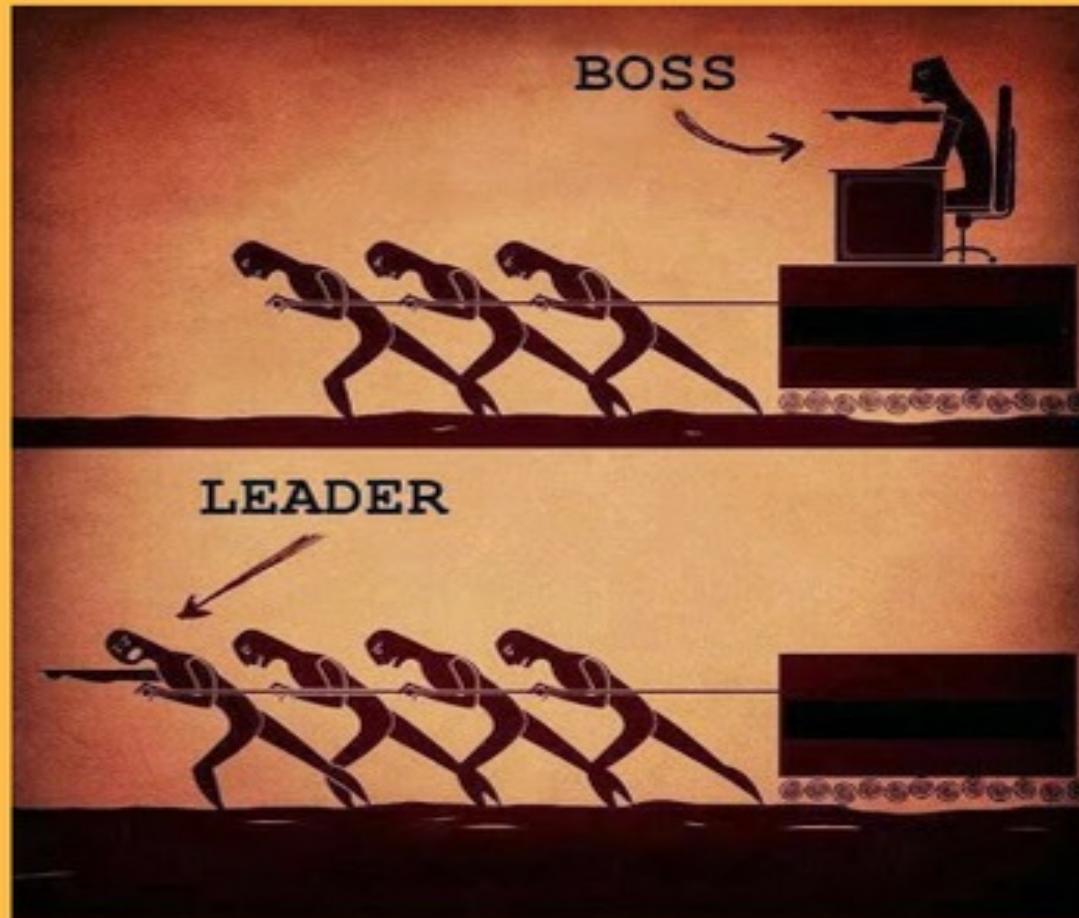
Secret To School Board Member Success

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THE UNIVERSITY OF
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“How do you expect someone to be awesome if you don’t show them what awesome looks like?”



Where does being AWESOME start?

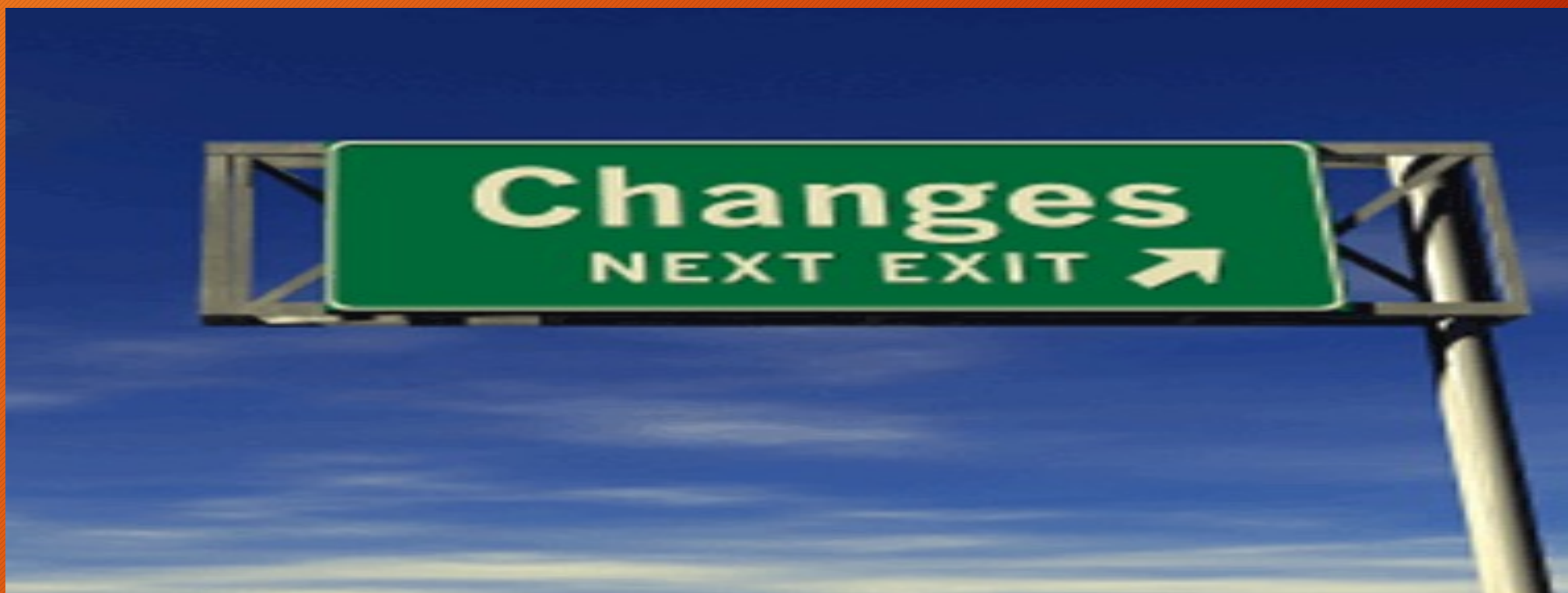
- Boards control the success, or failure, of a school system.
- It all starts at the TOP.
- If you have low test scores in your district, you either caused it or allowed it.

What do you see coming in the future?

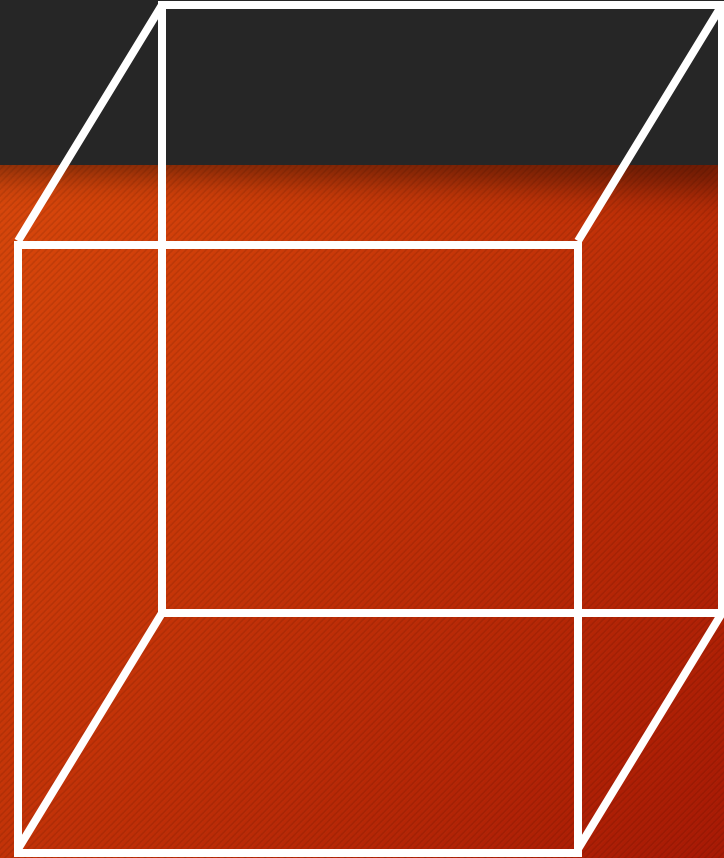




Changes
NEXT EXIT ➔



When you change
the way you look
at things, the
things you look at
change.



Is your board attractive?



Your success depends on it.

Can't create enough policies to get around bad leadership.

If you aren't attractive, your good people will LEAVE you.

Go To War For Talent....



If you aren't an effective board, your good people will leave you.



Who stays then?

People leave bad bosses.

Homework Assignment



- Why would someone want to send their child to your School System?
- List 3-5 things that parents should know that would make them want to send their children to your district.

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- What does a great school board meeting look like?
 - What constitutes a good board member?
 - Board Retreat.

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- We see personalities, power struggles, and politics in every meeting. These are good if you use them the right way.
 - Can you vote for what's right rather than what is popular? We often see boards buckle when community interest groups come to meetings.
 - We see many board members trying to promote themselves in an effort to get re-elected or appointed. Why? You will do your best work when you don't mind if you are not re-appointed.

What Legacy Do You Want To Leave?



- Exercise: How do you want to be perceived by the public?
- Are there concerns, fears, or barriers that prevent you from having deep conversations about Results?
- It's these deep conversations that will bring you the best results.



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- If you were rebuilding yourself as a board, what would you change to make it more effective?
 - Can't you control all of those things?
 - Do you believe the your school system can go to the next level?
 - What will it take?

Principles of Great Board Governance:

- Boards need to have their arms around the system but no fingers in it.
- Good boards realize they don't need to know everything going on in the system. There is no way they can know, but some board members want to know every little thing.
- Good boards don't concern themselves too much with what's going on, but rather what's COMING OUT.

- The *board President* is the key to board effectiveness.
- The superintendent's lifeline.

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- How long are you willing to wait to see results?
 - Great boards always focus on the ends rather than the means.

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- Research revealed that low performing communities want QUICK fixes and super human things done and they pressure board members to get it done- and failure is the result.
 - In education, there is no such thing as a quick fix.

Have you ever observed, or participated in a board meeting that was not productive?

We have. 324 of them.

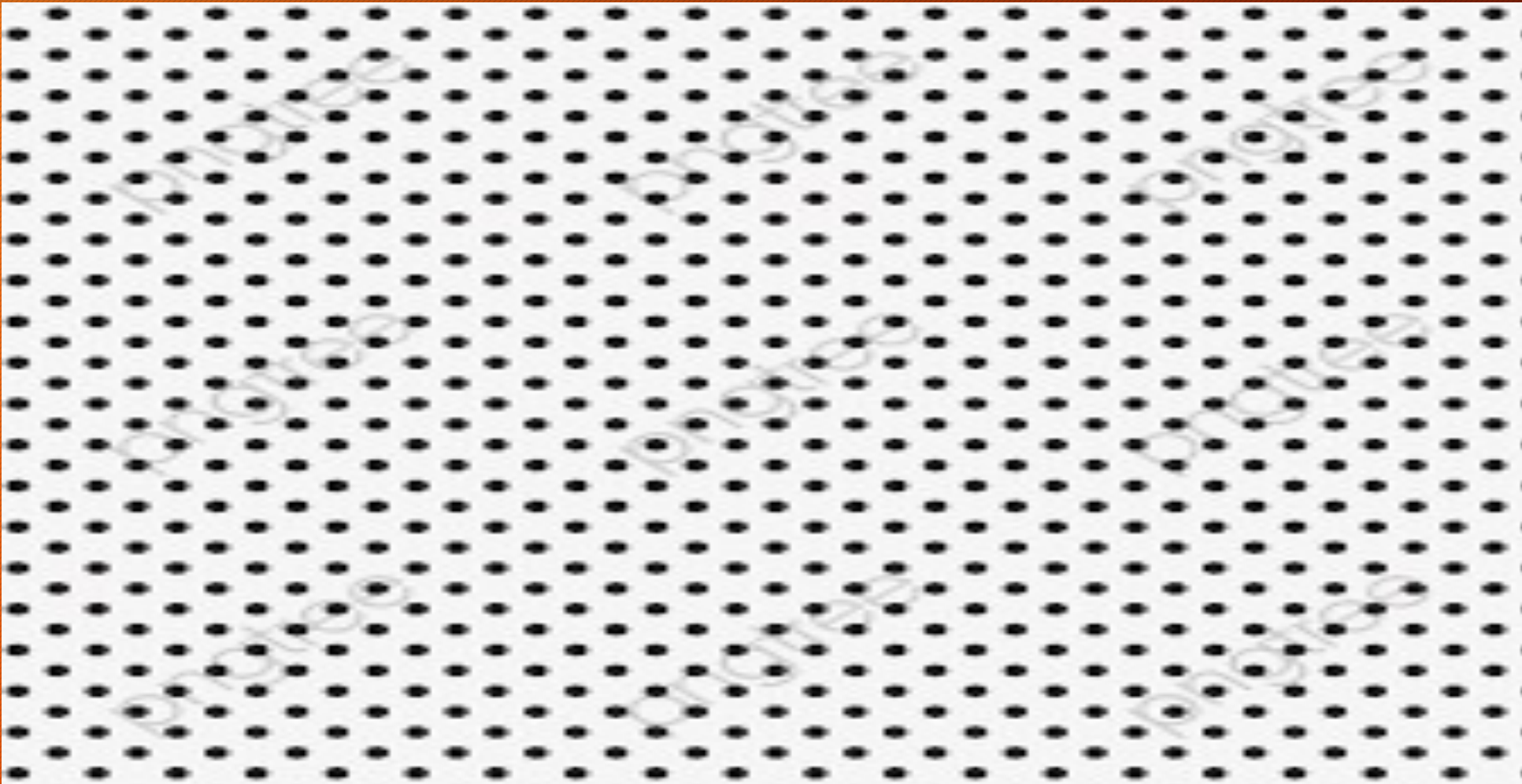
It's not pretty.



We Learned: The more negative a school board behaved, the lower the student achievement in their district.



What Are The Elephants In Your Boardroom?



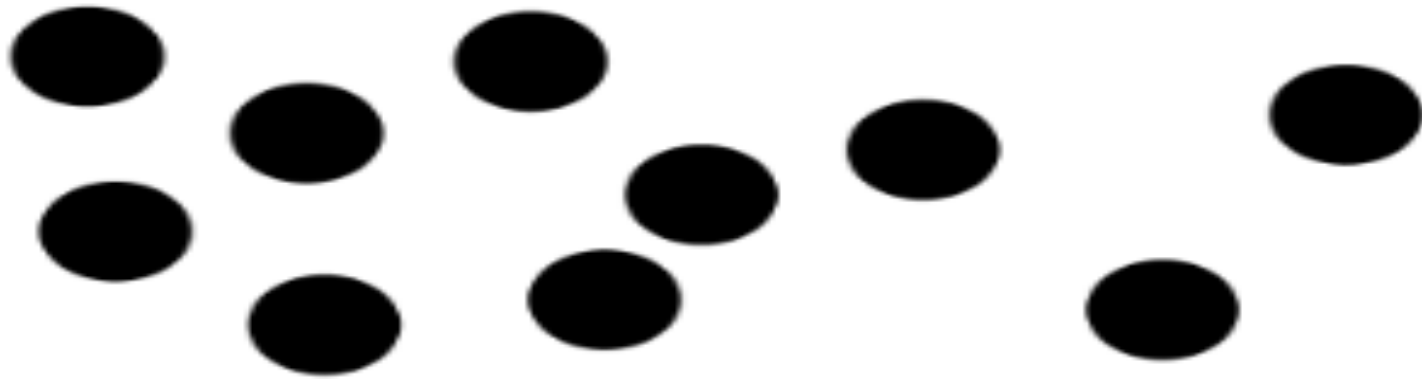
This is what happens when you try to do too many things!



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- The board tries to stay on TOP of things. Never happens. Just works you to death.
 - You start asking for reports, subdivide into groups, and wind up with 4-5 mini boards.
 - Can't know everything going on. Extraordinary boards don't try.


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- Your goal should be fewer policies, not more.
 - Average boards are DOT chasers.
 - Extraordinary boards don't get into the dots.
 - Dots are fascinating, but they easily DISTRACT us.

Great governance is not about doing 1,000 things, but doing 10 things well.



Mission Statement- What is it?

- Tell me your mission statement without looking it up.
- Mission statements are the "how-to" statements or action plans that help schools achieve their vision.
- Do you read it at the start of each board meeting?

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- Great boards FOCUS on the things that matter.
 - They focus on the MISSION of the district and asks the questions:
 1. Are the students learning
 2. How do we know the students are learning

When you focus on the end result rather than the how, great things happen.

Ask yourself these questions from time to time:

- Why do I want to be on the board?
- What do I contribute as a board member?
- What talents do I have other members don't have?
- How could I be a better board member?
- If I left the board today, will I be missed?
- What are your strengths and weaknesses as a board member?
- How do you know you are a good board member?



More training is not the answer.

Boards in low-performing school districts have to radically change the way they do their business.

They have to govern differently.

Thus, *Behavioral Governance* was born.



What We do:

- Do preliminary 2 hour board training.
- Video your meetings.
- Give you one-on-one coaching as to how you can be a peak performer during the meetings.
- Provide immediate feedback as to your effectiveness at the meeting.

My team:

- Past President of the National School Boards Association (NSBA)
- First elected to NSBA Board of Directors in 2011
- Past President of the Mississippi School Boards Association
- Former member of the board of the Laurel City Schools
- Former new anchor for WDAM television
- MRS. MIRANDA BEARD



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- Monitor your behavior and provide one-on-one coaching for an entire year.
 - At the end of this time, you will see a tremendous improvement in the quality of your board meetings.
 - Success is GUARANTEED.
 - David.e.lee@usm.edu-----601-303-0416

10 Laws of Great Board Governance: (*Lee-American School Board Journal*)

1. LAW OF THE SHIELD.

- Protects you from your critics and naysayers.
- Stand together by locking your armor and working as a team.
- Don't have to vote unanimously, but do agree to support the majority vote. If you pull away from the group, CHAOS begins to rule.

2. LAW OF THE EGO.

- Big egos sink ships.
- Keeps meetings from running smoothly.
- Egos must be checked at the door.
- If an ego gets out of control, the other board members must reel it in.
- Your ego is not your amigo.
- The bigger your ego, the less you can see.

3. LAW OF FALSE CHOICES.

- Great boards don't accept things at FACE VALUE.
- Refuse to accept things just because you are told, "we have no choice". There are always more choices.
- We see boards back off when they hear that.
- The big "WHY" question is your great equalizer.
- Great boards turn a no into their advantage.

4. LAW OF HAND SLAPPING.

- Many great boards realize there are too many rules and regulations keeping them from achieving their goals.
- Most rules are designed to keep us in a “BOX”.
- Real growth won't be found in a box.
- Got to go outside the boundaries.
- Nothing illegal, but those things that are questionable and nobody seems to know why they are there.
- Stretching the limits will give you great results.

5. LAW OF SUBTRACTION.

- Remove those barriers that limit your progress.
- Subtract people not performing well and get rid of programs not working.
- You can't outwork bad leadership.
- Find out what works and focus on that. Focus on your strengths instead of constantly trying to fix weaknesses.

6. LAW OF INCHES.

- Great boards realize big results are hard to come by.
- Look for your inches.
- Create small successes rather than waiting for the home runs.
- Great boards find their inches because it helps them get through difficult times.
- Success comes in inches, not yards.

7. LAW OF THE SYSTEM.

- This is your board's infrastructure.
- Edward Deming said, “94% of the failure we experience is the result of the system, not the people”.
- All great boards work from within a system of beliefs and performance.
- This law prevents boards from constantly blaming others for their shortcomings.
- Your system is perfectly designed to get the results you are getting.

8. LAW OF THE SHADOW.

- Law that brings issue out into the open.
- Many boards are caught up in the grip of a shadow.
- Things you keep in the dark, but they loom throughout the system.
- Shed light on issues everybody knows exists.
- You will be powerless to make real changes until you face your shadows.
- Expose them to the light, and once this is done, you can move on and deal with the future.

9. LAW OF THE MIRROR.

- This is the secret to successful board leadership.
- Each board member matters and each individual board member holds the key to the effectiveness of the group.
- What does each member do to contribute to the success of the meeting.
- Each member accepts responsibility for their own actions.

10. LAW OF ONE.

- One board, many voices, but ultimately ONE VOICE.
- If you speak with one voice, you can survive any obstacle that comes your way.
- It is the life blood of any organization.
- Disagree all you want, but when you leave, leave with a combined purpose and speak the same language.
- Don't allow your critics to separate your voices.
- If they see a chink in your armor, you are doomed.





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CBBR
Center for Board Behavior Reform

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•Thank You!

- For more information on board training and research, please email:
- David.e.lee@usm.edu---boardsthatwork.org