

# Communicating with Superintendents and School Boards

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**SUMMARY:** While the roles of superintendents and school board members may vary slightly from district to district, all have the same goals: to uphold and further the mission of the school district. It is important to develop and maintain an open channel of communication with this influential group.

- Encourage the creation of a district-level IB coordinator or “point person”
- Communicate success, such as awards, positive press, and student achievement, to the superintendent and school board
- Partner with parent organizations for greater school board access

## **IB Point Persons**

Schools might consider lobbying for an IB coordinator or “point person” at the district level. A district-level advocate can be greatly beneficial, even for districts with only one IB program. The point person would receive the same IB materials that schools receive, including access to the Online Curriculum Center (OCC), mailings on workshops and conferences, and other information and data. An IB point person at the district level ensures that there is someone who understands the needs of your program and can make truly informed recommendations.

## **Share with the Board**

Make sure that you share with the board any positive attention your school or IB program receives. Board-worthy items can include:

- Student and/or teacher awards (national, international, or community-based)
- Student participation in projects, drives, etc.
- Unique ways students meet the Creativity, Action, Service (CAS) requirement
- Testimonials from university admissions offices, parents, or other community members
- Positive media attention

## **Parent Organizations**

Working with parent organizations not only builds a stronger relationship between the school and the parent, but also offers an opportunity to address the school board. Parents’ concerns are very important to the board, and parents are usually successful in getting space on board meeting agendas. By gaining the support of parent organizations, you often gain access to the board.