



Kevin E. Ciak, NSBA President



Vision:

Effective school boards establish a clear vision with high expectations for quality teaching and learning that supports strong student outcomes.

Accountability:

High academic standards, transparency, and accountability undergird a world-class education.

Policy:

Policy is how a board sustainably exercises power to serve students. Through policy, school boards establish a set of cohesive guidelines to transform vision into reality.

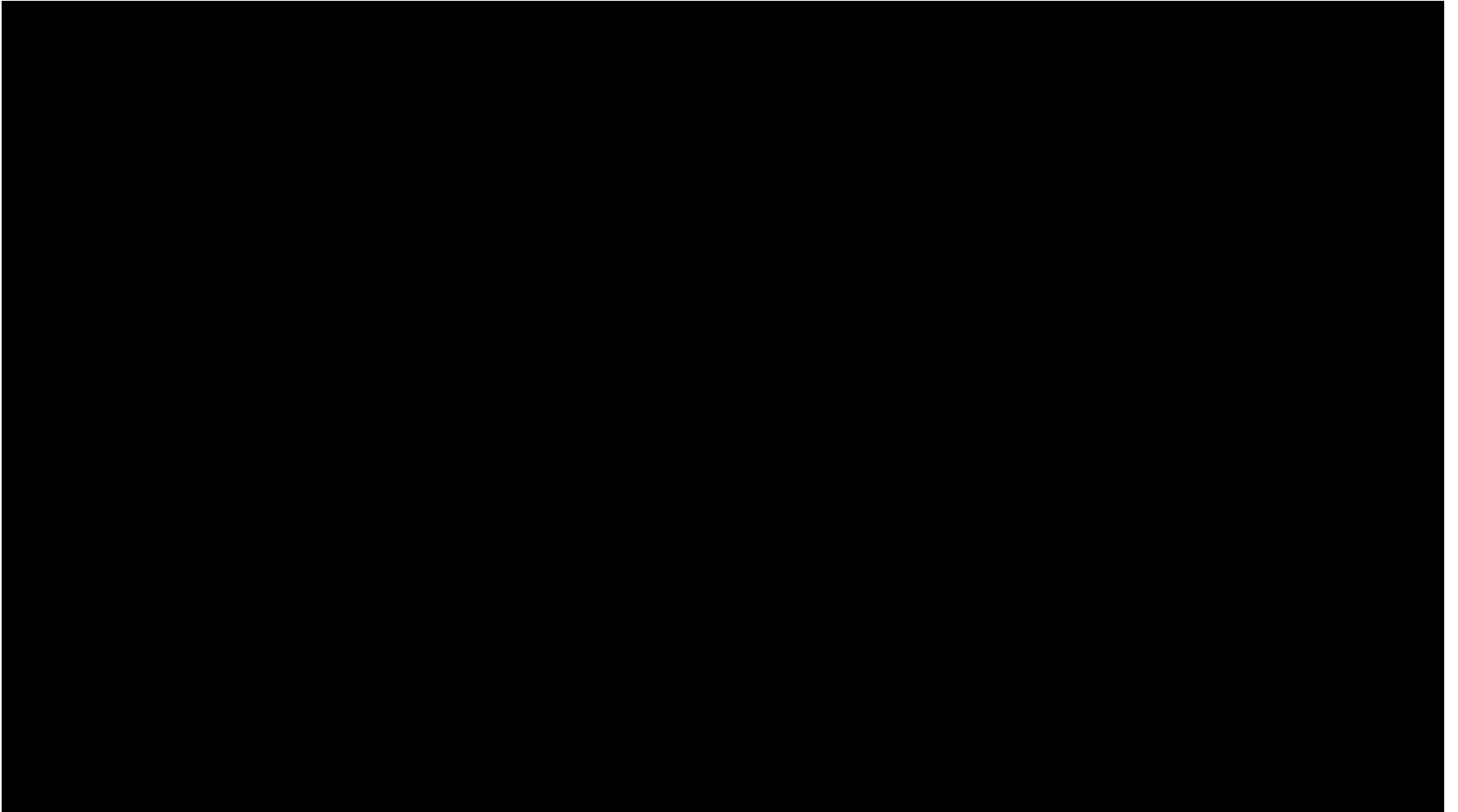
Community Leadership:

Through public advocacy and community engagement, school boards share their concerns and actions with the public.

Board/Superintendent Relationships:

Both the school board and the superintendent have essential leadership roles that are interconnected but different.

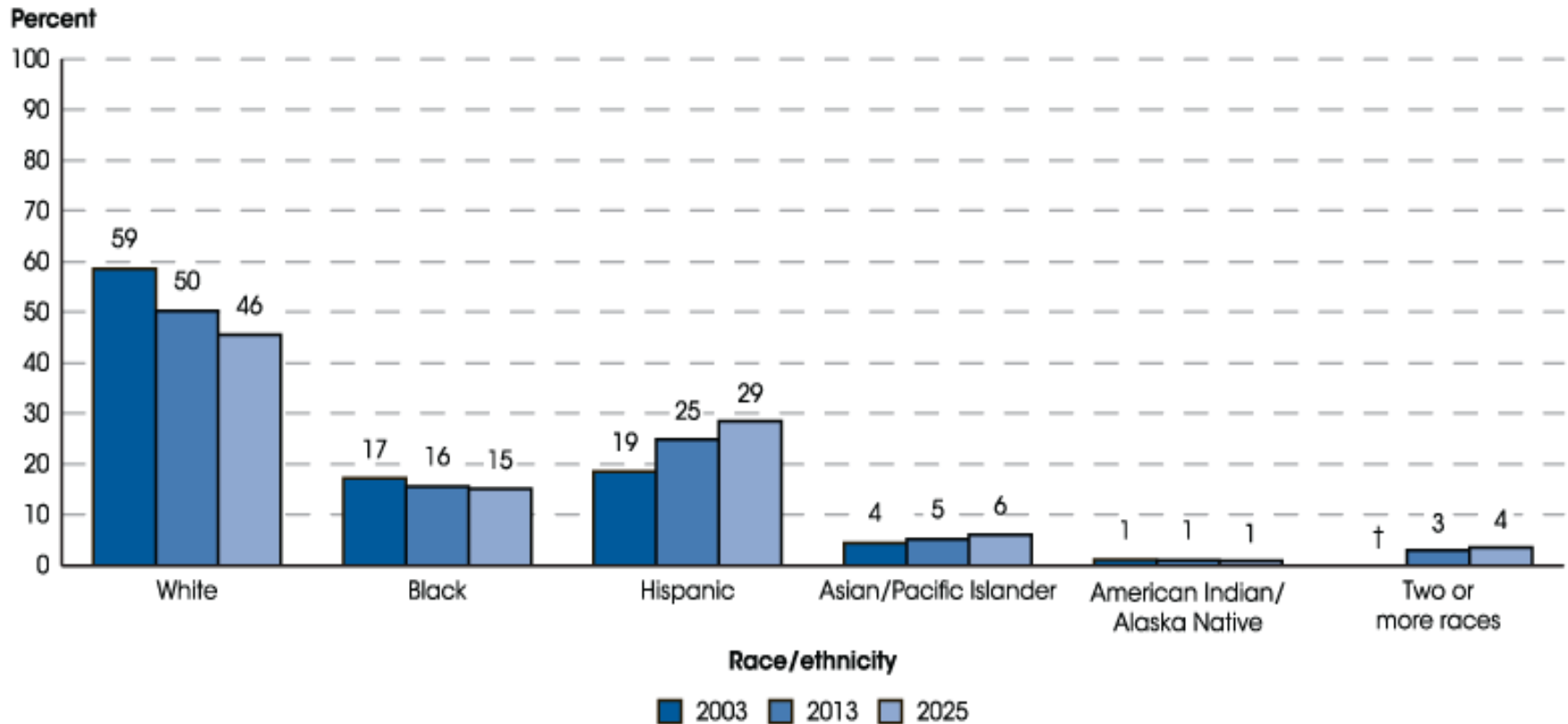




2030 isn't so far away ...

	<u>2004</u>	<u>2017</u>	<u>2030</u>
My Age	29	42	55 (I hope!)
Active Facebook users	1 million	1.86 billion	?
Public School Students	48.8 million	50.4 million	?
Dow Jones Industrial Average	\$10,188	\$21,007	?
S&P 500	\$1,141	\$2,399	?
Childhood Poverty	18%	22%	?
Childhood Obesity	17.1%	16.9%	?
Price of 1 Gallon of Gasoline	\$1.85	\$2.39	?

Demographics of Public Education



Source: National Center for Education Statistics

Let the Children Lead – Board Diversity



What is the Vision 2030 Board?

Traditional School Board

- Hires a Superintendent with vision
- Approver
- Offers tactical solutions
- Facility/Finance/Ops focus
- Offers opinions/anecdotal evidence
- Votes Yes/No; Binary approach
- Composition reflective of candidates willing to serve
- Board meetings are a requirement for Superintendent
- Community of “knowers”

Vision 2030 School Board

- Leads the creation of a vision with a transformational Superintendent
- Initiator
- Creates a long term strategy
- Student achievement focus
- Asks for data; uses it in justifying decision making
- Listens to each other; discussion creates improved outcomes
- Composition reflective of diverse student body; Diversity = strength
- Board meetings add value and create focus/priorities for Superintendent
- Community of learners

Integrating the Vision 2030 Framework



Climate and Culture:

What is our current district culture? What are our organization's values? Is our Board's culture and values consistently adopted throughout the district? What are the intrinsic qualities our graduates should possess?

College and Career Focused:

What are colleges' expectations of our graduates? What are the needs of business communities for the workforce of the future? How is our program of study meeting those needs?

Long Range Student Achievement Resource Allocation:

How do we identify and allocate resources to address our most important student achievement opportunities? What are our students' intangible and academic needs?

Enterprise Risk Management:

What are our most critical assets? What are our greatest risks? How are we addressing those risks? Are our insurance coverages adequate?

Brand creation and communication:

What is our brand? What brand do we want to communicate so parents know our public schools are THE ONLY choice for a high quality education?



Your Washington,
D.C. office



School Choice



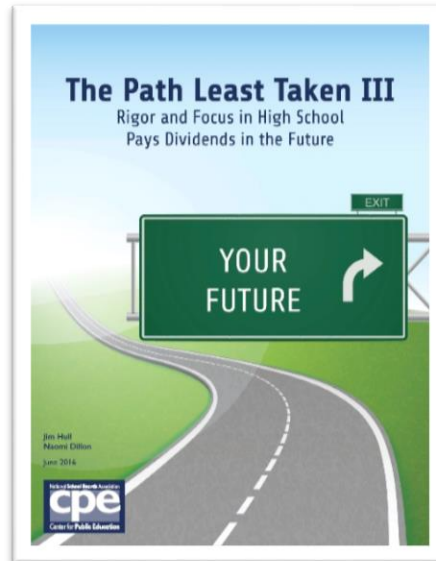
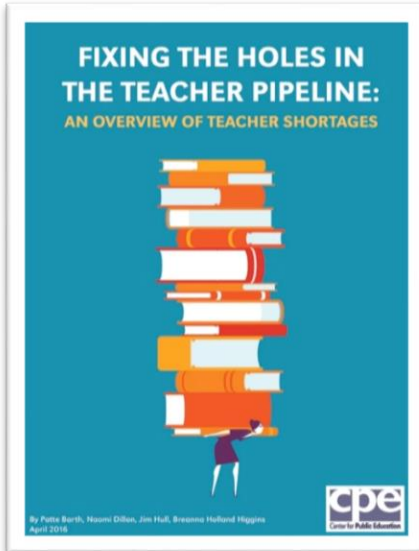
Investments in
public education



Career & Technical Education



Legal Advocacy

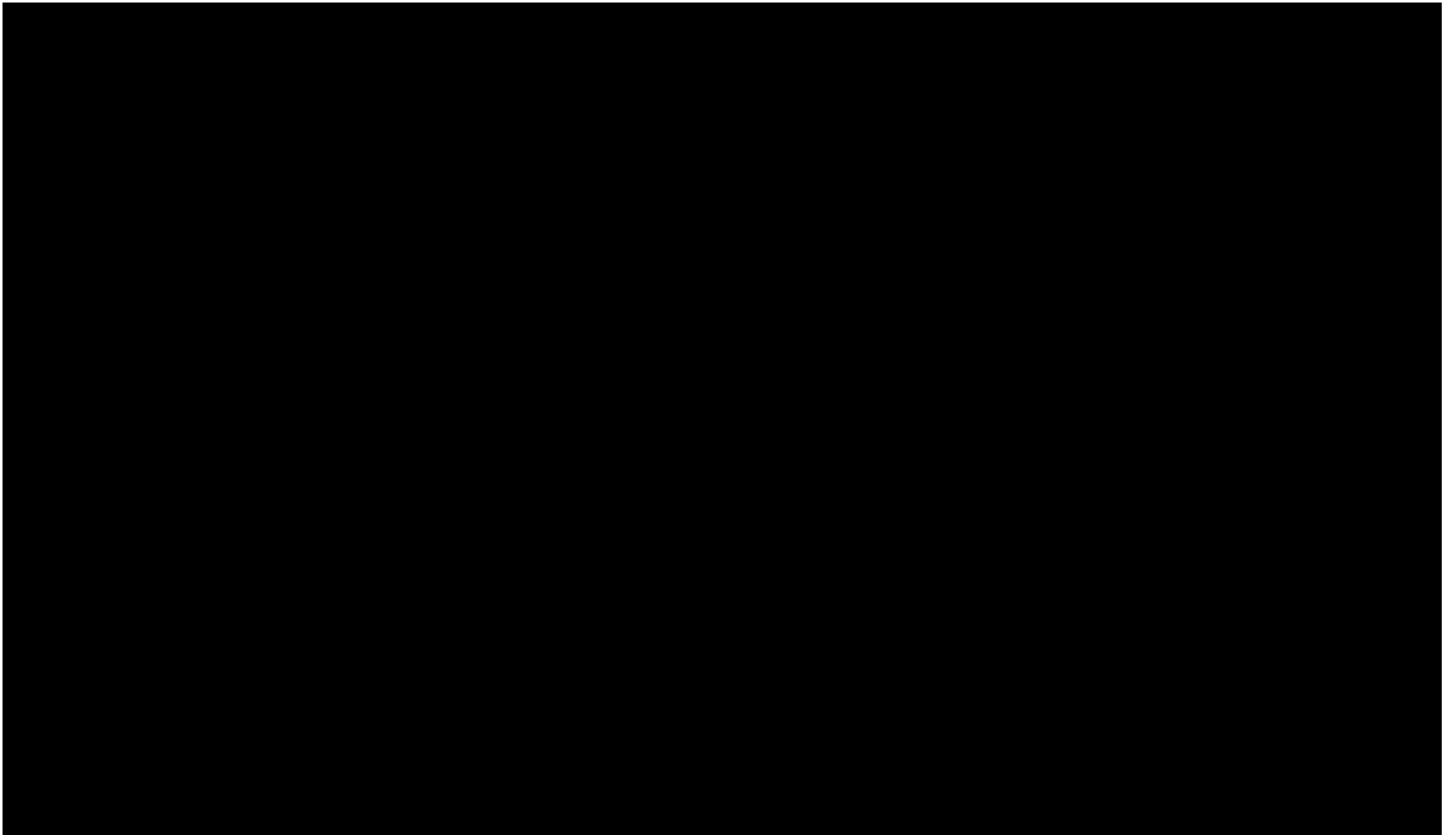


Resources from the
Center for Public Education



STAND UP 4 PUBLIC SCHOOLS™





The logo consists of a solid red square. Inside the square, the words "STAND UP" are on the first line, "4 PUBLIC" on the second line, and "SCHOOLS" on the third line. The text is white, bold, and sans-serif. The letter "U" in "UP" is stylized with a white arrow pointing upwards from its top.

**STAND UP
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board leadership.

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