

SAMPLE PRESS RELEASE

_____ BOARD OF EDUCATION ADOPTS PROFESSIONAL GOVERNANCE STANDARDS

(City) - The _____ Board took a major step toward demonstrating its commitment to governing effectively on behalf of the students and communities it serves by formally adopting new Professional Governance Standards at its meeting on _____.

“We are excited to be one of the first school districts in the state to adopt the new Professional Governance Standards,” said _____, Board President. “We believe these standards are an important tool that will help us with the vital task of governing our district. They are also a valuable resource for parents and the public to better understand the critical jobs that school boards must carry out on behalf of students.”

The Professional Governance Standards were developed by the California School Boards Association under the leadership of the organization’s more than 270 locally elected delegates and directors. The Professional Governance Standards provide a set of commonly agreed upon principles and practices for effective board governance in three interrelated categories: the individual trustee, the governing team and the specific jobs of the board. Board members and superintendents from throughout the state provided input during the development of the standards, which are based on the CSBA Effective Governance System.

“We commend the _____ Board for adopting and committing to the Professional Governance Standards,” said CSBA executive director Scott P. Plotkin. “County boards of education are entrusted by their communities to protect the public’s interest in its schools. The intent of the Professional Governance Standards is to enhance the public’s understanding about the critical responsibilities of these boards and to support them in their efforts to govern as effectively as possible.”

“We believe that locally adopting the standards not only helps our governing team, but it sends a strong message that all of us as local school leaders are willing to step up and be held accountable for our behavior as board members and for carrying out the critical jobs for which we are charged,” said Board President _____. “We have standards for students and teachers and now we have Professional Governance Standards for our own board as well.”