



# Advanced Studies in School Board Governance

This course is designed to provide a deeper dive into the role of school board members. Courses are designed to build on topics previously discussed in the 100 level courses as well as new topics. This certificate should be completed after you have completed the Foundations Track.

## Required Courses

- GOV 201: Intentional Governance in Practice: School board actions related to improved achievement
- GOV 204: Division Leadership & Division Culture: Closing the Gaps Between What Sounds Good and What Gets Done
- GOV 206: Being a Brand Ambassador
- LEG 204: Free Speech for Me but not for Thee: Issues Presented When School Board Members Communicate on Social Media
- Listen to VSBA School Board News Episode 2

## Choose One

Choose any one course from the Legal/Policy Topic track to complete.

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## Choose One

Choose any one course from the Hot Topics track to complete.

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## Upon Completion

Once you have completed all components above, complete this form and send it to [tom@vsba.org](mailto:tom@vsba.org) to request verification and receive credit for completing the Advanced Studies in School Board Governance Certificate.

All courses must be completed within 24 months to earn the Certificate.

## Course Descriptions

GOV 201: School boards and the districts they serve are busy about a multitude of things. It is difficult, but of paramount importance, that the school board maintain a consistent and tight focus on the number one priority of a school district. Improving student learning cannot get lost in the shuffle. School boards, together with their administrative team, need to have a plan, monitor the plan for success, and make adjustments when needed. This webinar highlights essential elements of intentional governance for improved student learning. This includes setting SMART goals for improved student learning, regular monitoring through interim assessments, and ongoing conversation among the board and superintendent for improved results.

GOV 204: This three part webinar series focuses on division leadership and division culture. If culture is behavior—and it is—then identifying desired behavior is an essential step in consciously creating a dynamic division culture. Begin defining the components of the culture you want to create in your division. Most organizational leaders have defined the cultures they desire; ones I refer to as their professed cultures. Unfortunately, that's where most of their conscious efforts to create cultures end. And that explains why so few of their actual cultures bear little resemblance to the ones they've defined.

Begin developing actionable plans for bringing your defined culture to life, one component at a time. Attendees will hear specific guidelines for translating the cultural characteristics you've defined into the behavior you expect by: Identifying & eliminating barriers to that behavior, and Modeling the behavior you expect. Consciously creating culture is a process, and one of the things we know about processes is that the new wears off most of them long before they produce the results for which they were begun. When the new wears off, most people's interest and efforts wane, and the process is either abandoned or simply dies on the vine.

Attendees will complete actionable plans for consciously creating the culture you've defined. By adapting and implementing the steps covered in this webinar series, division leaders will consciously create cultures that support behavior essential to division success. They will close the gaps between what sounds good and what gets done.

GOV 206: When you're trying to get your school division's message and brand out to the public you probably already know the basics like social media, email marketing and electronic newsletters but there's a huge resource that many leave untapped: engaging your stakeholders as a brand ambassador! One of the best ways to get the word out about your school division is by getting in touch with your target audience and leveraging them to embrace your brand. In other words, by building a brand ambassador program. This webinar will give a high-level overview of the importance of having an ambassador program and some tips on how to get started immediately.

LEG 204: School Board members often communicate with their constituents through Facebook, Twitter, or other social media accounts. In this webinar we will discuss challenges and limitations such as removing comments or blocking individuals. In addition Constitutional issues and the Virginia Freedom of Information Act will be discussed.