



Wisconsin School Board

October 4-10, 2020

Sample News Release

(Print on school district letterhead and send to local media.)

FOR IMMEDIATE RELEASE

For more information, contact: (Person's name and phone number)

Wisconsin School Board Week set for Oct. 4-10

The Wisconsin Association of School Boards has designated Oct. 4-10 as Wisconsin School Board Week as a time to build awareness and understanding of the vital function an elected board of education plays in our communities. (Your school district name) is joining all public school districts across the state to celebrate Wisconsin School Board Week to honor local board members for their commitment to (community's name) and its children.

"It takes strong schools to build a strong community, and these men and women devote countless hours to making sure our schools are helping every child learn at a higher level," (superintendent's full name) said. "They make the tough decisions every month and spend many hours studying education issues and regulations in order to provide the kind of accountability our citizens expect."

(Superintendent's last name) said the key work of school boards is to raise student achievement by:

- Creating a vision for what the community wants the school district to be and for making student achievement the top priority;
- Establishing standards for what students will be expected to learn and be able to do;
- Ensuring progress is measured to be sure the district's goals are achieved and students are learning at expected levels;
- Being accountable for their decisions and actions by continually tracking and reporting results;
- Creating a safe, orderly climate where students can learn and teachers can teach;
- Forming partnerships with others in the community to solve common problems; and
- Focusing attention on the need for continuous improvement by questioning, refining and revising issues related to student achievement.

Celebrate Your School Board's

