

WISCONSIN PUBLIC EDUCATION NETWORK 

 **Calling all school board members and candidates, past, present, and hopeful!**

SCHOOL BOARD MATTERS

VIRTUAL WORKSHOP

Wednesday, January 11, 2023
7:00 PM - 8:00 PM CT

A nonpartisan, pro-public conversation on navigating challenging school board matters this spring.

Agenda:

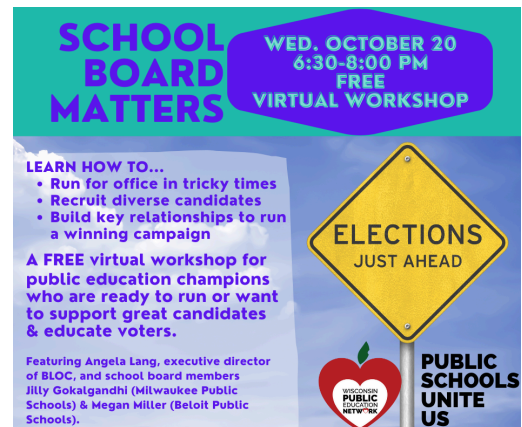
- 7:00 Welcome, norms & introductions
- 7:10 School Board Matters
 - School Board Campaign basics & pro tips
 - Resources and connections
 - Challenges and concerns
- 7:55 Action opportunities & next steps
- 8:00 Adjourn

School Board Matters workshop resources

- **Link to this document:**
[2023 School Board Matters Resource doc](#)
- **Link to event Powerpoint:**
https://docs.google.com/presentation/d/1q_wEYQKC4KXPYSigvAuY9dCFuta98LByqcQ3-ePwTnQ/edit?usp=sharing
- **Archive:** Oct. 2021 School Board Matters event [PowerPoint](#) and [video](#). →

Action opportunities:

- **EXCLUSIVE: SCHOOL BOARD MENTOR NETWORK!** [School Board Support registration](#)
(sign up to join 1:1/small group network. Connect with candidates, past and present board members for honest conversations about board and election challenges.)
- [Budget HQ](#)
- Upcoming Events (full calendar): <https://www.wisconsinnetwork.org/calendar>
- [Digital Action Center](#)



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Interactive Notetaking document:

- Scroll to the end of this document to share and respond to questions and share notes/ideas/links in real time.

Resources and Toolkits:

- Wisconsin Association of Schools Boards resources
 - [Wisconsin Association of School Boards 2023 Guide for Candidates](#)
 - [“DIVERSITY LESSONS: Recruiting for locally elected offices”](#) by Jennifer Erickson, Melissa Kono, Victoria Solomon for Wisconsin School News, a publication of the Wisconsin Association of School Boards (article starts on page 10 of this [pdf](#). View online version [here](#)).
 - WASB [School Board Election Resources](#) (includes links to key information from the WI Elections Commission)
- Wisconsin Public Education Network Election HQ:
<https://www.wisconsinnetwork.org/electionhq>
- Nonpartisan Election Organizing Basics & Guidelines for Candidate Forums
<https://docs.google.com/document/d/1gB2l3AWEMBOm7KdBSSrJovg2vV5FyrKNNXfXacvMD7M/edit?usp=sharing>
- Messaging Guidance:
 - Wisconsin Public Education Network One-Page [Messaging Toolkit](#)
 - [Race Class Narrative Messaging Checklist](#)
 - [Race Class Narrative Messaging Guidance for Safe & Equitable Schools](#)
 - [Honesty in Education: Messaging Guidance from ASO Communications and We Make The Future](#)
 - Wisconsin Public Education Network’s regularly updated [Equity Resources page](#)
- Wisconsin State Statutes on [Election of School Board Members](#)
- Department of Public Instruction resources on [School Board Operations](#)
- School Funding Basics with Dr. Julie Underwood:
 - School Funding 101 (Sept. 2022) [video](#)
 - School Funding 102 (Feb. 2021) [video](#)

Registration Responses & Questions:

Hope to learn about...

- Community engagement strategies
- Coalition building & messaging
- Campaign strategy, procedures, & processes
- How to refocus attention on what's best for students
- School funding issues
- Role of school board members & scope of responsibility
- Increasing support for public schools
- How to recruit & support candidates (new, incumbent, and returning)

Questions:

- Main themes:
 - community engagement
 - school funding
 - misinformation/misunderstanding
 - politicization
 - supporting students & educators
- **All questions:**
 - What SB standards of practice can be implemented to prevent school boards from dampening public voice and teachers' professional discretion?
 - How do you engage community members who feel like they don't have a voice?
 - How to keep politics out of our schools?
 - How do we raise popular community support for school funding in the state biennial budget?
 - How do we build greater community engagement and support for our educators as their class sizes increase and they have less autonomy?
 - What is working in conservative, rural areas in the face of misinformation about funding and curriculum?
 - What are some ways that candidates can effectively communicate to members of the public regarding supporting teachers and students who are disadvantaged based on race, gender, sexuality, ethnicity, etc.?
 - To what extent can a superintendent be involved in school board campaigns? Should candidates be expected to meet with the superintendent?
 - District has candidates that are suing the district. Is this precedented?
 - How can WPEN help?
 - How to build greater public engagement/buy-in? (Unfortunately, it appears the less the public is aware of, the more they fill in the void with misunderstanding.)
 - How is the WI school funding formula calculated above the \$742 per pupil aid?
 - Are other districts seeing a Parents' Bill of Rights being pushed at Board meetings that would marginalize transgender and queer students?



Word cloud of pre-survey responses

Write your name and district in the box on the left and share your ideas, thoughts, and resources/links, on the right in real time!

This file will remain "live" until the end of the meeting, then become part of our resource archive.

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