



## PSBA Sectional Advisor

Term: January 1 through December 31 (two-year term- staggered)

The PSBA Sectional Advisor (SA) is an essential volunteer service position focused on promoting the purpose, programs and participation in our association. Through the eight sections of PSBA, the sectional advisor is an additional channel for PSBA to provide and receive information about local and statewide issues.

Sectional Advisors focus on several core responsibilities:

- Promote the adoption and use of the PSBA “Principles for Governance and Leadership”
- Actively participate in the PSBA Annual Conference through interactions with sectional members and service at the PSBA booth and sessions
- Represent PSBA at local meetings of school boards to present service awards on behalf of the association
- Serve on Governing Board-appointed committees and provide recommendations for PSBA committees, including the appointment of two members from their section to the PSBA Platform Committee
- Seek nominations and provide a recommendation for the PIAA District Committee as requested by the PSBA Governing Board
- Maintain a positive presence within their section and regularly communicate with all liaisons, promptly copying the PSBA Governance Coordinator on all outreach
- Provide PSBA with timely updates on local interactions with individual members
- Promote “Success Starts Here” and other organizational focus issues

PSBA will conduct a quarterly briefing call for all SA’s. The association will also develop and distribute a twice-monthly Local Board Liaison Update via email to all appointed school board PSBA liaisons. In recognition of their service to PSBA, all actively engaged (see Accountability section) Sectional Advisors receive complimentary annual conference registration and travel expenses reimbursed.

### **Governance:**

Each SA is elected by the school boards from each district within the section. PSBA staff will conduct an electronic call for nominations and balloting for all open seats. Each term is two years with one half of SA’s standing for election each year. Sectional advisors participate in two meetings annually (January and at the PSBA Conference). Sectional advisors elect two co-lead coordinators to serve as members of the PSBA Governing Board.

### **Expectations:**

SA’s shall be cautious when speaking privately and publicly on education and



governance issues as they are not authorized spokespersons for PSBA to the media, state government officials or members. In addition, the sectional advisor is entrusted with confidential membership information that may only be used for contact related to SA duties. Sectional Advisors shall insure that proprietary information is not shared or used in the annual PSBA election process.

**Accountability:**

- Actively participate in an annual orientation/ communications training
- Maintain positive messaging about PSBA and the PSBA team
- Review of annual performance scorecard on a quarterly basis. Based on the cumulative scorecard results through the first three quarters of the year, the SA may receive a reimbursement/ discount on the PSBA conference registration and travel expenses.

Examples of scorecard measurables:

- Number of schools actively participating in the Success Starts Here campaign
- Number of districts adopting the Principles of Effective Governance
- Progress on “focus” initiatives established by the Governing Board in consultation sectional advisors and PSBA leadership reflecting strategic goals