**School Director Recognition Month**

***Sample Press Release***

In honor of school boards’ commitment to our students, schools and communities, January is once again designated School Director Recognition Month.

Pennsylvania public schools educate nearly 2 million students and [number of students] are in [name of district]. The nine members of each local school board are a key part of the district’s administrative team, making informed decisions that shape public schools and provide a pathway to success for every student.

To thank these locally elected officials, the [district name] [briefly describe the event or recognition].

On average, school directors, who are unpaid, devote up to 10 hours per month to the challenging and complex responsibilities of board business, including adopting policy, voting on budgets, evaluating school security issues and reviewing hiring decisions.

The [district] School Board, also has taken the step of adopting the PSBA Principles for Governance and Leadership – a framework of action steps designed to increase boards’ effectiveness. According to research by education research firm CRA, school board actions have a direct effect on student achievement. Therefore, it is crucial that boards engage in actions the increase their effectiveness, for the betterment of the students they serve.

Go to <https://www.psba.org/about/governance/principles/> to read the Principles and to see a list of Pennsylvania public school boards that have adopted them.