

## Local Board Presentations

- **Follow Protocol** when asking to be placed on the agenda.
- **Invite Members.** Encourage members to attend for a show of support.
- **Be Flexible.** Expect the unexpected and be patient.
- **Be Prompt.** Don't be late.
- **Dress like a professional educator.** If you want to be taken seriously and do not want the Board to be distracted by your appearance, dress the part! *Aside from the obvious meaning here, don't wear the most expensive jewelry and drive a Jaguar to a Board meeting where you argue that salaries are too low. These impressions matter.*
- **Gamesmanship.** Don't be surprised if you are placed on the agenda very late in the evening. Some Boards do this to discourage presentations, especially if they know or suspect what you are planning to talk about and don't want to hear it.
- **Appoint the Best Speaker.** A member who has stage fright, isn't skilled, or has an image problem will not sell your point. Moreover, the speaker should be knowledgeable enough to answer anticipated questions.
- **Do Your Research.** Know as much as you can about the problem or the issue and what it would take to fix it. Know the cost in money and resources. A great idea isn't great if the district clearly cannot afford it. Solutions should be reasonable and appropriate for the mission and vision of the district.
- **Be Prepared.** Make the most of your few minutes. Plan your presentation in advance. Know beforehand what the time limit is and make sure your presentation fits. Practice. You may have only 5-10 minutes, so practice first to make sure you can say it in the timeframe and to ensure a smooth speech.
- **Present the Solution.** Presenting the problem is necessary; presenting the solution may save the day!
- **Stay on Point.** Make your important points in a clear and succinct manner.
- **Bring a Handout to Leave Behind.** This is important since you will likely be limited to just a few minutes of speaking time. Do not overwhelm them with information they may not understand. If it is too complicated, too long, or confusing, they may not read it.
- **Media & the Community.** Be mentally prepared that parents, community, and the media may be present. You could end up on the television news, either in the background or because the media tapes you. You may also be approached by the media to make a statement or answer a question.
- **Follow up.** Don't forget to thank them for their time.