

SCHOOL DISTRICT OF THE MENOMONIE AREA

165-Exhibit

BOARD OF EDUCATION NORMS & OPERATING PROCEDURES

Board Acts as a Body - Individual board members do not have authority. Only the Board, acting as a whole, has authority. We agree an individual board member will not take unilateral action. The Board President will communicate the position(s) of the Board on controversial issues. Board members should not speak on behalf of the Board without authorization from the Board. Once a decision has been made by the Board, members agree to support the decision. Individual board members have the right to disagree, but once a decision has been made, we agree to support district implementation.

- Prioritize individual requests from board members to superintendent/staff.
- Model professionalism and respect toward other board members, all staff, students, and community groups.
- Come to the meetings prepared by reviewing the agenda in BoardDocs.
- Read documents and attachments, and then ask questions to the superintendent prior to our meeting.

Follow the Chain-of-Command - To promote organizational effectiveness, board members pledge to uphold the school district's "chain-of command", recognizing that the District Administrator is the district personnel responsible for carrying out school board policies and is charged with the operations of the school district. The last stop, not the first, will be the Board. We agree to follow the chain-of-command and insist others do so. While the Board is eager to listen to its constituents, the Board will insist everyone follow this procedure. For staff and community members, each inquiry is to be referred to the person who can properly and expeditiously address the issue. Board requests that will likely require considerable time or have political implications are to be directed to the District Administrator. All personnel complaints and criticisms received by the Board or its individual members will be directed to the District Administrator.

- Understand every story has two sides and be conscientious of each director's response.
- Build relationships of trust among the Board, leadership, staff, and community.
- Create integrity and consistent communication as promises are not made by the Board.
- Ensure timely follow-up communication from the District Administrator with the Board of Education and/or community stakeholders.

Electronic Communication and Social Media - The school board recognizes the use of electronic communication can be used positively and unintentional negative consequences can be minimized by agreeing to elementary norms or protocols in the use of these tools. Board member use of the various forms of electronic communication (email, text messages, social media, blogs, etc.) is intended to increase community engagement in an open and collaborative format. It is also stated in board policy that individual board members are responsible for compliance with the legal and ethical use of these tools. Board members agree to the following protocols:

- Electronic communication will be used for scheduling meetings/availability, conveying potential agenda items, and one-way distribution of information.
- Electronic communication will not be used to disparage, speak negatively, criticize, or comment on the actions of other board members or staff.
- Personal or district devices will only be used to conduct board business during a board meeting. If the need to communicate arises during a meeting, board members may be excused temporarily from the meeting.
- Individual board members are responsible for compliance to all legal and public records retention requirements on/with personal devices or accounts.
- Social media criticisms, disparaging or slanderous statements about the school board, its members, the school district or the District Administrator or staff, will not be discussed in open session of a school board meeting. If allegations seem credible then the Board President, or Vice-President if the issue involves the president, may authorize an investigation by independent credible authority.
- Personal social media accounts will not be used to conduct board business.
- Board members should direct the public to use official school district electronic accounts or platform should contact by the public be made through personal social medias. When board members are contacted by constituents through social media, the board member should only acknowledge the receipt of the message and then notify the District Administrator for appropriate action and follow Board Policy 870.
- Board members agree to review and/or update Policy 166 - Board Member Electronic Communication yearly to remain current in the appropriate use of electronic communications.

Board Norms for Community Engagement - We appreciate when both internal and external stakeholders take time to speak with the Board of Education. Our Board represents the community to increase collaboration and engage in each of our schools. When concerns are brought to individual board members or to the Board as a whole, they will be shared with the Board and/or District Administrator and/or referred to the District Administrator for investigation and, if appropriate, the complaint procedure will be followed. Administration will keep the Board informed of resolution. To assist with engagement, we agree to:

- Listen to the concern or the report.
- Ask clarifying questions.
- Model civility with all stakeholders.
- Refer the concern or the report to staff and/or to superintendent for consideration.
- Unify communication through the Board President, on behalf of the Board.
- Recognize the Board's statutory and policy duties.

Meeting Protocol - Members of the school board are elected to fulfill the mission of the schools. Our students must be our first priority. School board members are peers. Professional behavior at all board meetings is important. We conduct board business in a professional and well-functioning environment. We agree to avoid words and actions that create negative impressions on an individual, the Board, and/or the district. We will be open-minded and willing to "listen for understanding" to various presenters/speakers. We agree to disagree with courtesy and respect for all viewpoints.

- Demonstrate respect for each other and presenters at all meetings.
- Incorporate space for all members to voice opinions without getting the "last word" on every issue.
- Convey disagreements respectfully, and work toward consensus.
- Express appreciation and gratitude to guests, presenters, and speakers.
- Resolve personal disagreements or issues between board members beginning with a face-to-face discussion of the problem. If there is no resolution after that, then refer the matter to the Board President, or Vice-President. If issue involves the President, then mediation with an outside mediator.

The Board is committed to holding individual members accountable to all legally mandated standards of conduct and any policies adopted by the Board. The Board may consider censuring members whose behavior and/or actions are not meeting the expectations of the Board.

ADOPTED: July 22, 2019