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BBA, Birmingham ED Foundation partner to present school board training

IMMEDIATE RELEASE

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BIRMINGHAM, Ala. – March 15, 2013 – The need to find and train talented individuals willing to serve on local school boards was a recurring theme throughout an education reform forum the Birmingham Business Alliance (BBA) hosted with the U.S. Chamber of Commerce in January. In an effort to meet that demand, the BBA and the Birmingham Education Foundation have partnered to help train potential and existing school board members from around the seven-county region, beginning this month.

“School Board 101: Putting Students First” are courses designed to highlight the importance of school boards in our community and in their role in establishing education policy that affect our children. Administered by the Alabama Association of School Boards, the four courses will begin on **March 23 and continue through April and May.**

“There is so much more to being an elected official than winning the election,” said Dr. Michael Froning, executive director of the Birmingham Education Foundation. “Completing these important courses will provide the necessary background to make early, difficult decisions and make them with confidence.”

Anyone in the Birmingham seven-county area can participate in the courses, but registration is required (see below). Ideal participants are potential school board candidates, parents and PTA members who want a broader knowledge of school board roles and responsibilities; business representatives who interact with school boards; and sitting school board members needing to satisfy training requirements put in place through last year’s Students First legislation. To learn more about whether you would make a good candidate for your local school board, [view this questionnaire from the U.S. Chamber of Commerce.](#)

“Case studies from around the country have found that business leaders working in conjunction with local chambers, foundations or education funds can play a critical role in supporting effective school board governance and reforms to improve student achievement,” said Waymond Jackson, the BBA’s director of education and workforce development. “By educating and informing board

members and the public, creating a sense of urgency for education reform, and cultivating and supporting high-quality candidates, the business community can positively affect the quality of education our children receive and create conditions for success in local school districts.”

Beginning Saturday, March 23, the courses will be held from 9 a.m. to noon in the auditorium at Vulcan Park and Museum, 1701 Valley View Drive, Birmingham, AL 35209. Course topics will include:

- March 23, 2013, School Board Roles and Responsibilities, with Susan Salter, Director of Leadership Development at the Alabama Association of School Boards
- April 13, 2013, Understanding School Finance, with Ken Roberts, COO & Research Director at the Alabama Association of School Boards
- May 4, 2013, Ethics and Other Legal Issues, with local attorney Jayne Harrell Williams
- May 18, 2013, Governing for Higher Student Achievement, with Susan Salter, Director of Leadership Development at the Alabama Association of School Boards

[Registration is required for each course.](#)

The Birmingham Business Alliance is a dynamic advocate, unifying voice and constant catalyst for economic development and business prosperity for the Birmingham region. For more information about the BBA visit its website at www.birminghambusinessalliance.com.

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