



Board Member Awards Program

The Board Member Awards Program, with basic certification as its cornerstone, was developed in 1990 with input from both veteran Michigan school board members and representatives from higher education and state administrator organizations.

Its goal - to enhance the ability of school boards to improve Michigan public schools and the achievement of 1.7 million Michigan students.

Seven Levels of Certification/Awards

LEVEL 1 – Certified Boardmember Award All 100-level CBA Classes (101 – 109)

LEVEL 2 – Award of Merit Completed level 1 45 education credits

LEVEL 3 – Award of Distinction Completed levels 1 & 2 Total of four 200-level CBA classes Minimum of 208 education credits

LEVEL 4 – Master Boardmember Award Completed levels 1, 2 & 3 Total of nine 200-level CBA classes Minimum of 368 education credits

LEVEL 5 – Master Diamond Award Completed levels 1, 2, 3 & 4 Total of fourteen 200-level classes Minimum of 528

education credits

LEVEL 6 – Master Platinum Award Completed levels 1, 2, 3, 4 & 5 Total of nineteen 200-level classes Minimum of 813 education credits

LEVEL 7 – President’s Award of Recognition Completed levels 1, 2, 3, 4, 5 & 6 Total of twenty-nine 200-level classes Minimum of 1,383 education credits

Four Awards for Boards of Education

Honor Board Award The Honor Board Award is given to boards when all board members achieve certification status. Renewals are made annually if all board members continue to have certification status.

Standard of Excellence Award MASB offers the Standard of Excellence Award to boards when all board members have received the Award of Merit.

Distinguished Achievement Award MASB offers the Distinguished Achievement Award to boards when all members have received their Master Boardmember Award.

Board Visionary Leadership Award This new award recognizes outstanding leadership for student achievement by boards and superintendents who work together as a team for the continuous improvement of public education in their district. It will be presented in the fall of 2004 to qualifying local and ISD boards. Each board must document its efforts on behalf of student achievement and provide evidence of its success in meeting the criteria

Advocacy Skills Specialty

To receive the prestigious Advocacy Skills Specialty, board members must complete requirements for Level 1 and completion of the following CBA classes: CBA 246: Advanced Community Relations; CBA 252: Media Relations; CBA 260: Public Speaking; CBA 261: Advocacy for Public Education (new requirement); and CBA 262: Spokesperson Training.

Also mandatory is completion of one of the following classes: CBA 232: Risk Communication; CBA 263: Focusing on Feedback; or CBA 264: Shaping Public Opinion