

Making school governance visible

These ideas are for use by governors and trustees, governing boards, schools, academy trusts, local authorities, local associations, education sector organisations and anyone else who wants to promote the importance of good school and trust governance by highlighting what they do and why they do it.

Your support in promoting governors/trustees' contribution to the education system and shining a light on the difference that good governance makes to your school/trust will help to achieve a higher profile and better understanding of governance, and further improve outcomes for children and their communities.

Some ideas to inspire you

- Share a message and our social media graphic with your family, friends, colleagues and networks using #VisibleGovernance – you could comment on your support for the campaign, your support for the value of good governance, why you choose to be a governor/trustee or how proud you are to do the role.
- Use the Visible Governance in Schools branding wherever you like to promote your support for and participation in the campaign, and to highlight school and trust governance in action, from board meetings and school visits to training sessions and materials.
- Encourage a friend, colleague or family member who you think has all the qualities of a great school governor/trustee to sign up with Inspiring Governance so that they can connect with a board searching for volunteers.
- Keep us and your social media followers updated about the rewards and challenges of the role using #VisibleGovernance.
- Recognise the contribution of your school/trust's governing board by highlighting their efforts throughout your organisation – and encourage them to participate too.
- Include school governance within your professional identity by adding the role to your CV or LinkedIn profile so that your network can see that the role is for people like them.
- Speak to your manager about your school governance role and the benefits it brings to you and your employer as well as the school.
- Wear your pin badge with pride – we'll be giving out pin badges at our events, at events we attend and with everything sent from GovernorHQ in 2020.
- Use our Visible Governance in Schools resource pack to ensure your board is visible within your school community (due March 2020).
- Take a photo with our Visible Governance banner (print a copy or display it on a tablet screen) at your next board meeting, school visit or school event.

- Update the information about the governing board on the school website – does it capture in an engaging way what governors/trustees do? Does it celebrate the impact your board has in school? Are there photos and up to date biographies of the board?
- Nominate governors/trustees who have committed themselves to serving their community or made significant achievements in public life for recognition in the national honours.
- Are there local awards for education, perhaps run by your local authority or multi academy trust? Encourage recognition for governance through an award for an outstanding governing board (after all, it's a team effort).
- Be an advocate of school governance wherever you go. Are you involved in other community projects? Are you a coach or mentor? Are you part of local networks or clubs? Tell others about school governance and connect up any opportunities.
- Be present at school events – whether that's parents evening, fairs, special assemblies, awards evenings or INSET days – so that the school community gets to know more about your role (you could even use the campaign logo).
- Communicate directly with parents, pupils and staff – there's plenty of ways to engage your stakeholders and hear directly from them as well as making them aware of your role.
- You'll want to promote all the good things going on at your school and shout about successes in the local media – encourage that the hard work and positive decisions of school governors/trustees are represented where appropriate.
- Write to your local MP or councillors to tell them about what's going on in your school and the board's role – whether that's a recent success or a difficult decision you're facing, you are making a significant contribution to local schools and your voice deserves to be heard.
- Have a say in consultations, take part in surveys or comment on news articles. NGA represents your voice to policymakers too, but the greater the volume and range of comments the better.

Sharing your support

Taking part? Share your activity and photos with us using #VisibleGovernance on social media or by email to visible@nga.org.uk.

Looking for logos and resources? Download them from www.nga.org.uk/VGresources.

Got any ideas to add or comments on this list? Let us know visible@nga.org.uk.