



# **Career and Technical Education Advisory Board**

## **AAA Board**

**9/10/13**

### **What is an AAA Board?**

A board with an AAA Rating is one in which every board member is motivated to be an Ambassador, Advocate, and/or Asker.

### **The Ambassador:**

- Is committed to the organization and student success.
- Is a role every board member should play: publicize the work of Big Sky Pathways.
- Has key roles in cultivation of partners and helpers.
- Needs to be well-oriented and coached in the message.
- Masters the “elevator speech” and the “elevator question.”
- Is the catalyst for new partnerships and projects.

### **The Advocate:**

- Is committed to the organization and student success.
- On the golf course or in the car pool is strategic in sharing information about Big Sky Pathways.
- May also advocate on a more formal basis with officials, business/industry, and other organizations with which the board member is partnering.
- Is informed about the mission and is well-integrated into our strategic plan and vision.
- Is well-coached on desired results of personal advocacy and handling objections.

### **The Asker:**

- Is committed to Big Sky Pathways and student success.
- Enjoys sharing personal enthusiasm for the organization and requesting partnerships and assistance to benefit the Big Sky Pathways Program.
- Is well-informed and well-trained.
- Is linked with helpful organizations.
- Can meet with school, college, civic/state officials, or business and industry to seek support for the Big Sky Pathways Program.
- Benefits from the work of the Ambassadors and Advocates.