



**What Do I
Do Now that
I am on the
Ballot?**

Your Presenters Today



Julie Bacon

Leadership Development Specialist
Governing Board Member,
Paradise Valley Unified School District



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Board Support Specialist
Governing Board Member,
Washington Elementary School District

About ASBA



- Non-partisan, non-profit organization.
- Provide leadership and assistance to public school governing boards statewide.
- Promote excellence in locally governed school districts
- Serving Arizona for 69 years and counting.
- More than 223 school boards are members.
- Represent more than 1,200 school board members and 1.2 million school children.

Greenlee

La Paz

Maricopa

Maricopa

Mohave

Navajo

Pima

Pima

Pinal

Graham

Santa Cruz

Gila

Yavapai

Cocconino

Yuma

Cochise

Black
Caucus
Chair

Apache

HNAIC
Chair

NSBA
BOD

Secretary

Treasurer

President
Elect

President

Past
President



About Our Board of Directors

The ASBA Board of Directors is elected by members of the association. All members of the board have voting rights.

The ASBA Board of Directors is comprised of five officers, 17 county directors and the chairs of ASBA's two caucuses. Any Arizona school board member serving as a director or officer on the National School Board Association Board of Directors is an ex officio member of ASBA Board of Directors, as well.

Officers are elected at large by the full membership at the ASBA Annual Business Meeting, which is held in conjunction with the ASBA-ASA Annual Conference in December. Each officer position is one-year term.

County directors are elected by peers in their county at the annual ASBA County Meetings. They hold two-year terms. Maricopa and Pima county have two county director seats on the board due to population.

Caucus chairs are elected by members of each caucus and serve two-year terms.

The term length for **NSBA representatives** varies by position held. Officers form the board's executive committee and serve one-year terms.

Leading for Equity



Elevating education equity as a moral and economic imperative and assisting district members in its pursuit.

25 hours of stand-alone equity training events including **5 webinars in a series**, were developed and delivered **65 awareness generating graphics and videos** that promoted equity and inclusion and celebrated diversity were created and shared via social media and other platforms through the #Equity365 campaign.

1 new Core Belief focused on equity was developed by the ASBA Equity Committee for members' consideration.

Public education leaders at **3 national events**, including NSBA's CUBE Conference and Equity Symposium, learned about ASBA's Leading for Equity Framework through presentations by ASBA staff.

Launched the Rural Alliance to provide greater networking and representation that supports **50+ percent of member districts**.

**Cultivating excellence in
locally governed school districts.**

Cultivating excellence in locally governed school districts.

Board Support

Working with full boards to achieve effectiveness and peak performance.

215 hours of training and facilitation were delivered via
64 customized in-district trainings.

9,000+ miles were driven to provide training and facilitation, with half the districts served in rural and remote districts and half in urban and suburban ones.



Arizona School Boards Association

Professional Development



Building the knowledge base and leadership and governance skills of boards and district leadership teams.

► Conferences & Events

80+ hours of learning content were produced and presented at **26 events** and through **10 webinars** with **4,000+ combined registrants**, including the Law Conference's largest attendance ever.

► Academy of Board Development Awards

293 individual training awards were presented to board members to recognize hours of training received.

27 full boards were honored for their commitment to training.

Policy Services



Ensuring boards a basis for governance and operations that complies with laws and court rulings.

23 policy advisories were prepared and distributed to school district subscribers to help them remain in compliance with state and federal law.

23 districts engaged in complete policy reviews.

Communications



Influencing the discussion of public education and local decision-making in Arizona.

100+ videos that highlighted and explained ASBA news and priorities were created and shared via social media and other platforms.

68 ASBA AZEdNews.com original articles were published, generating **186,000 + page views**, including 16,868 views for the 15-article teacher series, and 9,173 views for articles and videos on student social/emotional issues.

An online hub on azsba.org that included ASBA's model 2020 Census Resolution, **6 AZEdNews articles, 4 videos** and **1 infographic** generated **3,000+** views of our webpages dedicated to encouraging a complete count for the 2020 U.S. Census.

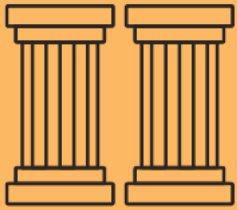
224 educators from around the state applied for AZEdNews' first teacher grants.

Superintendent Search Service

Providing specialized, expert support to boards throughout this critical process.

Provided **370+ hours of on-site support** and **400+ hours of off-site support** in **10 superintendent searches**.

75 percent of superintendents provided information for ASBA's Annual Superintendent Salary Survey, a critical resource in the hiring process.



Advocacy

Creating a statutory, regulatory and legal environment in which public schools can thrive.

Legal

Continued to lead and make major financial investments in the legal challenge aimed at rectifying the school capital finance system that unconstitutionally allowed **billions of dollars** in state funding shortfalls over the past decade.

Legislative and Regulatory

Presented on public policy issues and provided resources and support to **dozens of allied education and community organizations**.

6,104 individuals received **97 legislative update emails**.

1,302 emails to legislators were generated through **8 ASBA action alerts**.

236 bills were tracked throughout the legislative process.

14 live updates via Facebook Live were produced.

2,000+ legislator voting records were distributed in August and September by Friends of ASBA, our 501c4 affiliate.

Legal Basis for Governing Boards



- School districts are political subdivisions of the state possessing only the authority granted to them in statute by the legislature
- Arizona Revised Statutes (A.R.S.) give certain powers to the **governing board as a body**.
- No authority is given to individual board members by statute.
- **A board's power is through majority votes at the board table.**
- A.R.S. § 15-341 outlines general powers and duties.
- A.R.S. § 15-342 outlines discretionary powers.

Eligibility to Run



Board members must be:

- A resident of district (at least one year prior to the date of the election)
- A registered voter

Board members cannot:

- Be employed by the district (or have spouse employed by district)
- Serve simultaneously on more than one school board
- If serving on a five member board, have lived with an immediate family member within the last four years
- In Maricopa and Pima counties with districts of more than 250 students, have more than two related (within a third degree) members serve on the same board

The Basics of Board Service



- Four-year terms (unless running to fill a vacancy of term)
- Elections in even-numbered years
- Non-partisan = no primaries
- Service begins in January following election
(unless running to fill a vacancy of term)
- All volunteer
- Appointments by County Superintendent
to fill vacancies

A Word About Signatures...



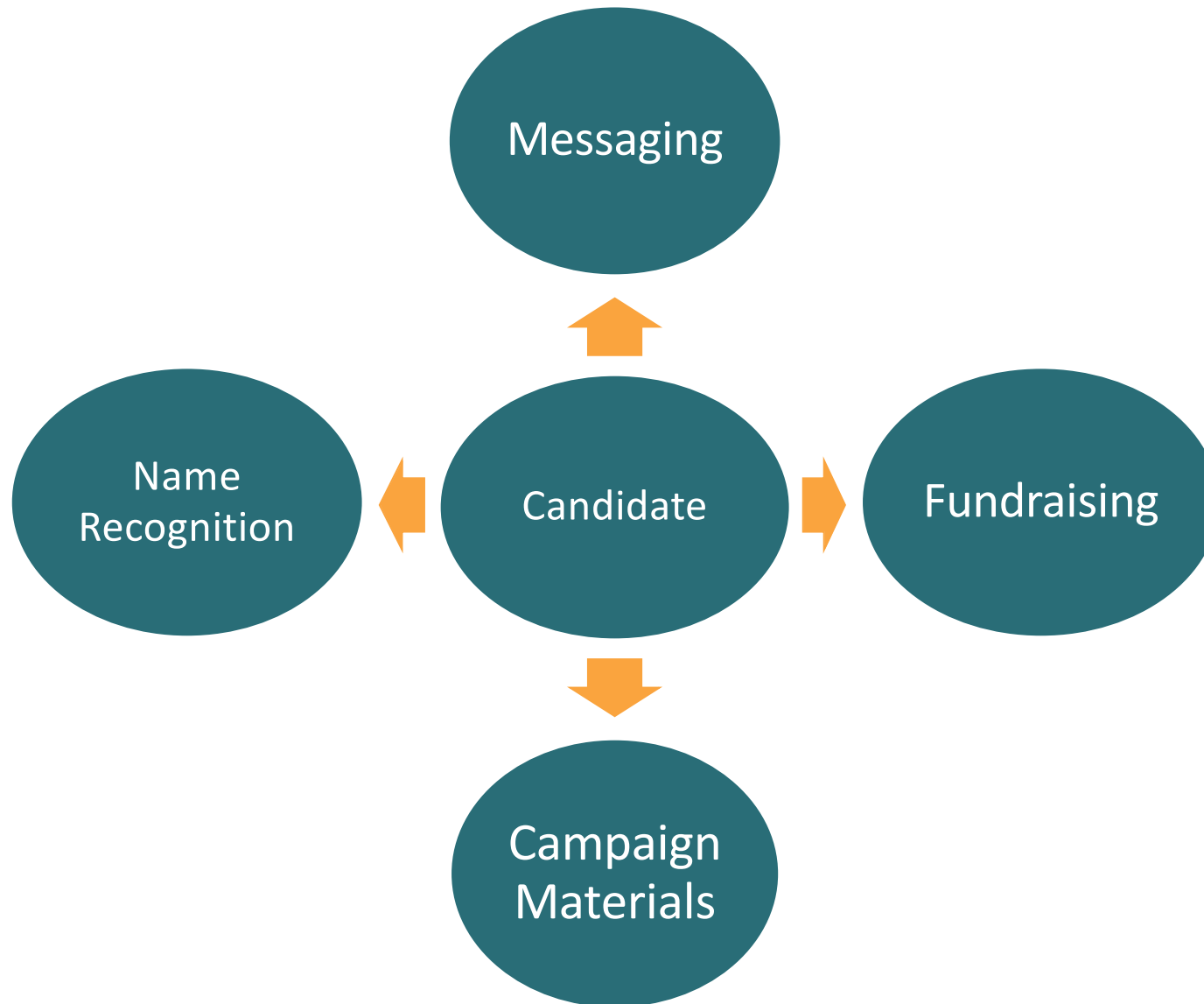
Petition Signature Filing

- Candidate petition filing begins Saturday, June 6, 2020. **Due to the first filing date being a Saturday, our office will begin accepting nonpartisan nomination petitions on Monday, June 8, 2020 at 8:00 a.m.**
- The deadline for filing non-partison petition signatures and the Nomination Paper in order for school district governing board member candidates to appear on the ballot is **5:00 PM on Monday, July 6, 2020** (ARS 16-311.B).
- Petitions presented after 5:00 PM on July 6th **cannot be accepted** (ARS 16-311.F).

Have you sought
feedback and
input from
parents, staff and
the community
about your
schools?



Campaign Components



Messaging

Have you
talked with
students
about their
experiences
in your
schools?

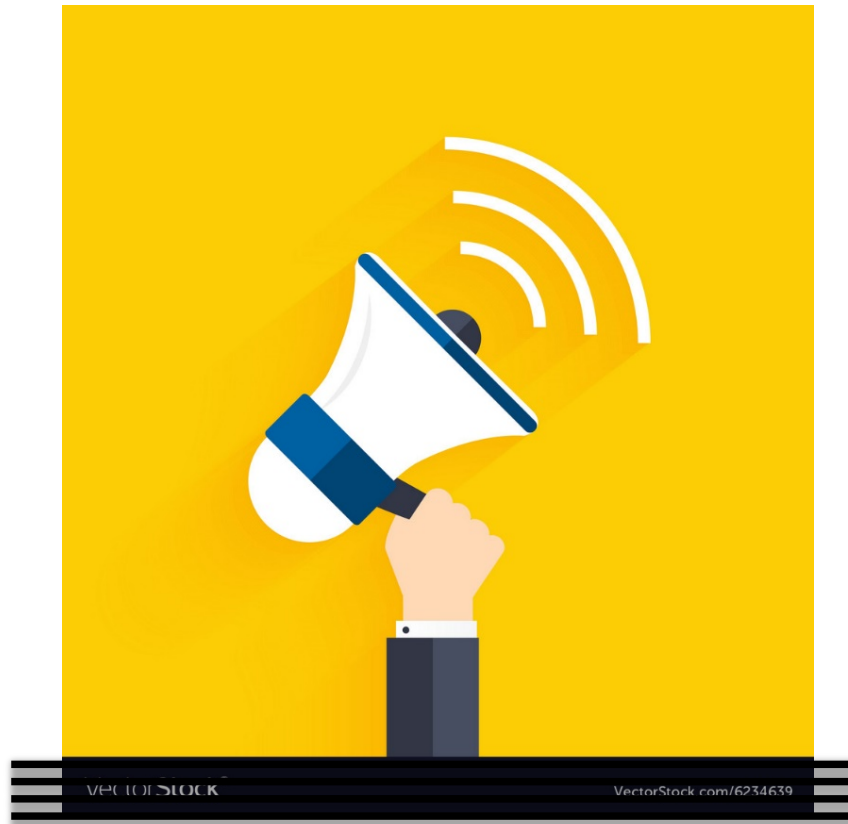


Questions to Ask and Answer:

1. Why are you running?
2. What do you want to accomplish?
3. Who are you representing?
4. What is good about the school district?
5. What do you want to improve about the school district?
6. What are the current “hot topics”?



Messaging



Do you know the
messages you
want to deliver to
the voters of your
school district?

Getting the information you need:

- ✓ Superintendent of the school district
- ✓ Currently serving board members
- ✓ Parent leaders
- ✓ Employee group leaders
- ✓ Community leaders
- ✓ Business leaders

You might also consider talking to:

- ✓ Parents and students who have left the district
- ✓ Retired community members with no children in school
- ✓ Both supporters and critics of the school district
- ✓ Retired employees of the district

Fundraising

Will your
campaign
require
fundraising?



Campaign Committee Formation

- A candidate is required to file a Political Committee Statement of Organization once a candidate's committee has reached a combined total of \$1,200 in contributions or expenditures, including the candidate's own money (ARS16-905.A).
- Completed forms will be accepted at Maricopa County Elections Department and the Maricopa County School Superintendent's Office. Committee names must include the candidate's first or last name (ARS 16-906.B.1.a).
- Candidates must file a Statement of Organization within ten (10) business days of the committee meeting the \$1,200 threshold at any time during the campaign (ARS 16-906.A).
- Any change of committee information, such as new officers, must be reported to the filing officer within ten (10) business days (ARS 16-906.C) and these changes are reported by filing an amended Statement of Organization.

Fundraising



2020 Campaign Training Schedule Candidate Filing & Campaign Finance Instructions

DATE	TIME
Thursday, January 23, 2020	6:00 PM
Saturday, February 22, 2020	9:00 AM
Saturday, March 14, 2020	9:00 AM
Thursday, March 26, 2020	6:00 PM
Saturday, April 4, 2020	9:00 AM
Thursday, April 30, 2020	6:00 PM
Saturday, May 2, 2020	9:00 AM
Thursday, May 7, 2020	6:00 PM
Saturday, May 23, 2020	9:00 AM
Thursday, June 18, 2020	6:00 PM
Saturday, June 27, 2020	9:00 AM

All training seminars will be held at

MCTEC
510 S 3rd Ave, Phoenix, 85003
(NW Corner of 3rd Ave / Lincoln)

Please RSVP by contacting:

Hope Olguin: (602) 372-2262
holguin@risc.maricopa.gov

Ways to raise funds:

- Ask for contributions from family and friends (calls, letters, emails, social media posts)
- Supporters hold fundraising events
- Organization donations

Campaign Collateral



Do you
know what
**campaign
materials**
you will
need?

Disclosure Statement

- Any campaign advertisement or fundraising solicitation must include a disclosure statement that is clearly readable.
- The disclosure must indicate the name of the committee that paid for the advertisement and whether the advertisement or solicitation is authorized by the candidate's committee. (A.R.S. §16-925)
- Example:
 - Paid for by Smith for Justice
 - Authorized by Smith for Justice

<https://recorder.maricopa.gov/pdf/2020CandidateManual.pdf>

Disclosure Statement NOT Required

- Advertisements or fundraising solicitations made via social media messages or text messages
- Advertisements that are placed as a paid link on a website.
 - As long as the message is not more than two hundred characters in length and the link directs the user to another website that contains the disclosure
- Advertisements that are placed as a graphic or picture link where the required disclosure statements cannot be conveniently printed due to the size of the graphic or picture
- As long as the link directs the user to another website that contains the disclosure
- Bumper stickers, pins, buttons, pens and similar small items on which the disclosure cannot be conveniently printed
- A communication by a tax-exempt organization solely to its members A published book or a documentary film or video

<https://recorder.maricopa.gov/pdf/2020CandidateManual.pdf>

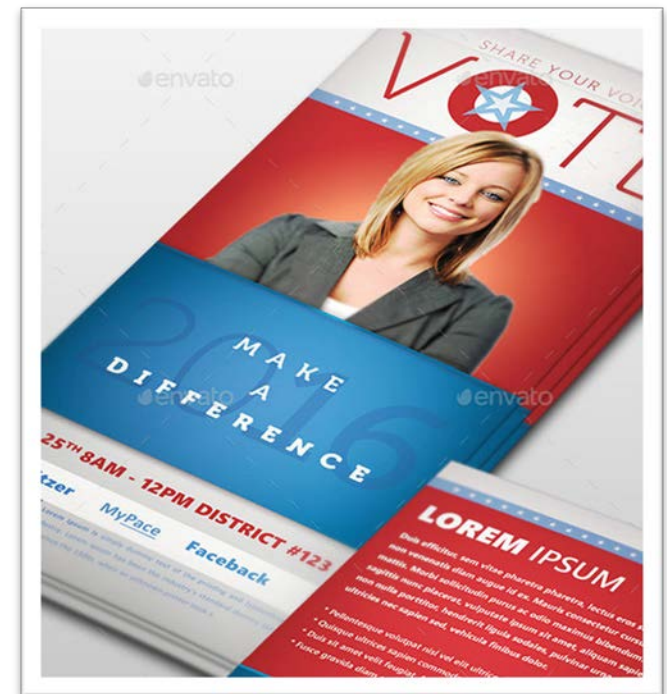
Campaign Collateral



JANE SMITH
For School Board



John 
Smithson
FOR TOWN SCHOOL BOARD



Campaign Signs

- A.R.S. §40-360.21-31 requires anyone who is excavating on public or private property for any reason to determine, in advance, “whether underground facilities will be encountered, and if so where they are located from each and every underground facilities operator and taking measures for control of the facilities in a careful and prudent manner.”
- Call 811 before you install any of your campaign signs:
azbluestake.com/politicalsigns

Sign Tampering and Removal

- It is a Class 2 misdemeanor for any person to remove, alter, deface or cover any candidate's signs beginning 45 days before the Primary Election and ending 7 days after the General Election.
- Except if a sign is posted on private property – the property owner or agent of the property owner is permitted to remove the signs at any time, regardless of whether previous permission was given.
- HOA's shall not prohibit the display of political signs.
- Signs cannot be placed on any City, Town, or County property.
- For additional information and guidelines regarding sign placement, check with the specific city or town planning and zoning department.

Name Recognition

Are you **comfortable** talking...



in **public** to large groups?

Seek out and participate in every opportunity to talk to the people you will represent:

- Community gatherings
- School events open to the public
- Candidate forums
- Parent group meetings (non-profit groups cannot endorse candidates)
- School board meetings
- Town or city council meetings
- Board meetings
- Op-Ed for local papers

Campaign=Commitment



Attend board meetings before you are elected.

Talk with parent, employees, and community members.

Understand the issues the district faces.

Get current on local, state, and federal education issues.

Attend district and community events.

Share you message whenever and wherever possible.

Things to consider if elected:

- Talk to the superintendent and board president about new board member onboarding.
- Don't meet with sitting board members to come up with a "plan of attack" because the spirit of open meeting law applies to board members elect.
- Study, study, study!

I GOT ELECTED...NOW WHAT?



NOVEMBER 11, 2020

6:00-7:00 PM

NEW BOARD MEMBER ORIENTATION

Wednesday, Dec. 2, 2020
8 a.m. – 4 p.m.
JW Marriott Desert Ridge



MARK YOUR CALENDAR!!

Contact Us



Arizona School Boards Association

602-254-1100 | 800-238-4701

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GENERAL QUESTIONS

Heidi Otero – Director of Communications

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