



I am on the
Ballot...
Now What?

YOUR PRESENTERS



Julie Bacon

Leadership Development Manager
Board Member, Paradise Valley USD



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ASBA KEY FUNCTIONS



Training and
Leadership
Development



Representation and
Advocacy



Services and
Resources

What We Do For Our Members...

Training and Leadership Development

- Conferences
- Workshops
- Free Webinars
- Board Self Evaluation
- Superintendent Evaluation

Representation and Advocacy

- Local, State and Federal Advocacy
- State Board of Education
- Arizona Department of Education
- Legal Issues

Products and Services

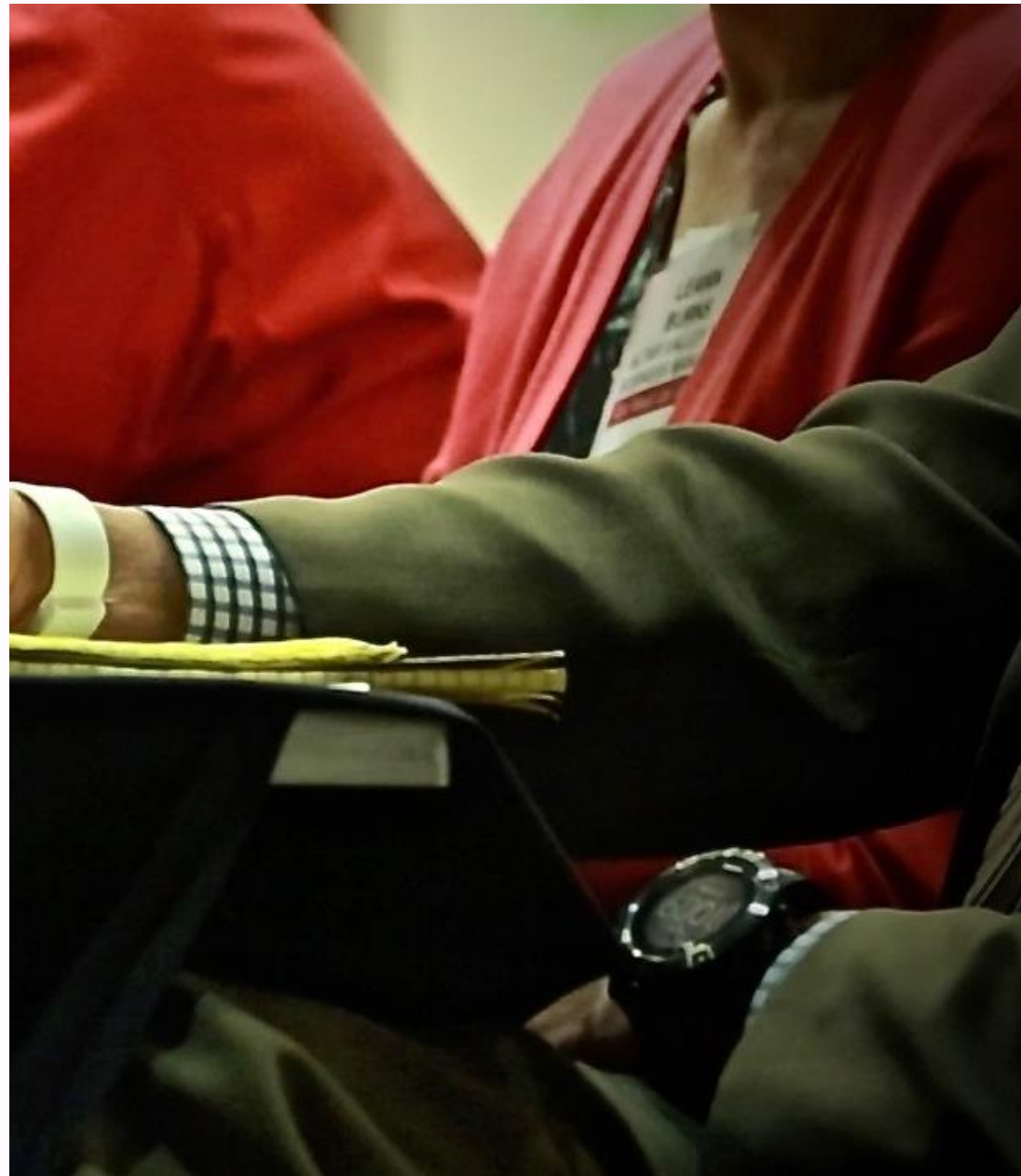
- Policy Services
- Superintendent Search
- Customized Trainings
- Employee Handbook

“

You should absolutely get involved, especially those local politics like school board seats. That's really where America happens.

-Dan Crenshaw

LEGAL BASIS OF SCHOOL 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 the 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 or dependent 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 third degree) members serve on the same board



Basics of Board Service

1

FOUR YEAR TERMS

There may also be two-year terms on the ballot depending on your school district.

2

VOLUNTEER POSITION

If elected term begins January 1 of the following calendar year.

3

ELECTIONS IN EVEN NUMBERED YEARS

Nonpartisan Seats--no primaries.

4

VACANCIES FILLED BY THE COUNTY SUPERINTENDENT OF SCHOOLS

A Word About Signatures...

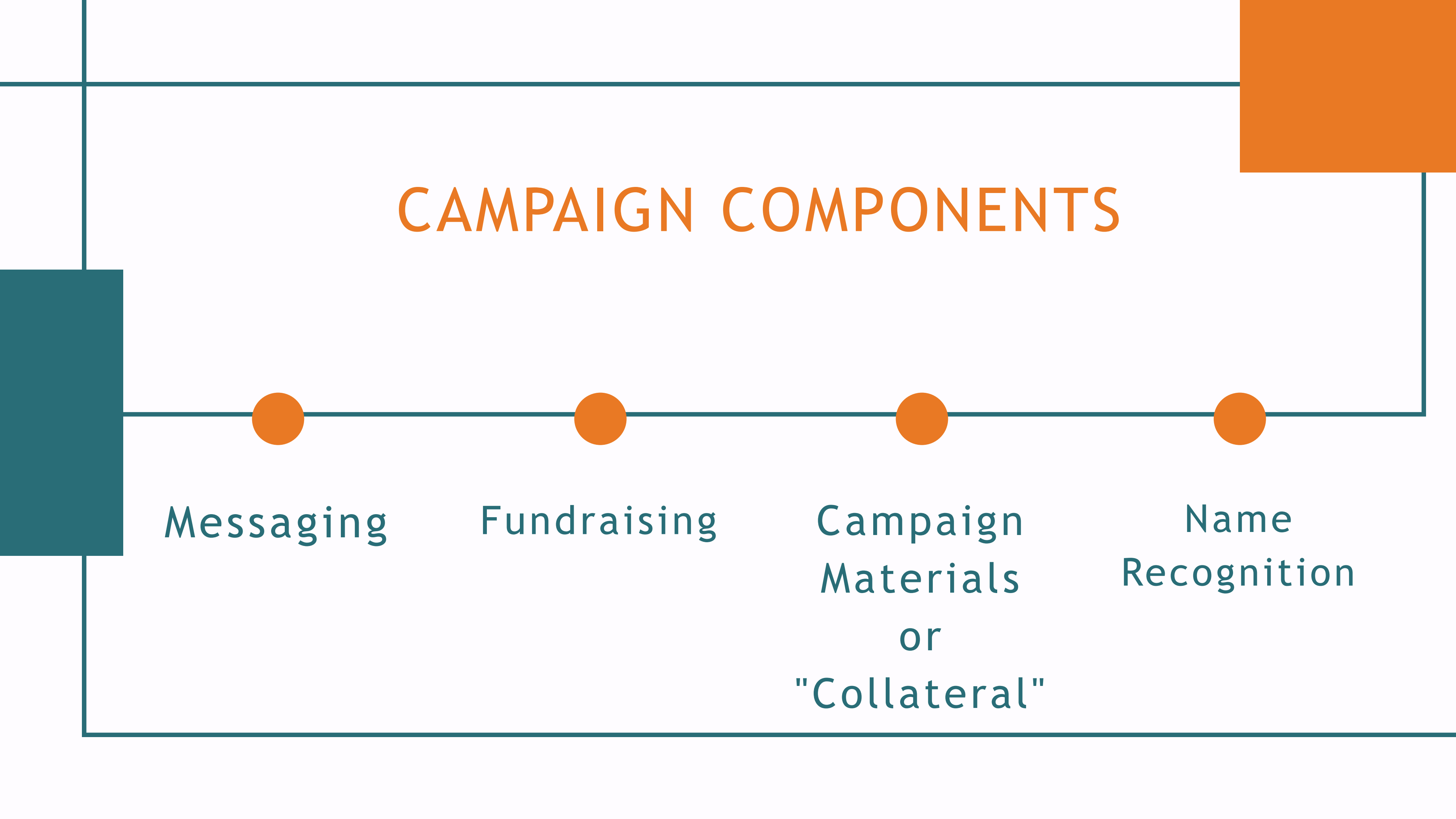
- Candidate petition filing begins Saturday, June 11, 2022. Because the filing date is a Saturday, nonpartisan nomination petitions may not be accepted until Monday, June 13, 2022. Check with your County Superintendent of Schools for their hours.
- The deadline for filing non-partisan petition signatures and the Nomination Paper for school district governing board member candidates to appear on the ballot is 5:00 PM on Monday, July 11, 2022 (ARS 16-311.B).
- Petitions presented after 5:00 PM on July 11, 2022, cannot be accepted (ARS 16-311.F).

THINK ABOUT...

What will you need
to do to run an
effective campaign in
your community?



CAMPAIGN COMPONENTS



Messaging

Fundraising

Campaign
Materials
or
"Collateral"

Name
Recognition

MESSAGING...

- An overall image or narrative for your candidacy
- A short, truthful statement that lays out for voters why they should vote for you, and provides a contrast between you and your opponent(s)



MESSAGING: THINK ABOUT...

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



MESSAGING...

Questions to Ask and Answer:

- Why are you running?
- What do you want to accomplish?
- Who are you representing?
- What is good about the school district?
- Where are there opportunities for improvement?
- What are the current "hot topics?"



MESSAGING: THINK ABOUT...

A black and white photograph of a schoolyard. In the foreground, a boy is crouching, looking up at a girl standing next to him. Another boy stands to the left, looking towards the camera. In the background, other children are playing on a paved area under the shade of a large, leafy tree. A school building and a fenced-in area are visible in the distance. A teal-colored rectangular box is overlaid on the right side of the image, containing white text.

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

Gathering Information

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

Fundraising allows
you to spread the
message of your
campaign to reach
wider audiences



FUNDRAISING: THINK ABOUT...

If you do need to raise funds, who will you approach and how will that be done?



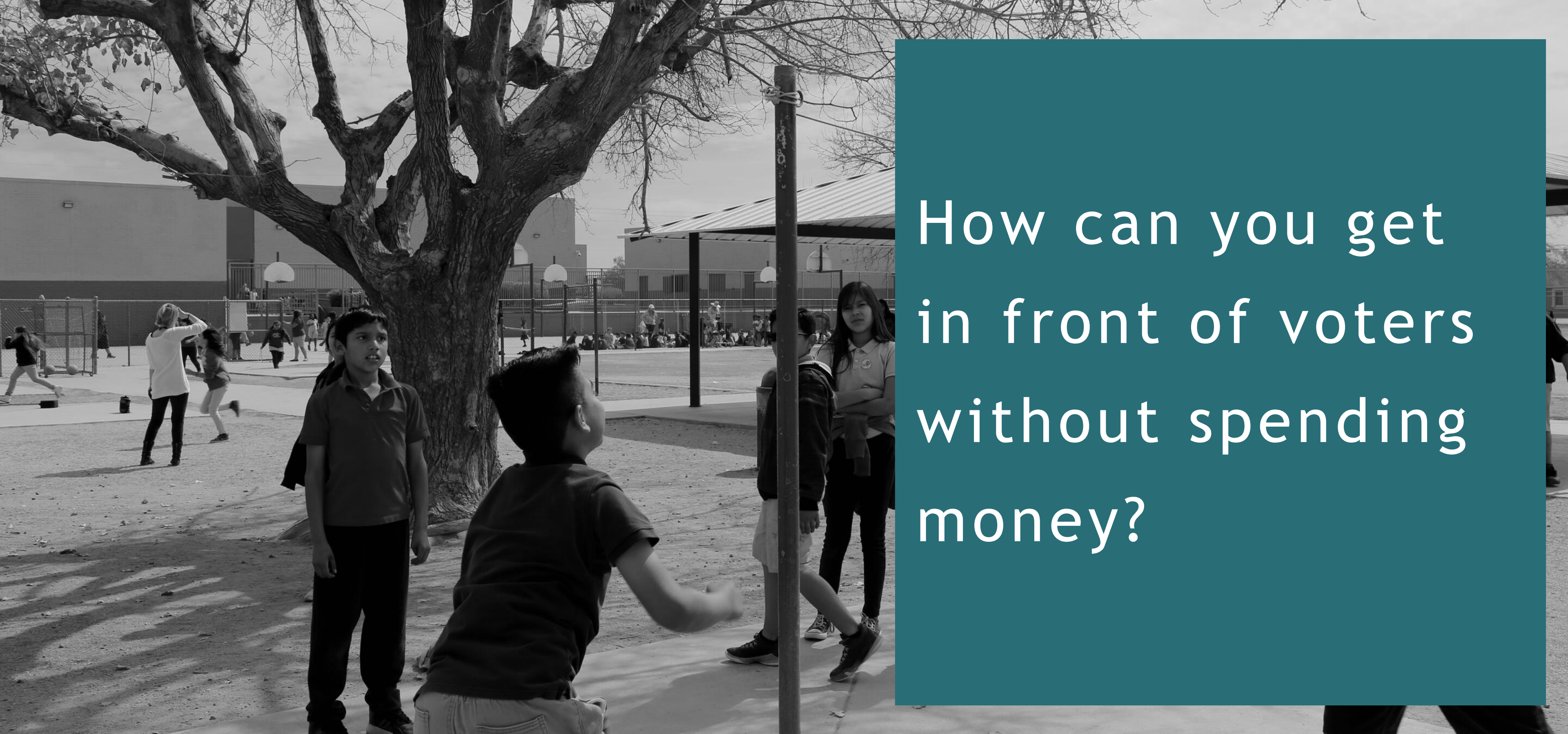
FUNDRAISING...

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 \$1,300 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 \$1,300 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: THINK ABOUT...



How can you get
in front of voters
without spending
money?

FUNDRAISING:

- Ask for help from friends, neighbors, family, local businesses and community members
- It's not as difficult as it seems



CAMPAIGN MATERIALS...

Allows you to
visually
communicate your
name and message

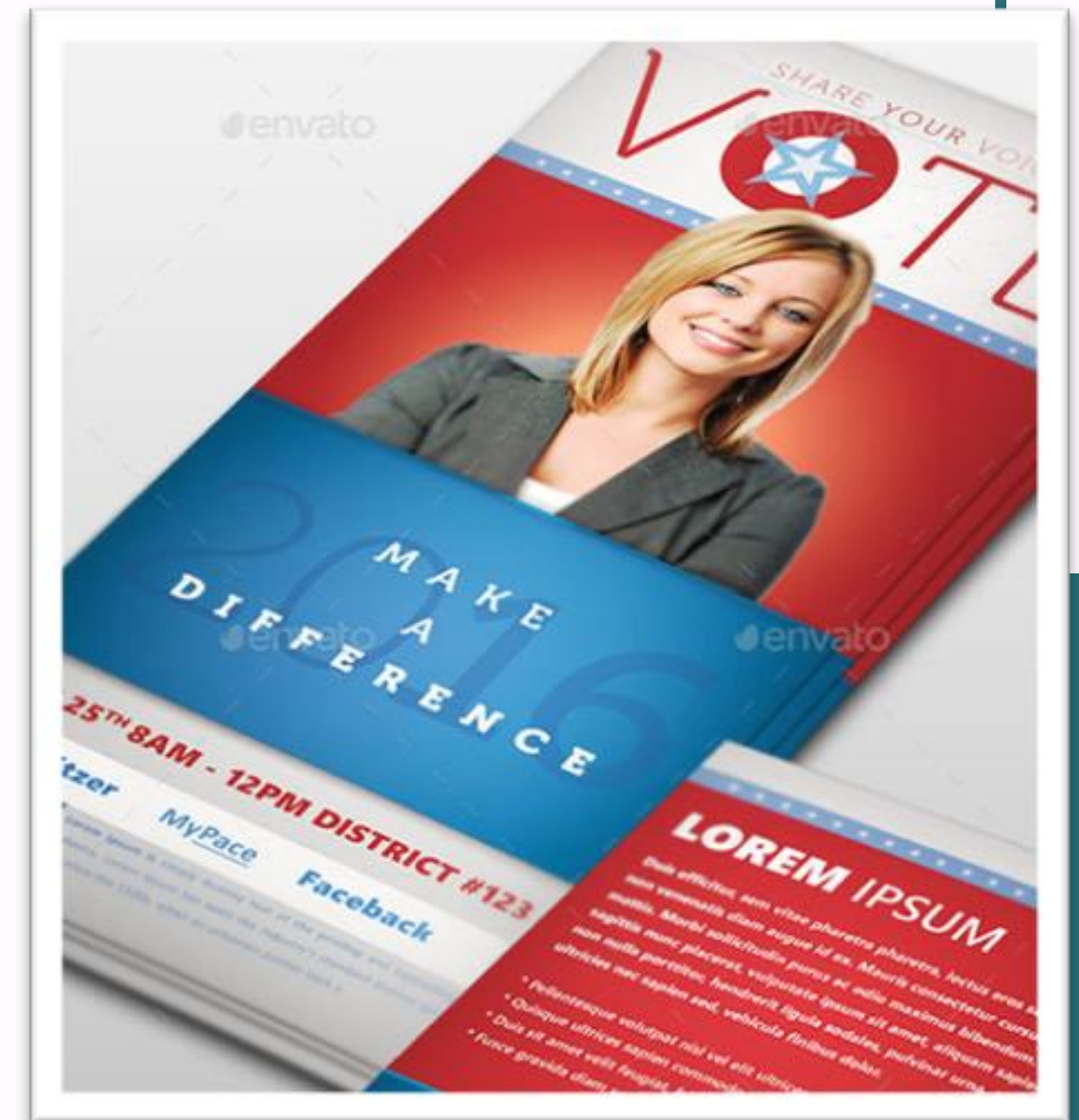


JANE SMITH
FOR SOME TOWN SCHOOL BOARD

CAMPAIGN MATERIALS: THINK ABOUT...

What, if any,
campaign materials
will you need?

What has been used
during past
elections?



CAMPAIGN MATERIALS...

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

CAMPAIGN MATERIALS: THINK ABOUT...



What would be
the most effective
campaign
materials for your
community?

CAMPAIGN MATERIALS:

- Ask someone outside your "world" to weigh in on the necessity of campaign materials
- Consider "return on investment" when selecting materials



NAME RECOGNITION...

Start by establishing
relationships with
members of the
community and
district leadership

HELLO
my name is

NAME RECOGNITION: THINK ABOUT...

Are there
opportunities for you
to connect with
people at school
and/or community
events?



NAME RECOGNITION...

- Community gatherings
- School events that are open to the public
- Candidate forums
- Parent group meetings
- School board meetings
- Town or city council meetings
- Local papers
- Local radio

NAME RECOGNITION: THINK ABOUT...



Are you
comfortable
speaking in public
to large groups?

NAME RECOGNITION:

- Public Speaking:
practice, practice,
practice



I WAS ELECTED...NOW WHAT?

November 17, 2022

Free Registration

azsba.org to register

Click events

Find the webinar

Complete registration form



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