



I'M ON THE BALLOT...

NOW WHAT?



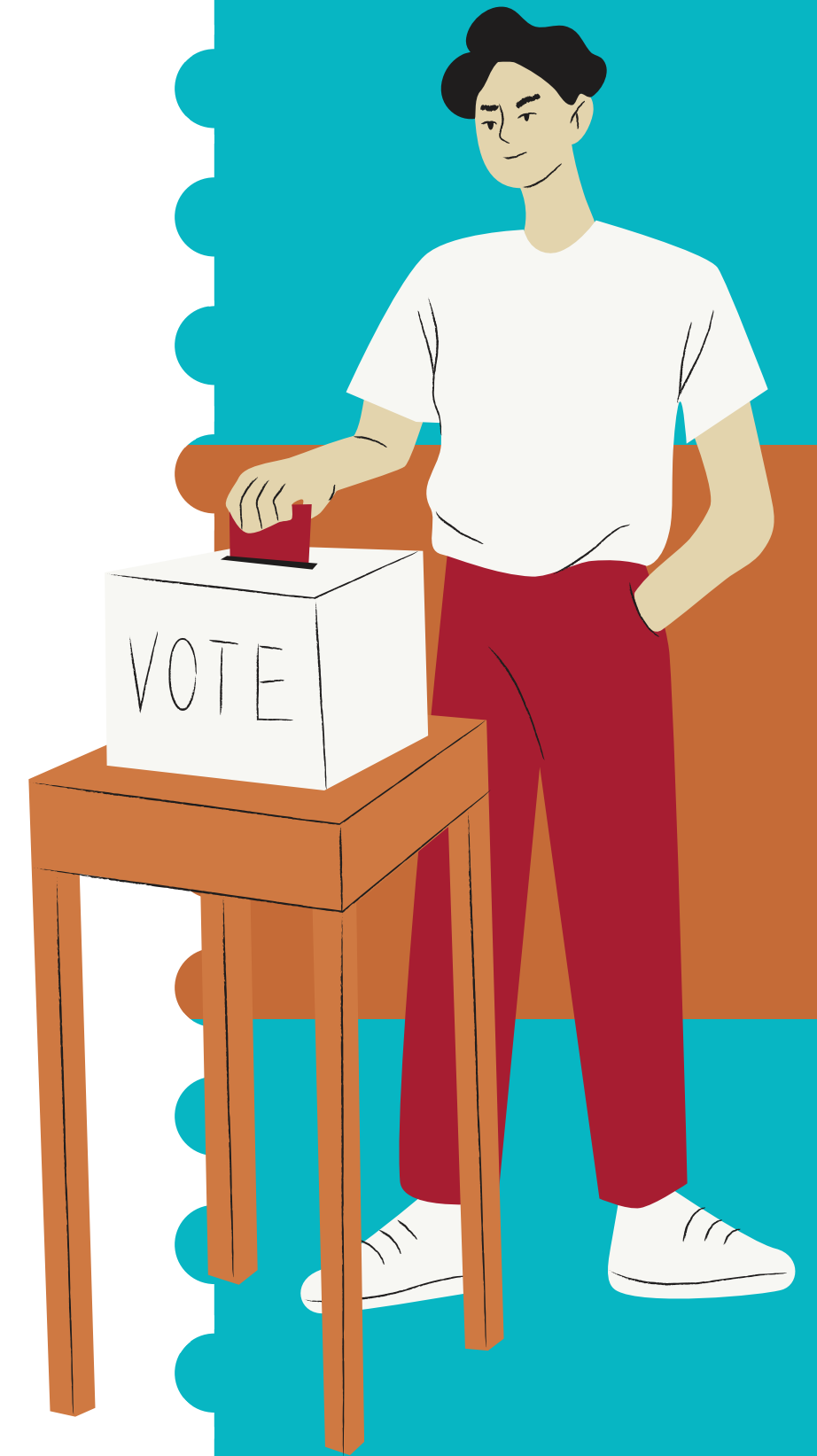
**YOU SHOULD ABSOLUTELY GET INVOLVED,
ESPECIALLY THOSE LOCAL POLITICS LIKE
SCHOOL BOARD SEATS. THAT'S REALLY
WHERE AMERICA HAPPENS.**

-Ben Crenshaw



ASBA

The Arizona School Boards Association (ASBA) is a private, non-profit, non-partisan organization committed to professional development, leadership, and essential services to public school governing boards across Arizona.





VISION & MISSION

Vision:

The best schools in every Arizona community.

Mission:

We cultivate excellence in locally-governed school districts.

MEMBERSHIP INCLUDES:

Training and Leadership Development:

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



MEMBERSHIP INCLUDES:

Representation and Advocacy:

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



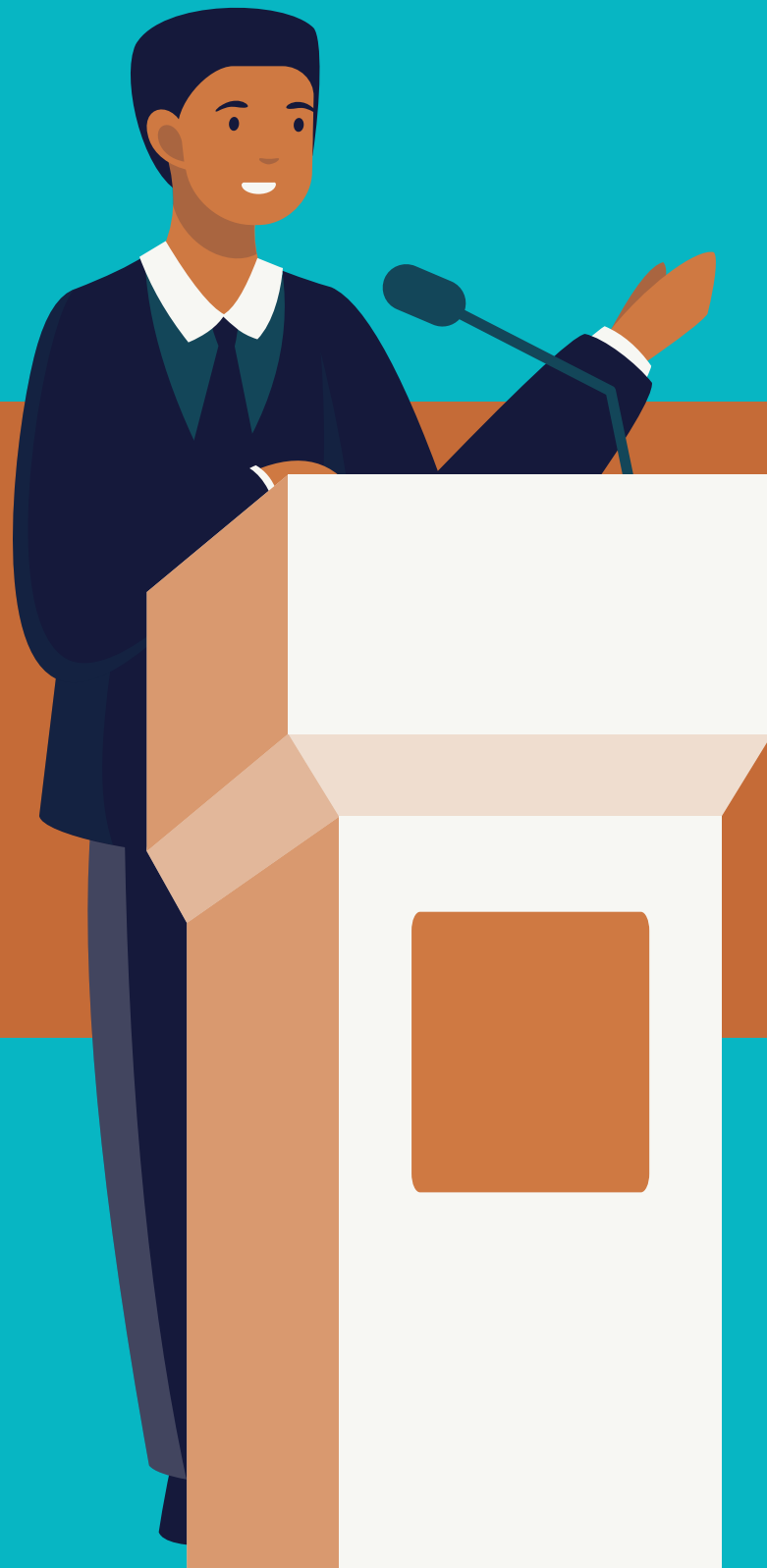
MEMBERSHIP INCLUDES:

Products and Services:

- Policy Services with FREE Employee Handbook
- Superintendent Search
- Customized Facilitation and Professional Development



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.
 - A.R.S. § 15-341 outlines general powers and duties.
- A.R.S. § 15-342 outlines discretionary powers.

POWER V. INFLUENCE

- No legal authority or 'power' is given to individual board members by statute.
- A board's power is through majority votes at the board table.
- There is a significant perception of power for individual board members and we refer to that as 'influence'

CAMPAIGN COMPONENTS

- Messaging
- Fundraising
- Campaign Materials or 'Collateral'
- Name Recognition





MESSAGING

Allows you to create an overall narrative for your candidacy, lays out for voters why they should vote for you and provides a contrast between you and your opponent(s)

MESSAGING

Questions to Ask and Answer:

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



INFORMATION GATHERING:

- 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

Allows you to spread the message of your campaign to reach wider audiences

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 \$1,500 in contributions and/or expenditures, including the candidate's own money (ARS16-905.A).
- Completed forms will be accepted at the County Elections Department and the 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 \$1,500 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

Questions to Ask and Answer:

- Who understands the importance of service?
- What friends and family might have the ability to donate?
- How will you prioritize spending any money raised?
- How can I get in front of voters without spending money?





CAMPAIGN MATERIALS

Allows you to visually
communicate your
name and message

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 XYZ School District
- Authorized by Smith for XYZ School Board

CAMPAIGN MATERIALS

Questions to Ask and Answer:

- What has traditionally worked in your community?
- Who can help you decide what materials you need?
- If you have materials, who can look at them critically and with the eye of a typical voter?
- Are these materials worth the investment?



NAME RECOGNITION

Allows voters to 'get to know you' without the pressure of asking for their vote

NAME RECOGNITION

Be visible and interactive at:

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

Take advantage of:

- Local papers
- Local radio
- Community newsletters

NAME RECOGNITION

Questions to Ask and Answer:

- Where can I connect with voters and share my story?
- Do I need visual reminders when at events, i.e., a name tag or badge?
- Do I have an 'elevator pitch' to use when meeting people?

HARDEST LESSON

You must find a way to hear
from the whole community,
not just those people in
your 'bubble.'

HARDEST LESSON

Recognizing the board's job
is oversight, and the
superintendent's job is
operations.

HARDEST LESSON

Accept that your
viewpoint on or passion for
an issue may not be shared
by other board members.

HARDEST LESSON

Understanding that you
have no individual power —
you ran for the board to
get things done!

HARDEST LESSON

It's sometimes hard to see
that the work I do makes a
difference.

But it really does!!

QUESTIONS





**THANK
YOU!**

Julie Bacon
jbacon@azsba.org

Sarah James
sjames@azsba.org

Andrew Morrill
amorrill@azsba.org