



WINNING SCHOOL BOARD ELECTIONS

ORGANIZER SUPPORT PROGRAM

MED

Change your name to include

1. State
2. Pronouns [example: Melissa, FL (she/her)]

In the chat, tell us your:

1. What is your favorite (or least favorite campaign activity?)



EDUCATION  **VOTES**

LAND ACKNOWLEDGEMENT

Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hope of a better life, and some have lived on this land for more generations than can be counted. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. We begin this effort to acknowledge what has been buried by honoring the truth. We pay respects to their elders past and present. Please take a moment to consider the many legacies of violence, displacement, migration, and settlement that bring us together here today.

TODAY'S AGENDA

- What we need to run strong campaigns
- Breakout Room Introductions
- Association Readiness
- Mapping
- Vote goals & data
- Organizing Member
- Organizing Voters
- Breakout discussions on PAC, candidate recruitment, & member engagement
- NEA Resources

**RISK OF *Awesome*
TODAY**



COMMUNITY AGREEMENTS

1. Using Self-Awareness and Self-Knowledge
2. Listening for Understanding
3. Being Gracious
4. Staying Engaged
5. Being Open and Suspend Judgment
6. Saying "I" - tell your truth
7. Seeking Discomfort
8. Reaching Empathy
9. Expecting Non-Resolution and Non-Closure

*Adapted from "Embracing equity and inclusion", Annie E. Casey Foundation

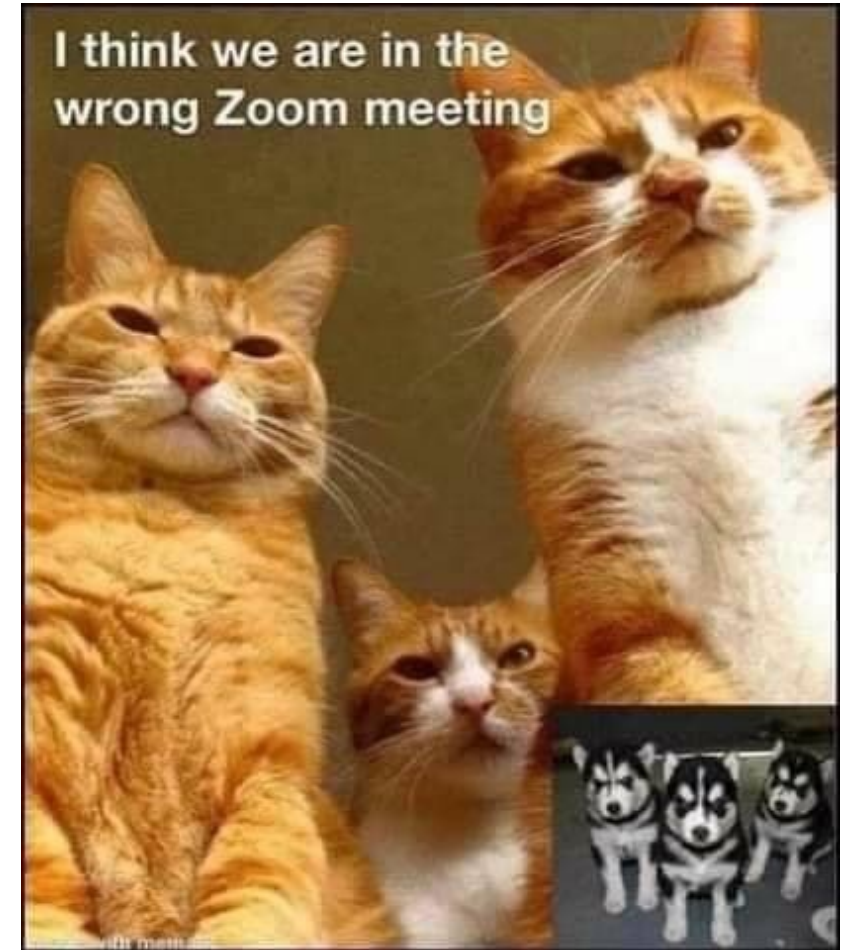
WHO IS IN THE ZOOM?

NE

In your breakout room, share:

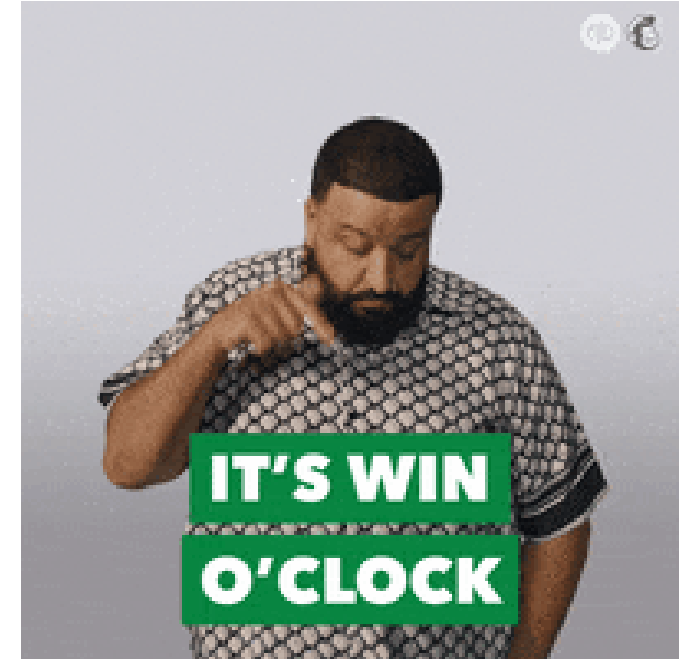
1. What does your local do really well in your school board election work?
2. What does your local need help on?
3. What are the biggest barriers you're facing?

*Designate note-taker to report out.
You have 15 minutes.



Pre-Election Association Readiness Checklist

- ☐ Know your election & fundraising laws
- ☐ Know your constitution and bylaws
- ☐ Have a plan to get your leadership engaged
- ☐ Know your communications infrastructure
- ☐ Evaluate your capacity



STRONG CAMPAIGNS HAVE CAMPAIGN PLANS

- Mapping
- Goals
- Strategies & Tactics
- Message
- Budget
- Accountability/task tracker
- Timeline
- Evaluation & wrap-up

MED



EDUCATION **VOTES**

School Board Campaign Planning Template

*Internal planning document for Staff & Governance

Step 1: Map your school board, community & local

Mapping your School Board:

District/Seat	Term Expires	School Board Member Name	Ally, Neutral, or Opponent?	Other relevant information

What seats/districts will you focus on? What seats will help you build or strengthen your majority?

Local Association Mapping:

• Organization Capacity

Building/Committee	Rep/Chair	% Active	% PAC	% Cell	% Email

• Communication Channels

Tool	Administrator(s)	# of Subscribers/Likes/etc.



EDUCATION **VOTES**

STRONG CAMPAIGNS DO THEIR RESEARCH NE

Start with a simple chart of current office holders & assessments.
Be careful what words you use, how this is stored, & how this is shared.

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	NOTES
Seat A				
Seat B				
Seat C				
Seat D				
Seat E				
Seat F				
Seat G				

ASSESSING SCHOOL BOARD MEMBERS

- Willing to listen
- Relationship with members
- Experience in public education
- Strong candidate or campaigner
- Community support
- Member of coalition or allied group?
- Potential for improved relationship
- Is this seat winnable?

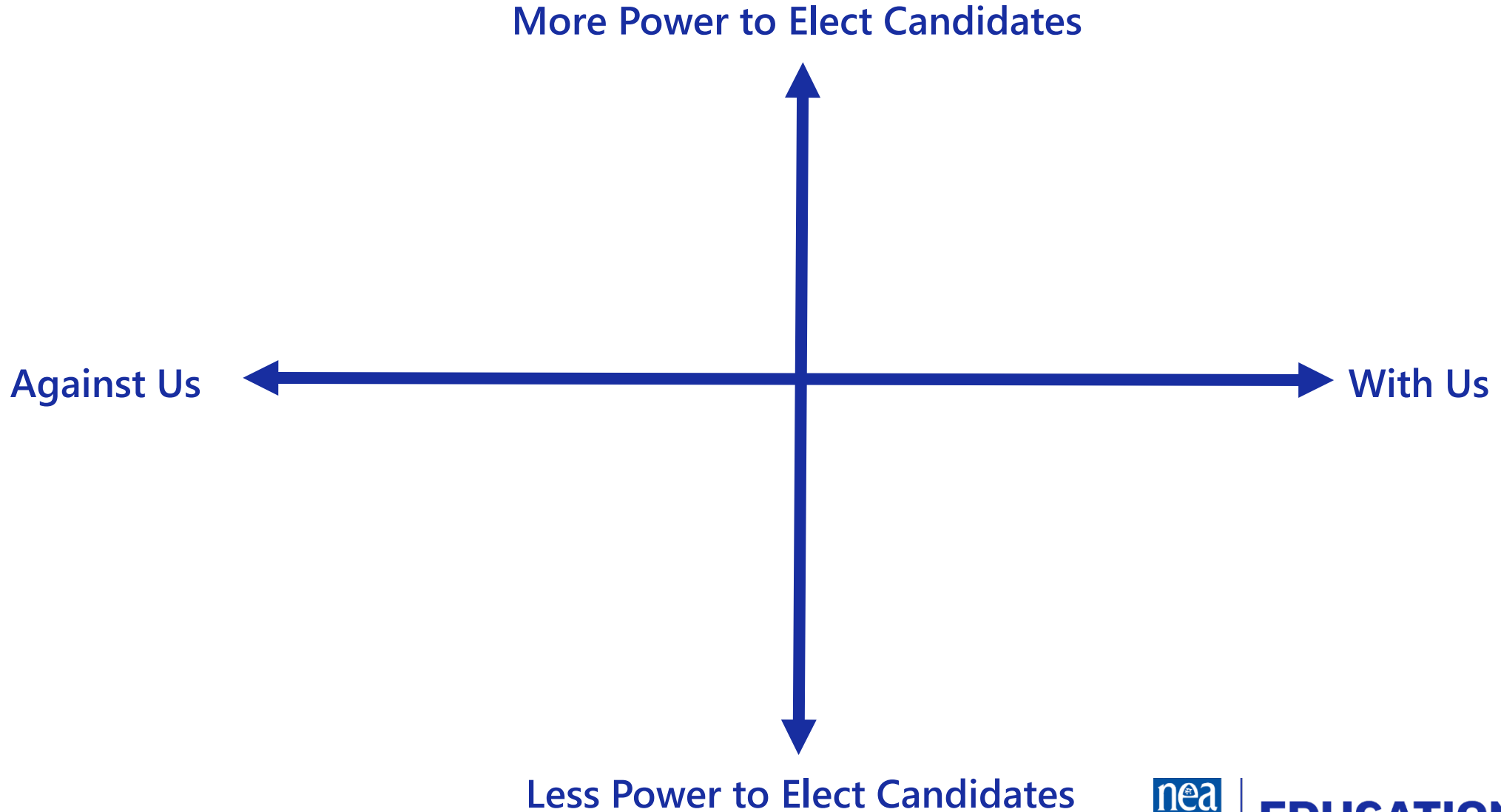


MAPPING YOUR SCHOOL BOARD EXAMPLE ^{NE}

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	NOTES
Seat A	2026	President Jane Jones	Ally	Parent of member
Seat B	2024	Vice-President Billy James	Neutral	Basketball coach
Seat C	2026	Dolores Smith	Neutral	
Seat D	2025	Randy Jerk	Opponent	Tried to take dues deduction away
Seat E	2024	Gladys Grumps	Opponent	Repeatedly dismissive of concerns
Seat F	2024	Jean Garcia	Ally	
Seat G	2025	Frida Lemon	Neutral	

MAPPING YOUR COMMUNITY

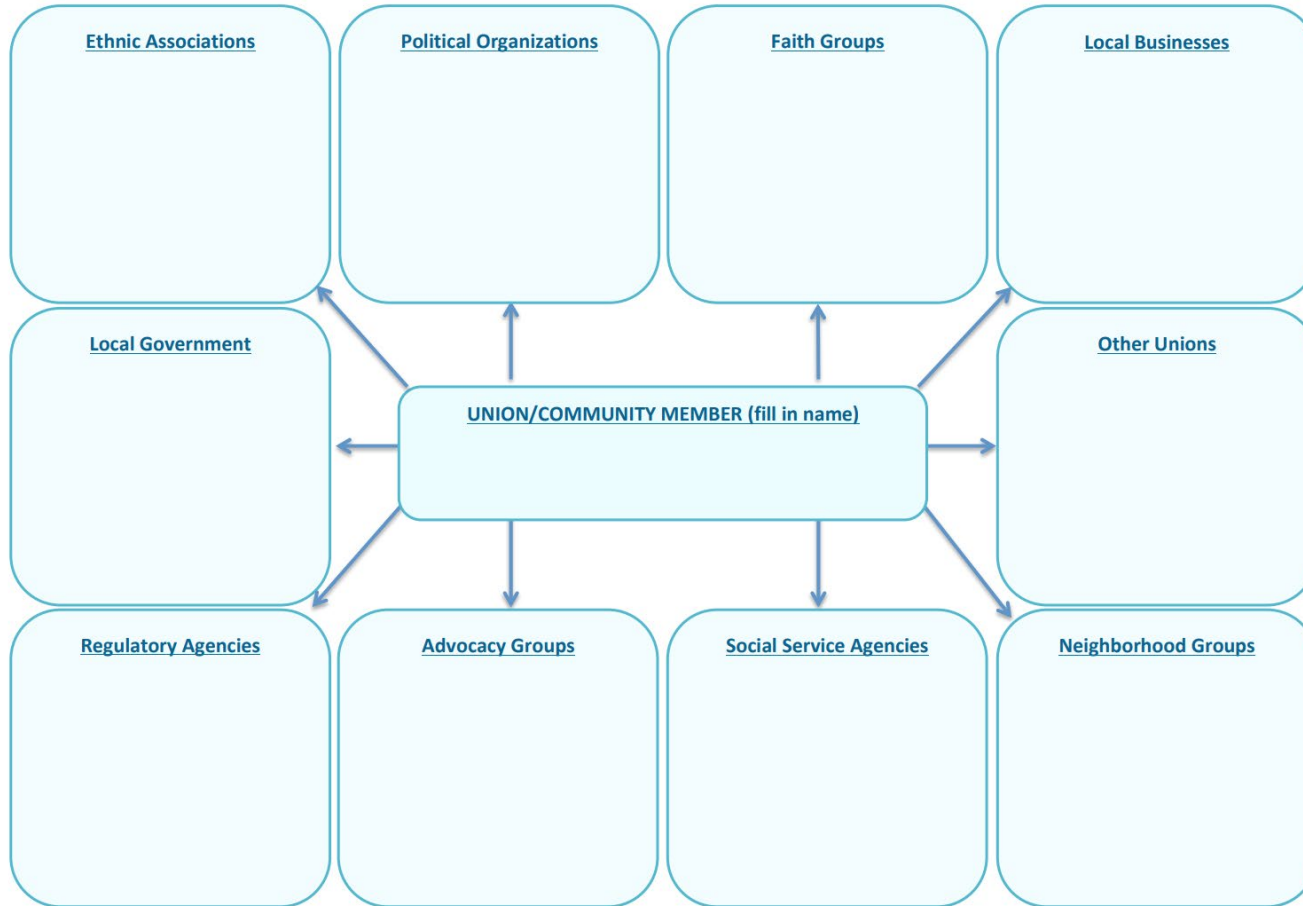
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MAPPING: YOUR MEMBERS

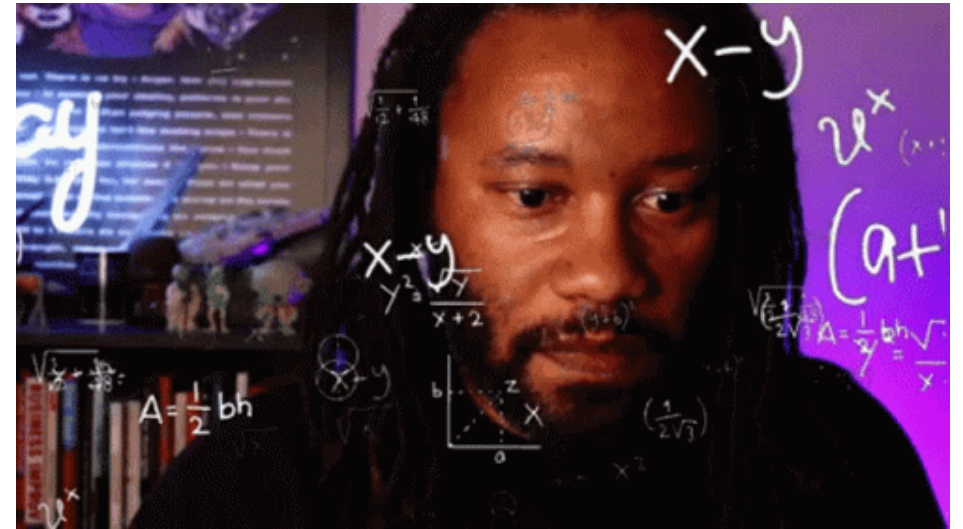
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COMMUNITY MAPPING WORKSHEET



WHAT IS A WIN NUMBER & VOTE GOAL?

- A win number is the minimum number of votes you need to win the election
- A vote goal is your win number with some extra cushion
- Every election starts with calculating your win number & vote goal
- This number is the objective of your whole campaign



CALCULATING YOUR VOTE GOAL

STEP 1: PROJECTED TURNOUT %

YEAR	TURNOUT	REGISTRATION	TURNOUT %
2020	5,314	20,567	Turnout/Registration 26%
2016	7,896	18,345	43%
2012	6,123	17,253	35%

Average these
= 35%

STEP 2: PROJECTED VOTER TURNOUT

PROJECTED TURNOUT % (35%) MULTIPLIED BY CURRENT REGISTRATION (25,867)

$$35\% \times 25,867 = 9,053$$

STEP 3: VOTE GOAL

TWO CANDIDATES: PROJECTED VOTER TURNOUT MULTIPLIED .52

*THREE CANDIDATES: PROJECTED VOTER TURNOUT/3 +1 & ADD CUSHION

RANK CHOICE VOTING RECOMMENDATION IS TO USE 52%



VOTE GOAL EXERCISE

- Calculate vote goal for the district below for a two-person race
- Here are the past voting results:

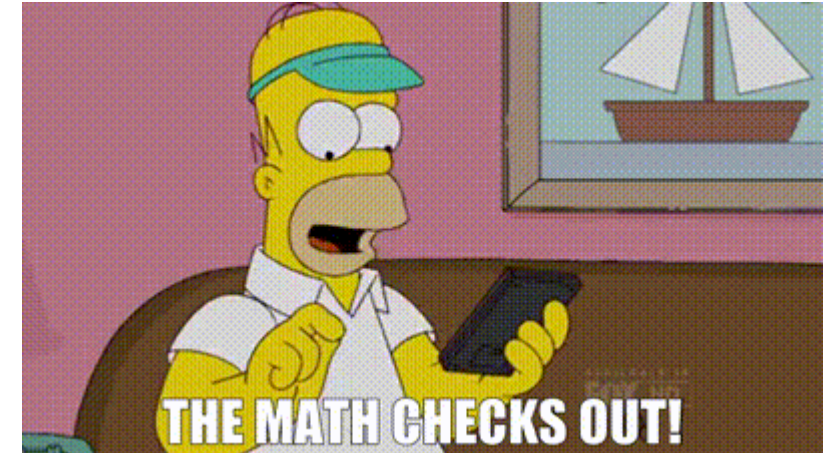
Year	Turnout	Registration
2020	42,630	62,897
2016	38,976	58,907
2012	30,876	55,876

- There are currently 66,908 registered voters in the district



EXERCISE BREAKDOWN

Year	Turnout	Registration	%
2020	42,630	62,897	68%
2016	38,976	58,907	66%
2012	30,876	55,876	55%



$(68+66+55)/3 = 63\%$ is projected turnout %

66,908 registered voters x 63% = 42,152 is the projected voter turnout

2 candidate race: 42,152 x 52% = 21,919

HOW TO USE VOTE GOAL

- Ask candidate if they have vote goal, they will need a measureable goal to reach for their voters: How many calls, conversations, mailing universe size do they need?
- Give your candidate strategic field knowledge
- Help the local realize the numbers they can deliver for the candidate



WHERE TO FIND THE ELECTION DATA

MJD

- Local Supervisor of Elections Office or Board of Elections website
- VAN
- Coalition and partner support

Official 2020 Presidential General Election results for Anne Arundel County

[Return to Election Result Index](#)

Last Updated 12/04/2020 12:44:15 PM

[Printer Friendly Version](#)

NR: not reported

Board of Education

District 2
Vote for 1

Name	Early Voting	Election Day	By Mail	Prov.	Total	Percent
Robert A. Silkworth ✓	6,307	3,259	7,084	540	17,190	55.9%
Raleigh Turnage, Jr.	4,471	2,186	6,112	553	13,322	43.3%
Other Write-Ins	94	63	66	6	229	0.7%

Eligible Active Voters on the Precinct Register - By Councilmanic District

Election: 2020 Presidential General Election

Election Date: November 03, 2020

***As of October 17, 2020*

District	County	DEM	REP	BAR	GRN	LIB	WCP	OTH	UNA	TOTAL
	Allegany	12,820	22,530	20	74	204	19	395	7,674	43,736
Councilmanic District Code 001	Anne Arundel	28,988	14,161	18	84	257	42	409	12,651	56,610
Councilmanic District Code 002	Anne Arundel	24,665	16,059	11	80	250	43	409	11,948	53,465
Councilmanic District Code 003	Anne Arundel	20,874	25,626	19	63	307	30	391	13,294	60,604



EDUCATION  VOTES

MEMBERS

Get updated lists from School District

Know your members' interests & capacity

Find a tracking system that works for your local (if allowed)

Get creative & brainstorm overcoming obstacles with others

VOTERS

Get access to VAN My Voters tab

Work through your candidates (they can usually get VAN access through party)

Buy your own voter list from Board of Elections

Email mdavis@nea.org

WHY ARE MEMBERS SO IMPORTANT IN YOUR SCHOOL BOARD RACE?

WINNING WITH MEMBERS

Reaching your vote goal requires:

- Delivering members to vote
- Delivering members to volunteer
- Tapping members' households & personal networks for both

Members = base support

Members = volunteer army

Members = avenues to more supporters/volunteers



NEA VAN My Voters My Campaign

CONTACTS

Create A New Search

Step 1: (Start with anyone who meets the selected criteria)

FAVORITES

Membership Status

Membership Status Household Member

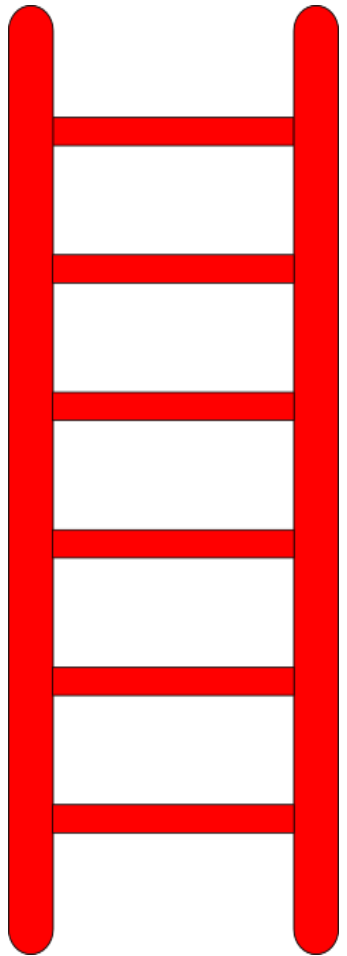
Start Date From To

Expiration Date From To

Last Renewed From To

☐ Search History

LADDER OF ENGAGEMENT



Higher Risk



Lower Risk

- Don't start w/high risk activities
- Training gives confidence if they are hesitant to say yes
- Celebrate them after they accomplish goal
- Mix up activities you are asking volunteers to take

MED

[illegible]

Our contract, class sizes, evaluation, curriculum, funding, benefits, and pensions are decided by elected officials. Elections matter.

In 2018, we have a chance to elect a new County Executive who supports our schools and has committed to increase educator pay. That's why we are asking every educator who lives in Anne Arundel County to vote for Stewart Pittman for County Executive.

We need all AACPS educators to volunteer with us on Election Day to hand out Apple Ballots at the polls. *Note: You don't need to live in Anne Arundel county to help.*

You are an important part of a powerful movement of educators. Your vote and activism will strengthen our voices in our community and pave the way for victory in 2018 and beyond.

Russell Leone
TAACAC PRESIDENT

Bill Jones
TAACAC EXECUTIVE DIRECTOR

#REDFORED

EMAIL COMPLETED PETITIONS TO
MTAV@BMSAE-ANNE.ORG OR FAX 410.263.7381






THIS IS AN ANSWERING MACHINE

THIS PERSON IS:

- Not Home
- Wrong Number
- Refused/ Hung Up
- On Test Call
- Language Barrier
- Deceased

Next Call

NOTES:

This is my test call

Hi, this is _____, I'm calling from the Blue for President Campaign. May I please speak to **Rose Hartmann**.

If the election for President were held today, for whom would you vote? Chose this person's answer

- ☐ Candidate Blue
- ☐ Candidate Red
- ☐ Candidate Green
- ☐ Not Sure

IF PERSON CHOOSES CANDIDATE BLUE

Great! Please remember to vote on Tuesday. Your polling location is **1003 G Street**.

Thank you for your time. Good bye!

IF PERSON CHOOSES CANDIDATE RED OR GREEN

Thank you for your time, good bye!

IF PERSON CHOOSES NOT SURE

Did you know that Blue has a great history of helping those in need and is the only candidate with a proven record of success? Please consider Blue when you vote on Tuesday.

Good bye!

100 West Educator Alliance
140 West 13th, Annapolis, MD 21401
410.261.0000 • annapolis@wested.org

AN IMPORTANT MESSAGE FROM YOUR ANNE ARUNDEL UNION

While teachers pay for classroom supplies,

STEVE SCHUH TAKES MONEY

OUT OF EDUCATORS' POCKETS

How you vote is a personal decision, but we wanted you to know the facts on each candidate. On the issues that matter most to educators, **TAAAC determined Stewart Pittman is the right choice for our families and schools.**

**STEVE SCHUH HAS
FAILED OUR SCHOOLS**

X LOSING QUALITY TEACHERS

Steve Schuh's budget for teacher salaries is the lowest in the state. He is cutting teacher salaries, forcing teachers to leave for higher-paying jobs in other states.

X FALLING SCHOOL RANKINGS

Under Steve's leadership, the state's ranking of public schools has fallen from 10th to 20th.

X OVERCROWDED CLASSROOMS

With Steve's budget, classrooms are overcrowded, making it difficult for teachers to teach.

X PAYING TEACHERS POORLY

The average teacher's salary in Maryland is \$55,000. Steve's budget would pay teachers less than \$45,000.

**STEWART PITTMAN
IS THE RIGHT CHOICE**

✓ INVEST IN TEACHERS

Stewart Pittman's budget for teacher salaries is the highest in the state. He is increasing teacher salaries, making it easier for teachers to stay in the state.

✓ STRENGTHEN PUBLIC SCHOOLS

Under Stewart's leadership, the state's ranking of public schools has risen from 20th to 10th.

✓ FIX OVERCROWDING

With Stewart's budget, classrooms are no longer overcrowded, making it easier for teachers to teach.

✓ PAY FOR TEACHERS

Stewart Pittman's budget would pay teachers more than \$55,000, making it easier for teachers to stay in the state.

ANNE ARUNDEL COUNTY PUBLIC SCHOOLS • 100 WEST EDUCATOR ALLIANCE • 140 WEST 13TH, ANNAPOLIS, MD 21401 • 410.261.0000 • annapolis@wested.org

MSD Tenthredine Education Association
102 Maple St., Amherst, MA 01810
603.882.6600 ext. 200 or 201

A Homework Assignment from Your Teachers Association

Make a Plan
I will vote for
Where is your
What time is
Name 3 others

EARLY VOT
ELECT

FOR BETTER SCHOOLS FOR OUR FAMILIES,
our members endorse the following candidates in
Anne Arundel County.

OFFICIAL TEACHER'S ASSOCIATION SAMPLE BALLOT GENERAL ELECTION, NOVEMBER 6, 2016 ANNE ARUNDEL COUNTY

COUNTY EXECUTIVE

● Stewart Pittman

COUNTY COUNCIL, DISTRICT 1

● Sarah Lacey

COUNTY COUNCIL, DISTRICT 4

● Andrew Pruski

COUNTY COUNCIL, DISTRICT 7

● James Kitchin

COUNTY COUNCIL, DISTRICT 2

● Allison Pickard

COUNTY COUNCIL, DISTRICT 5

● Dawn Myers

BOARD OF EDUCATION, DISTRICT 1

● Candace Andrew

COUNTY COUNCIL, DISTRICT 3

● Debbie Ritchie

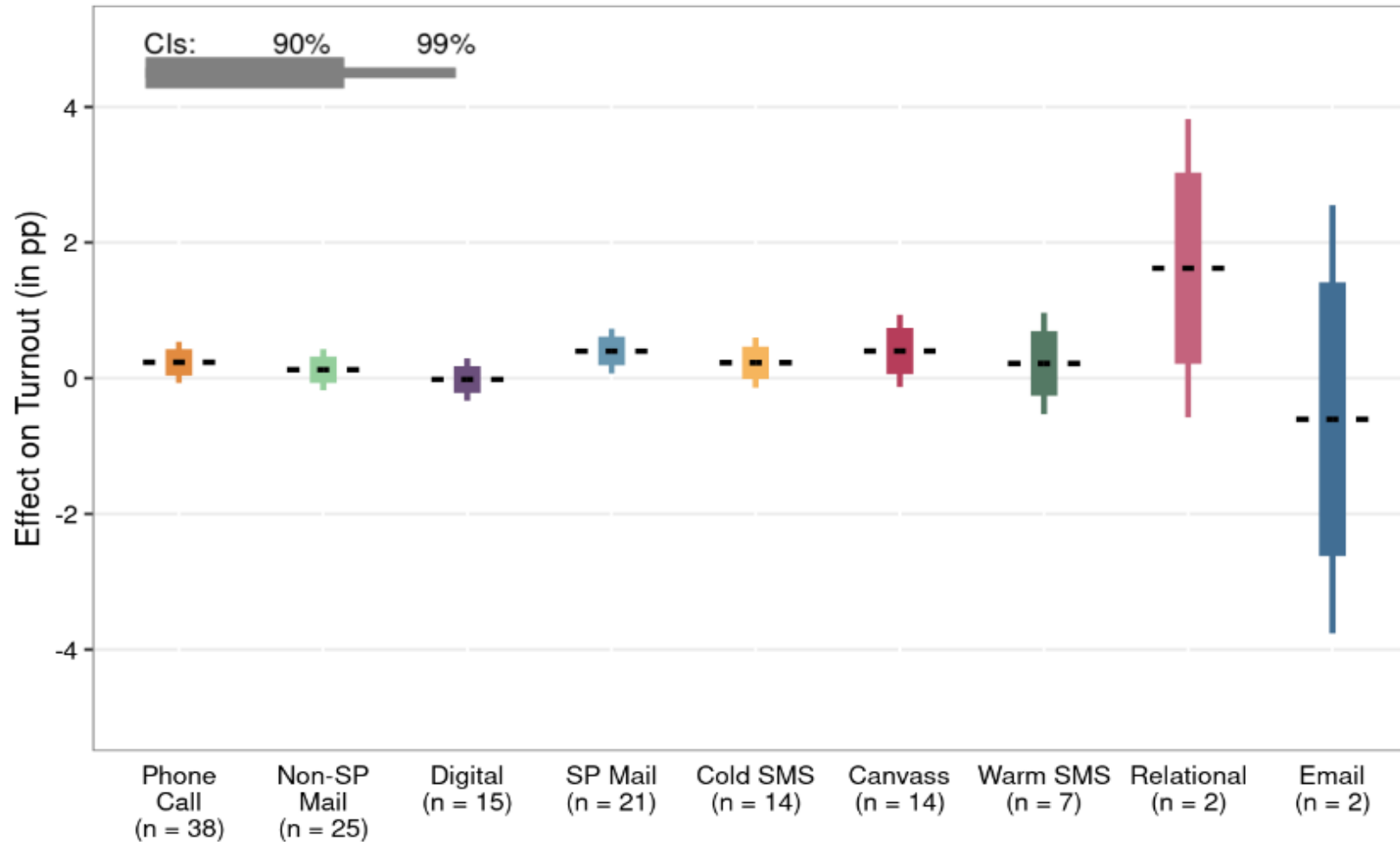
COUNTY COUNCIL, DISTRICT 6

● Lisa Rodden

VISIT MDAppBallot.com FOR OUR STATEWIDE VOTE GUIDE

The Teachers Association of Anne Arundel County endorsed the records of Member candidates. It does not endorse the school funding, operating, authority revenue for our schools and listening to candidates who determined that these candidates are best for our families and schools.

Figure 4.4.1 Estimated average turnout effect by mode in presidential general elections



**VOTER
CONTACT
MODE
EFFECTIVENESS**

Estimates are ordered by precision
Includes 138 treatments from 86 tests

DIRECT VOTER CONTACT MATH

NE

CANVASSING

- Average knocks are 15 – 20 doors per hour
- If 1620 is your vote goal / 15 doors per hour = 108 hours
- 108 hours / 2 hour shifts = 54 volunteer shifts

PHONES

- Volunteers average 10 phone contacts per hour
- If 1620 is your vote goal / 10 contacts per hour = 162 hours
- 162 hours / 2 hour shifts = 81 volunteer shifts

TEXT

- 300-400 texts assigned to volunteer
- Emphasize making time (90 min) to reply to messages/not just sending

Thanks to County Executive

Steuart Pittman,

our schools are heading in
the right direction again.



County Executive **Steuart Pittman**
puts our families first.



Securing More Educators for Our Kids

As our County Executive, Steuart Pittman has secured the hiring of nearly 400 educators for our kids. This has allowed schools to lower class sizes and give our children more individual attention to help them succeed.¹

Investing in Mental Health

With Steuart Pittman's leadership, Anne Arundel County created a mental health task force to support students who are struggling. Steuart Pittman is also passionate about closing the opportunity gap because every student deserves the chance to thrive.²

Respecting Our Teachers

When we lose our best teachers to neighboring counties, it is our children who suffer. Steuart Pittman led the charge to raise teacher and school staff salaries, restore lost steps to keep up with the cost of living and start making progress to fill vacancies.³

Check the Facts: 1. bit.ly/3QYarRn; 2. bit.ly/3pCV7PI; 3. bit.ly/3Kd8Fr3



THANK YOU
County Executive
Calvin Ball

for passing a \$45M school budget
that fully funds our public schools
and invests in the prosperity of our
children and educators.

**County Executive Calvin Ball's
\$45M school budget includes:**

- ✓ **Higher educator salaries**
- ✓ **Access to more mental health professionals**
- ✓ **Solutions for the staffing crisis**

Send Calvin Ball the attached card
to thank him for fully funding our schools!

Dear County Executive Calvin Ball,

Thank you for passing a school budget that supports our
children and teachers.

This funding will provide quality educational opportunities for all
students, no matter their race, wealth, or zip code.

When our schools thrive, our communities thrive.

Thank you!



BREAKOUT

MED

1. Mapping (Target, Community, Members)

- How many races are you going to target/priorities?
- Do you have partner organizations?
- Are you going to map member relationships?

2. Vote Goal/Data

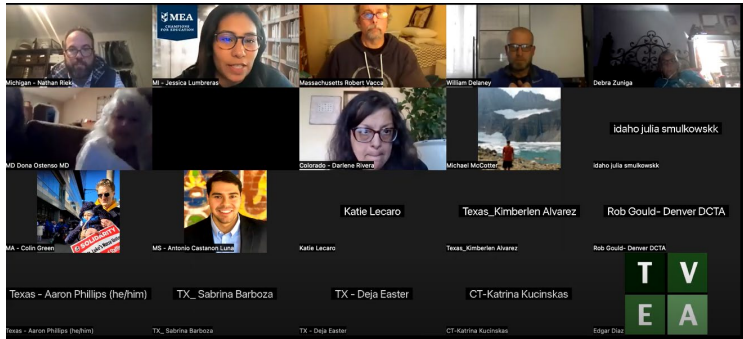
- Do you have access to this data?
- If not, how are you going to get it?

3. Member Engagement

- How will you communicate with your members as voters?
- How will you recruit volunteers?

4. Voter Contact

- What voter contact methods will you focus on?



WINNING:
THE 2022 ELECTIONS

FREDERICK COUNTY TEACHERS ASSOCIATION
Missy Dirks, President
Lindsay Beck & Ed Schoder - GR Committee Co-Chairs
NEA SCHOOL BOARD INSTITUTE - April 2023

MARYLAND STATE
EDUCATION
ASSOCIATION

FCTA

EDUCATORS TOGETHER

nea EDUCATION VOTES

School Board Campaign Planning Template

Internal planning document for Staff & Governance

Step 1 Map your school board, community & local

Mapping your School Board:

District/Seat	Term Expires	School Board Member Name	Atty, Neutral, or Opponent?	Other relevant information

What seats/districts will you focus on? What seats will help you build or strengthen your majority?

Local Association Mapping:

Building/Committee	Rep/Chair	% Active	% PAC	% Coll	% Email

Communication Tools:

Tool	Administrator(s)	# of Subscribers/Benefits

nea EDUCATION VOTES

OVERCOMING PAC TOUGH OBJECTIONS

Every NEA member who wants a great public should be signing up to build our political voice by joining our Political Action Committee (PAC) below are some common objections with suggestions on how to respond.

MEMBER'S RESPONSE

"Can't afford it."

"I can't afford it."

"I don't like paying deductions in my check/monthly charges, or on direct debit card."

"I'm a Republican, doesn't this money go to the Democrats?"

"I have to think about it."

"Politicians are all the same. It's all money and power games. They don't listen to real people."

BUILDING REPRESENTATIVE'S RESPONSE

"Our members make a long-term commitment but our public schools need pro-public education politicians from the White House to the School Board. By building a viable PAC of monthly contributors, we can continue to fund our organization with no outside money. That's why we ask members to sign-up on payroll deduction/everything is real-time our PAC and gives us ability to plan more strategically."

"We can't afford not to. Our PAC is how we bargain stronger contracts and pass good public policy. The stronger our PAC, the more power we have."

"Almost all of our members pay their dues this way. It's easier and saves time so we don't go around and collect cash. It's also much safer than collecting cash and checks and takes our time so we can do more organizing."

"Yes, our PAC isn't about parties, it's about public education and simple. We only endorse candidates who stand with us. Right now, we're being attacked by the left and the right. We have no permanent enemies or friends, just permanent interest to protect our public schools."

"What's costing you back? I thought you wanted our change (prefer to issue they raise about)? We'll never make those changes unless we have the right right? The first step is joining the PAC."

"You're right. They only listen to organized voters and leaders. That's what we are trying to do with our PAC. The more we say together so we stand on the sidelines. If we're not at the table, we're on the menu."

Friends of Public Education

☒ Meighan Davis (District 1)

☒ Ellen Holmes (District 2)

Vote on Nov. 5

YOUR WEBSITE LINK FOR MORE INFO
(INSERT DISCLAIMER HERE OR DELETE TEXT)

Why School Board Elections Matter

☒ School budget ☒ Assessments

☒ Class size ☒ Testing

☒ Work load ☒ Benefits

☒ Curriculum, an ex. of text wrap ☒ Due process

YOUR WEBSITE LINK FOR MORE INFO

nea NATIONAL EDUCATION ASSOCIATION nea.org

1201 16th Street, NW
Washington, DC 20036-3290

Paid for by National Education Association

MEIGHAN DAVIS

IS ENSURING SUCCESS FOR Annapolis students and teachers.

MEIGHAN DAVIS

will help Annapolis students succeed.

MEIGHAN DAVIS FOR SCHOOL BOARD: Leadership focused on our students's success.

Vote by **NOVEMBER 5** | Vote Early **XXX- XXX**

Meighan Davis is an education expert who has spent her career working to make Annapolis schools better by expanding funding, lowering class sizes, and ensuring rigorous curriculum so that every student is prepared to compete in a global economy.

Meighan's Plan for Annapolis Students:

- Support teachers, students, and families
- Engage parents and community members as educational partners
- Enhance classroom-to-career opportunities
- Keep our schools safe

About NEA's School Board Election Resources

NEA's Campaigns and Elections department helps to develop and implement campaign strategies both at headquarters and in conjunction with state affiliates. C&E has two primary objectives: 1) Provide strategic resources that help affiliates build the long-term capacity necessary to engage members and allies in responding to threats and opportunities, and 2) prepare in advance the resources necessary to assist affiliates respond to anticipated threats and opportunities.

The site is designed for national, state, and local staff and leaders who have completed the NEA School Board Institute Training.

Here is where you'll find templates, resources, and recordings from the training. These materials have not been made in cooperation, consultation, or concert with, or at the request or suggestion of any candidate or party and are intended to serve as general resources.

It is imperative that before you begin using templates, engaging in political activity, or spending resources that you consult with your affiliate's Government Relations and Elections Department, in addition to your legal counsel, to ensure you are in compliance with state and local regulations.

If this is your first time logging in, please register as a new user. NEA Campaigns & Elections Staff will approve access once they have verified you attended the NEA School Board Institute Training.

Terms of Use

By logging in, you certify that you have been approved for access to this site and that you will not allow access by unauthorized individuals.

Username:

Password:

☐ Remember me on this computer

Login

[Register as a new user](#)
[I forgot my password](#)

Databases

- [School Board Documents](#)

Submissions Utility

- [Submit a File](#)
- [Submissions Maintenance](#)

Useful Links

- [Help Documentation](#)
- [Provide Feedback](#)

SCHOOL BOARD DOCUMENTS

Candidate Recommendation	Candidate Recruitment	Coalitions
Communications	Downloadable Templates	Member Engagement
PAC Fundraising	Voter Contact	Zoom Recordings

SCHOOL BOARD DOCUMENTS

Candidate Recommendation Candidate Interview Tips Sample Candidate Interview Questions Sample School Board Candidate Questionnaire	Candidate Recruitment	Coalitions
Communications	Downloadable Templates	Member Engagement
PAC Fundraising	Voter Contact	Zoom Recordings

SEE EDUCATORS RUN

MJD

- 2025 Training Calendar
 - April 4-6, 2025 Philadelphia
 - June 20 – 22, 2025 Des Moines
 - Aug 1-3, 2025 Denver
- Members apply at nea.org/SER
- Presidents, Executive Directors, and Government Relations Directors approve applicants. State affiliates pay for travel, NEA covers all other expenses.



Meighan: mdavis@nea.org

