

ENTRY ACTIVITY - FIND A PHOTO

Please locate a photo your phone that represents WHY School Board Elections matter to you.



NEA Members and Supporters

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WINNING SCHOOL BOARD ELECTIONS

FOCUS ACADEMY DAY 1



EDUCATION  VOTES



ELLEN

HONORING THIS SPACE

We begin by acknowledging that through a history of colonization and brutality, we are currently on the traditional lands stewarded by generations of the of the Multnomah, Kathlamet, Clackamas, Cowlitz bands of Chinook, Tualatin, Kalapuya, Molalla and many other Tribes who made their homes along the Columbia River.

We honor these indigenous people, all elders, past, present, and emerging. We are called to learn and share these learnings about this tribal history, culture, and contributions that have been suppressed in the telling of the story of what we now call the United States of America.

WHY ARE WE HERE

NEA has an enterprise-wide emphasis on organizing

Our UniServ focused events don't always meet the needs of organizers

This is the only face-to-face opportunity for school board training



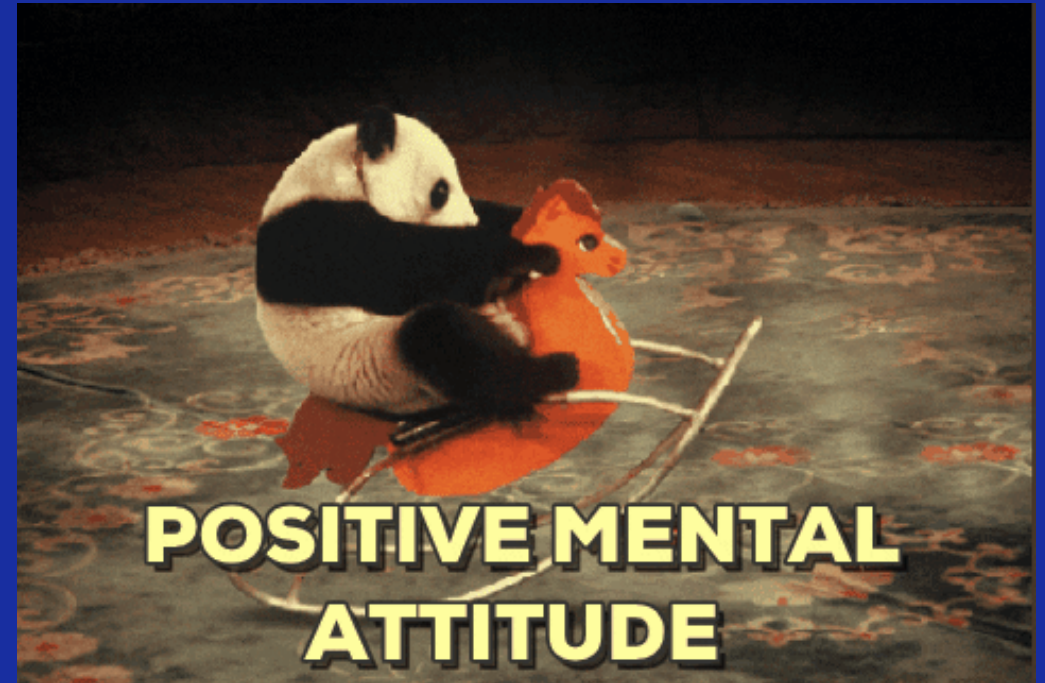
WHO ARE WE IN 10 SECONDS?

- Name
- Pronouns
- Job Title and State



LOGISTICS TO REMEMBER

- Karla is a Goddess
- Bathroom
- Materials
- Food
- Room Temperature
- Travel
- Vouchers



3.5 DAY AGENDA

DAYS 1 & 2

7:30-8:30 Breakfast

8:30 Convene

10:15-10:30ish BREAK

10:45-12:00 Convene

12:00- 1:00pm LUNCH

1:00-2:45 Convene

2:45-3:00 BREAK

3:00-4:30ish Convene

4:30-5:00 Adult Choice Networking

5:00 ADJOURN

Day 2 5:30pm Reception

Day 3 Field Experience

Day 4

7:30-8:30 Breakfast

8:30 Convene

10:50-11:05 BREAK

1:00 -2:00 Adult Choice

Networking & Box Lunch

2:00 ADJOURN



EDUCATION  **VOTES**

TODAY'S OUTCOMES

- Getting your local ready
- Case Studies from OR Locals
- Campaign Plan Overview
- Mapping & Goal Setting
- Message Development
- Coalition Building
- Candidate Recruitment & Recommendations

RISK OF *Awesome* TODAY



COMMUNITY AGREEMENTS

- Using Self-Awareness and Self-Knowledge
- Listening for Understanding
- Being Gracious
- Staying Engaged
- Being Open and Suspend Judgment
- Saying “I”- tell your truth
- Lean into Discomfort
- Reaching Empathy
- Expecting Non-Resolution and Non-Closure



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



No Context E.T.
@ET_nocontext

Mood



5:15 PM • Nov 5, 2024

MEIGHAN

A PICTURE IS WORTH A THOUSAND WORDS

Find a photo on your phone that represents why school board elections are important/matter to you

With your partner share:

- Names, Pronouns, Job Title and Location
- Story about photo



WHAT DID YOU LEARN?



EDUCATION  VOTES



Brent in Lexington 8.19-21

@BrentTerhune



Right now, there's a lady listening to Eminem's 'Lose Yourself' trying to get pumped up to out crazy the other parents at a school board meeting.

YVIE

OREGON SCHOOL BOARD PANEL p. 5

- Angela Bonilla
Portland Association of Teachers
- Elvyss Argueta
Oregon Education Association Staff
- Lindsay Ray & Katie Lukins
Beaverton Education Association
- Dr. Tammy Carpenter
Beaverton Board of Education



**BREAK
TIME**

A chicken is standing on a circular pedestal, performing a dance move. In the background, there are floating musical notes, including a red one and a black one. The scene is set against a warm, orange-toned background.

**BREAK TIME. JUST STRETCHING
THESE GORGEOUS LEGS OF
MINE.**



Moms for Liberty
running for school
boards

ADIA & JACKIE



Election
results

PREPARING YOUR LOCAL ASSOCIATION FOR YOUR SCHOOL BOARD CAMPAIGN



CAMPAIGN PLAN

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



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**

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: SCHOOL BOARD p. 6/3rd File

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, OR OPPONENT	OTHER
Seat A				
Seat B				
Seat C				
Seat D				
Seat E				
Seat F				
Seat G				

MAPPING: SCHOOL BOARD p.6/3rd File

Key Principles: Build majority, keeping friends is priority, beating incumbents is hard, think long term – not just this cycle

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OR OPPONENT	OTHER
Seat A	2026	President Jane Jones	Ally	Parent of member
Seat B	2023	Vice-President Billy James	Neutral	Basketball coach
Seat C	2026	Dolores Smith	Neutral	
Seat D	2024	Randy Jerk	Opponent	
Seat E	2023	Gladys Grumps	Opponent	Repeatedly dismissive of concerns
Seat F	2023	Jean Garcia	Ally	
Seat G	2024	Frida Lemon	Neutral	

EXERCISE p.6/3rd File

- Fill in as much of your campaign template mapping section for
 - School Board



EDUCATION OTES

School Board Campaign Planning Template

*Internal planning document for Staff & Governance

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• Communication Channels

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

MAPPING: YOUR LOCAL

- Organization Capacity
 - Volunteer
 - PAC
 - Contact Information
- Communication Tools
- Leadership
 - Investment
 - Your Team
- Constitution & Bylaws
 - Recommendation Process
 - Campaign Spending



MAPPING: YOUR LOCAL

Rules: different rules govern elections & union engagement in elections work

Association rules, examples

- Endorsement Process
- Approval of Money & Contributions

Elections Rules, examples:

- Candidates
- Political contributions
- Election Activities
- Union participation

Money: sources and how can use; Early money is critical for your candidates

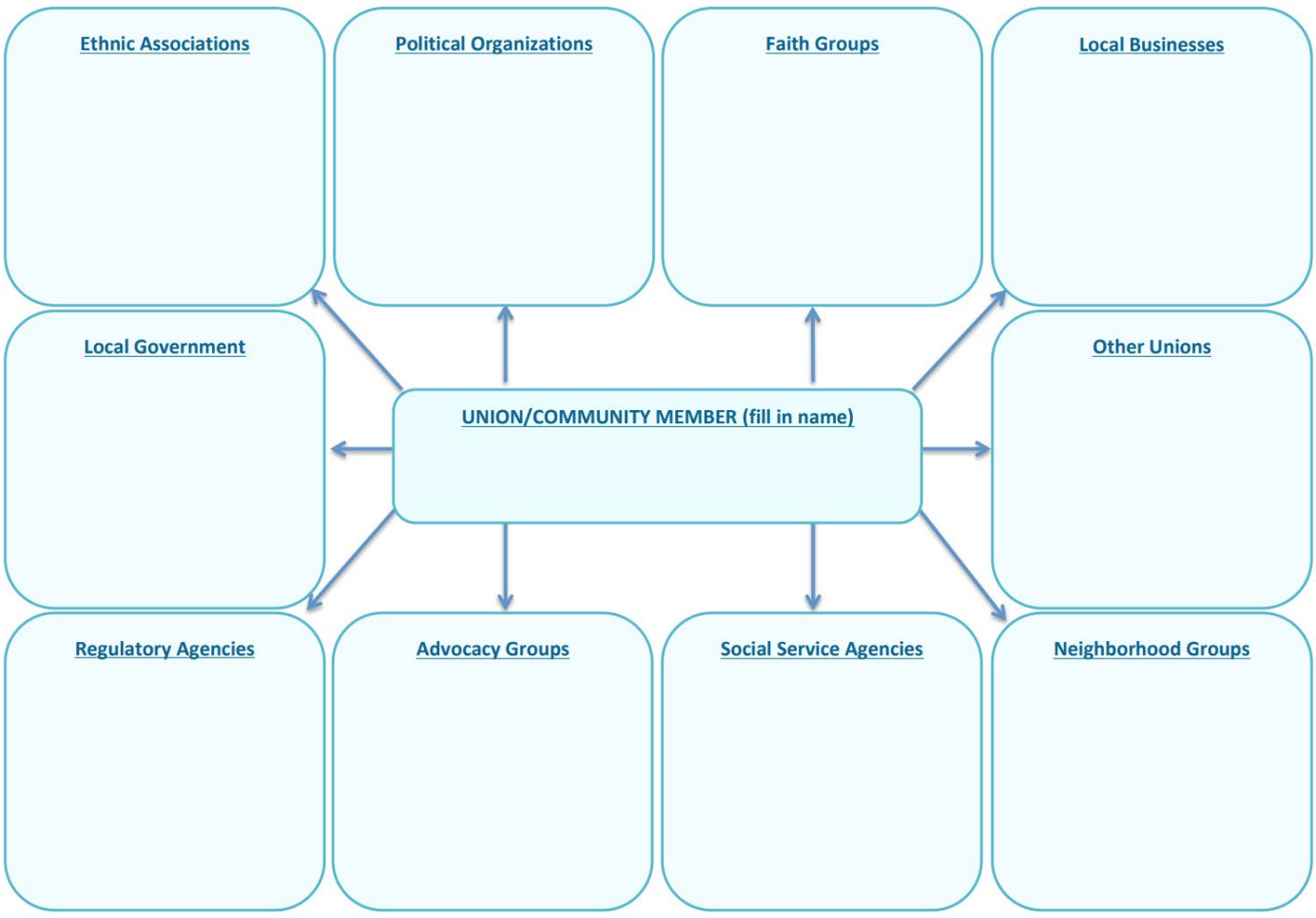
Local Dues/General Fund Dollars can be used for educating, communicating with & supporting your members

Political Dollars/PAC funding

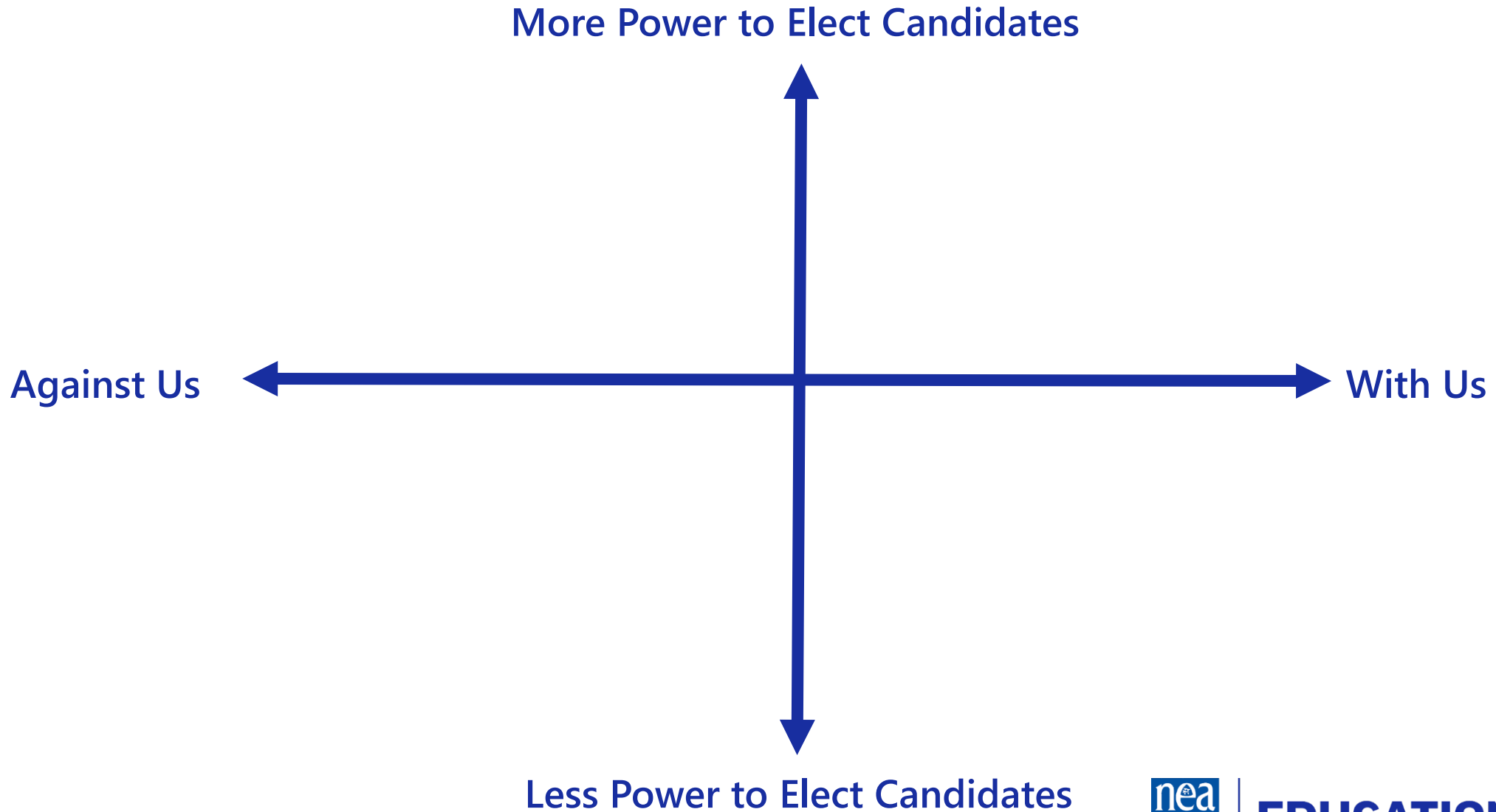
- can be used for direct contributions to a candidate
- doing a specific activity on behalf of a candidate or in-kind contributions

MAPPING: YOUR MEMBERS p.14/5th File

COMMUNITY MAPPING WORKSHEET



MAPPING: YOUR COMMUNITY p.13/4th File



EXERCISE p.6/3rd File

- Fill in as much of your campaign template mapping section for
 - Your Local
 - Your Community

neanational
education
association

EDUCATION OTES

School Board Campaign Planning Template

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• Communication Channels

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GOAL SETTING

Internal Goals

- How will we grow during this election?
 - Members voting
 - Volunteers active
 - PAC participation

Vote Goal

- How many voters do we need to win?



CALCULATING YOUR VOTE GOAL

STEP 1: PROJECTED TURNOUT %

YEAR	TURNOUT	REGISTRATION	TURNOUT %
2021	5,314	20,567	Turnout/Registration 26%
2017	7,896	18,345	43%
2013	6,123	17,253	35%

**Average these =
35%**

STEP 2: PROJECTED VOTER TURNOUT

PROJECTED TURNOUT % MULTIPLIED BY CURRENT REGISTRATION

**35% x
25,867 =
9,053**

STEP 3: VOTE GOAL

TWO CANDIDATES: PROJECTED VOTER TURNOUT MULTIPLIED .52

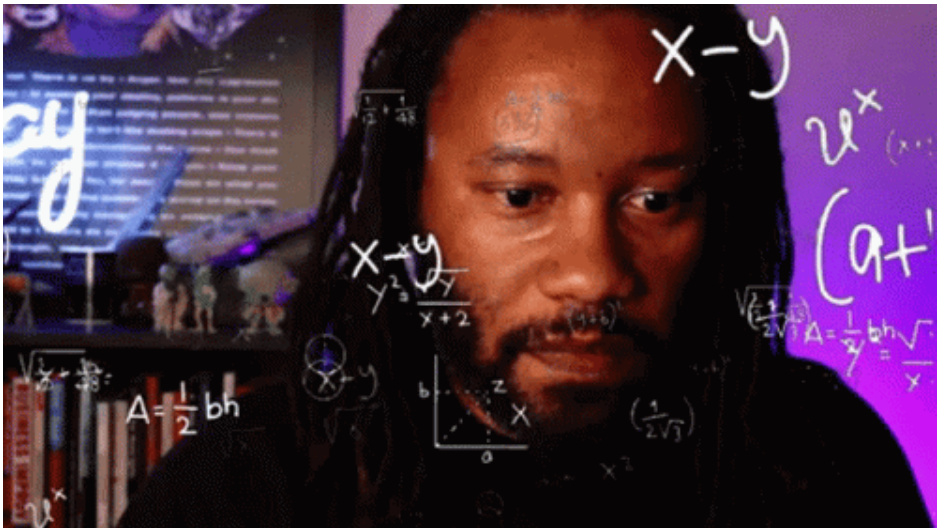
***THREE CANDIDATES: PROJECTED VOTER TURNOUT/3 +1 & ADD CUSHION**

HOMework REVIEW

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

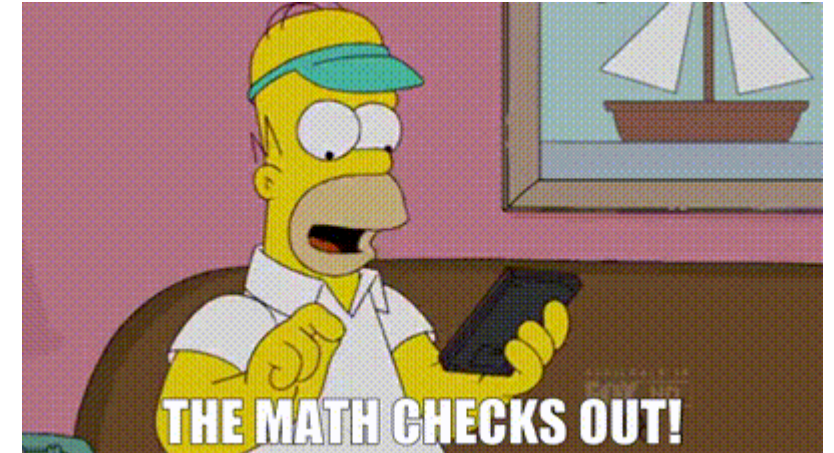
Year	Turnout	Registration
2021	42,630	62,897
2017	38,976	58,907
2013	30,876	55,876

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



HOMework BREAKDOWN

Year	Turnout	Registration	%
2021	42,630	62,897	68%
2017	38,976	58,907	66%
2013	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

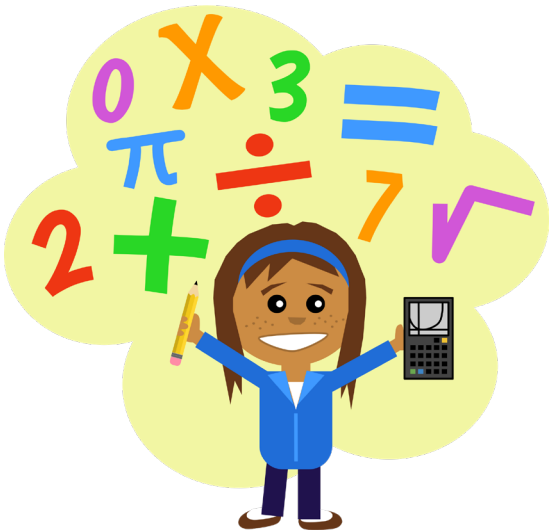
2 candidate race: 42,152 x 52% = 21,919

NEW SLIDE WITH NEW NUMBERS

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

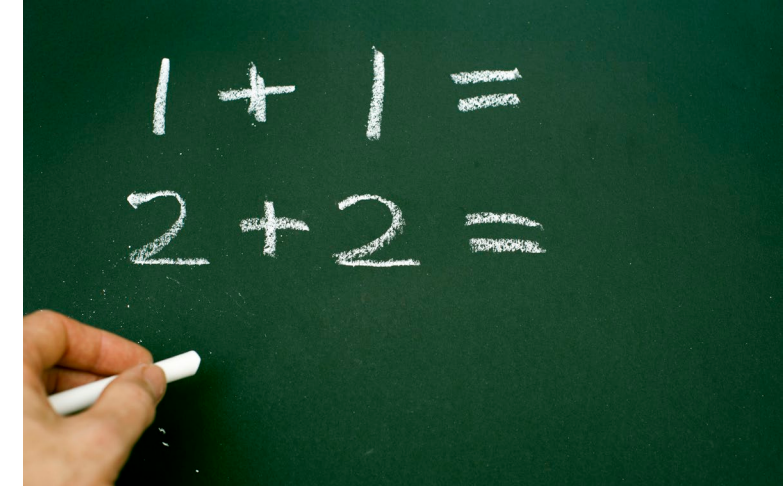
Year	Turnout	Registration
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EXERCISE BREAKDOWN

Year	Turnout	Registration	%
2021	42,630	62,897	68%
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2013	30,876	55,876	55%



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

ThePhoto by PhotoAuthor is licensed under CCYYSA.

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

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



EDUCATION  **VOTES**

KEY IDEAS

- You need a plan
- You want to map your school board, local, & community
- You need internal & external goals
- Vote goals help us win



LUNCH TIME



AFSCME
@AFSCME

if taking my union-negotiated lunch
break was a sport
pic.twitter.com/r3VBVfSaRL





Dan Labbe
@dan_labbe

"And when will we hold these elections?"

"On a Tuesday. During work."



3:14 PM • Nov 5, 2024

BETH/HEDY



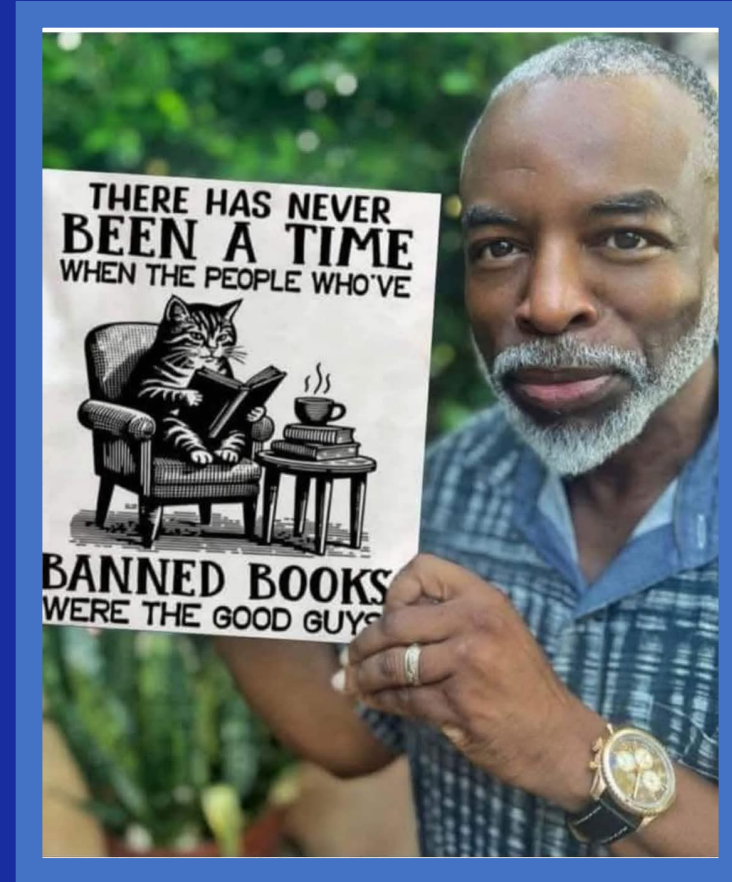
CAMPAIGN MESSAGING



EDUCATION **VOTES**

ORGANIZING ISSUE DEFINED

An Organizing Issue is a specific, tangible improvement in the lives of community members that in some way addresses or solves a Problem.



WHAT IS A GOOD ISSUE

- There are nearly limitless possible issues you could tackle
- But only SOME of those are *good* organizing issues
- So what makes a *good* organizing issue, and how do you decide between competing priorities?



CRITERIA FOR A GOOD ORGANIZING ISSUE

DO'S AND DONT'S p.15

Will the issue

- ☐ Be widely & deeply felt?
- ☐ Have a clear decision maker?
- ☐ Win real improvement in educator's lives?
- ☐ Make members aware of their own organized power?
- ☐ Alter the relations of power?
- ☐ Be non-divisive?
- ☐ Build leadership?
- ☐ Set up your union for the next campaign?
- ☐ Be winnable?

CAMPAIGN MESSAGING 101

SLOGAN

- Very short
- Limited information
- Seen by all voters

PLATFORM

- Long
- Comprehensive on policy
- Not many people read it

MESSAGE

- Short
- Substantive
- Tailored to target voters to take action

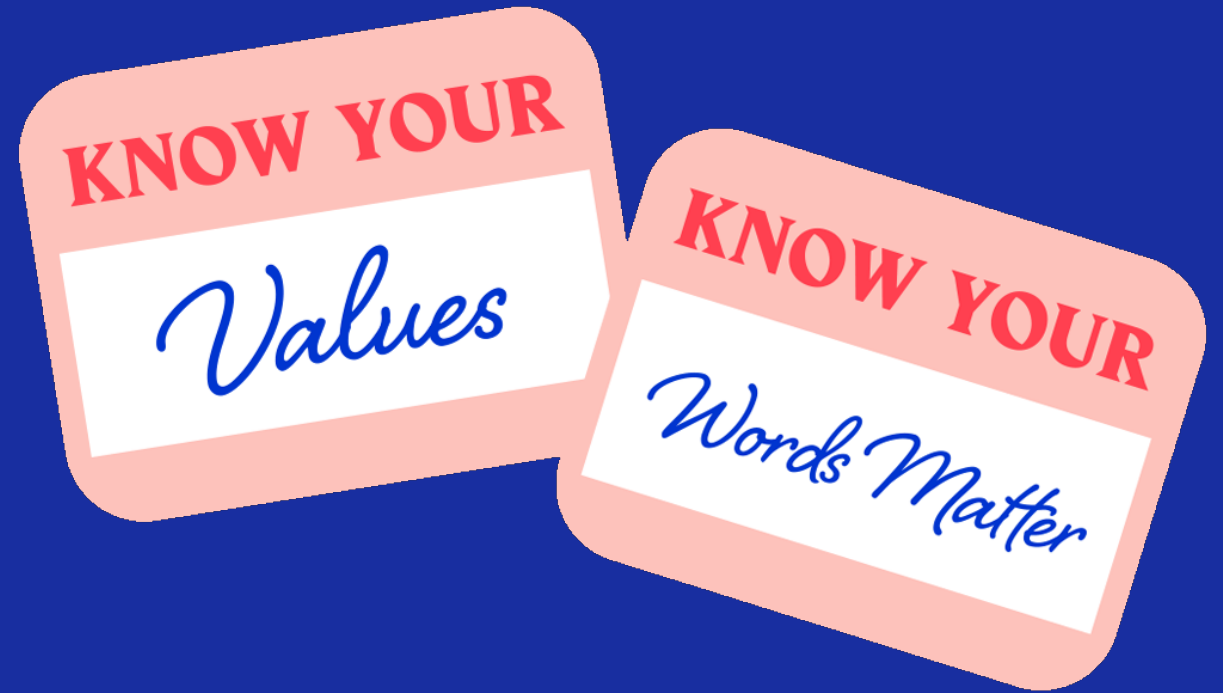
THE GOOD THE BAD AND THE QUESTIONABLE

- What makes this message effective?
- How would you coach her?



EFFECTIVE MESSAGING PRINCIPLES

- Short & simple
- Tells a story
- Leads with values
- Targeted to the audience
- Contrasting with opponent
- Important to voters
- Truthful & credible
- Repetitive
- Disciplined

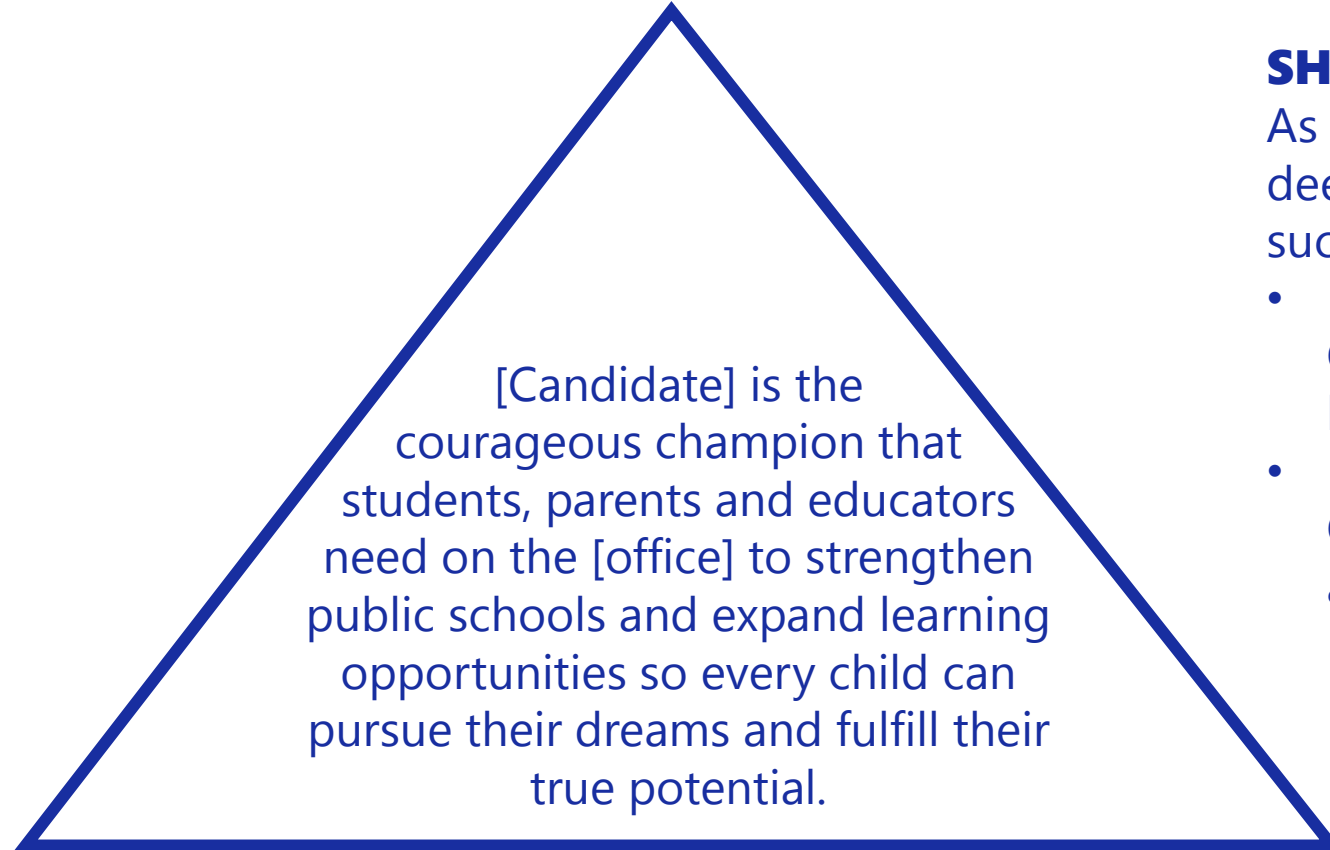


MESSAGE STRUCTURE: TRIANGLE P.19

COURAGE TO LEAD

No matter what we look like, where we come from or where we live, we want all our students to have access to safe, quality public schools. [County/School District] needs a [office] with the courage to lead on comprehensive solutions to the big problems we face.

- [Insert problems district is facing]



CHAMPION FOR STUDENTS AND PARENTS

[Candidate] is running on a strong education platform:

- [Insert education platform solutions]

SHARES OUR VALUES

As a _____, [Candidate] is deeply committed to the success of every student.

- [Sentence about Candidate's background]
- [Sentence about Candidate's accomplishments]



EDUCATION  **VOTES**

MESSAGE STRUCTURE: TULLY BOX

WHAT WE SAY ABOUT OURSELVES:

"You can count on the Union's Candidate to fight for increased educator pay & lower class sizes.. They know our schools & have the expertise we need."

WHAT THEY ARE SAYING ABOUT THEMSELVES:

"The other candidate brings people together to get things done for students & educators. Look at our record. "

WHAT WE ARE SAYING ABOUT THEM:

"The other candidate won't be on your side when it really matters. They don't look for innovative solutions. We need new leadership and new ideas."

WHAT THEY ARE SAYING ABOUT US:

"The Union Recommended Candidate's plans aren't realistic. We don't have that funding available. You need someone with experience on the school board."

MESSAGE STRUCTURE: RCN

Race Class Narrative

- Lead w/values, not problems
- Explicitly names that we share values across race/class
- Introduce problem second
- Close with positive vision & how working together gets us there
- Specific call to action

For Board of Education, You Have a Choice

True History

Or

Whitewashed History

MARYLAND STATE EDUCATION ASSOCIATION
140 Main Street
Annapolis, MD 21401
MSEA_FC 2202 **BUG**

Don't Let Extremist Candidates Censor the Classroom.

Support Educator-Backed Candidates for Board of Education!

For County Executive

Ysela Bravo **Rae Gallagher** **Dean Rose** **Karen Yoho** **Jessica Fitzwater**

Our teachers work hard to ensure our students get an accurate and honest education. But a group of candidates are trying to politicize our schools, censor teachers, and divide our community. We've found the slate of candidates who will fight back against extremists so our students have the freedom to develop the knowledge and skills to reckon with our past, shape a better future, and pursue their dreams.

They'll focus on what really matters, like:

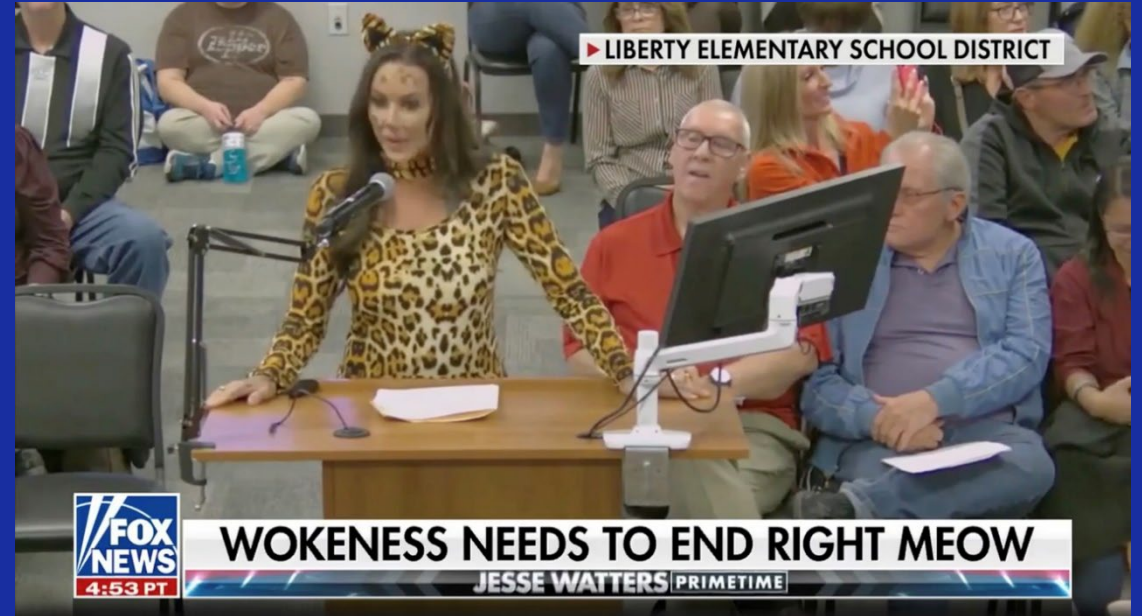
- Hiring more educators
- Increasing educator pay
- Expanding career and technical education
- Building safe, modern schools

Vote for the Educator-Recommended Candidates **Vote: Nov. 8**
Early Vote: Oct. 27 - Nov. 3

"Martin Luther King Jr. National Historic Site" by National Park Service is licensed under CC BY 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by/2.0/>. This message has been authorized and paid for by MSEA's Fund for Children and Public Education PAC, Joseph Coughlin, Treasurer. This message has not been authorized or approved by any candidate or ballot issue committee.

RESPONDING TO RIGHT WING ATTACKS

- Lead with solutions
- Respond before pivoting
- Be clear & specific about right-wing, radical agenda
- Remind voters that parents & educators are united
- Don't use their terms
- Don't be afraid to engage in debate



EXERCISE

- Work on your Message (step 3) in Campaign Plan Template
- Use the Message Structure example handout & NEA Message Guidance
- Choose best structure for your community/election
- Be ready to share

Internal Goals:

- ____ new volunteers
- ____% of members voting
- Increase PAC fundraising by ____

Step 3: Campaign Message

Message: Why does this election matter to voters? Why does this election matter to members*? What three points will we repeat over and over again?

*these may not be the same messages

Step 4: Vote Contact Tactics

How will we talk to voters? How will we talk to our members?

Tactic Examples: Canvassing, phone banking, direct mail, handwritten letters/postcards, texting, paid digital ads, 10-minute building blitzes, worksite one-on-ones, and organic social media posts

Tactic	Date	Target Audience	What is being communicated?	When is it being communicated?	Who is responsible?

Step 5: Budget

Budget: *make sure you consult with your state affiliate GR department to make sure you are spending money and reporting correctly

Item	Description	Dues/PAC	Cost

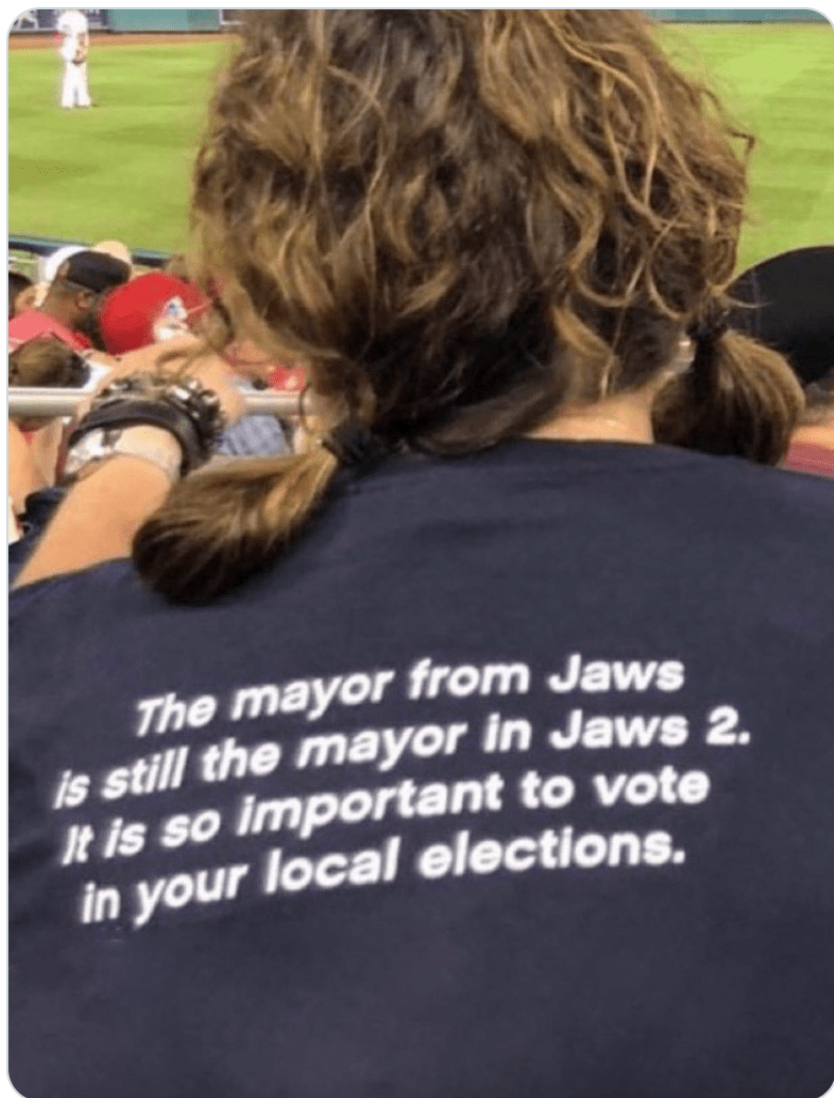
KEY IDEAS

- Know difference between slogan, platform, & message
- Apply effective messaging principles to your communications strategy
- Develop a campaign message structure that works for your targeted voters & race
- Follow NEA message guidance





shirts that go hard @shirtsthtgohard · 4h



JACKIE/MELISSA



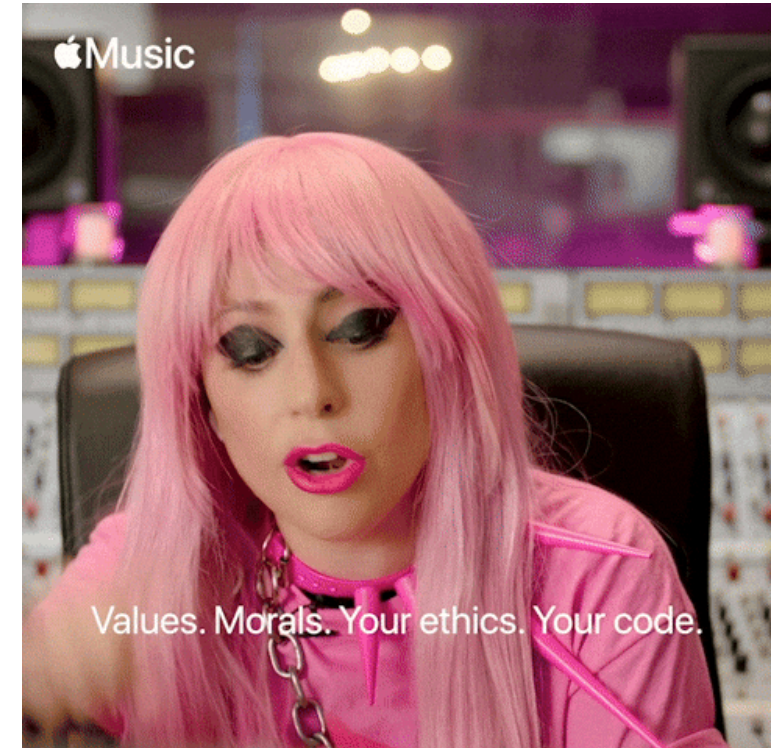
EDUCATION **VOTES**



COALITION BUILDING P.21

WHAT ARE VALUES?

- Values are fundamental beliefs that dictate behavior.
- Through shared values, workers build solidarity and commit to active participation in the labor movement.
- Shared values transform individual members into part of something larger than themselves.



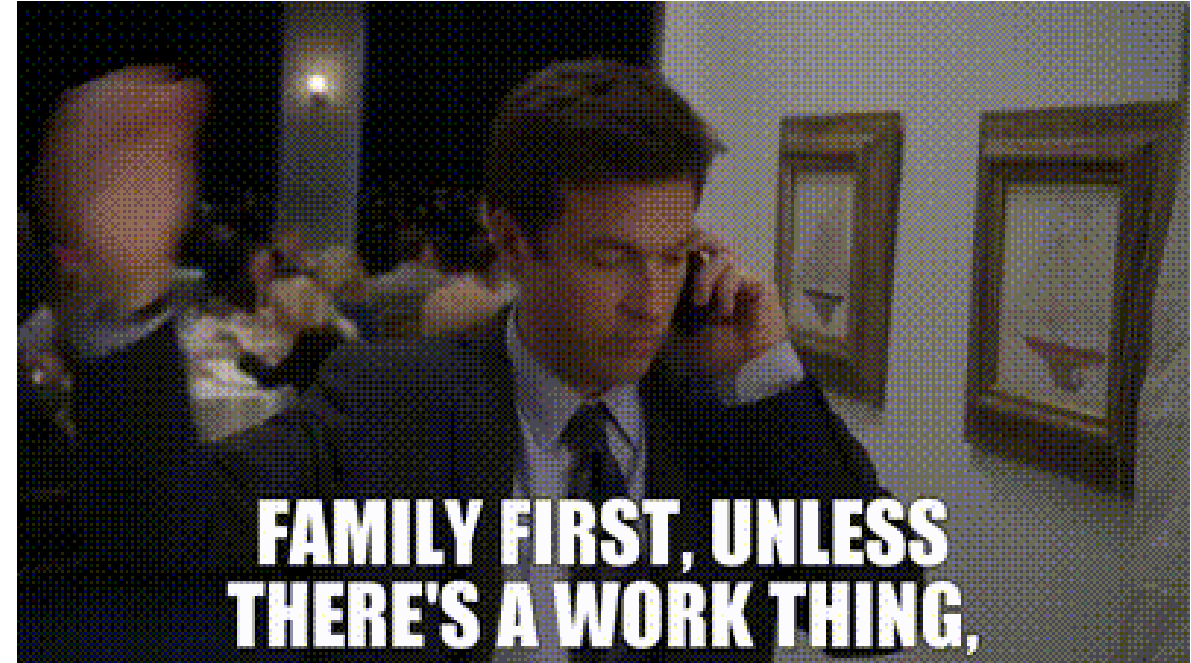
SOME UNION VALUES

- Fairness, honesty/integrity, responsibility, compassion/empathy, safety, health, generosity, hard work/responsibility, community, freedom, democracy, binding contracts, equality, opportunity, respect, stability/security, unity, quality work, justice, collective action, dignity/respect, charity/community service, and due process.



CORE VALUES TABLE TALK ACTIVITY

- Think of your primary CORE UNION VALUE. The one that you always return to in your life – it centers your behaviors and key decisions ESPECIALLY in times of stress.
- How does this value SHOW UP in your work? What does it actually look like?
- Share at your table



WHY DO WE NEED COALITIONS?

ADVANTAGES	DISADVANTAGES
You are able to accomplish more by splitting turf & campaign	You may have to compromise & it's harder to build consensus
More diverse stakeholders that represent community	Less power over tactical decisions & message
You build partnerships that last past Election Day	Shared victory & may be tied to any negative activity from partners

TYPES OF COALITIONS

- Donor Tables
 - America Votes
 - Independent Expenditures
- Informal
 - Online Parents Groups
- Issue-based
 - Build organizing capacity before the Election

DFL-supporting independent expenditure campaigns far outraise GOP and candidates in Minnesota

Much of campaign fundraising tends to focus on how much candidates have raised, with campaigns frantically raising money leading up to reporting deadlines to assure their totals connote strength. But independent expenditure committees are the source of real money in politics.

By [Peter Callaghan](#) | Staff Writer

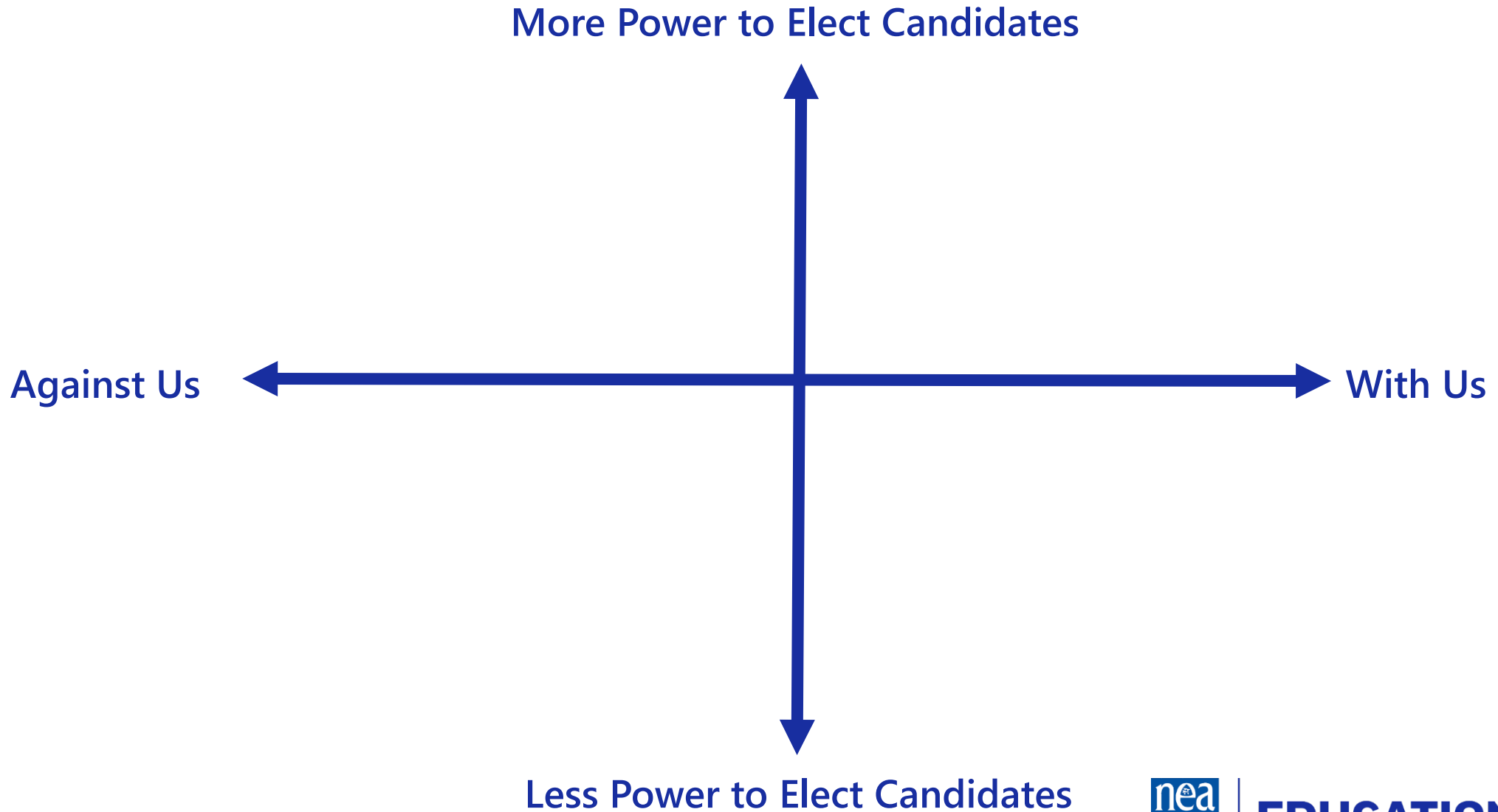


COALITION GROUP CORE VALUES

- Make Table Wall Chart
- In one column brainstorm all the organizations you are aware of in your community
- In the second column, write the core values for each organization
- Look for what might be common in the second column

GROUP	VALUES

COALITION RECRUITMENT

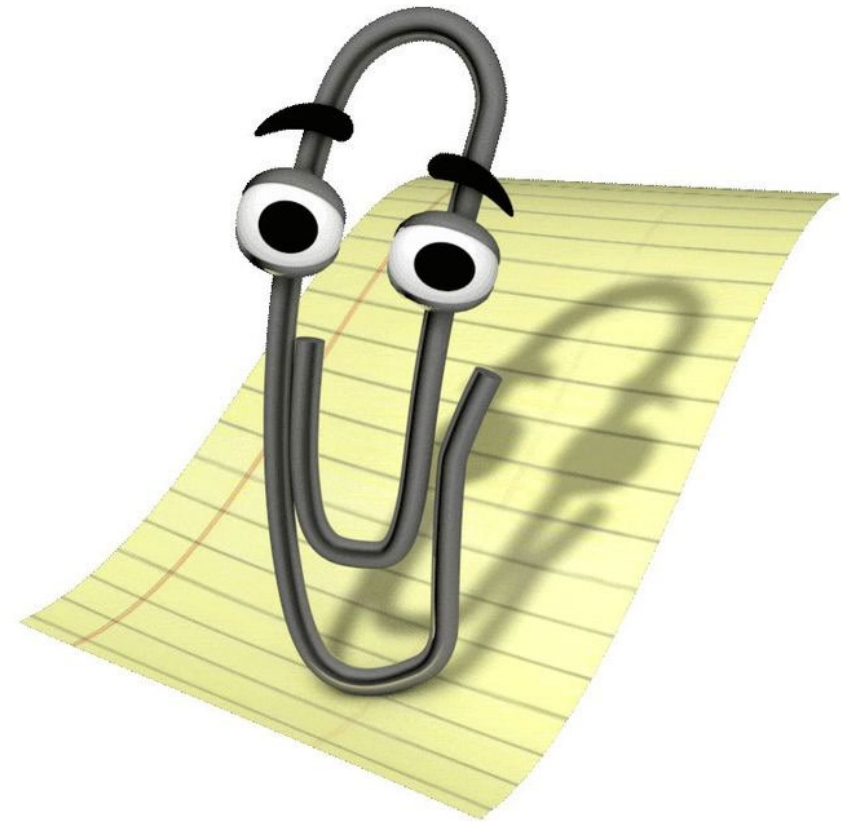


QUESTIONS TO CONSIDER

- What is the overall objective of the coalition?
- Will there be a sign-on document that outlines the values, priorities, and principles of the coalition?
- Will the coalition become a legal, independent body that requires legal documents? Does tax status prevent us from working on certain activities together?
- What will coalition members share? Research? Polling? Canvass IDs?
- Will the coalition primarily inform the public or its membership?
How will we present ourselves in the media?
- How will the coalition raise money?

COALITION PRO-TIPS

- Less is More, fewer groups are easier to coordinate.
- Individual relationships matter, paper tigers don't win elections.
- Find mutual self-interest.
- Be strategic w/timing issue campaigns so you can utilize to build base.
- Find your candidates in your coalition partners and keep candidates in mind when recruiting coalition partners.



KEY IDEAS

- Focus on organizations with power that are aligned with our values
- Weigh your advantages & disadvantages before deciding to build coalition
- Get really clear on the purpose and role of your coalition



BREAK TIME





grass @outfieldxgrass · 12h

If I send this to you, it means not only am I celebrating your election defeat, I orchestrated it



242

32K

235K

4M



MONET & MEIGHAN



EDUCATION  VOTES

RECRUITING & RECOMMENDING SCHOOL BOARD CANDIDATES



WHERE DO WE FIND CANDIDATES?

- Your membership, including retirees
- Coalition Partners, other Unions

Key Questions:

1. Legal requirements – residency?
2. What should they believe in?
3. What obligation do we have to those who we recommend/endorse?
4. What characteristics do they need to have?



CANDIDATE QUALITY CHECKLIST p. 22/6th File

- ☐ RESEARCH
- ☐ STRATEGY
- ☐ STORY
- ☐ DRIVE
- ☐ RESILIENCE
- ☐ VALUES
- ☐ CONNECTION TO COMMUNITY
- ☐ DIVERSITY



CANDIDATE RECRUITMENT MODELS

- Montana
 - Create list of targeted districts
 - Keep good lists on member's activism & contact information
 - Text and call active members in targeted districts to recruit
- Michigan
 - Coalition coordinated effort
- Pipeline Fund
- Build relationships with retiree chapters

The screenshot shows the 'FAVORITES' section of the NEA VAN interface. The top navigation bar includes 'NEA VAN', 'My Voters', and 'My Campaign'. The 'FAVORITES' section contains four main filter categories, each with a star icon for favorites:

- Voting History**: A single filter option.
- Activist Codes**: Includes an 'Activist Code' dropdown menu.
- Home Districts**: Includes a search instruction 'Search for Districts that have been applied to a person's physical Home Address.' and a 'State' dropdown menu.
- Age • Registration Date**: Includes multiple filters: 'Age From' and 'To' (text inputs), 'Birthday' (dropdown), 'Date of Birth' (dropdown), 'Date of Death' (dropdown), 'Zodiac Sign' (dropdown), and 'Reg Date From' and 'To' (calendar inputs). It also has radio buttons for 'Oldest Known' and 'Current'.

CONVINCING SOMEONE TO RUN p.23

I. Benefits of running

II. Why they are qualified

III. Roadmap to victory

- Election calendar
- Time commitment
- How union could help

IV. Follow-up

- Recruit others talk to them
- Check-in
- Get involved in other organizations to build capacity
- Inoculate candidates about the realities

**EDUCATION VOTES**

HOW TO HAVE A PERSUASIVE RECRUITMENT CONVERSATION WITH A POTENTIAL CANDIDATE

I. BENEFITS OF RUNNING
"This is your chance to take a stand for [issue they're passionate about]. You could change _____ if you were elected."

II. WHY THEY ARE QUALIFIED
"You are the best person to hold that office, and our community needs you. You've been educator for _____ years and active in _____. You have what it takes to run a campaign and be an effective legislator."
"You don't have to be a political mastermind to run for office! In fact, almost every elected official started as a normal person who was passionate about their community. The important thing is to be able to speak authentically about what you care about, and you're great at that!"

III. ROADMAP TO VICTORY
a. What it will take to win
"You'll file your paperwork to run for office at the Board of Elections by this deadline to run _____. They can walk you through reporting and what you will need to have in place."

"The primary (if applicable) is _____. Last election, _____ voters voted in this election. Election Day is _____. You'll need _____ votes to win."

"You'll need to raise in the ballpark of \$ _____. That will pay for campaign literature to go door-to-door (or farmer's markets, forums etc.), yard signs, direct mail and digital advertising."

"NEA has a free candidate training called "See Educators Run" available for member to learn the nuts and bolts of winning a campaign."

b. Time Commitment
"I will be honest, this will take up most of your time till Election Day. Your weekends and evenings will need to be spent talking to voters."

c. How the union could help if they are endorsed
"Our state affiliate/local does _____ for recommended candidates. I can't promise anything because we need to go through the correct channels and processes, but I would definitely be one of your biggest supporters and I know our members would love to see an educator elected in this office."

IV. Follow-up
a. Recruit others to call them
Make sure to ask other community/union leaders to make persuasive calls to your prospective candidate.

b. Set-up a check-in
Set-up a check-in time after they have thought about and talked to their family.

c. Get them involved in other organizations
If now is not the right time for them to run, but they are interested in running in the future - mention other organizations they should get involved in now.

QUALIFYING FOR THE BALLOT

- Know the requirements to run for and hold the office
- Take note of deadlines – may be more than one
- Are there fees? Nomination papers? Both?
- Prepare to ensure your candidates are on the ballot - create a timeline
- Over collect signatures!
- NEVER cut corners on accuracy!



RECOMMENDATION PROCESS PLAYBOOK

- Create timeline with filing deadline and Association approvals
- Research Association's key issues & bargaining priorities
- Develop Candidate Questionnaire & Interview Process
- Joint process with certified & ESP locals if possible
- Create guidelines for Interview Team & training set-up
- Communicate post-recommendation & logos/assistance you will offer to recommended candidates
- Call candidates you don't endorse

CANDIDATE QUESTIONNAIRE & INTERVIEW LOGISTICS

Dear (Candidate Name),

As advocates for the students and employees of Maryland's public schools, the Maryland State Education Association encourages its members to participate in the electoral process. We urge them to work for the candidates of their choice and to vote for those candidates who will best represent them and their students.

To help our members assess the candidates, we invite candidates considering office to complete candidate questionnaires and participate in our recommendation process. A PDF version of our Questionnaire is attached with this correspondence. I ask you to return the completed questionnaire by (date) in order to be considered for a recommendation before the primary election.

Your completed questionnaire will be shared with members of our interviewing committee. They will conduct an in-person interview with you during the week of (dates). Priority scheduling will be given based on the order in which questionnaires are returned. The interview team will make a recommendation to (any governing body that has to vote on endorsements) for final action. We expect to complete this process by (date).

If you have any questions about our candidate recommendation process, please contact (your name or UD) at (phone) or (email). We hope you will complete the questionnaire and participate in our process.

Sincerely,

(Your Name)

President

(Your Local)



EDUCATION  VOTES

RECOMMENDATION PRO-TIPS

- Interview candidates separately
- Send questionnaire certified mail + electronic receipts
- Train your interview committee & divvy up roles/questions
- Same interview team for candidates running for same office
- Ask follow-up questions about unclear statements on questionnaire
- Avoid arguing
- Avoid letting the candidate interview you
- Base your recommendation on policy & viability – ask about their campaign and look up their fundraising numbers

NEXT STEPS WITH CANDIDATES

[You can put on your letterhead or stick this in body of email]

[Date]

[Address of candidate here]

Dear [Candidate Name],

Congratulations! Based on the recommendation of the [Local] Interview Committee and the concurrence of the [any governing body that had to approve like local Board of Directors], **the [Local] recommends your candidacy for [Office] during the 2024 elections.**

Attached you will find our trademarked “Educator Recommended” apple logo for use in your promotional materials. Please note this logo cannot be modified and is only for use during this election cycle.

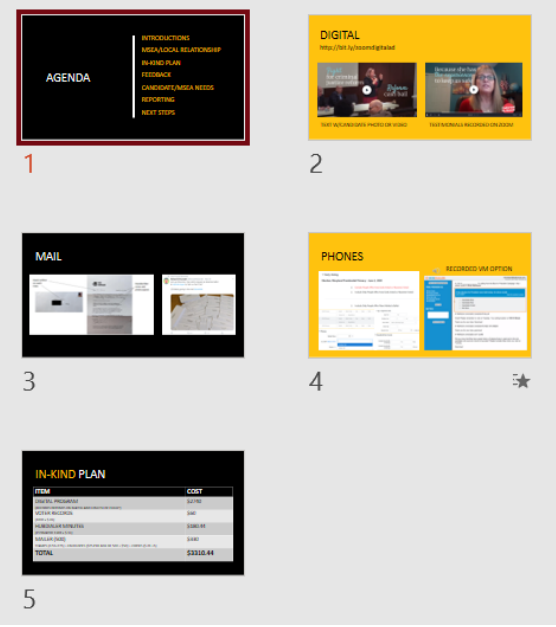
I will be in touch soon to schedule a planning meeting to discuss how [Local] can assist with your campaign efforts.

Best wishes and good luck on your campaign.

Sincerely,
[name]
President



NEXT STEPS WITH CANDIDATES



**Don't wait to be asked,
present your plan to
the candidate on what
the local wants to do**

NEXT STEPS WITH CANDIDATES

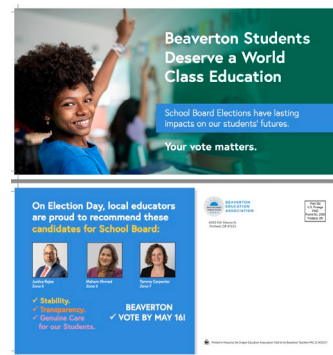
THIS PERSON IS: [Name] [Phone] [Email] [Address] [City] [State] [Zip]

NOTES:

IF PERSON CHOOSES CANDIDATE BLUE

IF PERSON CHOOSES CANDIDATE RED OR GREEN

IF PERSON CHOOSES NOT SURE



Candidates need more than volunteers i.e. tools, paid media, photographs

Dear [Name],

I am supporting Robert Schwartz for Board of Education, because he has the experience we need for our students and education to succeed.

This is an extremely important election for our public schools. We need leaders who will get the tough decisions right.

Robert Schwartz knows our schools, he has taught in Anne Arundel County for nearly 30 years. He devoted his life to teaching in classrooms across the county and fighting for the needs of our children. He will fight for school safety, school construction, mental health services and a curriculum that prepares our students for the after graduation.

A school board election may seem a small detail during this continued pandemic, but the reality is that strong schools, led by strong leaders like Robert Schwartz, are important to recovering from the pandemic.

Will you join with parents and educators and commit to vote for Robert Schwartz for Board of Education?

Thank you for your time and for the support you've shown.

- You must request a mail ballot for the General Election if you want to vote by mail. Request a mail ballot at <https://www.aacounty.org/elections>. Your request for a mail ballot must be received by the Board of Elections by October 26.
- You can vote early from October 26 – November 2 and on Election Day from 7am-6pm.
- You cannot get a ballot until you are 18 years old. You must be a resident of Anne Arundel County on Election Day, and election day vote centers.
- For more information, visit www.aacounty.org/elections.

Thank you for being a voter!



Invite candidates to RA, events, etc.

Memo on Educator Salary Policy Proposal

To: Stewart Pittman
From: MSEA
Cc: Richard Benfer and Bill Jones, TAAAC

The Maryland State Education Association (MSEA) and the Teachers Association of Anne Arundel County (TAAAC) are excited to work with the Pittman Campaign to bring pro-public education leadership to the Anne Arundel County Executive Office. It has been a rough few years under the Schuh Administration—with disrespectful remarks and damaging budgets—but we are energized by your comments about the importance of teacher pay and your background as a community organizer.

We believe teacher salary can be a key issue in this campaign. At a time when teacher pay is a growing national concern, Anne Arundel is punching far below its weight compared to other Maryland counties. Despite having the state's fourth highest median household income, Anne Arundel ranks 11th in the state for average teacher salary at \$64,474. To put that in perspective, Allegany County—with a median household income less than half of Anne Arundel's—has an average teacher salary of \$64,036.

Each of Anne Arundel's neighbors—Baltimore, Calvert, Howard, and Prince George's Counties—has more competitive salaries. That means Anne Arundel is at a disadvantage in recruiting and retaining talented teachers, a crucial aspect of building a top-flight education system. Studies show that teachers are the single greatest in-school factor for student performance.

Voters understand this reality and are concerned about their schools. Our polling shows that Anne Arundel voters, when asked what they want elected officials to focus on, pick schools first (23%), even over jobs and the economy (19%), crime (16%), and taxes (12%). And when asked how to improve schools, more voters named increased teacher salaries as a top priority than any other policy idea.

We believe making teacher pay a priority in the campaign will deliver two key benefits:

1. It creates a defining difference between your campaign and Schuh's on the most important policy issue in the campaign. This presents an opportunity for you to solidify standing as the public education alternative to Schuh's anti-public education record.
2. It will motivate and activate TAAAC's base supporters to knock on doors and make phone calls as volunteers on your campaign.

TAAAC members are frustrated and demoralized after missing more than five step increases in their negotiated contract. They need a champion with a specific plan to fix those broken promises.

That's why we are proposing a plan to catch all certified educators in Anne Arundel public schools up by 2022 (the FY2013 budget). Under this plan, for each of your budgets in your first term, you would work with the County Council to fund step increases for all educators AND an additional step increase for every educator who is still behind on their salary schedule. In the fourth year, any remaining educators who need a second extra step to catch up would get one as well. According to our estimates, this would ensure every Anne Arundel certified educator is being paid what the county promised under our contract.

Make policy asks BEFORE the election
P. 56-57

EXERCISE 5th File- Pre-assignment

- Your group will be the interview committee for some challenging candidates (scenarios in packet)
- You will be put in groups – then in your groups
 - Create your agenda, questions you'll ask, roles for your committee in the next 15 minutes
 - Conduct the interview with your "Candidate Actor" -10 minutes each team



WHOLE ROOM DEBRIEF

- ACTOR 1
- ACTOR 2
- ACTOR 3

What was a good question you heard?

What tactics could you deploy to avoid an interview all together?

KEY IDEAS

- Look for candidates in your membership & coalition partners
- Get really specific about the qualities you are looking for in a candidate
- Research what you need to get on the ballot & make a plan
- Use the persuasive recruitment conversation script
- Hold a transparent recommendation process that is well-organized





ELLEN

ENDING IT RIGHT

- Choice Networking
- Housekeeping
- Feedback via email





CHOICE NETWORKING TIME