

ENTRY ACTIVITY: FIND A PHOTO

Please locate a photo your phone that represents what is giving you hope in this moment.





WINNING SCHOOL BOARD ELECTIONS

FOCUS ACADEMY DAY 1



EDUCATION  VOTES



ELLEN

NEA MEMBERS & SUPPORTERS

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EDUCATION  VOTES

NEA STANDARD OF CONDUCT

NEA has adopted a Standard of Conduct Policy to ensure that all of our gatherings are welcoming to and free from discriminatory, harassing, or otherwise unacceptable behavior. Discrimination or harassment based on race, color, ethnicity, religion, sex, age, national origin, sexual orientation, disability, gender identity, or expression, or any other characteristic protected by law will not be tolerated. If you have experience any discriminatory or harassing behavior, please report the incident by emailing Ron "Duff" Martin (rmartin@nea.org) and Gladys Marquez (gmarquez@nea.org). Thank you for your commitment to ensuring a positive event for all.



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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 Chickasaw Nation, Illini Tribe, Ioway Tribe, Kickapoo Tribe, Osage Nation, Otoe-Missouria Tribe, and Quapaw Nation.

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.

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

WHY ARE WE HERE

NEA has an enterprise-wide emphasis on organizing and our prime local strategy for building wins is the Campaign Lab

Our events don't always meet the needs of organizers

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



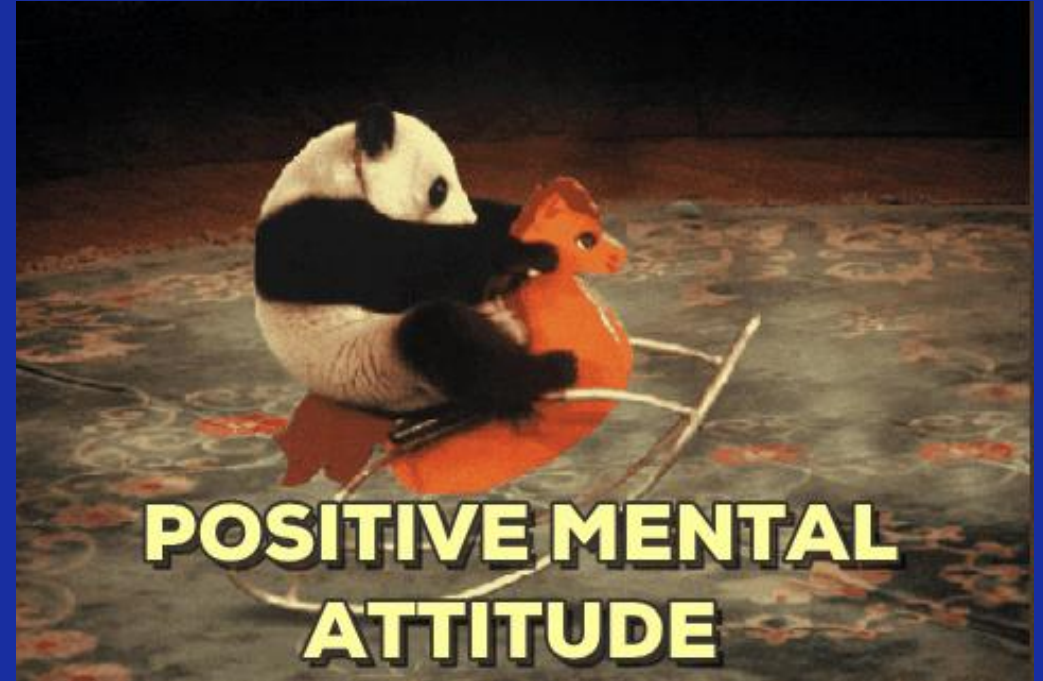
WHO ARE WE IN 10 SECONDS?

- Name
- Pronouns
- Job Title and State



LOGISTICS TO REMEMBER

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



JARGON GIRAFFE



Try to avoid speaking in acronyms
and if someone uses term you don't
know - throw up a jargon giraffe!

DOCUMENTS YOU WILL NEED TODAY

WINNING SCHOOL BOARD ELECTIONS 2026

- Make sure you can access the Course
- Make sure you have downloaded all files.
- Pre Academy Assignments and the Participant Handout Module
- Community Agreements



PARTICIPANT HANDOUTS

Organizers must distinguish between worksite and local political campaigns, with school board elections having a significant impact on public school employees. To win, they need to develop strong leaders and build relationships with external groups, while also mobilizing voters and finding candidates, using member engagement plans, and exploring best practices.

The NEA Center for Organizing and Affiliate Support in partnership with the NEA Campaigns and Elections department created a training designed to build participants' understanding of political campaigns that increases the power and organizing capacity of their locals and community. Participants will deepen their understanding of campaign planning, candidate recruitment, coalition building, PAC fundraising, member engagement, voter contact, and messaging.

Lead Contacts:

Academy Coordinator
Ellen Holmes
eholmes@nea.org

Academy Logistics
Karla Medina
kmedina@nea.org

Campaigns & Elections Specialist
Meighan Davis
NEA Campaigns & Elections
mdavis@nea.org



2.5 DAY AGENDA

DAYS 1 & 2

7:30-8:30 Breakfast

8:30 Convene

10:20-10:35ish BREAK

10:35-12:00 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 3

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



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TODAY'S OUTCOMES

- Case Studies from recent Wins
- Campaign Plan Overview
- Mapping & Goal Setting
- Message Development
- Coalition Building
- Candidate Recruitment & Recommendations

RISK OF *Awesome* TODAY





MEIGHAN

A PICTURE IS WORTH A THOUSAND WORDS

Find a photo on your phone that represents what gives you hope

With your partner share:

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



WHAT DID YOU LEARN?



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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.

MELISSA

SCHOOL BOARD PANEL

- Gus Melita, Connecticut Education Association Political Director
- Emerson Hoffzales, Lawrence Education Association President
- Kevin Pape, Colorado Education Association Political Director
- Stephanie Kunkel, Florida Education Association Political Specialist



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**BREAK
TIME**





Moms for Liberty
running for school
boards



Election
results

HEDY & MEIGHAN

PREPARING YOUR LOCAL ASSOCIATION FOR YOUR SCHOOL BOARD CAMPAIGN



GROUP BREAKOUT

CHART: 1

What does the
world look like
as it is
for our members?

CHART: 2

What does the
world look like
as it should be
for our members?

CHART: 3

What issue should
we focus on for
the questionnaire
and campaign
messaging?

CAMPAIGN PLAN P. 5

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



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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.



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MAPPING: SCHOOL BOARD

MD

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				

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?



MD

MAPPING: SCHOOL BOARD

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
District 1	2028	President Jane Jones	Ally	Parent of member
District 2	2026	Vice-President Billy James	Neutral	Basketball coach
District 3	2028	Dolores Smith	Neutral	Veteran
District 4	2027	Randy Jerk	Opponent	Tried to take away dues deduction
District 5	2026	Gladys Grumps	Opponent	Repeatedly dismissive of concerns
District 6	2026	Jean Garcia	Ally	Former Union President
District 7	2027	Frida Lemon	Neutral	Business Owner



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

neanational education association

EDUCATION OTES

School Board Campaign Planning Template

*Internal planning document for Staff & Governance

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• Organization Capacity

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• Communication Channels

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

WHAT DID YOU LEARN?

MAPPING: YOUR LOCAL

HE

- Organization Capacity – pg. 5
 - Volunteer
 - PAC
 - Contact Information
- Communication Tools – pg. 5
- Leadership – pg. 6
 - Investment
 - Your Team
- Rules & Money
 - Constitution & Bylaws – pg. 6
 - Recommendation Process
 - Campaign Spending



MAPPING: YOUR LOCAL – Pgs. 6 & 7

HE

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

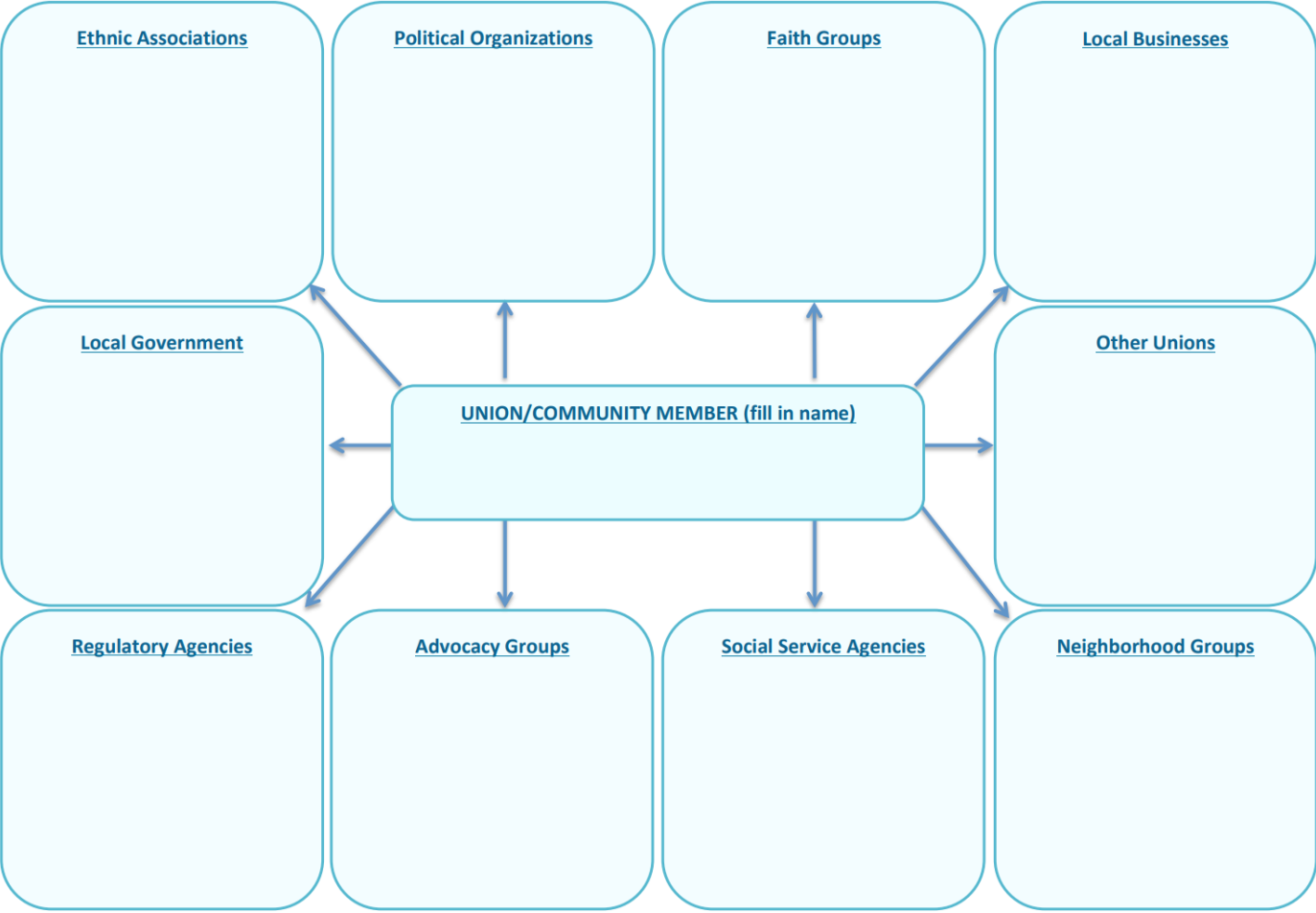
Local Dues/General Fund Dollars can be used for educating, communicating with & supporting your members

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

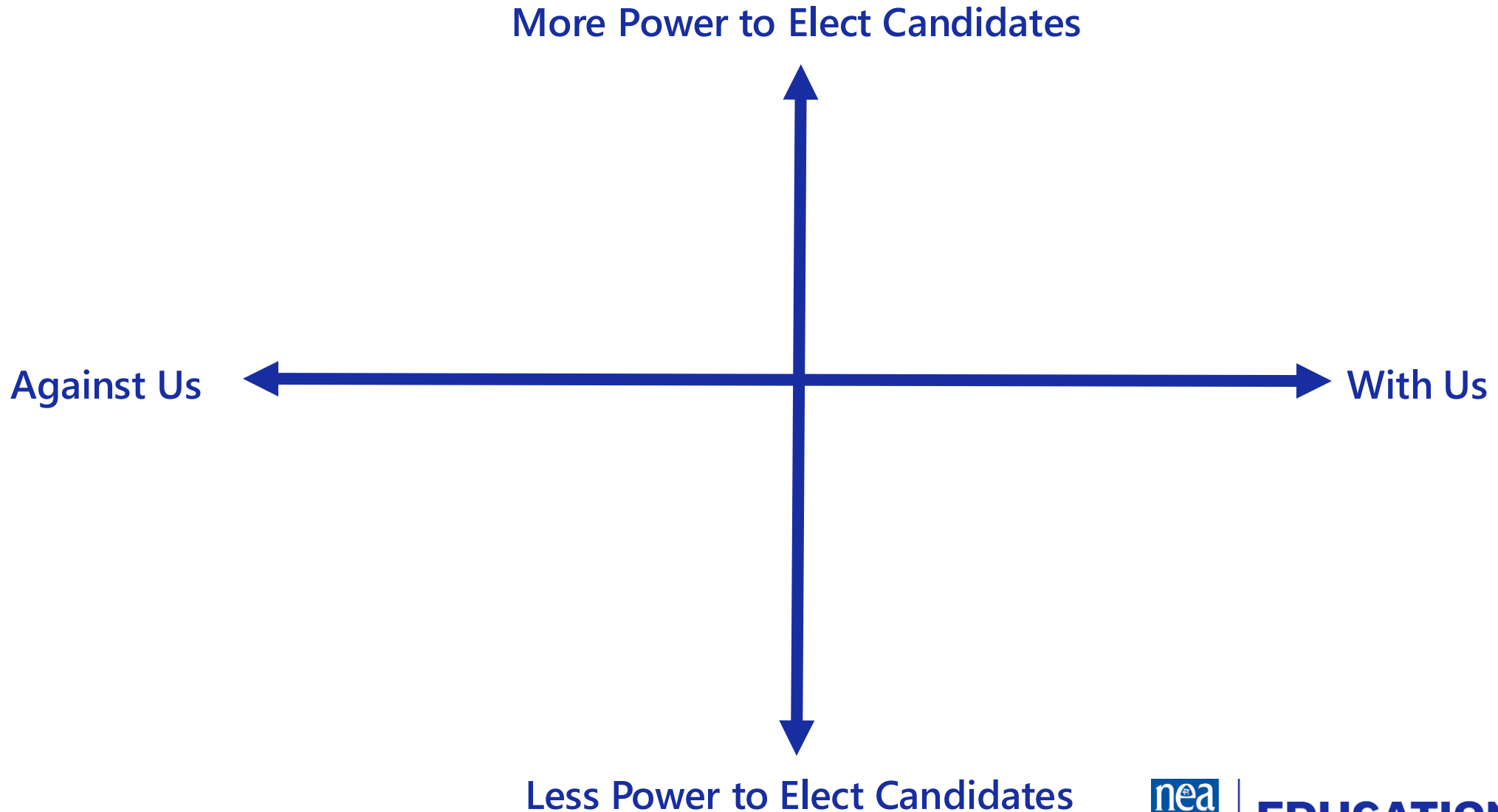
MAPPING: YOUR MEMBERS

COMMUNITY MAPPING WORKSHEET



MAPPING: YOUR COMMUNITY

HE



EXERCISE pages 6-8

1. Fill in as much of your campaign template mapping section for

- Local Association Mapping
- Engaging Leadership
- Community Mapping
 - "Make a list of all the organizations and influencers that care about your public schools and/or work on local elections."
 - Don't do any evaluation of them yet!

Local Association Mapping:

- Organization Capacity

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

- Communication Channels

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

GOAL SETTING P. 9

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

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

STEP 3: VOTE GOAL

TWO CANDIDATES: PROJECTED VOTER TURNOUT MULTIPLIED .52

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

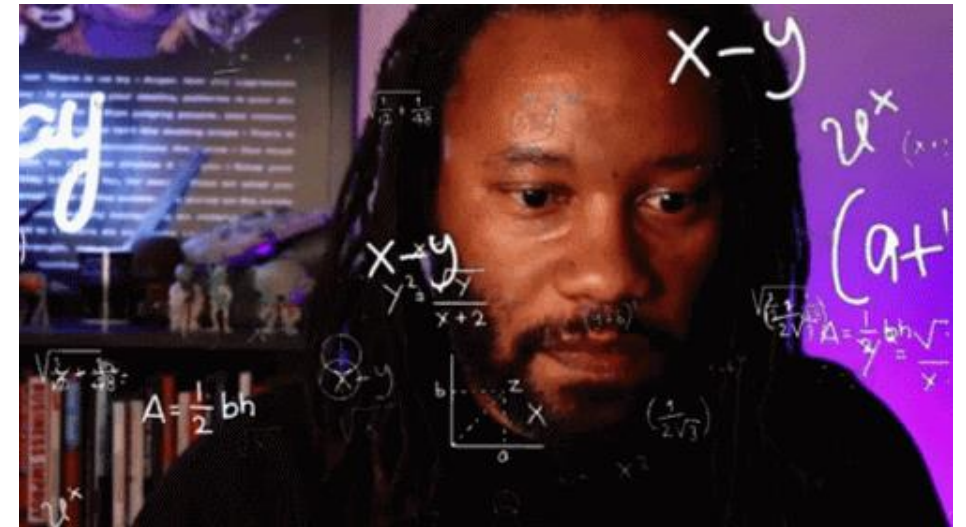
HOMework REVIEW

MD

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

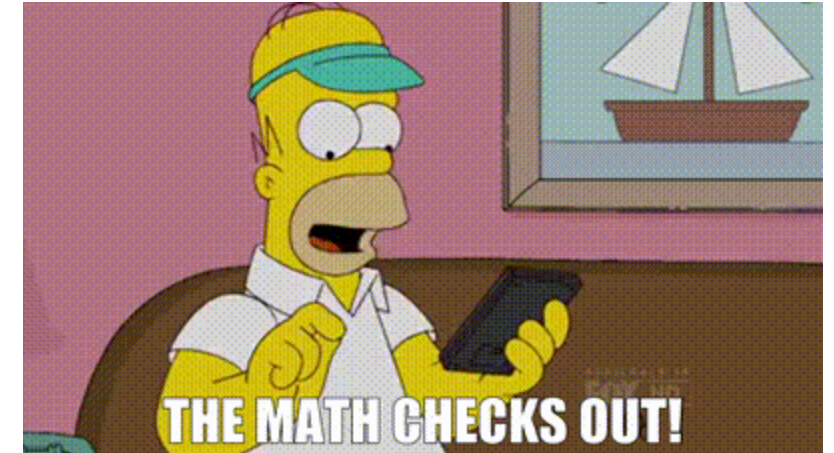
Year	Turnout	Registration
2021	42,630	62,897
2017	38,976	58,907
2013	30,876	55,876

- 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

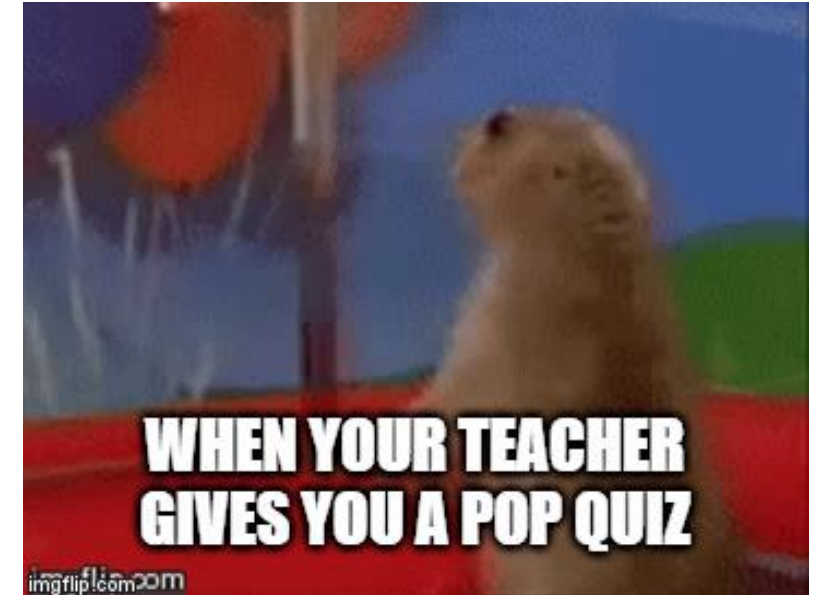
VOTE GOAL POP QUIZ

MD

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

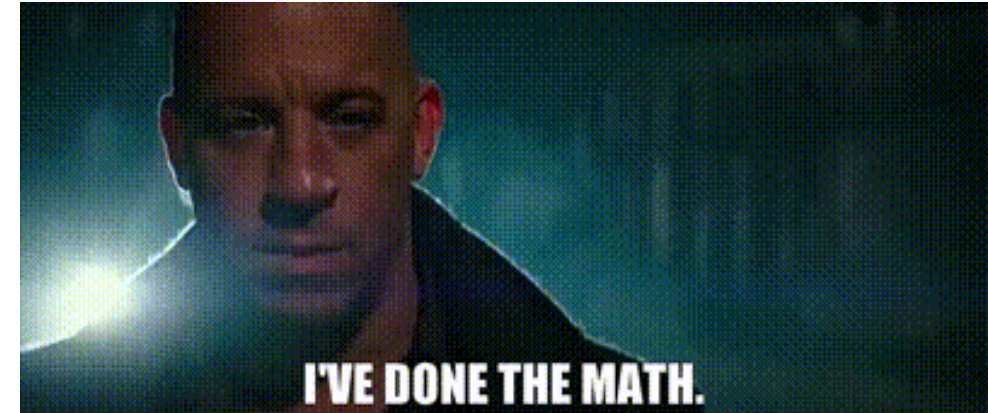
Year	Turnout	Registration
2022	5,327	14,157
2018	4,465	13,389
2014	4,237	11,571

- There are currently 17,536 registered voters in the district
- Make sure to round up



EXERCISE BREAKDOWN

Year	Turnout	Registration	%
2022	5,327	14,157	38%
2018	4,465	13,389	33%
2014	4,237	11,571	37%



$(38 + 33 + 37) / 3 = 36\%$ is projected turnout %

17,536 registered voters $\times 36\% = 6,312$ is the projected voter turnout

2 candidate race: $6,312 \times 52\% = 3,282$

WHY ARE VOTE GOALS IMPORTANT?

KEY IDEAS

HE

- 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

JACKIE & LINDSAY



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CAMPAIGN MESSAGING



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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.







SUNRISE FORECAST
SUNRISE 6:59 AM
WINDS NW 9 mph
RELATIVE HUMIDITY 70%
47°
CHANCE OF PRECIP 5%

FOX 5 WEATHER

FOX 5

10:06 54°

YOUTUBE, FACEBOOK, TWITTER, INSTAGRAM, AND TIKTOK

FOX5DC.COM

NATIONAL

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

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

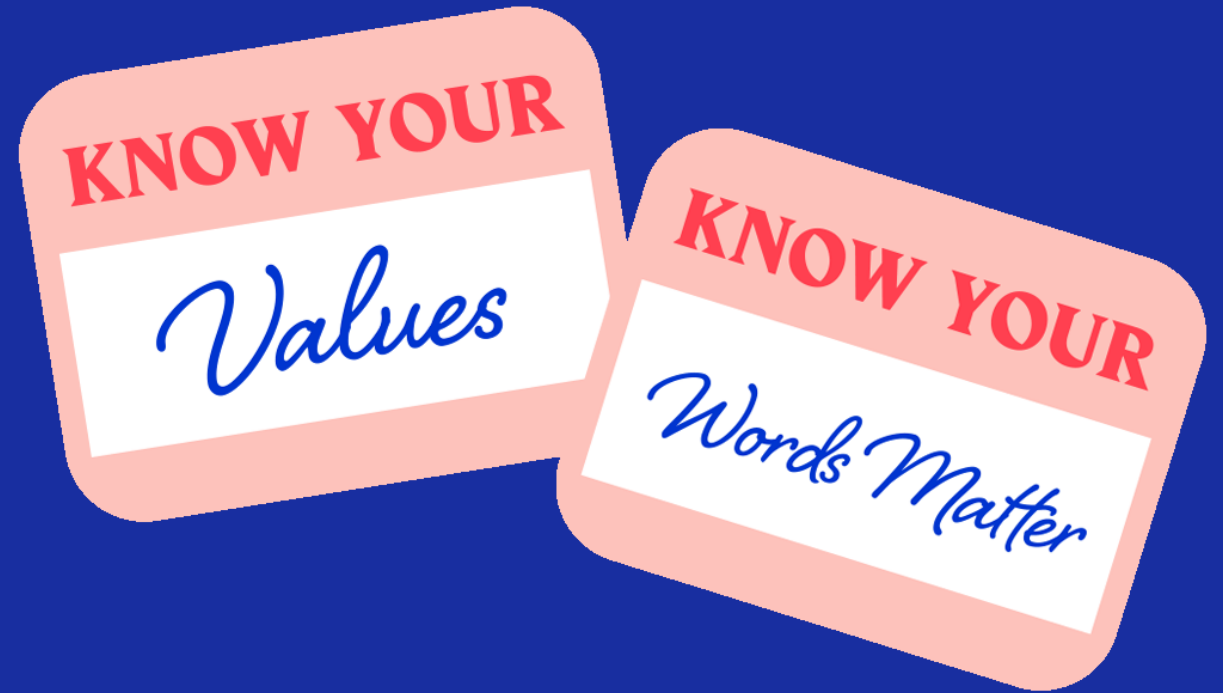
- Short
- Substantive
- Tailored to target voters to take action

DISCUSSION

- Who would you vote for & why?
- What was the message?
- What improvements would you make to the message?

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

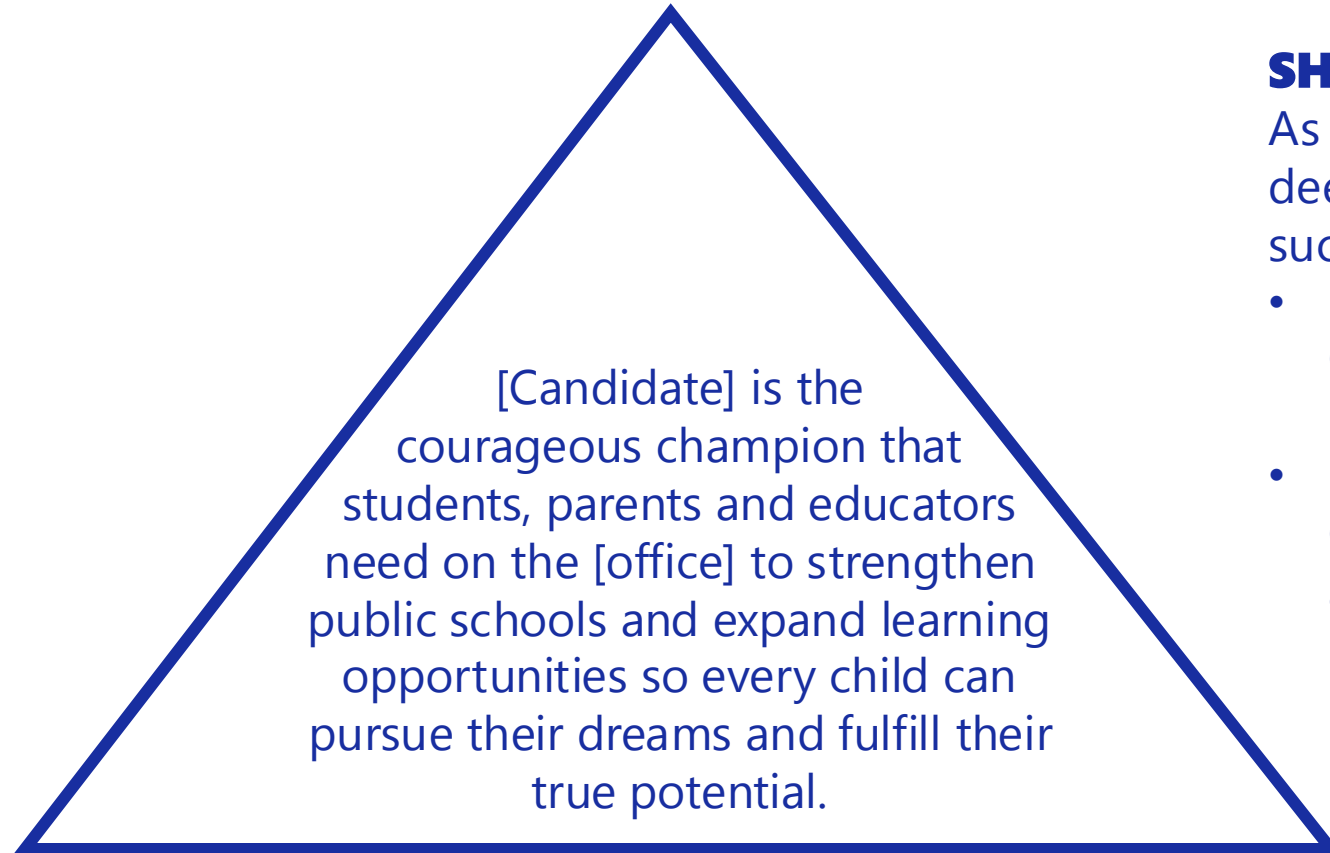


MESSAGE STRUCTURE: TRIANGLE P. 18

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]



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MESSAGE STRUCTURE: TULLY BOX P. 18

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 P.19

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 **BLG**

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 P. 10

- Your table is your group
- 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 OR use scenario pages 18-19
- 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

SCENARIO

You are in a local where the current Board of Education has voted to privatize the custodians and take those bargaining unit positions away from your Local. The Board of Education member Stabbya Inyourback you endorsed last cycle voted to do this after committing on their questionnaire that they would not outsource any position. You have endorsed a former educator Queen Union to run against Stabbya.

Develop a message using one of the structures on page 18-19.

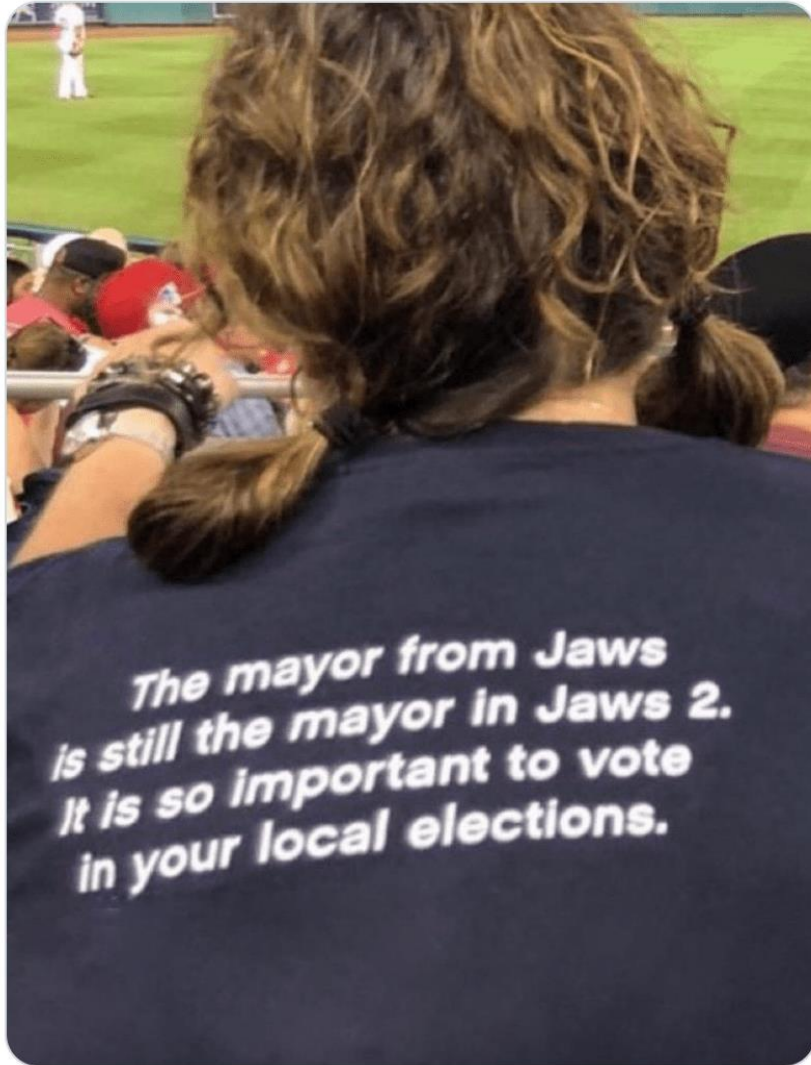
KEY IDEAS

- 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



MELISSA & BETH



COALITION BUILDING



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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.



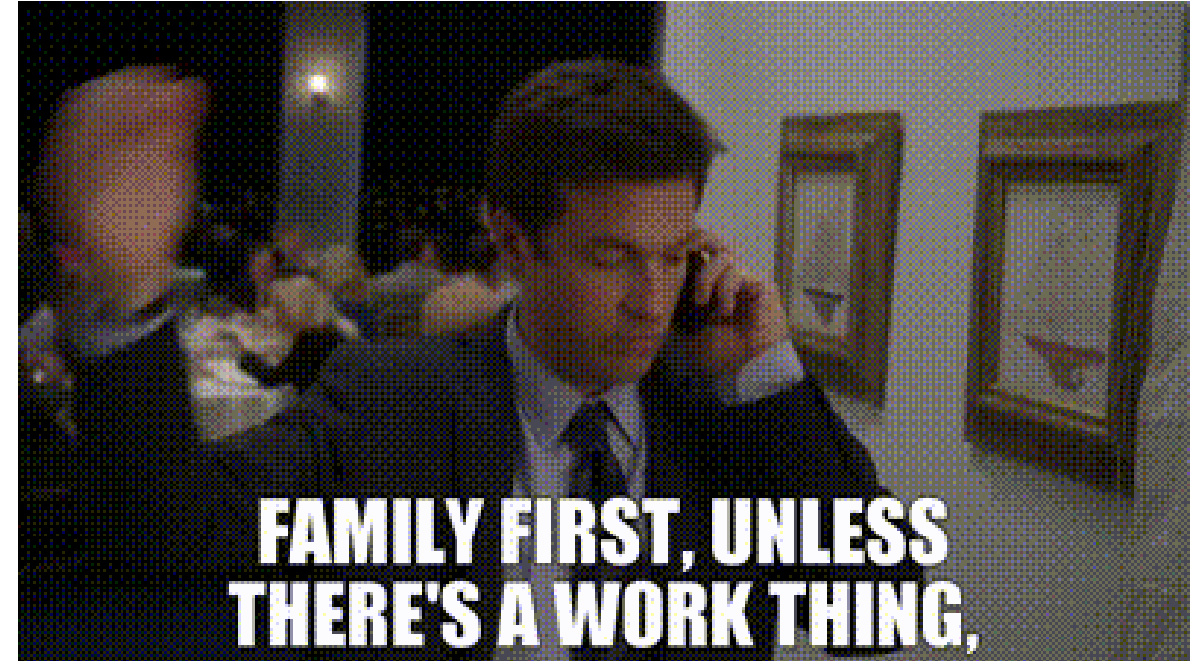
SOME UNION VALUES

- 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? P. 20

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
 - Indivisible

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

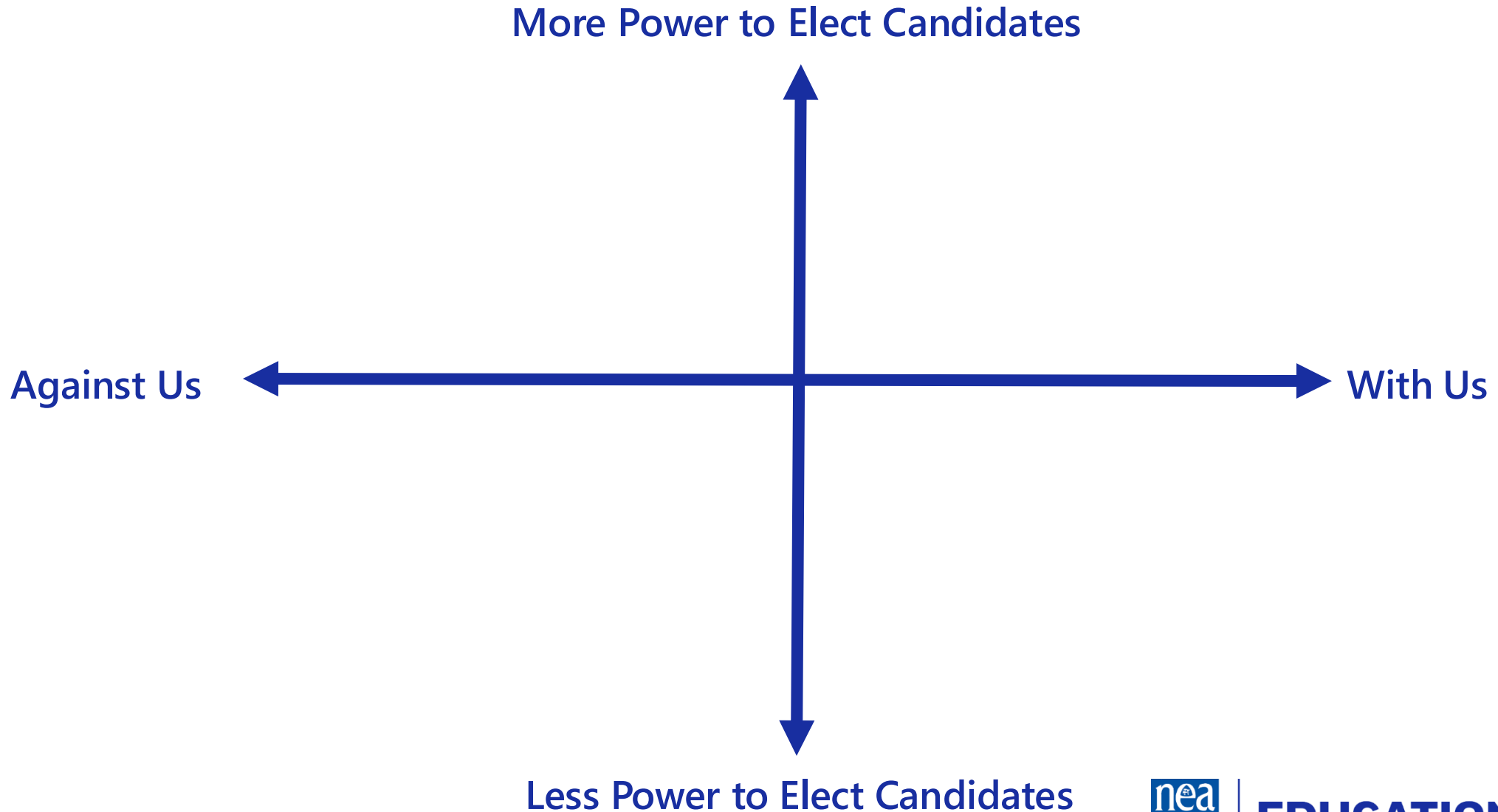


COALITION GROUP CORE VALUES

- 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 P. 12

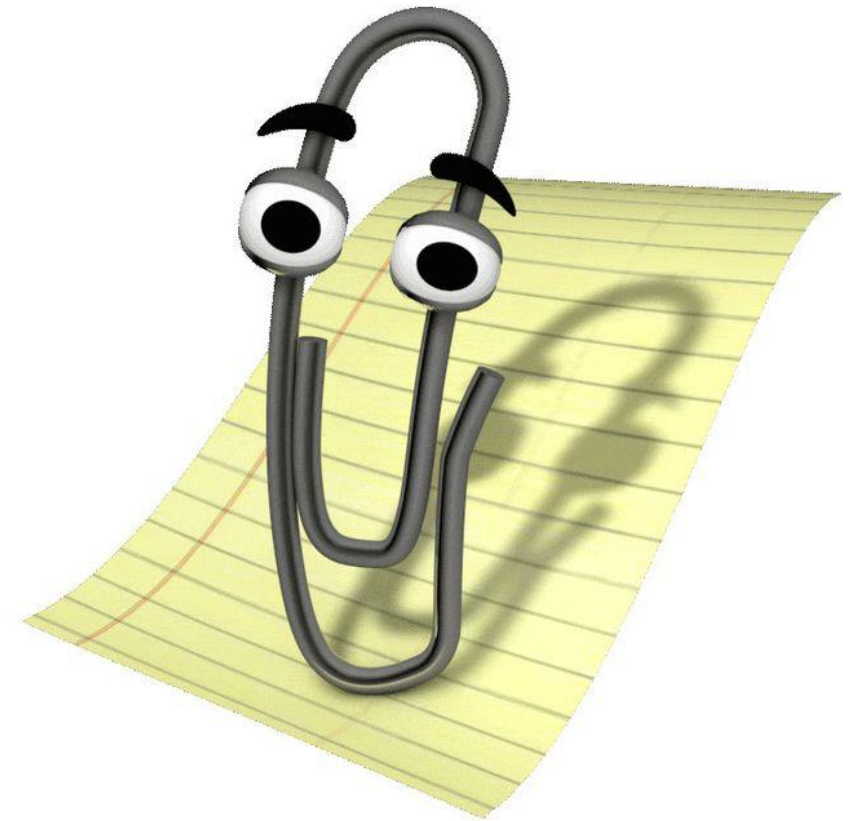


QUESTIONS TO CONSIDER

- 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 a coalition
- Get really clear on the purpose and role of your coalition



BREAK TIME



How long will I hold a grudge with a school board member that turns their back on us?



MONET & NATASHA

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.21

- ☐ 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 displays the 'My Voters' section of the NEA VAN system. The interface includes a top navigation bar with 'NEA VAN', 'My Voters', and 'My Campaign' tabs. Below this, a 'FAVORITES' section contains several filterable categories, each with a star icon for marking as a favorite:

- Voting History**: A simple expandable section.
- Activist Codes**: Includes a dropdown menu labeled 'Activist Code'.
- Home Districts**: Includes a search instruction 'Search for Districts that have been applied to a person's physical Home Address.' and a dropdown menu labeled 'State'.
- Age • Registration Date**: A complex filter section with multiple criteria:
 - Age**: 'Age From' and 'To' input fields.
 - Registration Date**: 'Birthday', 'Date of Birth', and 'Date of Death', each with a '--Select a Date Range Type--' dropdown.
 - Zodiac Sign**: A dropdown menu.
 - Reg Date**: 'Reg Date From' and 'To' input fields with calendar icons, and radio buttons for 'Oldest Known' and 'Current'.

CONVINCING SOMEONE TO RUN P. 22-24

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 P. 25-32

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)



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 P. 33-34

[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

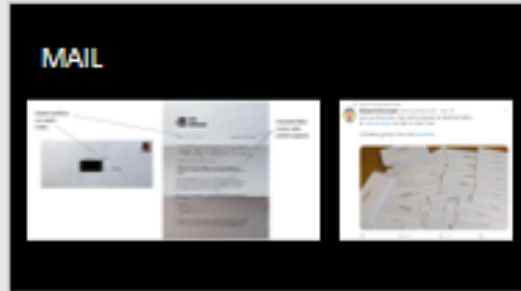


EDUCATION  **VOTES**

NEXT STEPS WITH CANDIDATES

AGENDA	INTRODUCTIONS
	MSEA/LOCAL RELATIONSHIP
	IN-KIND PLAN
	FEEDBACK
	CANDIDATE/MSEA NEEDS
	REPORTING
	NEXT STEPS

1



3

IN-KIND PLAN

ITEM	COST
CRUISE PROGRAM	\$2,750
VETERAN RECEIPT	\$40
HANDS-ON COMPUTER	\$100.00
MAILER (KOD)	\$100
TOTAL	\$3310.44

5

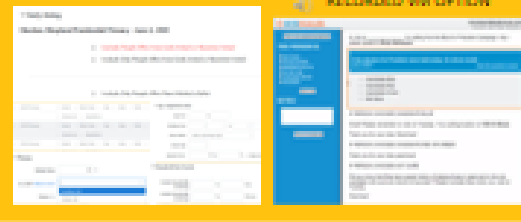
DIGITAL

<http://bit.ly/soomcdigitalad>



2

PHONES



4

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

NEXT STEPS WITH CANDIDATES

The screenshot shows a digital poll station interface. At the top, it says "HUBSMAILER" and "enrollment@blueforpres.com". Below that, it says "Hi, this is the calling from the Blue for President Campaign. May I please have to make the decision?" There are three buttons: "I'm supporting Blue", "I'm supporting Red", and "I'm supporting Green". Below these buttons, there are three radio buttons: "Candidate Blue", "Candidate Red", and "Candidate Green". There is also a "Not Sure" button. At the bottom, there is a "VOTE" button.

Dear **BOB** or **VERA**,

THANK YOU

I am supporting Robert Schuch for Board of Education, because

he has the experience we need for our students and educators to succeed.

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

Robert Schuch knows our schools, he has taught in three Maryland counties 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 21st century.

A school board election may seem a small detail during this pandemic, but the reality is that this election is the most important for our schools. We need to elect the right people to our school boards to ensure the future of our children.

We go into this election with a goal of electing the right people to our school boards to ensure the future of our children.

Here's what you need to know and do for this unique election:

- You must request a mail ballot for the General Election if you want to vote by mail. Request a mail ballot at <https://blueforpres.com>. Your request for a mail-in ballot must be received by the Board of Education by October 20.
- You can vote early from October 20 - November 2 and on Election Day from 6am to 8pm.
- Your normal polling place may not be open. Visit <https://blueforpres.com> to find early vote, ballot drop box, and election day vote centers.
- For more information, visit www.elections.maryland.gov/election2022

Thank you for being a voter!

Your signature here



Memo on Educator Salary Policy Proposal

To: Stuart 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:

- 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.
- 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.

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

Invite candidates to RA, events, etc.

Make policy asks BEFORE the election

EXERCISE P. 35

- Your group will be the interview committee for some challenging candidates (you have scenario)
- You will be put in groups – then in your groups
 - Create your agenda, questions you'll ask, roles for your committee in the next 20 minutes
 - Conduct the interview with your "Candidate Actor" -7 minutes for each candidate



WHOLE ROOM DEBRIEF

- Candidate 1: Dr. Chatty Cathy
- Candidate 2: Big Momma Liber-Tay
- Candidate 3: Bernita Saunders

How did that feel?

Is there something you wish you would have done?

What tactics could you deploy to avoid a Big Momma Liber-Tay interview?



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

Day 1 Winning School Board Elections



Day 1 Feedback

ENDING IT RIGHT

- Choice Networking
- Housekeeping
- Feedback via email





CHOICE NETWORKING TIME