



**FLIPPING SCHOOL BOARD ELECTIONS
ORGANIZER SUPPORT PROGRAM**

In the chat, tell us your:

1. Name
2. State
3. Pronouns
4. What is one thing you want to learn today?

 **EDUCATION VOTES**

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HONORING THIS SPACE

We are all connecting from lands inhabited by indigenous people past and present. We begin by acknowledging that through a history of colonization and brutality.

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.

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TODAY'S FACILITATORS

ELLEN HOLMES NEA C4OAS	BEKAH SAXON VIRGINIA	KATIE BISHOP WASHINGTON	MELISSA DAN FLORIDA
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& SPECIAL GUESTS

AMBER HOLLAND NEA C&E	ALLIE GORDON NEA C&E	MEIGHAN DAVIS NEA C&E
JOIA CLEVINGER MARYLAND	MATT MOSER ALASKA	

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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

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WHY ARE WE HERE?

Put in the chat:

What are all the ways the boss screws our members over?

What can we change in our members' lives by electing champions who keep their campaign promises?



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ASSOCIATION READINESS

BUILD A STRONG CAMPAIGN FOUNDATION

- KNOW THE ELECTION LAWS
- KNOW YOUR CONSTITUTION & BYLAWS
- GET YOUR LEADERS ENGAGED
- KNOW HOW TO TALK W/MEMBERS
- EVALUATE ORGANIZATION CAPACITY



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WHAT IT WILL TAKE TO WIN

STEP 1: PROJECTED TURNOUT %

YEAR	TURNOUT	REGISTRATION	TURNOUT %
2020	5,314	20,567	26%
2016	7,896	18,345	43%
2012	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

9,053 x .52

=4708

***THREE CANDIDATES: PROJECTED VOTER TURNOUT/3 +1** *VIAIBLE CANDIDATES

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MEMBER AND VOTER LISTS

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

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BREAKOUT

1. List the common "shutdowns" you hear from members (or staff) in your locals when you try to suggest a new approach to elections, recommendation process, or volunteer recruitment. What are the ways you can push back on those shutdowns and overcome the resistance?
2. Two common problems during elections are no long-term planning to prepare and no member involvement, requiring staff to do the work. What are some processes/structures to put in place to resolve these issues?

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ENGAGING MEMBERS AS VOLUNTEERS

- Don't forget to have organizing conversations
- Keep building your list
- Use the Ladder of Engagement
- Make it a good experience
- Delegate roles for ownership & turnout
- Have a tight turnout plan



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ENGAGING MEMBERS AS LEADERS

- Who is trusted & respected in your building when it comes to politics?
- Fit the volunteer, not the position
- Train them well
- Create community
- Make everyone a recruiter
- Give the job away to a member if you can
- Make them feel special



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CASE STUDY BREAKOUTS

1. Maryland's transparent recommendation process that builds ownership
2. Starting at ground zero in a red state
3. How we won in Fairbanks, Alaska with labor and coalition partners

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NEA RESOURCES & WRAP

- Don't get in trouble, follow your chain of command
- Training requests
 - See Educators Run
 - School Board Institute
- Learn Upon Resources
 - Prezi School Board Toolkit
 - Member Activist Trainings
- PDF Handout
- Evaluation link in the chat
- Questions?



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