What Do I Do Now that I am on the Ballot?
Your Presenters Today

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About ASBA

- Non-partisan, non-profit organization.
- Provide leadership and assistance to public school governing boards statewide.
- Promote excellence in locally governed school districts.
- Serving Arizona for 69 years and counting.
- More than 223 school boards are members.
- Represent more than 1,200 school board members and 1.2 million school children.
About ASBA

Leadership, Governance & Education related topics
Workshops, webinars, conferences, publications & consultation
AZEdNews

State and federal legislative, policy and legal issues
Statewide public engagement

Policy Bridge
Policy Review
Open Meeting Law Trainings

Learn more at www.azsba.org
Are you #allin?

Have you sought feedback and input from parents, staff and the community about your schools?
Legal Basis for Governing Boards

• School districts are political subdivisions of the state possessing only the authority granted to them in statute by the legislature.

• Arizona Revised Statutes (A.R.S.) give certain powers to the governing board as a body.

• No authority is given to individual board members by statute.

• A board’s power is through majority votes at the board table.

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

• A.R.S. § 15-342 outlines discretionary powers.
Eligibility to Run

Board members must be:
• A resident of district (at least one year prior to the date of the election)
• A registered voter

Board members cannot:
• Be employed by the district (or have spouse employed by district)
• Serve simultaneously on more than one school board
• If serving on a five member board, have lived with an immediate family member within the last four years
• In Maricopa and Pima counties with districts of more than 250 students, have more than two related (within a third degree) members serve on the same board
The Basics of Board Service

- **Four-year terms** (unless running to fill a vacancy of term)
- Elections in even-numbered years
- Non-partisan = no primaries
- Service begins in January following election (unless running to fill a vacancy of term)
- All volunteer
- Appointments by County Superintendent to fill vacancies
Campaign Components

- Messaging
- Fundraising
- Getting your name out there!
- Campaign Materials
Are you #allin?

Have you talked with students about their experiences in your schools?
This is a BIG job...

The impact on your community cannot be understated. You will...

• Determine how your community’s children are educated.
• Take responsibility for educating all students—no matter what.
• Support all employees of the school district.
• Decide how to use taxpayer dollars to achieve the maximum results possible and provide meaningful taxpayer oversight.
Are you #allin?

Do you know the messages you want to deliver to the voters of your school district?
Questions to Ask and Answer:

1. Why are you running?
2. What do you want to accomplish?
3. Who are you representing?
4. What is good about the school district?
5. What do you want to improve about the school district?
6. What are the current “hot topics”? 
Getting the information you need:

- Superintendent of the school district
- Currently serving board members
- Parent leaders
- Employee group leaders
- Community leaders
- Business leaders

You might also consider talking to:

- Parents and students who have left the district
- Retired community members with no children in school
- Critics of the school district
- Retired employees of the district
Are you #allin?

Will your campaign require fundraising?
Ways to raise funds:

• Ask for contributions from family and friends (calls, letters, emails, social media posts)
• Supporters hold fundraising events
• Organization donations
Are you #allin?

Are you **comfortable** talking...

in **public** to large groups?
Get Your Name Out There!

Seek out and participate in every opportunity to talk to the people you will represent:

• Community gatherings
• School events open to the public
• Candidate forums
• Parent group meetings (non-profit groups cannot endorse candidates)
• School board meetings
• Town or city council meetings
Are you #allin?

Campaign Materials

Do you know what campaign materials you will need?
Campaign=Commitment

Attend board meetings before you are elected.

Talk with parent, employees, and community members.

Understand the issues the district faces.

Get current on local, state, and federal education issues.

Attend district and community events.

Share your message whenever and wherever possible.
Things to consider:

• Talk to the superintendent and board president about new board member onboarding.

• Don’t meet with sitting board members to come up with a “plan of attack” because the spirit of open meeting law applies to board members elect.

• Study, study, study!
QUESTIONS?

Julie Bacon
Leadership Development Specialist

Chris Thomas
General Counsel and Associate Executive Director
New Board Member Orientation

Wednesday, Dec. 12, 2018
8 a.m. – 4 p.m.
Arizona Biltmore
Arizona School Boards Association
602-254-1100 | 800-238-4701

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GENERAL QUESTIONS
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