



Serving on Your Local
School Board



Steve Watson

Maricopa County Superintendent of Schools



Julie Bacon

Leadership Development Consultant

Webinar Overview

- Think About
- Who is ASBA?
- The Job of a County Superintendent
- Legal Basis of School Boards
- Eligibility to Run
- Basics of Board Service
- Signatures
- Campaign Components
 - Messaging
 - Fundraising
 - Campaign Materials
 - Name Recognition

Think About...

*Do you have a
vision for student
success?*

The Value of Membership



Training and Leadership Development

Conferences, workshops, free webinars, board self-evaluation, superintendent evaluation, Phone-A-Friend consultation

Representation and Advocacy

Local, state and federal advocacy, State Board of Education, Arizona Department of Education, legal issues impacting education

Products and Services

Policy services, superintendent search, on-site customized trainings, employee handbook, customer service training

County Superintendent



The office is statutorily responsible to provide services supporting school governing board elections, bond and override elections, appointments, school finance, and maintain homeschool and private school records.

The superintendent leverages the office to strengthen teacher voice, increase respect for the education profession, and create resources that expand the capacity of teachers, administrators, and support staff. The superintendent also oversees the Maricopa County accommodation school.



You should absolutely get involved, especially those local politics like school board seats. That's really where America happens.



- Dan Crenshaw

Legal Basis of School 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:

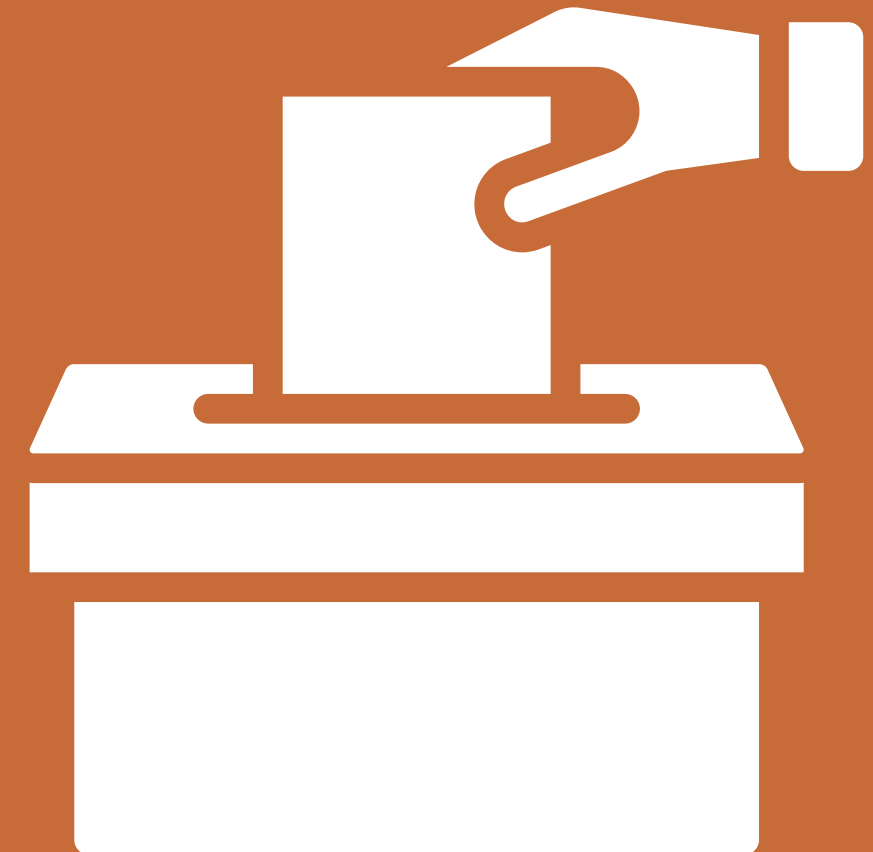
- A resident of the district (at least one year prior to the date of the election)
- A registered voter
- Be 18 years of age
- A U.S. citizen
- Possess your civil rights

Board members cannot:

- Be employed by the district (or have a spouse/spouse of a third-party provider or dependent employed by the 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, more than two related (within third-degree) members serve on the same board

Basics of Board Service

- **Non-partisan positions**
- **Four-year terms although some may be two-year depending on the district**
- **Community college seats are six-year terms**
- **Elections in general election, even-numbered years**
- **Volunteer position (some expenses may be reimbursed)**
- **Vacancies filled by county superintendent or by special election**



Signatures...

Candidate petition filing begins Saturday, June 8, 2024. Because the first filing date is a Saturday, petitions may not be accepted until Monday, June 10, 2024. Check with your county superintendent of schools for their hours.

The deadline for filing non-partisan petition signatures and the Nomination Paper for school district governing board member candidates to appear on the ballot is 5:00 PM on Monday, July 8, 2024

Petitions presented before or after the established filing timeframe cannot be accepted

MORE ON SIGNATURES

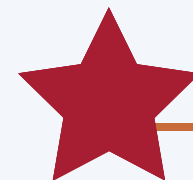


**You need to get more than the required amount.
You can never have too many!**



**Your signatures can be challenged. So...get as
many as you can!**

*(The 10-day challenge period for the 2024 School Governing Board
Elections is July 12, 2024, to 5:00 p.m. on July 22, 2024.)*



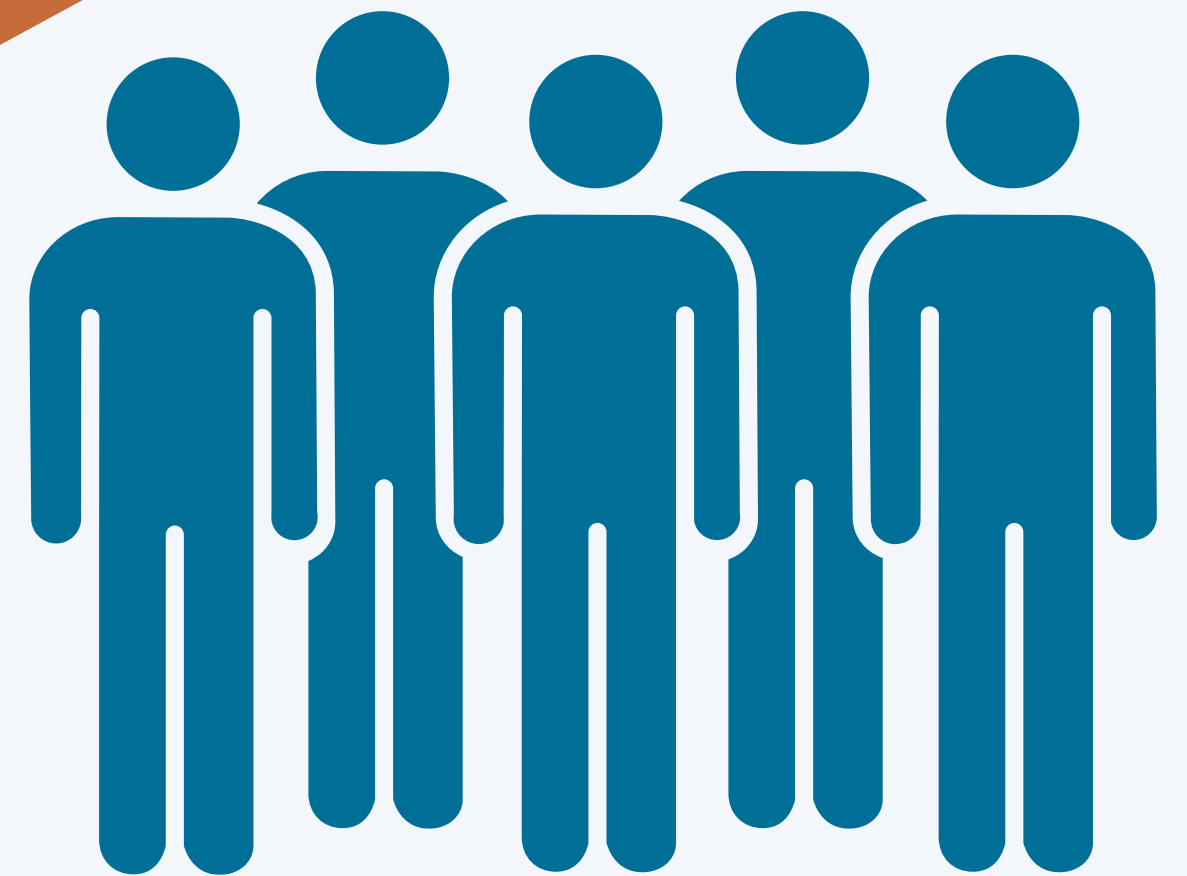
**Signatures are just to get on the ballot...it
doesn't mean the signer has to vote for you!**

Think About...

What will you need to do to run an effective campaign in your community?

Campaign Components

- Messaging
- Fundraising
- Campaign Materials
- Name Recognition



Messaging: Think About...

*Have you sought
feedback and input
about the district from
students, parents, staff
and the community?*

Messaging

Create an overall narrative for your candidacy



Develop a short statement that lays out for voters why they should vote for you.



Provide voters with a picture of what makes you the best choice

Messaging: Questions to Ask and Answer

- Why are you running?
- What do you want to accomplish?
- Who are you representing?
- What is good about the school district?
- In what areas does the school district have opportunities for improvement?
- What are the current “hot topics” locally, statewide and nationally?

Messaging: Gathering Information

- Superintendent of the school district
- Currently serving board members
- Parent leaders
- Employee group leaders
- Community leaders
- Business leaders
- Parents and students who have left the district
- Retired community members with no children in school
- Both supporters and critics of the school district
- Retired employees of the district

Fundraising:

Think About...

If you do need to raise funds, who will you approach and how will that be done?

Fundraising allows
you to spread the
message of your
campaign to reach
wider audiences

Fundraising:

Think About...

How can you get in front of voters without spending money?

Campaign Materials: Think About...

What, if any, campaign materials will you need? What has been used during past elections that seemed to work?

Campaign Materials

Allows you to visually communicate your name and message.



Campaign Materials

Statement of Organization (Campaign Finance)

A Political Committee Statement of Organization must be filed with either your county elections department or your county school superintendent's office once a candidate's committee has reached a combined total of \$1,400 in contributions and expenses ([ARS 16-905](#) and [16-931](#)).

This includes the use of the candidate's own monies.

Campaign Materials

- Ask someone outside your “world” their thoughts on the necessity of campaign materials.
- Consider the return on investment when selecting materials.
- Ask trusted friends to critique the materials before printing.
- Consider what materials would make you stand out in a field of candidates.
- Think about what is needed for *your* community.

Campaign Materials

Disclosure Statement

- Any campaign advertisement or fundraising solicitation must include a clearly readable disclosure statement.
- The disclosure must indicate the name of the committee that paid for the advertisement and whether the advertisement or solicitation is authorized by the candidate's committee. (A.R.S. §16-925)
- Example:
 - Paid for by Smith for Justice
 - Authorized by Smith for Justice

Name Recognition: Think About...

*Are there opportunities
for you to connect with
people at school
and/or community
events?*

Name Recognition:

Start by establishing relationships with members of the community and district leadership

Name Recognition

- Community gatherings or events
- School events that are open to the public
- Candidate forums
- Parent group meetings
- School board meetings
- Town or city council meetings
- Local papers
- Local radio



I Was Elected...Now What? Webinar

Thursday, November 21, 2024

6:00 pm-7:00 pm

New Board Member Orientation

Wednesday, December 18, 2024

J.W. Marriott at Desert Ridge

8:30 a.m. - 4:30 p.m.

Mark
YOUR
Calendar

Thank You

Julie Bacon

jbacon@azsba.org

Steve Watson

steve.watson@maricopa.gov