

WINNING SCHOOL BOARD ELECTIONS

ERIECE COLBERT

CEDAR RAPIDS EDUCATION ASSOCIATION

MEIGHAN DAVIS

NEA CAMPAIGNS & ELECTIONS



EDUCATION  VOTES

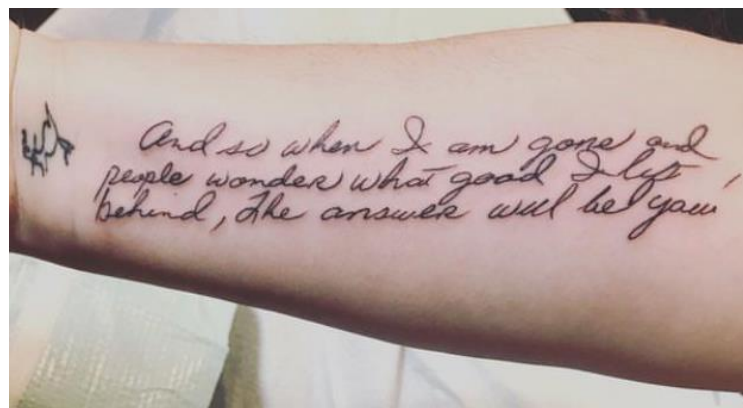
ERIECE'S WHY

31



EDUCATION **VOTES**

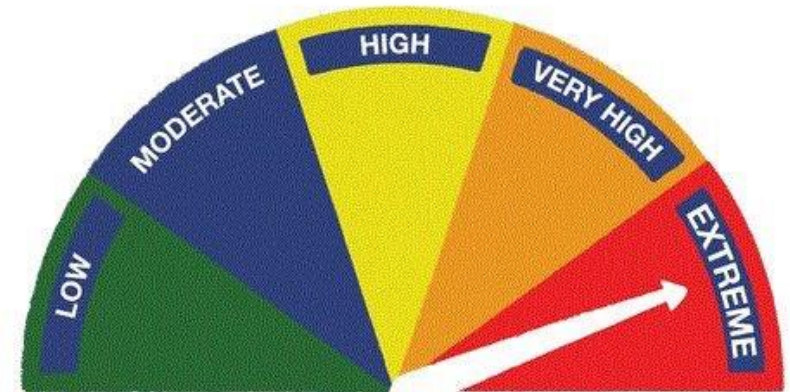
MEIGHAN'S WHY



TODAY'S AGENDA

- Why School Boards
- Getting your Local Ready
- Beating Moms for Liberty in IA
Case Study
- NEA Resources
- Q&A

**RISK OF *Awesome*
TODAY**



WHY SCHOOL BOARDS

EC

- Count off
- In your group
 - Designate note-taker & someone to report out
 1. Names & Locals
 2. What is the biggest threat you're facing in your next school board election?
 3. What does your local do really well in school board races?
 4. What does your local need the most help on for school board races?

GETTING READY: ASSESS STRENGTHS & OPPORTUNITIES

- Working organizational structures – such as building reps
- Ability to communicate with members
- Supportive, engaged leadership
- Bylaws that allow for spending of money on politics, recommending candidates, etc.
- Money that can be spent on member education/engagement and political activities – different dollars!

GETTING READY: KNOW THE RULES

MD

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

Early money is critical for your candidates

Association rules, examples

- Endorsement Process
- Approval of Money & Contributions

Local Dues/General Fund Dollars

- can be used for educating, communicating with and supporting your members

Elections Rules, examples:

- Candidates
- Political contributions
- Election Activities
- Union participation

Political Dollars/PAC funding

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



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WHY IS TARGETING IMPORTANT?

MAPPING YOUR 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, OPPONENT	NOTES
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?



MAPPING YOUR SCHOOL BOARD EXAMPLE

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	NOTES
Seat A	2026	President Jane Jones	Ally	Parent of member
Seat B	2024	Vice-President Billy James	Neutral	Basketball coach
Seat C	2026	Dolores Smith	Neutral	
Seat D	2025	Randy Jerk	Opponent	Tried to take dues deduction away
Seat E	2024	Gladys Grumps	Opponent	Repeatedly dismissive of concerns
Seat F	2024	Jean Garcia	Ally	
Seat G	2025	Frida Lemon	Neutral	

3 CANDIDATES UP IN 2024*

MD

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	OTHER
Seat A	2026	President Jane Jones	Ally	Parent of member
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Seat G	2025	Frida Lemon	Neutral	

*VP Billy James, Gladys Grumpy and Jean Garcia are up for election this year.



EDUCATION  VOTES

2 CANDIDATES UP IN 2025*

MD

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	OTHER
Seat A	2026	President Jane Jones	Ally	Parent of member
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Seat G	2025	Frida Lemon	Neutral	

*Note "Randy Jerk" is up in 2025. He is the type of person that you should consider investing time and energy to recruit a high quality candidate to oppose.



EDUCATION  VOTES

KEY PRINCIPLE: START WITH YOUR FRIENDS



Thanks to County Executive

Steuart Pittman,



our schools are heading in *the right direction* again.

County Executive **Steuart Pittman** puts our families first.



Securing More Educators for Our Kids

As our County Executive, Steuart Pittman has secured the hiring of nearly 400 educators for our kids. This has allowed schools to lower class sizes and give our children more individual attention to help them succeed.¹



Investing in Mental Health

With Steuart Pittman's leadership, Anne Arundel County created a mental health task force to support students who are struggling. Steuart Pittman is also passionate about closing the opportunity gap because every student deserves the chance to thrive.²



Respecting Our Teachers

When we lose our best teachers to neighboring counties, it is our children who suffer. Steuart Pittman led the charge to raise teacher and school staff salaries, restore lost steps to keep up with the cost of living and start making progress to fill vacancies.³

Check the Facts: 1. bit.ly/3QYnRn; 2. bit.ly/3pCV7P; 3. bit.ly/3Ks8F5



TELL COUNTY EXECUTIVE CALVIN BALL

THANK YOU

for passing a school budget that supports our students and teachers!

5082 DORSEY HALL DR., SUITE 102
ELLCOTT CITY, MD 21042



Printed by Howard County Education Association

AFIX
STAMP HERE.
WILL NOT
DELIVER
WITHOUT
POSTAGE.

Calvin Ball, County Executive

Office of County Executive

George Howard Building

3430 Court House Drive

Ellicott City, MD 21043



THANK YOU County Executive Calvin Ball

for passing a \$45M school budget that fully funds our public schools and invests in the prosperity of our children and educators.

County Executive Calvin Ball's \$45M school budget includes:

- ✓ Higher educator salaries
- ✓ Access to more mental health professionals
- ✓ Solutions for the staffing crisis

Send Calvin Ball the attached card to thank him for fully funding our schools!

Dear County Executive Calvin Ball,

Thank you for passing a school budget that supports our children and teachers.

This funding will provide quality educational opportunities for all students, no matter their race, wealth, or zip code.

When our schools thrive, our communities thrive.

Thank you!

VP BILLY JAMES IS UP IN 2024 HE IS “NEUTRAL”

MD

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	OTHER
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Re-election campaigns can be an opportunity to develop and grow relationships. Could the election be an opportunity to move Billy James to the “friend” category?



EDUCATION  VOTES

KEY PRINCIPLE: BEATING AN INCUMBENT IS TOUGH



GLADYS GRUMPS IS UP IN 2024 SHE IS NOT A FRIEND

MD

	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	OTHER
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Beating an incumbent is tough, but not impossible. Taking on Gladys requires a quality candidate, and smart plan of action.




EDUCATION  **VOTES**


EXERCISE: YOUR TURN, FILL OUT YOUR CHART AS BEST YOU CAN

DISTRICT	TERM EXPIRES	SCHOOL BOARD MEMBER	ALLY, NEUTRAL, OPPONENT	IMPORTANT FACTS

GETTING READY: WRITING YOUR CAMPAIGN PLAN

- A campaign plan is a tool that helps organize your research, outlines your goals, and maps the activities needed to reach your goal.
- Many different styles and types of plans and levels of complexity – make it work for your local!





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 Tools

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

WHAT KIND OF GOALS ARE IMPORTANT FOR SCHOOL BOARD CAMPAIGNS?

CALCULATING YOUR VOTE GOAL

STEP 1: PROJECTED TURNOUT %

YEAR	TURNOUT	REGISTRATION	TURNOUT %
2020	5,314	20,567	Turnout/Registration 26%
2016	7,896	18,345	43%
2012	6,123	17,253	35%

Average these
= 35%

STEP 2: PROJECTED VOTER TURNOUT

PROJECTED TURNOUT % (35%) MULTIPLIED BY CURRENT REGISTRATION (25,867)

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

STEP 3: VOTE GOAL

TWO CANDIDATES: PROJECTED VOTER TURNOUT MULTIPLIED .52

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

RANK CHOICE VOTING RECOMMENDATION IS TO USE 52%

VOTE GOAL EXERCISE

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

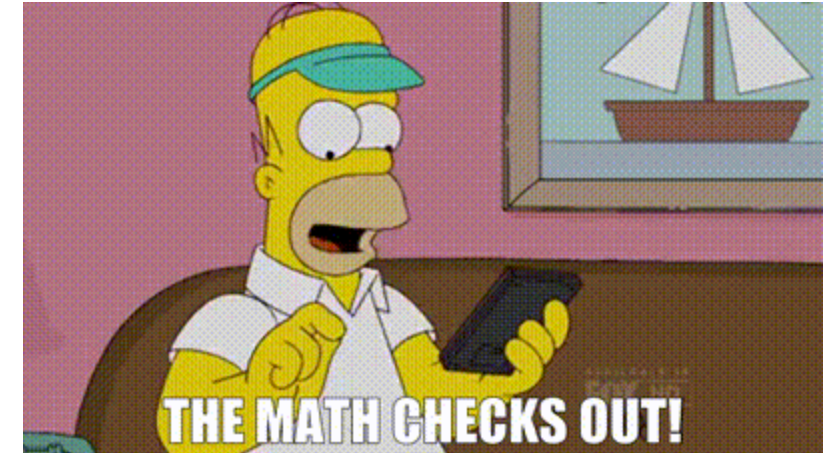
Year	Turnout	Registration
2020	42,630	62,897
2016	38,976	58,907
2012	30,876	55,876

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



EXERCISE BREAKDOWN

Year	Turnout	Registration	%
2020	42,630	62,897	68%
2016	38,976	58,907	66%
2012	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: $42,152 \times 52\% = 21,919$

HOW TO USE VOTE GOAL

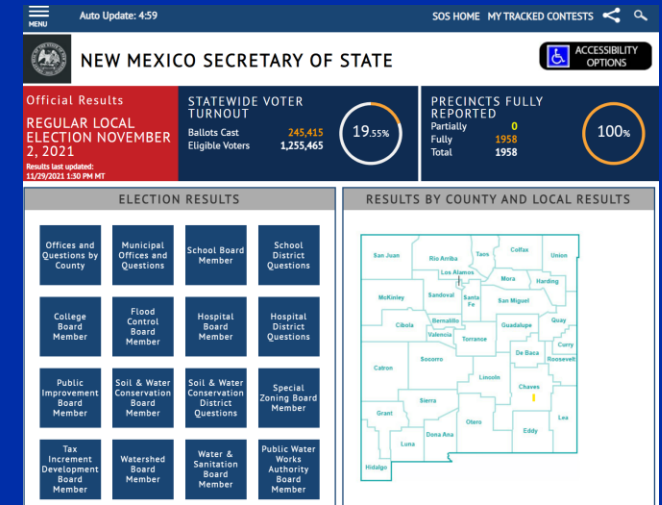
- Ask candidate if they have vote goal, they will need a measureable goal to reach for their voters: How many calls, conversations, mailing universe size do they need?
- Give your candidate strategic field knowledge
- Help the local realize the numbers they can deliver for the candidate



WHERE TO FIND THE ELECTION DATA

MD

- Local Supervisor of Elections Office or Board of Elections website
- VAN
- Coalition and partner support



SCHOOL BOARD MEMBER POSITION 2 LAS CRUCES PUBLIC SCHOOL DISTRICT 2			
<input type="checkbox"/> FOLLOW THIS CONTEST	PRECINCTS FULLY: 0 / 0 PARTIALLY: 0 / 0		EXPORT
HENRY A YOUNG	34%		608
PAMELA M CORT	66%		1,193
TOTAL VOTES			1,801

THE VOTER FILE

- Voter files are public data that includes various levels of info on each voter
- There are vendors that offer access to voter files with more robust data sets (most used is ngpvan.com)
- All NEA affiliates have access to VAN, if you have issues accessing, email Meighan at mdavis@nea.org
- New Public Education Support Score

Create A New Search

Step 1: (Start with anyone who meets the selected criteria)

FAVORITES

▼ Scores ☰ ★

America Votes (24 Scores)

2023:NEA:Public_Education_Activist to

2021:Catalist:Partisanship to

▼ Voting History ☰ ★

Include anyone who did of the following

Voted Didn't Vote Absentee Polls

Voted Didn't Vote Absentee Early Mail Polls

Voted Didn't Vote Absentee Early Mail Polls

▼ Age • Registration Date ★

Age From To

Birthday

Date of Birth

Zodiac Sign

CEDAR RAPIDS CASE STUDY

"It's true that in Iowa, where we endorsed 13 school board candidates, 12 of them lost, but we attribute that entirely to **Marxism juice** that left-wing elites injected into this year's Iowa corn crops."



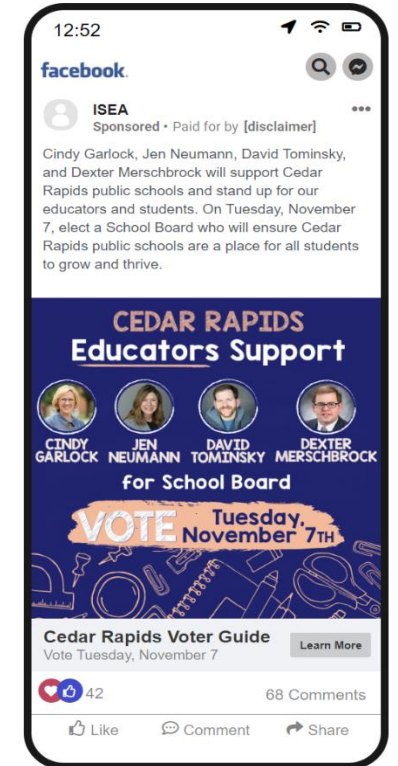
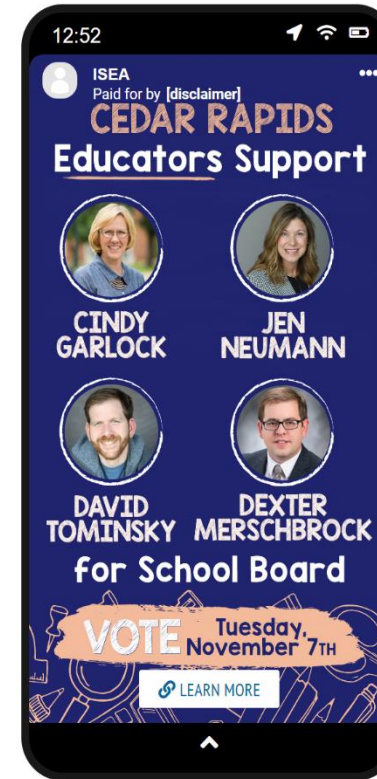
LAY OF THE LAND

- Status of the school district:
 - First bond in 30 years
 - Building/remodeling schools
 - SROs
- School Board Election 2023
 - 4 of the 7 seats
 - All incumbents run for re-election
 - All have at least 1 opponent



OUR PROGRAM

- August 2023- sent invitations to all 8 of 9 candidates
 - Interviewed 4 candidates (all incumbents)
 - Candidate 9 turned in paperwork at the deadline, missed our timeline
- September 2023-November 2023
 - Active Campaigning



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WHAT WORKED WELL

- Clear timelines and easy structures
 - ISEA's and CREA's
- Use of social media/boosted news
- Using summer to plan/design



"As a school board member, I have and will continue to fight for local control. Others want decisions about our curriculum, our libraries, and our tax dollars made somewhere other than Cedar Rapids and by people other than those you choose to lead this district. Public money should go to public schools."

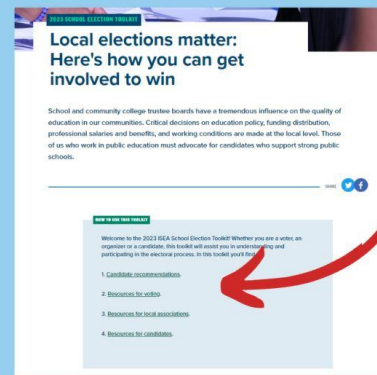
Jen Neumann

Cedar Rapids At-Large School Board Member and Candidate

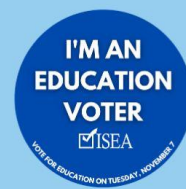
Jen is a CREA, CROTA, CRCMEA and CREOPA recommended candidate for the November 7th school board election.



DID YOU KNOW YOU CAN LOOK UP SCHOOL BOARD CANDIDATES THAT ARE RECOMMENDED BY THE EDUCATORS IN YOUR COMMUNITY?



CHECK OUT ISEA'S SCHOOL BOARD TOOLKIT: [ISEA.ORG/POLITICAL](https://www.isea.org/political)



IOWA STARTING LINE

EC

SUBSCRIBE SUPPORT

Iowa News You Can Use

If you want to retain Iowa teachers, vote in school board elections



A RESIDENT SPEAKS UP AT A WAUKEE SCHOOL BOARD MEETING IN MAY OF 2022.

By Amie Rivers
October 24, 2023



Want to stop the mass exodus of quality teachers from leaving Iowa? Want to make sure they're not only paid fairly, but feel like their district has their back?

Turns out, your vote on Nov. 7 could mean the difference between a school board that cares about teachers and a board that just wants to score political points.

POLITICS



Advocates file suit to stop Iowa's 'unconstitutional' immigration law



Iowa joins lawsuit against feds over protections for LGBTQ students



EDUCATION VOTES

LESSONS LEARNED

- Pay attention to others
- Have a way to adjust the timeline/game plan

Moms for Liberty - Linn County, IA
Oct 17, 2023 · 🗄

4 🗳️ 1 share

👍 Like 💬 Comment 📄 Copy ➦ Share

FOR THE KIDS Moms for Liberty - Linn County, IA
Nov 2, 2023 · 🗄

Cedar Rapids Community School District needs to have all voices in our community considered!

If we do not show up to vote this year, we risk so much more than their horrific plan to demolish our beautiful historic school buildings. [#legacy](#)
(Vote NO on Public Measure G: \$220M Bond)

Moms for Liberty - Linn County supports Barclay Woerner and Rick David because they vow hear all teachers, students, parents, and community members alike. They vow to take their fiduciary responsibility to our community seriously and meet the needs of the families they take an oath to represent!

[#crscd](#)

FOR THE KIDS Moms for Liberty - Linn County, IA
Nov 2, 2023 · 🗄

Cedar Rapids Community School District needs to have all voices in our community considered!... See more

MOMS for LIBERTY PROUDLY ENDORSES	MOMS for LIBERTY PROUDLY ENDORSES
RICK DAVID	BARCLAY WOERNER
	
<ul style="list-style-type: none"> ✓ Academic Excellence ✓ Financial Accountability ✓ Parental Rights 	<ul style="list-style-type: none"> ✓ Lawful Policy ✓ Student Safety & Protection ✓ Parental Involvement
for CEDAR RAPIDS SCHOOL BOARD	for CEDAR RAPIDS SCHOOL BOARD

10 🗳️ 2 comments 3 shares

👍 Like 💬 Comment 📄 Copy ➦ Share



EDUCATION VOTES

About NEA's School Board Election Resources

NEA's Campaigns and Elections department helps to develop and implement campaign strategies both at headquarters and in conjunction with state affiliates. C&E has two primary objectives: 1) Provide strategic resources that help affiliates build the long-term capacity necessary to engage members and allies in responding to threats and opportunities, and 2) prepare in advance the resources necessary to assist affiliates respond to anticipated threats and opportunities.

The site is designed for national, state, and local staff and leaders who have completed the NEA School Board Institute Training.

Here is where you'll find templates, resources, and recordings from the training. These materials have not been made in cooperation, consultation, or concert with, or at the request or suggestion of any candidate or party and are intended to serve as general resources.

It is imperative that before you begin using templates, engaging in political activity, or spending resources that you consult with your affiliate's Government Relations and Elections Department, in addition to your legal counsel, to ensure you are in compliance with state and local regulations.

If this is your first time logging in, please register as a new user. NEA Campaigns & Elections Staff will approve access once they have verified you attended the NEA School Board Institute Training.

Terms of Use

By logging in, you certify that you have been approved for access to this site and that you will not allow access by unauthorized individuals.

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Password:

Remember me on this computer

Login

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[I forgot my password](#)

Databases

- [School Board Documents](#)

Submissions Utility

- [Submit a File](#)
- [Submissions Maintenance](#)

Useful Links

- [Help Documentation](#)
- [Provide Feedback](#)

SCHOOL BOARD DOCUMENTS

Candidate Recommendation	Candidate Recruitment	Coalitions
Communications	Downloadable Templates	Member Engagement
PAC Fundraising	Voter Contact	Zoom Recordings

SCHOOL BOARD DOCUMENTS

Candidate Recommendation Candidate Interview Tips Sample Candidate Interview Questions Sample School Board Candidate Questionnaire	Candidate Recruitment	Coalitions
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