


**GET ON BOARD**

**Maintaining Your Community's Trust**  
**Legal & Ethical Campaigns for the School Board**

Aug. 31, 2021



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**Meet Your IASB Facilitator**




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**Meet Your Co-Facilitators**





**Andrew Greenberg**  
 Attorney, Iowa Ethics and Campaign  
 Disclosure Board  
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**Molly Widen**  
 Legal Counsel, Iowa Secretary of  
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## Goals for Today

- Review key dates.
- Master the basics of filing.
- Learn about conflict of interest laws.
- Discover 3 'must know' campaign finance laws.
- Explore an ethical scenario.
- Hear cautionary tales.

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## QUICK POLL



**Who is participating?**

1. I am thinking about running for the school board.
2. I have decided to run for the school board.
3. I am not running; I'm learning about work of the school board.
4. I am a current school board member.
5. I am a superintendent.
6. I am a school business manager and/or a board secretary.



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## Key Dates



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**Key Dates and Deadlines** 


**Sept. 16:** Candidate Filing Deadline, 5 p.m.

**Sept. 21:** Withdrawal Deadline, 5 p.m.

**Nov. 2:** Election Day

**Nov. 8 or 9:** Tier 1 Canvass of Votes for all Districts

**Nov. 15 or 16:** Tier 2 Canvass of Votes for Districts within Multiple Counties



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**Getting Started:  
Filing 101 & Conflicts  
of Interest**



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**Filing 101: Tips and Reminders** 



- File both the affidavit and nomination petitions together.
- Notarize your affidavit.
- File paperwork with your board secretary by 5 p.m. on Sept. 16.
- Adhere to signature requirements.

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## QUICK POLL



**Where are you at in the filing process?**

- Already turned in paperwork
- Collecting signatures now
- Haven't decided yet if I'm running
- Other



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## Conflict of Interest Laws



Board members are excluded from:

- Receiving more than \$6,000 in compensation from the district (279.7A).
- Appointing a relative within the 3<sup>rd</sup> degree to a paying position unless first approved by the board (71.1).
- Taking official action or performing an official duty on an outside employment or activity (68B.2A).
- Receiving gifts from people who may be financially impacted by actions of the board (68B.22).
- Expending or permitting the expenditure of public moneys to expressly advocate in favor or against a candidate or ballot issue (68A.505).



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## Considerations for Candidates



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### 3 Must-Know Campaign Finance Laws

- **Candidate Committees:** Committee requirement if you spend more than \$1,000.
- **Attribution Statements:** 'Paid for by', identification of who paid for the ad, etc.
- **Campaign Signs:** Prohibited locations, permissions, etc.



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### Why is it Important to Comply?



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### Scenarios & Cautionary Tales

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### Scenario

A citizen in your district is also running for an open seat on the same board. They ask you to run as a 'block' or a group... to share brochures and signs, and to campaign together at events.

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### Scenario

What would you do in this scenario?

- Yes, I'll run as a candidate block, this seems easier than running on my own!
- No thanks, I'd prefer to run my own separate campaign.

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### Is it Legal?



- Candidates may not use campaign funds to make a monetary or in-kind contribution to another candidate.
- Candidates may engage in joint campaign activities. However, each candidate should pay for their own share of the costs.
- If one candidate pays all the costs of a joint advertisement or fundraiser, that would be a prohibited in-kind contribution to another candidate.
- If possible, get the vendor to bill each campaign for their individual share, so it may be paid separately.



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### Is it Wise?



- Think beyond the campaign:
  - What happens if you win, but other candidates in your block don't?
  - Running as a block sets expectation that if elected, the block of candidates will vote in a certain way on issues.
  - When candidate blocks are formed, it sends a message to your constituents. What you say and do as a candidate remains in the public eye.

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### CAUTIONARY TALES

- Collect more signatures than you need.
- Turn in paperwork to the board secretary.
- Don't send campaign emails to school emails.
- Don't use teacher mailboxes for campaign mail.

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### RESOURCES

Get on Board: [www.ia-sb.org/getonboard](http://www.ia-sb.org/getonboard)  
 Ethics Board: <https://ethics.iowa.gov/campaigns/candidates>  
 Secretary of State's Office:  
<https://sos.iowa.gov/elections/electioninfo/schoolelections.html>

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**Tuesday Talks with IASB– Register Today!**



**Student Learning: Do Boards Really Make a Difference?**

Tuesday, September 21, Noon–1 p.m.

Visit [www.ia-sb.org/getonboard](http://www.ia-sb.org/getonboard) for more information.

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**Mark Your Calendars!**



**76<sup>th</sup> IASB Annual Convention & Trade Show**

Nov. 17-18; Iowa Events Center, Des Moines

**New Board Member Onboarding Workshop:**

*Ready, Set, Govern!*

Wednesday, Nov. 17

**Convention**

Thursday, Nov. 18

Visit [www.ia-sb.org/convention](http://www.ia-sb.org/convention) for more information.

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**Questions? Contact Us!**



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