

# Legal & Ethical Campaigns for the School Board

**Thursday, Aug. 31, 2023** 



© Iowa Association of School Boards

1

## **Meet Your IASB Facilitator**





Siobhan Schneider

Assoc. Exec. Director, Board

Leadership & Legal Services, IASB

sschneider@ia-sb.org

© Iowa Association of School Boards

## **Meet Your Co-Facilitators**





Zachary Goodrich

Executive Director & Legal Counsel, Iowa
Ethics & Campaign Disclosure Board
Zachary.Goodrich@iowa.gov



Wes Hicok

Deputy Director of Elections,
Iowa Secretary of State's Office

Wes.Hicok@sos.iowa.gov

© Iowa Association of School Boards

3



# **Goals for Today**

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

Δ

# **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.
- I am a school business manager (SBO) and/or a board secretary.



© Iowa Association of School Board

5

# **Key Dates**



# **Key Dates & Deadlines**



**Sept. 21:** Candidate Filing Deadline, 5 p.m.

Sept. 26: Withdrawal Deadline, 5 p.m.

Nov. 7: Election Day

Nov. 13 or 14: Tier 1 Canvass of Votes

for all districts

Nov. 20 or 21: Tier 2 Canvass of Votes for districts within multiple counties



7

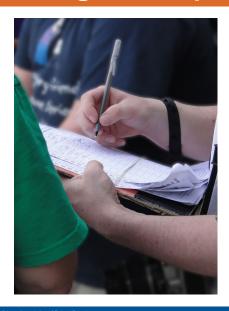
Getting Started:
Filing 101 &
Conflicts of Interest



© Iowa Association of School E

# Filing 101: Tips & Reminders





- File both the notarized affidavit and nomination petitions together.
- File paperwork with your board secretary by 5 p.m. on Sept. 21.
- Adhere to signature requirements.

9

# **QUICK POLL**



# Where are you at in the filing process?

- 1. Already turned in paperwork
- 2. Collecting signatures now
- 3. Haven't decided yet if I'm running
- 4. Other



## **Conflict of Interest Laws**



#### Board members are excluded from:

- Receiving more than \$20,000 in compensation from the district (279.7A).
- Appointing a relative within the 3rd 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).



© Iowa Association of School Boards

11

# **Considerations for Candidates**



© Iowa Association of School Boards

# 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.



© Iowa Association of School Boards

13

# 

# Scenarios & Cautionary Tales



© lowa Association of School Bo

15



# 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.



# 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.

17

# 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.



© Iowa Association of School Boards

### 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.

19

# TION CAUTION CAUTION CAUTION CAUTION CAUTION

### **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.



### **RESOURCES**

IASB Tools & Info: www.ia-sb.org/getonboard

Ethics Board: ethics.iowa.gov/campaigns/candidates

**Secretary of State's Office:** 

sos.iowa.gov/elections/electioninfo/schoolelections.html

© Iowa Association of School Boards

21

### **Upcoming Candidate Webinars—Register Today!**



Student Learning: Do Boards Really Make a Difference? Thursday, September 21, 2023 from Noon–1 p.m. Zoom Webinar

The Building Blocks of Effective Relationships with Your Legislators

Thursday, October 19, 2023 from Noon–1 p.m.

**Zoom Webinar** 

Visit www.ia-sb.org/getonboard for more information.

© Iowa Association of School Boards

### **Mark Your Calendars!**



### 78th IASB Annual Convention & Trade Show

Wednesday, Nov. 15-Friday, Nov. 17, 2023

**Iowa Events Center, Des Moines** 

Ready, Set, Govern! New Board Member Onboarding Workshop (Pre-Convention)

Wednesday, Nov. 15, 2023

**lowa Events Center, Des Moines** 

Visit <a href="https://www.ia-sb.org/convention">www.ia-sb.org/convention</a> for more information.

© Iowa Association of School Boards

23

## **Questions? Contact Us!**





Siobhan Schneider

Assoc. Exec. Director, Board

Leadership & Legal Services IASB

sschneider@ia-sb.org



Zachary Goodrich

Executive Director & Legal Counsel, Iowa
Ethics & Campaign Disclosure Board
Zachary Goodrich@iowa.gov



Wes Hicok

Deputy Director of Elections,
Iowa Secretary of State's Office

Wes.Hicok@sos.iowa.gov

© Iowa Association of School Boards

