



ASBA/AAEA JOINT CONFERENCE

School Board Elections and Millage Elections Items to Consider

Boyce Watkins
Advocacy Director, ASBA
May 9, 2017



HB1621 (Act 910): Representative Lowery

PROVISIONS AND CHANGES

- Bill Effective Date is January, 2018.
- Eliminated September School Board Elections.
- Elections will continue in September, (or for a few districts November), 2017 as in past years.
- School Board must choose Preferential Primary or General Election for 2018 Election.

HB1621 (Continued)

- Board member terms scheduled to end in September, 2018, will now end in May, (or November), 2018.
- Hand Poll in 2018.
- Regional meetings indicated almost 100% of districts prefer the May election date rather than the November election date.
- The May, 2018 election will be held Tuesday, May 22, 2018.
- Filing deadlines will correspond with the New Election Date.

HB1621 (Continued)

- ASBA recommends that all districts adopt a policy to decide their Election Date Option prior to January 1, 2018.
- Districts must notify the County Clerk of the Election Date Option chosen no later than the date of candidate filing for the Option Chosen (Preferential Primary or General Election).
- The New Board Member Institute normally held in October, will be moved to June, 2018.

Items to Consider in May Election

- Expect heavier voter turnout.
- Message will need to be heard by larger audience to make informed decisions.
- Many may be uninterested in school elections when coming to polls, but will cast votes.
- Now competing with other political races: Message can be easily lost in the political frenzy and media outlets.
- Opponents may have political backing or other resources for campaign.

Campaign Considerations

- Financing requirements and how and where to find the funds.
- Campaign Manager?
- Signage for yards, billboards, newspaper ads, etc....
- Motto or Tag?
- Educational Platform (Other Platforms: Gun Control, etc...)
- Speeches or Debates?
- Volunteer Call or RoboCall?
- FaceBook, Twitter, Social Media?

Future Millage Elections

- Legislation was Introduced in 2017, to restrict special millage election dates to Preferential Primary or General Election.
- Rest assured those bills will be introduced again in 2019.
- Many districts will consider millage elections in the interim.
- Some districts made multiple attempts before passing millage.
- Our panelists are from districts who have had successful millage elections.

Future Millage Elections (continued)

- Money is tight.
- There are many entities competing for fewer resources.
- It is difficult to obtain a tax extension or increase, due to increased, stronger, and more publicized opposition.

Thank You!

