ASBA/AAEA
JOINT CONFERENCE

School Board Elections and Millage Elections
Items to Consider

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May 9, 2017
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.
• 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.
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!