

CHECKLIST: SCHOOL BOARD ENDORSEMENT PROCESS

- 1) Seek association members in your school district to serve on your district-level PAC.
 - a. See email template
- 2) Review the endorsement status of any current school board members running for re-election. If any current school board members running for re-election were previously-endorsed by the L-PAC, the process for making an endorsement for that seat is different.
 - a. If a previously-endorsed incumbent is running, you may not need to conduct interviews of that member and do not need to offer interviews to any direct opponents of that member. Instead...
 - i. Have your district-level PAC vote to endorse the current member. Consideration should be given to the member's voting history and public statements and ensure the member's words and actions have been aligned with association goals and interests.
NOTE: It has historically been the position of IPACE that it takes clear negative actions/votes for a previously-endorsed candidate to not be offered an endorsement for re-election campaigns. Our PACs remain loyal to elected officials that we endorsed in their previous campaigns even if other candidates who seem to be strong supporters of teachers and public education decide to run for the same seat.
 - ii. If your district-level PAC votes to re-endorse, complete paperwork for the IPACE L-PAC endorsement (see your UD/Organizer for this information).
 - iii. After the IPACE L-PAC endorsement is made official, you can announce the endorsement to the candidate.
 - iv. If your district-level PAC or the IPACE L-PAC does not decide to re-endorse that incumbent, you may choose to go through the full endorsement process for that seat.
- 3) Get email addresses for all school board candidates. You may be able to find contact information through candidate's social media sites. Incumbents running for re-election likely have a district-issued school email address, but you should contact them for a personal email address to avoid them potentially violating campaign laws.
- 4) Email candidates in races without a previously-endorsed incumbent to offer endorsement interviews (see "Potential LPAC Endorsement Offer"). Even candidates running unopposed must be offered interviews if your L-PAC wants to consider endorsing them.
- 5) Email your district-level PAC volunteers to confirm their availability for possible interview times. Plan on 25 minutes per interview with a 5-minute break in between. Plan on 15-30 minutes after the final interview for the committee to deliberate and vote. Reserve a space for interviews.
- 6) Finalize RSVPs from candidates. Even if only one candidate in a race wants to be interviewed, an interview still needs to take place before a recommendation for endorsement is made.
- 7) Set interview times and inform candidates of their times
 - a. Email template for informing candidates of their times
 - b. Include PAC Questionnaire for them to complete
- 8) Develop some interview questions (see possibilities) and solicit additional ideas from PAC volunteers. Assign or solicit volunteers to ask specific questions.

- 9) All social media posts and public comments of candidates are fair-game for consideration when it comes to whether or not to recommend a candidate for endorsement. You are not limited to considering only what is said during the interview or written on the questionnaire. Consider printing out relevant comments from social media or transcribing relevant comments made during school board meetings (if any) to share with the committee. This can be especially helpful if you suspect a candidate with a history of being hostile to teachers or teachers unions may “play nice” during the interview.
- 10) Remind PAC volunteers of upcoming interview schedule. Send volunteers a blank PAC questionnaire so they know what information is already available (don’t want to take time asking the same questions during the interview that they already answered). Remind volunteers of the importance of confidentiality and discretion during this process.
 - a. See email templates (two separate reminder emails – one emphasizing confidentiality and one emphasizing maintaining professionalism and keeping interviews on-track).
- 11) Hold interviews. Discuss and vote (each race – either recommend a candidate for endorsement or make no recommendation).
- 12) Work with your UD/Organizer to complete paperwork for L-PAC Concurrence. Include PAC questionnaire and type up a general “reasons for recommendation.”
- 13) Email candidates interviewed but not endorsed to let them know they didn’t get an endorsement (see sample email).
- 14) Once the L-PAC has concurred with your recommendation and the candidate is officially endorsed, reach out to any endorsed candidates to let them know that we endorsed them. **THEY GET TO ANNOUNCE THE ENDORSEMENT!**