



Information and Instructions for Candidates Seeking PSBA Elected Positions

You are receiving this memo because you have filed an application to be elected to a PSBA officer or at-large representative position during this year's election cycle. This provides candidates for PSBA elected officer and at-large representative positions with important information and instructions relating to your endorsement interview with the Leadership Development Committee (LDC) in June, the candidate information you will submit for publication on the PSBA website and other PSBA publications, and other aspects of the PSBA election process. Please read this carefully!

Candidate Interviews

All applicants for nomination for a PSBA elected position will be interviewed by the LDC on Saturday, June 15, 2019 (and Friday, June 14 if additional time is needed due to the number of applicants). In early June you will be notified by email of your interview time slot. It is requested that you arrive at PSBA no later than 15 minutes prior to your scheduled interview time.

All persons eligible to hold office who have submitted a timely application for nomination will be slated (will appear on the ballot). The LDC determines slate/ballot position for each office by drawing lots.

The purpose of the interviews is so that the LDC may decide whether to endorse one or more candidates for each position that the LDC has determined to be "highly qualified" as provided in the PSBA Bylaws. PSBA Governing Board Policy 302 explains what endorsement is intended to indicate as follows:

In determining whether to endorse any candidate the Committee shall consider the extent to which the candidate's background, experiences, talents, training, involvement in Association activities and other pertinent attributes indicate potential for valuable contributions to the success of the Association at increasing levels of Association leadership and responsibility. With regard to the office of treasurer, the Committee shall also consider the extent to which an applicant possesses fiscal acumen and experience in finance and accounting, enabling an understanding of the association's financial issues including but not

Information and Instructions for Candidates Seeking PSBA Elected Positions

limited to, accounting standards, financial reports, financial statements, audits, budgets and financial record keeping requirements. The Leadership Development Committee shall further outline the endorsement criteria to be used for each position.

Shortly after the LDC's endorsement deliberations are completed the chairperson of the LDC will contact each candidate (preferably by telephone) to notify them of the outcome. Please understand that no member of the LDC is permitted to reveal anything about the LDC's discussions on the subject of endorsement, nor how any member voted. Endorsement votes by LDC members are by secret written ballot.

Publication of Candidate Campaign Information

The PSBA Bylaws and PSBA Policy 108 require that the slate of candidates with brief candidate profiles be published on the PSBA website and in other publications no later than July 31.

In addition, the Bylaws and board policy provide for the publication on the PSBA website of the following additional information:

- A good quality head shot portrait of each candidate.
- A written statement from each candidate providing biographical information and summarizing the candidate's interest in, qualifications for and goals of serving in the elected position sought, not to exceed 500 words in length.
- A brief video statement by the candidate, not to exceed three minutes in length, addressing a series of questions developed by the LDC.

The Bylaws and policy do not permit PSBA staff or other association resources to be used to promote candidates or assist in their campaigns in any further respects.

Further instructions for producing and submitting this information are provided below. You should ensure that any materials that were not submitted at or before the day of your June LDC interview are provided to PSBA as soon as possible afterwards, but in no event no later than July 15. Please send them to nominations@psba.org.

Please be aware that if any of your materials are not yet received when the slate and candidate information is published, we will need to place the text "Not provided by candidate" in lieu of the missing information.

Any candidate considering whether to withdraw from the election is requested to notify the PSBA Chief Executive Officer of their decision no later than July 15 (addressed to the attention of Melissa Moore, Partnerships & Innovation).

Submission of Video Statements

The PSBA video production studio will be available on the day(s) of the June LDC interview of candidates so that each candidate can record their video statement immediately after their interview time slot. For consistency and fairness, it is strongly preferred that only videos produced in the PSBA studio be used on the website.

Information and Instructions for Candidates Seeking PSBA Elected Positions

Candidate videos must not exceed three minutes in length. All videos produced at PSBA will be head/shoulder shots with the same background, lighting, and sound. Attire should be business appropriate. Solid colors work best on video. Avoid patterns or stripes.

Videos should consist of a statement addressing these questions developed by the LDC:

- What do you most want our members to know about you? Include your qualifications for the office you are seeking (this will be your introductory question).
- What is your vision for PSBA short- or long-term or both?
- What are the challenges you see for PSBA and public education and how do you see them being addressed?

You are encouraged to prepare and rehearse your statement in advance, and to edit it as necessary so you can deliver it on camera within the three-minute time limit. A general rule of thumb is that 180 words will consume about one minute of talking time. Each candidate will have a maximum of 30 minutes of studio time to practice and record their video.

To keep the process moving smoothly, please email your statement in Word format to PSBA in advance so that we can load it into the studio's teleprompter ahead of time. If you are unable to email it in advance, be sure to bring the Word file with you on a thumb drive. Email your statement to: nominations@psba.org.

If extraordinary circumstances prevent you from attending the LDC interview in person, or from otherwise recording your video statement that day, you can schedule another time to record your video at PSBA, prior to July 15. All appointments must be scheduled in advance and will be during normal PSBA office hours. Please contact Melissa Moore if you need to schedule an appointment for this at (717) 590-5605 or email nominations@psba.org

Any candidate videos not produced at PSBA must be submitted no later than July 15. Submit videos in .mp4 or .mov format. Videos exceeding three minutes in length cannot be posted and cannot be edited by PSBA staff.

Submission of Written Statements

The purpose of your written statement for the website is to provide members with biographical information about you and a summary of your interest in, qualifications for and goals of serving in the elected position you are seeking. It must not exceed 500 words in length.

It is requested that candidates prepare their written statement in advance of their interviews with the LDC in June, and either email it to PSBA in Word format or bring it with you on a thumb drive to the interview. In addition to helping you prepare for your interview, this will be a great help in ensuring that we are on track to meet deadlines for publishing candidate information on the website. Please email your written statement to nominations@psba.org.

Portraits

A good quality head shot portrait is needed for the candidate information area on the website and for the published slate and ballot. Although PSBA should already have a photo of you that you submitted with your application for nomination, all candidates will have the opportunity to have another portrait taken at the PSBA video production studio at the time they record their video statement, if they wish. If you would prefer to submit a different photo, please ensure that we have it no later than July 15. Photos should be submitted electronically in .jpg, .gif or .tif format, with a minimum 300 dpi, by emailing to nominations@psba.org.

Questions About Video Recording or Submitting Other Information

Any questions, or concerns regarding the above mentioned information should be directed to Melissa Moore at (717) 590-5605 or nominations@psba.org.

Other Campaigning

In addition to PSBA's assistance in making the information described above widely available to members, candidates are encouraged to campaign actively via other means. Candidates are asked to abide by the principals outlined in the "Expectations of Fairness and Civility in the PSBA Election Process" set forth at the conclusion of this memo.

Continued Eligibility for PSBA Elected Positions

An initial determination of each applicant's eligibility is made by the LDC shortly after the deadline for receiving applications for nomination. Whenever any question exists about a candidate's eligibility, the candidate will be notified and given an opportunity to respond regarding the issue. The LDC makes final determinations about eligibility questions arising prior to the slating of candidates. In the event that eligibility questions arise after slating, final determinations are made by the Credentials Committee.

The eligibility criteria established in the PSBA Bylaws are as follows:

- Eligibility for election to an officer position requires that the candidate be a voting member of the Association in good standing (a member of the Governing Board of a school entity having current PSBA membership or a non-member board secretary of the Governing Board of such an entity).
- Eligibility for election to an at-large representative position requires that the candidate be a member of the Governing Board of a school entity having current PSBA membership that is situated in a region included in the East, Central or West section of the state represented by the at-large representative position being sought.
- To be eligible for election as an At-Large Representative or an officer other than Treasurer, a candidate shall have completed a minimum of four years of service as a school director in the state of Pennsylvania prior to taking office.
- No person may hold at the same time more than one office or both an office and an at-large position.

Information and Instructions for Candidates Seeking PSBA Elected Positions

- Candidates for the office of Treasurer must have fiscal acumen and experience in finance and accounting, enabling an understanding of the association's financial issues including but not limited to, accounting standards, financial reports, financial statements, audits, budgets and financial record keeping requirements.
- No person is eligible to be slated as a candidate for any officer or at-large representative position in any year for which such person accepted appointment as a member of the Leadership Development Committee.
- In order to be eligible for election as an officer or at-large representative, the current year membership dues of the entity from which a candidate's individual membership is derived must be paid in full.
- An individual school director is ineligible to stand for election if they are no longer serving in an elected local director position or other eligible position.

To ensure continued eligibility, it is highly recommended that candidates take steps to ensure that their member entity's PSBA dues will be paid no later than the July 15 annual deadline.

Election Voting By Member Entity Boards

Votes for candidates are cast by majority vote of the board (or Joint Operating Committee) of each school entity whose current-year PSBA membership dues are paid in full. Voting takes place during a four-week voting window that begins six weeks prior to the PSBA Delegate Assembly and ends two weeks prior to the Delegate Assembly.

Boards are to cast their votes at a public at a meeting, after which the votes cast by each board are then registered by the board's secretary or other designee on a secure electronic voting website operated by a vendor retained by PSBA. During August and September, board secretaries or other designees are provided with information and training on the voting process and given an opportunity to cast a test vote on the voting website. They are also provided with a ballot worksheet for the board's use at the public meeting at which the votes are cast. It is recommended that the board secretary or other person designated to register votes print out the confirmation copy of the votes registered on the voting website and attach that to the board minutes for the meeting at which votes are cast.

After the voting window has closed, the secure electronic voting service automatically tallies the votes cast and provides a report to the chairperson of the Credentials Committee. Only the Credentials Committee is privy to election outcome information until the Committee certifies the results and announces them at the Delegate Assembly. The Credentials Committee also rules upon any questions or disputes that arise relating to the voting process.

Expectations of Fairness and Civility in the PSBA Election Process

PSBA has a rich tradition of dynamic and creative leadership, dedicated to pursuit of the Association's mission of empowering elected school board members to succeed by providing vital tools, superior training and powerful advocacy, and promoting high quality, locally driven public education for all Pennsylvania students. The members of our Association have every right to expect our leaders to exemplify the highest standards of civility, respect, and ethics,

and they expect no less of those aspiring to leadership positions via the PSBA nominating and election process. Understanding that elections should be competitive by nature, the integrity and credibility of the process depends on all those involved to model respectful, civil and ethical behavior, and to make every effort to avoid even the appearance of impropriety. Accordingly, it is important that participants in the process be aware of and abide by the following expectations:

Members of the Leadership Development Committee:

- In addition to the PSBA Leadership Development Committee's function of interviewing and assessing candidates for PSBA elected positions and determining whether any should be endorsed as an indicator that Committee believes them to be highly qualified, the Committee also is tasked with affirmatively seeking out future association leaders and encouraging them to become candidates for elected positions, as well as encouraging wider participation of members in elections and in the leadership of the Association.
- Nonetheless, the members of the Leadership Development Committee are expected to refrain from actions outside the Committee's official deliberations that would create the appearance that they are campaigning or lobbying for or against any individual candidate, or that would give any candidate an unfair advantage. Within the confidential deliberations of the Committee, a member may and should advocate for those candidates who the member regards as especially well-qualified.
- Discussions and deliberations within the Leadership Development Committee's official processes shall be considered confidential and should not be discussed with others after the process is completed, whether or not any candidates have been endorsed. Committee members must not disclose any other information about the process that would give any candidate an unfair advantage.
- It is inappropriate for members of the Leadership Development Committee to provide letters of recommendation for candidates or persons applying for nomination.
- Members of the Leadership Development Committee themselves are ineligible to run for PSBA elected positions in any year in which they accept appointment as a member of the Committee.

Members of the PSBA Governing Board and PSBA Employees:

- Aside from generally encouraging members to participate in elections and to consider seeking office, neither the Association as an organization nor its Governing Board as a body takes any position in support of or opposition to specific candidates for elected positions in PSBA leadership.
- Members of the Governing Board are not permitted to use the privileges or functions of their official positions to further the campaign of any candidate.
- Outside the performance of their official functions, members of the Governing Board may engage as individuals in otherwise permissible campaign activities for themselves

or others. Even in their official capacities they may speak generally about the PSBA election process and encourage participation by members in elections. In either capacity, they should take care to avoid creating the perception that any particular candidate is favored by the Association or the Governing Board.

- Resources supplied by PSBA to any person holding an official position in PSBA in connection with their existing organizational duties are not to be used for campaign purposes.
- Other than those staff functions necessary for the dissemination of specific candidate information as authorized by PSBA Bylaws and policy, no PSBA staff or organizational support of any kind is permitted to be used to further the campaign of any candidate. PSBA staff members are prohibited from engaging in any activities supporting the campaign of any candidate and are required to avoid activities or making statements that might create that appearance.

Candidates:

- It is not appropriate for candidates seeking endorsement by the Leadership Development Committee to lobby individual members of the Committee via phone, fax, E-mail, letter, or other communication.
- Candidates should not solicit letters of recommendation from members of the Leadership Development Committee.
- Candidates are encouraged to campaign actively but should do so in a manner that is civil, respectful and does not use misinformation, gossip, innuendo or personal invective to denigrate any other candidate or to gain unfair advantage.
- Candidates who already hold leadership positions in the Association as officers, at-large representatives, regional directors, assistant regional directors or department representatives are not permitted to use the privileges or functions of their official positions to campaign for themselves or for others.