

A photograph of a red apple and a pencil resting on a stack of books, set against a dark green background. The apple is on top of the books, and the pencil is lying horizontally next to it.

# 2012 School Board Elections Guide for School Boards

Developed by the Nova Scotia School Boards Association

For the School Board Elections on

October 20, 2012

## NSSBA

Nova Scotia  
School Boards Association  
(902) 491-2888  
[www.nssba.ca](http://www.nssba.ca)

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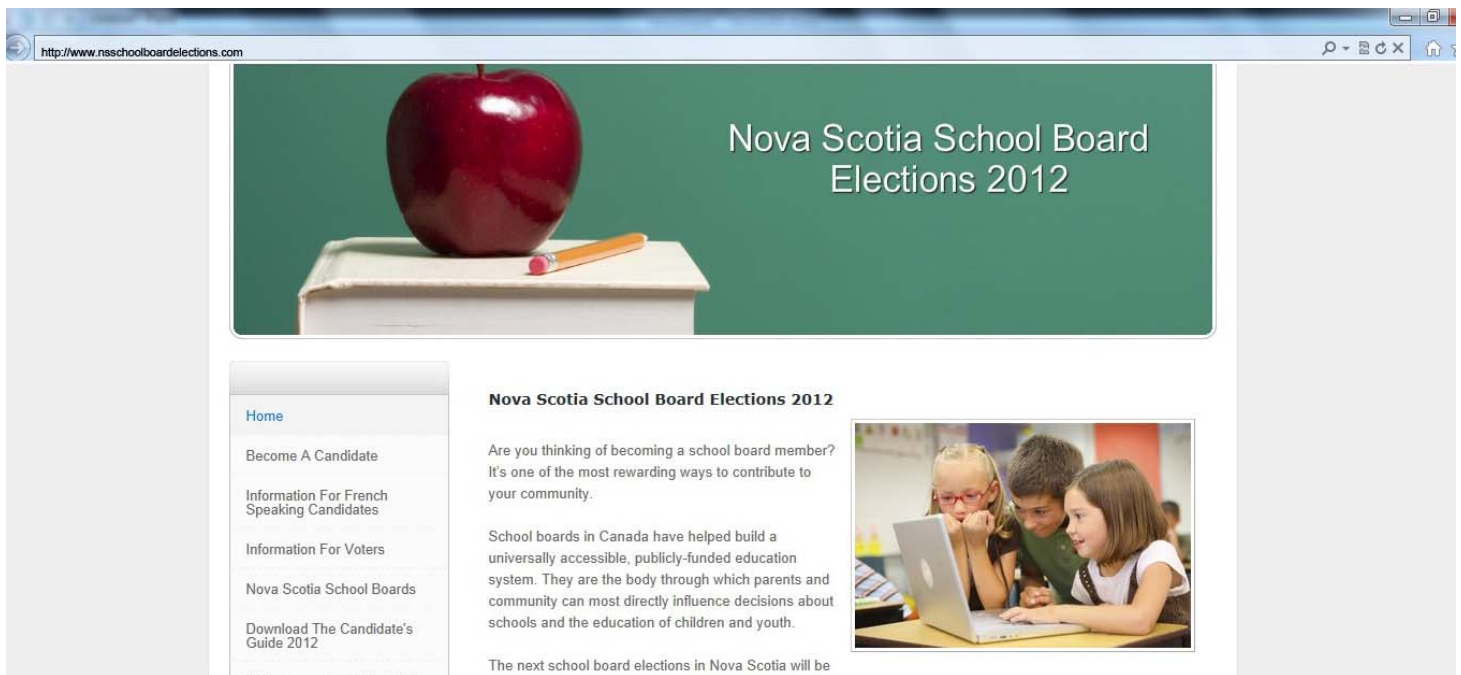
## I. Introduction

The Nova Scotia School Boards Association (NSSBA) has developed this kit to support school boards in raising awareness of the upcoming elections.

Inside the kit you will find helpful information to assist you in attracting candidates, raising awareness amongst voters and engaging the media. Please feel free to edit or update the material based on what suits your board in terms of messaging and priorities.

The NSSBA has also developed a website to create awareness of the upcoming elections. Please send potential candidates or voters to:

[www.nsschoolboardelections.com](http://www.nsschoolboardelections.com) for further information.



The screenshot shows a web browser window with the URL <http://www.nsschoolboardelections.com>. The main banner features a red apple on a stack of books with a pencil, set against a green chalkboard background with the text "Nova Scotia School Board Elections 2012".

On the left side, there is a navigation menu with the following links:

- Home
- Become A Candidate
- Information For French Speaking Candidates
- Information For Voters
- Nova Scotia School Boards
- Download The Candidate's Guide 2012

The main content area has the following text:

**Nova Scotia School Board Elections 2012**

Are you thinking of becoming a school board member? It's one of the most rewarding ways to contribute to your community.

School boards in Canada have helped build a universally accessible, publicly-funded education system. They are the body through which parents and community can most directly influence decisions about schools and the education of children and youth.

The next school board elections in Nova Scotia will be

Accompanying the text is a photograph of three children (two girls and one boy) looking at a laptop computer in a classroom setting.

## II. Suggested action plan

### Goals:

- To raise awareness of school boards and school board elections
- To encourage potential candidates to run
- To encourage voter turn-out

### Early-mid August

- Send newsletter article to schools and ask them to include in September/October newsletters
- Place article in your board's newsletter
- Distribute the poster to schools, libraries and municipal offices
- Send a letter to school advisory councils, and home and school associations advising them of election dates. You could also host a special information session for these groups
- Send press release to media
- Put up posters in board office
- Highlight election day on your website – add a link to [nsschoolboardelections.com](http://nsschoolboardelections.com)
- Share the elections website on your social media pages

### Late August/Early September (nomination deadline Sept 11, 2012)

- Send letter to the editor to newspapers
- Run newspaper ads in your local paper(s)
- Encourage new candidates to attend a school board meeting
- Run public service announcements on local radio and television stations

### Late September/Early October

- Ask schools to post election date/website on their mobile signs
- Speak to service groups – Rotary clubs, Chambers of Commerce – about the role of the school board member, the impact school boards have on the community and involvement opportunities
- Ask the superintendent to send a memo to all staff encouraging them to vote in the election, and asking them to encourage friends and family to exercise their vote whether they have children in school or not

### After the elections

- Post election results on your website
- Send a press release announcing the results at your board
- Introduce new board members in school newsletters
- Host a reception for the board swearing-in ceremony – invite the community
- Submit photos and short bios of newly elected board members in local newspapers

- III. Ad/Poster template (also available in PDF and Indesign format, email alovett@nssba.ca)

**NSSBA**  
Nova Scotia School  
Boards Association

Nova Scotia School Board Elections 2012

October 20, 2012

For more information on  
becoming a candidate or voting visit:

[www.nssschoolboardelections.com](http://www.nssschoolboardelections.com)



Insert school board logo and contact info here

#### IV. Newsletter article (attracting candidates)

Calling all candidates for school board

Are you thinking of becoming a school board member? It's one of the most rewarding ways to contribute to your community.

School boards in Canada have helped build a universally accessible, publicly-funded education system. They are the body through which parents and community can most directly influence decisions about schools and the education of children and youth.

The next school board elections in Nova Scotia will be held on October 20, 2012 in conjunction with the municipal elections.

If you're interested in taking on this challenging, yet rewarding role, it's time to put your campaign hat on!

For more information, visit [www.nsschoolboardelections.com](http://www.nsschoolboardelections.com) or call the (ABC board) at 000-0000.

#### V. Newsletter article (encouraging voters)

Have a say in who shapes your schools on October 20, 2012

Cast your vote for your local school board representative during the municipal elections and have an opportunity to impact how education is delivered in our province.

School boards in Canada have helped build a universally accessible, publicly-funded education system. They are the body through which parents and community can most directly influence decisions about schools and the education of children and youth.

Remember, education is one of the main contributors to ensuring we have a healthy and sustainable society. Voting in the next school board elections mean you have a say in the education of our children and youth.

For more information, visit [www.nsschoolboardelections.com](http://www.nsschoolboardelections.com) or call the (ABC board) at 000-0000.

## VI. Media templates

### **Media Release:**

School board logo

Release date

FOR IMMEDIATE RELEASE

ABC School Board TO RAISE PUBLIC AWARENESS OF 2012 SCHOOL BOARD ELECTIONS

(Region), NS - ABC School Board announced its plans today to raise public awareness of the upcoming school board elections on October 20, 2012. The initiative will encourage candidates to run for the school board elections and will raise awareness amongst voters.

Insert quote from Chair on initiative

Over the next few months, ABC School Board will be placing notices and advertisements in local and school newspapers and will be distributing information and speaking to the media about the upcoming elections.

Insert quote from Chair on the importance of school boards/elections

School boards in Canada have helped build a universally accessible, publicly-funded education system. They are the body through which parents and community can most directly influence decisions about schools and the education of children and youth.

For more information on becoming a candidate or voting visit [www.nsschoolboardelections.com](http://www.nsschoolboardelections.com) or call ABC School Board central office at 000-0000.

-30-

For more information, please contact (name, title) at (email/phone number).

## **Public Service Announcement**

Date:

Contact Info:

Radio copy (:30)

SCHOOL BOARDS IN CANADA HAVE HELPED BUILD A UNIVERSALLY ACCESSIBLE, PUBLICLY-FUNDED EDUCATION SYSTEM. THEY'RE THE LINK THROUGH WHICH PARENTS AND COMMUNITY CAN DIRECTLY INFLUENCE DECISIONS ABOUT SCHOOLS AND THE EDUCATION OF CHILDREN AND YOUTH.

ON OCTOBER 20, 2012 VOTERS IN NOVA SCOTIA WILL TAKE TO THE POLLS TO CHOOSE WHO THEY WANT TO REPRESENT THEIR SCHOOLS AND SHAPE OUR EDUCATION SYSTEM.

YOU CAN PLAY YOUR PART BY VOTING IN THE NEXT SCHOOL BOARD ELECTION, OR BECOMING A CANDIDATE FOR THE BOARD IN YOUR DISTRICT.

FOR MORE INFORMATION VISIT [NSSCHOOLBOARDELECTIONS.COM](http://NSSCHOOLBOARDELECTIONS.COM).

Tag: THIS HAS BEEN A PUBLIC SERVICE MESSAGE FROM ABC SCHOOL BOARD AND (RADIO STATION).



## **Letter to the editor**

On October 20, 2012, voters in Nova Scotia will take to the polls to choose who they want to represent their schools and shape our education system for the next four years.

It goes without saying it has been a challenging time in Nova Scotia for public education. With recent funding reductions, school boards have all had to make difficult decisions to balance budgets. However, we continue to work toward one common goal – providing the best education possible to our students.

That's why, on behalf of our board, I would encourage individuals with an interest or vision for public education to consider running for the school board elections.

Becoming a school board member is one of the most rewarding ways to contribute to your community and it provides an opportunity to help shape the future of education in our province.

Through policy creation and implementation, strategic decision making and responsible fiscal management, school boards in Nova Scotia play a key role in the education of our young people. They are the body through which parents and community can most directly influence decisions about schools and the education of children and youth.

From professionals, to University students and retirees to new parents, school boards are made up of diverse groups who are committed to bettering public education in Nova Scotia. A broad spectrum of interests and backgrounds ensures our students are well represented and our education system remains strong.

And a strong, well-run education system ensures the economic and social prosperity of our province.

If you're interested in learning more about becoming a candidate or voting, visit [www.nsschoolboardelections.com](http://www.nsschoolboardelections.com), or call our central office at 000-0000 for more information.

Yours truly

Name, chair, (name of school board)