

2021 CCEC Elections Campaign Guidelines

Congratulations on stepping up to run for a seat on a Citywide or Community Education Council!



While campaigning during a global pandemic may be challenging, we hope that this list of **“do’s and don’ts”** helps you to develop winning campaign strategies.

This year, the Office of Family and Community Empowerment (FACE) and Family Leadership Coordinators (FLCs) will be supporting Presidents’ Councils to host virtual Candidate Forums, which will allow everyone running for a seat the opportunity to introduce themselves directly to voters. All candidates’ names and statements, organized by council, will

also published on the DOE website at a dedicated Citywide and Community Education Council (CCEC) Election page. We also encourage Parent Associations/Parent Teacher Associations (PAs/PTAs) and other educational organizations to host “meet the candidates” events, provided all candidates are invited.

Technology—from web-based meeting platforms and social media to electronic communications—will play a central role in this year’s campaign. We encourage everyone to use this new virtual environment with professionalism, respect, and integrity, maintaining accessibility for all. Substantiated violations of the campaign rules may result in private or public censure, or disqualification.



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Campaign Do's

- **Do** create distribution lists so that you can easily send campaign materials to groups of potential voters by email, social media, and mail.
- **Do** create a special email address that easily identifies your campaign communications (e.g., JohnDoe4CECXX@gmail.com).
- **Do** use your personal social media accounts, blogs or websites to promote your candidacy.
- **Do** write articles, op-eds, or blog posts, that help promote your opinions and knowledge about educational issues.
- **Do** allow friends and family to volunteer to help you promote your campaign.
- **Do** host and participate in virtual meetings and events that allow you to promote your ideas and provide potential voters the opportunity to ask you questions.
- **Do** distribute flyers and other campaign materials in your neighborhood, at community meetings, near schools (not on DOE property), in parks or other public locations where you may find potential voters.
- **Do** promote your candidacy at non-DOE public or private forums, like community board meetings, community precinct meetings, and other events.
- **Do** bring and display campaign materials at DOE-sanctioned campaign events, like the Candidate Forums.
- **Do** keep a record a record (e.g., receipts or invoices) of the money you spend on your campaign.



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Campaign Don'ts

These guidelines generally reflect the provisions of Chancellor's Regulation D-130, which governs the use of DOE buildings and resources by candidates for office. To the extent these guidelines extend or modify the provisions of CR D-130, they are subject to the approval of amendments to the regulation by the Panel for Educational Policy.

- **Don't** use contact information or distribution lists that you have obtained from a DOE employee or by virtue of a current or prior parent leadership role within the DOE.
- **Don't** display backgrounds or other materials identifying you as a candidate, or campaign in DOE-supported virtual spaces (e.g., PA/PTA, Presidents' Council, SLT, Title I PAC, DPAC, CPAC and CCEC meetings) except for DOE-sanctioned Candidate Forums, including meetings of parent organizations to which all candidates have been invited.
- **Don't** use school or DOE equipment or resources to make or distribute campaign materials.
- **Don't** post or distribute campaign materials in a school or DOE building, including by mailing the materials to the PA/PTA or anyone else.
- **Don't** send campaign materials to the official DOE email address of parent organizations.
- **Don't** post, or ask anyone to post, campaign materials on social media accounts or websites of any DOE-supported parent organization (e.g., PA/PTA, Presidents' Council, SLT, Title I PAC, DPAC, CPAC and CCECs).
- **Don't** ask a DOE employee or a CCEC Administrative Assistant to distribute campaign materials on your behalf.
- **Don't** run together with other candidates as an organized slate or alliance, including organizing joint events, producing joint flyers, cross-endorsing, or sharing slogans, taglines, logos or insignias.
- **Don't** share campaign resources, or donate funds or services to other candidates.
- **Don't** spend more than \$500 dollars on your campaign.
- **Don't** solicit or accept campaign contributions or in-kind donations from any person or organization, including services such as phone banking or advertising.
- **Don't** solicit or accept endorsements from elected officials, including current Community or Citywide Education Council members; from political, religious, or community-based organizations; unions or special-interest groups.