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How to Survey Candidates in Five Easy Steps

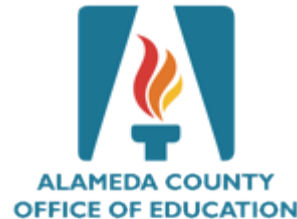


Webinar Housekeeping



- Need technical assistance?
E-mail: christina@artsed411.org
Call: 626.578.9315 ext. 100
- Have a question? Type your question into the question box

+ Candidate Survey Partners





Why do a survey?

Pat Wayne
Deputy Director
Arts Orange County



- Raises awareness among voters and candidates
- Creates accountability
- Builds relationships with elected officials

1

Gather candidate information

2

Invite candidates

3

Send us your list of candidates

4

Remind the candidates

5

Promote the survey results

+ Gather Candidate Information

- Gather contact information for all candidates at the CA Secretary of State website:



The screenshot shows the website of the California Secretary of State, Debra Bowen. The header features the state seal and the motto "All people Liberty Speak without discrimination". The navigation menu includes "Secretary of State", "Administration", "Elections", "Business Programs", "Political Reform", "Archives", "Registries", and "Other". The "Elections" section is highlighted. The main content area is titled "County Elections Offices" and includes a "California Counties Map" link and a scroll-down instruction. Below this, the "Alameda (01)" office is listed with contact information for Dave Macdonald, Registrar of Voters, including address, phone, fax, hours, and website. The "Alpine (02)" office is also listed with contact information for Barbara Howard, County Clerk.

http://www.sos.ca.gov/elections/elections_d.htm



Which district should I survey?

- A district with a hotly contested race or multiple seats up for election
- A district likely to get press coverage
- A district where you have relationships with community members and leaders

1

+ Invite candidates

Sibyl O'Malley

Director of Communications & Community Engagement

2



RE: SCHOOL BOARD CANDIDATE QUESTIONNAIRE

September 18, 2014

Dear *Name of Candidate*,

The California Alliance for Arts Education invites you to participate in the 2014 Candidate Survey Project, which offers all candidates running for local school board a way to share their views on arts education with the voters in their district.

Your responses will be published on our website, alongside other candidates running for office in your district, two weeks before the election. A statewide network of organizations, including the California Arts Advocates, the California Arts Council, the California Arts Educators Association, the California State PTA, Arts Orange County, Arts for LA and Californians for the Arts will promote the results to thousands of prospective voters providing them an opportunity to gain a deeper understanding of each candidate's views on arts education before they vote.

On the next page is a list of three questions we invite you to answer online: <https://www.surveymonkey.com/s/ArtsEd411>. Responses to each question are limited to 250 words. In addition, your photo will be displayed alongside your response. Please send a photo through email as a jpg to sibyl@artsed411.org.

To have your response included in our online voter guide, candidates' responses are requested by October 6, 2014.

Thank you so much for your thoughtful response.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Landon".

Joe Landon
Executive Director

For any questions, your local contact is: Martha McClatchie,
martha.mcclatchie@gmail.com



+ Invite candidates

- Use our sample letter
[http://www.artsed411.org/
action_center/survey_candidates](http://www.artsed411.org/action_center/survey_candidates)

RE: SCHOOL BOARD ELECTIONS
September 18, 2014

Dear *Name of Candidate*,

The California Alliance for Arts Education invites you to participate in our Candidate Survey Project, which offers all candidates running for local school board a way to share their views on arts education with the voters in their district.

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To have your response included in our online voter guide, candidates' responses are requested by October 6, 2014.

Thank you so much for your thoughtful response.

Sincerely,



Joe Landon
Executive Director

For any questions, your local contact is: Martha McClatchie,
martha.mcclatchie@gmail.com



- Add your email address
- Request JPEG photo of each candidate
- Include briefing paper

+ Send Us Your List of Candidates

- Email us with the names of districts and all candidates you plan to survey:

sibyl@artsed411.org

3

+ Send Us Your List of Candidates

- Email us with the names of districts and all candidates you plan to survey:

sibyl@artsed411.org



3

+ **Remind the Candidates**

Candidate Responses Due Oct 6



4

+ Remind the Candidates

Candidate Responses Due Oct 6

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




+ Remind the Candidates










ELECTION: CENTRALIA ELEMENTARY SCHOOL DISTRICT SCHOOL BOARD ELECTION

1. What meaningful experiences with the arts (visual arts, dance, drama and/or music) did you have growing up?

Question	Megan Harding	Lisa Jordan	Art Montez	Lisa Pellicano	Kevin Sequeira	Brenda Torres	Irv Trinkle
						 NO PHOTO AVAILABLE	

Candidate did not respond.

2. What role do you think the arts can play in supporting key education priorities such as closing the achievement gap, reducing the dropout rate and preparing more students for college eligibility and the 21st century workforce?

Question	Megan Harding	Lisa Jordan	Art Montez	Lisa Pellicano	Kevin Sequeira	Brenda Torres	Irv Trinkle
						 NO PHOTO AVAILABLE	

Click on a Candidate to see their response



- Candidates who do not respond will appear on the survey with “no response” by their name
- Email JPEGs of candidates to sibyl@artsed411.org

+ Promote the survey results

Charlie Jensen
Development & Communications Manager
Arts for LA



Share

ELECTION: CENTRALIA ELEMENTARY SCHOOL DISTRICT SCHOOL BOARD ELECTION

1. What meaningful experiences with the arts (visual arts, dance, drama and/or music) did you have growing up?

Question	Megan Harding	Lisa Jordan	Art Montez	Lisa Pellicano	Kevin Sequeira	Brenda Torres	Irv Trinkle

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Question	Megan Harding	Lisa Jordan	Art Montez	Lisa Pellicano	Kevin Sequeira	Brenda Torres	Irv Trinkle

Click on a Candidate to see their response



+ Promote the survey results

THE HOOK

Why will people want to read the surveys?

5

Sample Tweets

Ensure kids can compete for 21st Century jobs: review our school board candidate surveys: ArtsEd411.org/Survey #VoteArtsEdCA

Give kids the best ed tools: keep arts in schools. Read school board candidate surveys: ArtsEd411.org/Survey #VoteArtsEdCA

+ Promote the survey results

THE HOOK

Why will people want to read the surveys?

Facebook:

Post survey links right onto your page, then let Facebook do the rest.

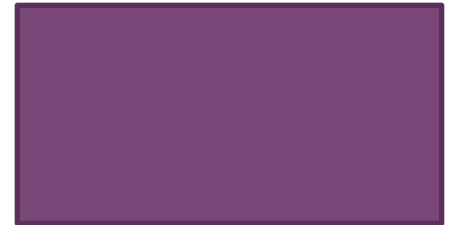
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+ Promote the survey results

- **STAY POSITIVE & NEUTRAL**
Promote *awareness*
Do not endorse candidates
- **BE GRACIOUS**
Thank participating candidates
- **REPEAT, RETWEET, REPLY**
Stay engaged with other users
- **FOCUS ON THE OUTCOME**
An informed, activated electorate

5

+ Extra Credit: After the election



Invite elected officials to special events

- Ask student to give a behind-the-scenes tour
- Share how students benefited by participating in this exhibit/performance
- Take pictures of elected officials at student events to be included in news articles

Build relationships

- Take a school board member to coffee
- Keep them updated on arts education events happening in your school district
- Ask them for advice on how to increase arts education offerings in the school district



Questions?



- Type your question into the question box and hit send

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+ Questions?

Los Angeles:

Charlie Jensen

cjensen@artsforla.org

Orange County:

Pat Wayne

pwayne@artsoc.org

California Alliance:

Sibyl O'Malley

sibyl@artsed411.org





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For more information visit:

http://www.artsed411.org/action_center/survey_candidates

