MONROE COUNTY COMMUNITY SCHOOL CORPORATION

The Planning & Process for a Referendum

September, 2014

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LEGAL COUNSEL

Serving Indiana Schools as Bond Counsel for over 100 years
Timing of Referendum Levy

• Up to $0.1402 for 6 years passed in November 2, 2010; $7.5 million each year
• Need to pass “renewed” levy no later than November 2016
• In order to manage tax rate in 2017
# Upcoming Elections

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<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<td>May 2015</td>
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<td>&amp; Treasurer State</td>
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<td>* Check with your Clerk</td>
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<td>Nov 2015</td>
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No Scheduled Elections in 2017
Referendum Election

Primary Election

General Election

Municipal Election

If no election that year, School Corporation may hold a special election on typical Tuesday in May or November

Special Election - School DOES PAY
Timing of election - Future

- Election 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022

- Municipal Election
- Last year of Old levy
- Sixth Year
- No scheduled Election

- Election 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023

- Presidential Election
- Sixth Year
- Municipal Election
Type of Operating Referendum

**GENERAL FUND HELP**

IC 20-46-1-8(a)(1):

Board determines it cannot carry out its public education duty unless it imposes a referendum tax levy

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**CIRCUIT BREAKER TAX CAP HELP**

IC 20-46-1-8(a)(2):

Board determines that a referendum tax levy should be imposed to replace property tax revenue that the school corporation will not receive because of the application of the circuit breaker credit under IC 6-1.1-20.0.
For the next (seven) calendar years immediately following the holding of the referendum pursuant to Indiana Code 20-46-1-8(a)(1), shall the Monroe County Community School Corporation impose a property tax rate that does not exceed _______________ cents ($0.____) on each one hundred dollars ($100) of assessed valuation and that is in addition to all other property tax levies imposed by the school corporation for the purpose of funding ________________________________?
Operating Referendum Levy

- Money received from referendum tax levy deposited into Referendum Tax Levy Fund
- IC 20-40-3-5 states “Money in the fund may be used for any lawful school expenses.”
- Plan for the end in seven years
- How did you use the $?
Process for Nov. Election

School Board meeting to adopt resolution to place referendum on the ballot

School certifies resolution to the DLGF for approval of the public question

DLGF approves or rejects the public question within 10 days

School Board certifies approved public question to County Clerk with a copy to the County Council (must occur by August 1, 2015)

County Election Board meets to arrange Election

November Election
Process for May Election

School Board meeting to adopt resolution to place referendum on the ballot

School certifies resolution to the DLGF for approval of the public question

DLGF approves or rejects the public question within 10 days

School Board certifies approved public question to County Clerk with a copy to the County Council (must occur 74 days before election)

County Election Board meets to arrange Election

May Election
School Corporation may not promote a position by:

- using school **facilities** & equipment for public relations purposes (unless equal access is given);
- using school **money**;
- using a school **employee** during school hours or paid overtime (except if part of regular conduct of office);
- sending materials with students to homes or including a statement in other materials sent home
Operating Referendum Rules

School Corporation may not promote a position by:

- School employees cannot identify a student as the child of someone who supports or opposes the project;

- A person/organization that has a contract with school corporation “to provide goods and services” (old language: use of facilities) may not spend any money to promote a position;

- An attorney, architect, construction manager, or financial advisor for services provided in connection with project may not spend any money to promote a position.
Operating Referendum Rules

School Board member, Superintendent, Assistant Superintendent and Business Manager may personally advocate for or against a position on the local public question any time so long as it is not done by using public funds.

A student may use school equipment or facilities to report or editorialize about a local public question as part of the news coverage of the referendum by student newspaper or broadcast.
Real Life Examples

- Can the PTO or School Foundation provide $‘s to promote the campaign?
- What should a teacher say when asked about the Referendum?
- Can you register folks to vote on school property?
- Can supporters hand out flyers at the polls if on school property?
- How can the school corporation use its website in connection with the referendum?
- Can teachers and administrators participate in the campaign?
- Can supporters hand out flyers at an away football game or the library or city hall?
Operating Fund Referenda Results

52 General Fund Referenda since 2008

31 Wins & 21 Losses

- Losses: 40%
- Wins: 60%
Operating Referendum Results

2009 SPECIAL ELECTIONS
- Southwest Allen CSC 69% yes
- S. Wells CSC 52% yes
- Beech Grove Schools 63% yes
- Franklin Twp. Schools Q1: 31% yes & Q2: 34%
- Hamilton SE 82% yes

MAY 2010 ELECTIONS
- Carmel Clay Schools 58% yes
- MSD of Mt. Vernon (Posey County) 34% yes
- Noblesville Schools 63% yes
- Clarksville Schools 43% yes
- Speedway Schools 86% yes
- CSC of Eastern Hancock 32% yes
- MSD of Washington Twp 72% yes
- W. Boone Schools 31% yes
- West Lafayette 63% yes
Operating Referendum Results

NOVEMBER 2010 ELECTIONS

- Brown County Schools 56% yes - $0.01
- Northwest Shelby Schools 49% yes - $0.116
- Westfield-Washington Schools 54% yes - $0.23
- Elwood Comm. School Corp. 27% yes - $0.50
- Monroe County Comm. Schools 61% yes - $0.1402
- Anderson Comm. School Corp. 30% yes - $0.55
- Cannelton City Schools 53% yes - $0.41
- Zionsville Comm. Schools 39% yes - $0.295
- Comm. School Corp. of S. Hancock 39% yes - $0.24
- Center Grove Comm. Schools 43% yes - $0.15
- Whitko Comm. School Corp. 28% yes - $0.20
- Mt. Vernon Comm. School Corp. 41% yes - $0.1233
- East Allen County Schools 30% - $0.3709
# Operating Referendum Results

## May 2011 Elections
- **Avon Schools** - 37% yes - $0.1705
- **Crown Point Schools** - 60% yes - $0.21
- **Franklin Township Schools** - 36% yes - $0.75
- **MSD of Perry Township** - 57% yes - $0.3078
- **North Adams Schools** - 14% yes - $0.2045

## November 2011 Election
- **Sheridan Community Schools** - 72% yes - $0.19
Operating Referendum Results

May 2012 ELECTION

Zionsville Community Schools – 57% yes - $0.2444
Duneland School Corp. – 51% yes - $0.22
Oregon-Davis School Corp. – 65% yes - $0.19

November 2012 ELECTION

Bartholomew Schools - 46% yes - $0.05
Hamilton Schools - 75% yes - $0.44
Mt. Vernon Schools - 43% yes - $0.085
Operating Referendum Results

May 2013 ELECTION
Barr-Reeve Schools – 83% yes - $0.35
MSD of Boone Township – 49.8% yes - $0.2238
School Town of Munster – 65% yes - $0.199
Union Township Schools_ 58% yes - $0.22

November 2013 ELECTION
Muncie Schools – 46% yes - $0.3539
Michigan City Schools – 43% yes - $0.17
Operating Referendum Results

May 2014 ELECTION

- Concord Schools - 51% yes - $0.405
- Elkhart Schools – 60.2% yes - $0.1315
- Eminence Schools - 87% yes - $0.40
- Lanesville Schools – 53.3% yes - $0.17
- Mt. Vernon Schools – 50.14% yes - $0.11 [Third try]
  - Only 3 years
- MSD of Boone Township – 50.67% yes - $0.21
- MSD of Decatur Township – 63.93% yes- $0.2986
- White River Valley Schools – 53.77% yes - $0.41
Board’s Role in the Planning Process

- Political eyes and ears of the Administration
- Strategically plan & participate in individual meetings with the centers of influence
- Honest disagreement and voicing concerns in a productive, respectful manner
- Identification of campaign organizers
- Identify the right focus of the campaign
Importance of Individual Meetings

Effectiveness of One on One meetings

"Can I put you on the list to receive additional information?"

"With whom should I be talking?"
Long Term Planning

- Ongoing Goodwill Campaign
- Schools & Community are partners
  - Duty to Communicate
- Develop a core group of volunteers and a communication network
- Educate about the money and how you spend it – They need to know!
Create & Bank
Goodwill & Trust

• Get non-parents into your schools!!
• Create volunteer opportunities for senior citizens (or other groups)
• Provide news releases about “good news” and “events” at the schools
• The better citizens feel about public education in your schools, the more likely they will vote yes and trust you with their money
• Build a relationship with the politicians
Where does abc schools get its money?

73 cents from State
12 cents from Property Taxes
11 cents from Federal Gov’t
4 cents from other local sources
Where does School spend its money?

- Student Instruction
- Operate Bldgs. & Equip.
- Transportation
- District Leadership
- Bldg Leadership
Prior to Board Action

How to Communicate & organize

- Organized by each School in district include:
  - teachers
  - support staff
  - bus drivers
  - food/maintenance
  - School organizations
Prior to Board Action

Community Groups

- Churches
- Medical
- Legal
- Political Parties
- Senior Citizens
- Neighborhood Assoc.
- Former School Board
- Banking
- Realtors
- Large land owners
- Business owners
- Civic Clubs
40% Undecided
30% Yes Voters
30% No Voters

Even the best information & persuasive techniques will only move most people a short distance along the line; therefore focus on the mid-point of voters (and to the right) – **Get them to the polls.**
The chair from each sub-committee serves on the Steering Committee along with the Chairperson or Co-Chairs and Treasurer of the Committee.
Political Campaign

- Whichever side gets the most voters to the poll WINS

- Door to door; telephone banks; mailings – postcards (less is more) – It's the personal contacts which matter
- Media, signs, letters to the editor
- Endorsements
- Election day blitz
- Fundraising committee – Money!
Creating a PAC

Political Action Committee (PAC) is an organization that proposes to influence the outcome of a public question (referendum) and accepts contributions or makes expenditures during a calendar year that exceed a total of $100.

Organization selects Chairman and Treasurer
PAC Treasurer's Duties

File Articles of Incorporation

- Obtain federal tax identification number (SS-4 Form)
- File Form CFA-2 Statement of Organization
- File Forms CFA-4:
  - Pre-primary Report due 18 days prior to primary
  - Pre-election Report due 18 days prior to general election
  - Annual Report due third Wednesday in January
  - Final Report due 30 days after PAC disbands
- File IRS Form 990 EZ
Track Contributions

- Contributions include: cash, checks, gifts of property, gifts of services, loans, in-kind contributions or anything of value & is received by the committee.
- Contributions are not office expense, costs of soliciting contributions or other administrative costs
- All contributions should flow through the hands of the Treasurer

No limits on the amount of contributions
Track Expenditures

- An expenditure is any payment, transfer or disbursement of money or things of value to another person for “political purposes.”
- Money to expend must pass through the hands of the treasurer.
- When PAC is dissolved any surplus may be transferred to an organization exempt for IRS purposes under Section 501, among other entities.
PAC Records

Expenditures
- Name & Address
- Amount & date of Expenditure
- Recipient’s occupation
- Purpose such as operations, fundraising, advertising

Contributions
- Name & Address
- Amount & date of Contribution
- Whether person is an individual, a business, a corporation or other political organization

Track all expenditures & contributions regardless of how small
Effective Communications

- Slogan and Logo are large
- Message is clear, simple & concise
- Campaign “brand” used on all communications
- Content is picture oriented with less words
Thank you!

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