

Local School Council

2022 Election Strategy

Office of Local School Council Relations
Office of Family and Community Engagement

About Local School Councils

The Chicago School Reform Act of 1988 created Local School Councils with the intent of improving academic achievement by placing the primary responsibility for school governance and improvement in the hands of parents, community, residents, teachers, and the school principal at the school level.

Most LSCs are made up of 6 parents, 2 community members, 2 teachers, 1 non-teaching staff, 3 students for HS, and the school's principal. Next year 1 student for ES.

Key Responsibilities

Local School Councils are responsible for:

- Approving how school funds and resources are allocated.
- Developing and monitoring the school's Continuous Improvement Working Plan (CIWP).
- Principal selection and contract renewals.
- Principal evaluation.

Additionally, LSC members are critical partners on school issues, including conversations regarding School Resource Officers, Moving Forward Together, and so much more.

2020 LSC Election

- The 2020 LSC Elections were postponed and held in various formats including mail-in ballots resulting in 35,096 voters across the city.
- For the first time in two decades, we were able to turn around a downward trend and saw an increase in candidate applications.

What's New In 2022

- **Increased Student Representation:**
 - High School membership has increased from one student representative to three total representatives
 - Elementary Schools serving up to 8th graders will now have one student representative
- **More Traditional LSCs**
 - We have a total of 13 schools transitioning from an Appointed LSC model to a traditional LSC model

2022 LSC Election Key Dates

- **January 3 - March 4:** Candidate Application Period
- **February 22:** Citywide Candidate Workshop Webinar
- **March 8:** Judge Application Deadline (pays \$250)
- **March 21 - March 25:** Candidate Forums
- **April 18 and April 19:** Student Election Polls
- **April 20:** Elementary Election Day (6:00am- 7:00pm)
- **April 21:** High School Election Day (6:00am- 7:00pm)

The 2022 LSC elections will be held in person

2022 LSC Elections Goals

- Recruit 8,200 Candidates
- Fill 6,241 Candidate Seats Across 509 schools
- Recruit 1,600 Election Judges

As of February 17th, we have received 318 candidate applications and 355 judges applications.

2022 LSC Election Marketing Strategy

Goals

- Increase candidate application and voter turnout counts
- Increase LSC participation on South and West sides
- Increase percentage of LSCs that have enough members to make quorum
- Increase interest and participation from teachers and students

Campaign Kick-Off Dates:

- Candidate Recruitment - January 3, 2022 to March 4, 2022
- Get Out The Vote - March 7, 2022 to April 22, 2022

2022 LSC Election Marketing Strategy

Advertisements:

- City Info Panels
- Local Print
- Radio
- CTA
- Billboards
- Paid Search
- Paid Social

Announcements:

- Press Release
- CPS.edu
- Weekly Staff/Partners/
Student Emails
- School Posters Distribution
- Webinars
- Facebook Graphics & Post
- Twitter Graphics & Post
- Instagram Graphics & Post



Help Spread The Word

- Post social media text and graphics on Facebook, Instagram, and Twitter
[Download](#)
- Print and pass out flyers to parents and community members
[English](#) | [Spanish](#)
- Print and display school student poster in hallways and classrooms at your school
[English](#) | [Spanish](#)

Q&A

Conclusion

Appendix

High-Level Elections Timeline

Phase	Key Dates				
Pre-Election January 3, 2022 - March 4, 2020	January 5, 2022 - Schools receive election materials	January 7, 2022 -OLSCR hosts a Virtual Election Kick-Off -Start of nomination period	February 25, 2022 -Deadline to submit nomination forms to OLSCR	March 4, 2022 -End of nomination period -Deadline to submit nomination forms to schools	March 8, 2022 -Deadline to submit nomination forms for judge applicants
LSC Elections April 20, 2022 for Elementary Schools April 21, 2022 for High Schools					
Post-Election April 22, 2022 - July 14th, 2022	April 28, 2022 -Deadline to file post-election challenges	May 4, 2022 - May 20, 2022 -Post-Election hearings	July 1, 2022 -New LSC members take office	July 1, 2022 - July 14, 2022 -LSC Organizational meetings take place	

LSC 2022 Election Goals

Goal	Associated Tasks
<p>Recruit 8,200 candidates to run for Local School Councils.</p>	<p>Hosted Virtual District-wide LSC Candidate event on February 22, 2022.</p> <p>Implement the FACE recruitment strategy (<i>see next slide</i>).</p>
<p>Recruit and train 1,600 judges to work both election days.</p>	<p>Implement FACE recruitment strategy (<i>see next slide</i>).</p>
<p>Engage School Principals and Network Chiefs throughout entire Election process.</p>	<p>Meet with the Office of Network Support (ONS) to ensure Chiefs are supporting / communicating with principals.</p> <p>Provide Chiefs with weekly election progress updates via email, especially of high-priority schools that have been identified by the network or OLSCR.</p> <p>Attend monthly principal meetings to share school-level updates.</p> <p>Conduct a New Principal Elections Training</p> <p>Assist Principals to recruit a minimum of 8 parents per school (200 students or less) and minimum of 10 parents (schools with 300 or more students) to participate in the election process.</p>
<p>Increase student participation in LSC Elections as candidates</p>	<p>Provide youth-based and student lead CBOs with election-related marketing material</p> <p>Present at youth based organization</p> <p>Provide CBOs and Organizations that work with youth with election-related marketing materials and hard copies of student candidate applications. (Park Kids, YMCA, Mikva, After School Matters, True Star Media)</p>
<p>Leverage existing structures and stakeholder partnerships to amplify recruitment efforts in the community.</p>	<p>Identify and meet with Community Based Organizations (CBOs) in high-priority areas that can assist with recruitment efforts.</p> <p>Provide CBOs with election-related marketing materials and hard copies of candidate / judge applications.</p> <p>Present at PAC/PLNs, Parent Universities, CAC, BAC, LSC, PAC, PTA/PTO, CMPC, and community meetings. (<i>See next slide for more information</i>).</p>

LSC Candidate and Judge Recruitment Strategy

Level	Parent Recruitment	Community Recruitment	Judge Recruitment
School-Level Tactics	<p>Call current members to reapply (phone banking).</p> <p>Inform PAC/BAC/PTA/PTO members of the LSC Election process (phone banking and attending meetings).</p> <p>Conduct 1:1 with principals (in-person or by phone) to ensure they are reminding parents of the LSC Election process.</p> <p>Conduct school visits to ensure schools post information about their LSC Election on school website, social media, marquees, etc.</p> <p>Provide schools with LSC Election posters and flyers.</p> <p>Create "backpack" flyers for the children in elementary schools to take home to their parents.</p>	<p>Attend monthly CAC / LSC meetings to encourage community residents to apply.</p> <p>Conduct priority school visits based on LSC Dashboard data of schools with minimal or no community representative serving on the LSC.</p> <p>Ensure schools post information about their LSC Election on school website, social media, marquees, etc.</p> <p>Attend PAC/PLN Collaborative meetings in the Networks to recruit parents to get the message out to their individual schools.</p> <p>Send information to elected officials to distribute to their local constituents.</p>	<p>Mail judge applications to 1,400 individuals who applied to be judges during the 2020 election.</p> <p>Provide schools with judge applications.</p> <p>Work with principals to recruit parents and community residents to serve as judges (those that are not running for that school's LSC).</p> <p>Connect with local partners to recruit members in their school community.</p> <p>Approach the possibility of using our students (18 yrs and older) to serve as Judges during the High School LSC Election. This is a non-attendance day for high school students because of Parent-Teacher Conference Day.</p>
Network-Level Tactics	<p>Work with ONS to ensure Chiefs make formal announcement to principals during monthly meeting and monitor recruitment activity in their schools.</p> <p>Attend PAC/PLN monthly meeting to make Election announcement / sign-up / handout hard copy of application.</p> <p>Attend monthly CAC/ Task Force / Educational Table meetings to encourage stakeholders to run for LSC.</p> <p>Inform parents and Parent University workshops on LSC Election process.</p>	<p>Attend monthly CAC/ Task Force / Educational Table meetings to encourage stakeholders to run for LSC.</p> <p>Send Email blast to stakeholder database.</p> <p>Visit Aldermanic offices to drop off election materials.</p> <p>Inform parents and Parent University workshops on LSC Election process.</p>	<p>Make presentations at Bilingual Advisory Committees, Chicago Multilingual Parents Committee Parents Advisory Committees, the Local School Council Advisory Board, and other public meetings.</p> <p>Recruit students from City Colleges and universities to serve as Judges.</p>
District-Level Tactics	<p>Social media outreach i.e. Facebook, Twitter, Instagram, LinkedIn.</p> <p>Press Releases from Communications.</p> <p>Parent University Newsletter.</p> <p>Personal messages from CEO / CEDO.</p>		

Agenda

- **Text**
- **Text**
- **Text**
- **Text**

LSCs Overview

What is an LSC?	Who is on an LSC?	What do LSCs do?
<p>The Chicago School Reform Act of 1988 created LSCs with the intent of improving academic achievement by “placing the primary responsibility for school governance and improvement in the hands of parents, community, residents, teachers, and the school principal at the school level.</p>	<p>6 parents 2 community members 2 teachers 1 non-teacher staff School Principal Student (3 in high schools - NEW 07/2022 1 in elementary schools) LSCs must have a minimum of 7 or 8 representatives to reach quorum.</p>	<p>Approving how school funds and resources are allocated.</p> <p>Developing and monitoring the school’s Continuous Improvement Working Plan (CIWP).</p> <p>Select new principal or renew current principal’s contract.</p> <p>Evaluate the school principal’s performance</p>

2022 LSC ELECTION MARKETING STRATEGY

Candidate Recruitment (January 3 - March 4)

- Candidate Campaign Kick Off
- Bus and Radio ads encouraging people to run January 3 - March 4
- Candidate flyers delivered to schools
- Candidate information sessions
- Weekly marketing packages sent to over ##### LSC members, school leaders and partners
- Paid Social Media

Get Out to Vote Campaign - Kick off March 7, 2022 - April 22, 2022

Marketing packages- Every Other week beginning January 3, 2022



This includes an email to school and community leaders, website copy, email to

Key Changes to SY22 Elections

- Elementary Students will run in this years election in schools that serve K-8th grade
 - 6th grade and up
- 13 ALSCs transitioning to traditional LSCs

Key Changes to LSC Statute for Traditional LSCs

- More high school student members- Increase from 1- 3 students
- One new student member for elementary schools * Effective July 2022
- Schools to transition From Appointed LSC to Traditional LSCs
- Schools on Probation regain power to approve CIWP and School Budget

PROGRESS TO DATE

Candidate Applications Received to Date	318
Election Judge Applications Received to Date	355

SY22 Elections Marketing Strategy Highlights

- OLSCR and FACE Team
 - Candidate Workshop - February 22, 2022
 - Social Media Campaign
 - Attended Meetings to Promote LSC Elections
 - Working with CBOs to help spread the word about running for office

Budget Considerations

- SY20 Election Budget - \$1.9M
- SY22 Election Budget - \$1.1M
 - Reduced cost - no mail-in ballots

SY22 Election Process

Part 1: Pre-Election December - April

- Principal's identify an Election Coordinator (EC) to support Election-related tasks and are given access to the online LSC Dashboard
- Election Coordinators and Judges receive training by the Office of Local School Council Relations to ensure duties are executed and successfully
- School receive LSC elections materials in Spanish and English (flyers, posters, nominations forms, judge applications, ect,)
- Schools host candidate Forums
- District promotes Election via social media platforms

Part 2: Day of Election April 20th - April 21st

- *School Based Coordination*
 - Schools open at 5:30am
 - Election coordinators, Judges, Election Monitors (in high priority schools) ensure materials and polling places are accurately monitored. They report candidate numbers three times daily to OLSCR
 - Polls close at 7pm and vote totals are entered into the LSC Dashboard and posted at the school
- *Outside of school Coordination*
 - LSC Facialtors work out of Election Central and oversee all operations of the LSC Elections and troubleshoot issues at the school level
 - The remaining FACE2 staff are stationed as Election Monitors at high Priority Schools

Part 3: Post-Election May - July

- Interested parties may file post election challenges by X date
- Hearings take place throughout May
- Final LSC members take office on July 1st
- LSCs must hold their organizational meetings between July 1st - July 14th

SY22 Election Process - Voting

- This year's election will return to pre-pandemic standards and take place in-person at schools
- No mail-in voting ballots
- Curbside options available only for those with disabilities