

RULES FOR DISTRICT EMPLOYEES

do...

GET TO KNOW THE BOND PROPOSAL

Talk about it with family, friends, etc. outside the scope of your professional duties and when you are not viewed as a representative of the district and you can express a position.

UNDERSTAND THE PROCESS

What was used to package the bond?

SHARE THE FACTS

Educate people with factual bond information any time you want.

ENCOURAGE PEOPLE TO VOTE

Don't encourage them "how" to vote.

KNOW BOND INFORMATION RESOURCES

Who to call, online content, print materials, etc.

VOTE!

As a registered voter, it is your privilege to make your voice heard.



RULE OF THUMB

After a school bond election is called, district employees are not allowed to use district-owned resources to advocate (encourage support or opposition). District-owned resources include your paid time, as well as all district equipment (telephones, computers, printers, copiers). However, you can share FACTS at any time.

For more information, visit www.ethics.state.tx.us

RULES FOR DISTRICT EMPLOYEES

don't...

ADVOCATE DURING WORK HOURS

You can share facts only.

SPEND OR AUTHORIZE THE SPENDING OF DISTRICT MONEY FOR POLITICAL ADVERTISING

CONDUCT POLITICAL ADVERTISING USING DISTRICT-OWNED RESOURCES

Includes creating or forwarding pro-bond phone messages, emails, printed materials, etc.

CONDUCT POLITICAL ADVERTISING ON DISTRICT PROPERTY

No pro-bond meetings or pro-bond literature should be at campus or district functions.

BE AFRAID TO SHARE FACTUAL INFO

Talk about the bond and educate people on the facts, but only advocate after-hours.



WHAT IS POLITICAL ADVERTISING?

A communication that advocates a particular outcome of an election. It can be a communication in almost any written or broadcast form, such as a billboard, flyer, newsletter, poster, television or radio advertisement, email, or website.

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