

External Email

Dear Madame Chair Isserlis, Vice Chair Hayward, Commissioners Jarrett and Leach, and Executive Director Lavallee,

Thank you for providing school districts with the opportunity to comment at the October 17th engagement session. Due to technical difficulties, I was not able to comment during the meeting. However, I want to make some viewpoints known to the commission.

Without dedicated funding, many school districts are strapped statewide with the challenge of caring for their school buildings. Currently, the system requires districts to ask their voting constituents for the money to care for these building needs. However, the system does not allow districts to actually ask the voters to approve it. When students have needs that can *only* be met through voter-approved funding, districts **must** be able to convey that need to the public.

School districts must be able to provide information about these requests for funding in every way the constituents receive their information. Yet we are constrained with very vague parameters that communication cannot be too often, too persuasive, or too positive. We struggle with the gray area of providing enough information, reaching our constituents, and following the parameters that are not clearly defined. We have constituents who receive all of their information via social media, at different days of the week and different times of the day. Some voters work nights, some work days, some sleep nights, some sleep days, for some their weekends are Mondays and Tuesday, and for others it is Saturday and Sunday. Still some voters only receive communication through paper delivery, some don't even check their mailboxes and do all mail digitally. We have to provide diverse communication for our diverse population.

Please balance the regulation of district communication with the districts' obligation to inform the public in this age of diversity.

At South Whidbey, we are a one person communication office. I work hard to comply with the laws and provide the requested information in the most neutral way possible with today's communication methods (mailers, website, public meetings and social media). All of these methods are necessary to be informative and reach our entire district. I need to be able to send out a social media post (the most cost efficient method of communication) multiple times so that we can reach everyone.

If the PDC creates additional guidelines, please take into consideration school districts like ours where these elections are essential for the care of the students. Please provide specific regulation so that we do not get caught in a gray area of broad generalizations. We cannot afford any unintended consequences in our attempts to provide information to the public.

Please contact me if you have any questions.

**Kristina Macarro**

She/Her Pronouns/

Why I share my pronouns

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