

by **Jayme Taylor** on **Thu, 19 Oct at 12:46 PM** via **Email**

## **Guidelines for School Districts in Election Campaigns**

External Email

Good afternoon,

I spoke to the PDC during its June meeting in Spokane, and also participated in the engagement session earlier this week. Given the format of the engagement session, and the comments from some of the guests, I didn't feel comfortable speaking.

However, I wanted to express my support for the comments made by Catherine Carbone-Rogers. I have been a K-12 school communications professional for the past 20 years. Our jobs are constantly changing and evolving to best meet the needs of our students, employees and community. One of the biggest shifts has been the implementation of technology to engage, communicate and share information.

Our annual surveys consistently show that social media, email, text messages, mobile app push notifications, and videos are the preferred method of communication amongst our stakeholders.

As we all know, school funding is a complex and multifaceted issue that involves multiple stakeholders. It is essential that we continue to use technology to share information to effectively reach members of our school district and broader community—especially as attention spans become shorter and shroter. To do that effectively we need timely, relevant and clear guidelines from the PDC to ensure that we remain compliant.

As school communication professionals we are expected to grow, adapt and improve. I ask that the PDC do the same by reviewing and revising its Guidelines for School Districts In Election Campaigns to better reflect the needs of public school districts in the year 2023.

I know that members of the PDC staff will be in attendance at our WSPRA meeting this weekend, which I greatly appreciate. We look forward to working together to find a timely solution.

Best,

Jayme Taylor

**JAYME TAYLOR, APR** (she/her)

Executive Director of Communications & Community Services

Lake Stevens School District | 425-335-1501

FB @lakestevensschools | T @lssd | IG @lakestevensschools

---