

PROPOSED CONSTITUTIONAL AMENDMENTS 5, 7 AND 9
Do's and Don'ts for Public Awareness Campaign

- School Board Members and school district employees may educate the general public about the purpose of Proposed Constitutional Amendments 5, 7 and 9 and the impact upon public education if any of these proposed constitutional amendments are approved by the voters in November, 2008 (source: People Against Tax Revenue Mismanagement Inc. vs. County of Leon, 583 So.2nd 1373 (Fla. 1991)).
- When acting or speaking in an official capacity on behalf of the school district, School Board Members and school district employees must refrain from telling voters whether to vote for or against the proposed constitutional amendments.
- School Board Members and school district employees may use any available means of communication to educate others about the impact of the proposed constitutional amendments upon public education, including school district e-mail, blogs, newsletters, parent link, etc. – so long as the communication does not tell voters whether to vote for or against the proposed constitutional amendments.
- When acting as a private individual and not appearing in an official or representative capacity on behalf of the school district, a School Board Member or school district employee is allowed to express her/his personal opinion regarding whether the proposed constitutional amendments should be approved or defeated.
- If a School Board Member or school district employee is invited to address a group due to her/his position with the school district, she/he will generally be seen as acting in an official capacity and may not express an opinion to that group as to whether the proposed constitutional amendments should be approved or defeated.
- When engaged in personal pursuits outside of her/his official or representative capacity on behalf of the school district, a School Board Member or school district employee may express her/his personal opinion at private gatherings and functions as to whether the proposed constitutional amendments should be approved or defeated.
- Outside groups such as booster clubs, Parent Teacher Associations and similar groups may express their own positions upon the proposed constitutional amendments, so long as such groups make it clear that the views they are expressing are those of their own organizations and do not constitute the position of The School Board.
- No materials should be distributed on school property by any persons to urge voters to vote for or against the proposed constitutional amendments.