



Murray City School District Election Campaign Ethics for District Bond Measure Procedure for Election Campaign Ethics

STATEMENT OF PURPOSE

The Murray City School District will propose a general obligation bond measure to voters on the November 2024 ballot to rebuild Riverview Junior High School and add a classroom wing and security enhancements to Murray High School. The Murray City School District Board of Education and the district will follow the election laws established by the State of Utah. Further, the Board wishes to assure patrons that fair, appropriate, and responsible standards will be applied to the ballot initiative and subsequent pre-election activities.

Commitment to Inform

The Board recognizes the distinctions between the concepts of informing the public about the ballot initiative and promoting the ballot initiative. During the pre-election activities, the district will actively inform the public of matters regarding the bond measure during the 2024 election. This work of informing the public may include the reasonable use of district resources.

Promotion



Actively promoting the ballot initiative by aggressively soliciting endorsements, campaign donations, and "yes" votes will be kept separate from district resources. A 'Friends of Murray Committee' will lead the promotional activities of the ballot initiative. Donations and the campaign's activities intended to solicit endorsements and "yes" votes will be under the purview of this committee. The district's resources (other than possibly using school/district venues for the committee meetings or relying on district informational materials) will not be part of promoting a "yes" vote to the ballot initiative.


Neutrality



District employees may, consistent with their rights, express their individual political views during campaigns. They may not, however, engage in debates or persuasive discussions with students, staff, or parents in their official capacity with the school district.

Election Campaign Ethics for District Ballot Measure



The following guidelines represent official district expectations regarding the behavior of individuals and the use of district resources during election campaigns, particularly during elections involving a district-related ballot measure.

Persons or Categories	 Permitted	 Not Permitted
Principals/Building Administrators, District Directors	<ul style="list-style-type: none"> • May provide staff with information about the bond resolution, ballot, and proposed projects. • Are encouraged to communicate to staff the difference between acceptable and unacceptable activities related to a ballot measure. • In the course of normal publications for the school, may distribute an objective and fair presentation of the facts based on the information prepared by the district in accordance with the normal and regular conduct of the school and the district. • May speak at community forums and meetings to present factual and objective information on a ballot measure. • May encourage staff and members of the public to vote. • May respond to questions regarding a ballot measure. • May engage in campaign activities on their own time and during non-work hours. 	<ul style="list-style-type: none"> • Shall not pressure or coerce employees to participate in campaign activities. • Shall not use school/district communication tools (such as district email, newsletters, websites, or social media sites) for the purpose of informing employees of meetings supporting or opposing a ballot measure. • Shall not coordinate informational activities with campaign efforts in a manner that makes the district appear to be supporting or opposing a ballot measure. • Shall not use public resources to promote or oppose a ballot measure.
PTAs/ School Community Councils	<ul style="list-style-type: none"> • May use school facilities for meetings supporting a ballot measure to the extent that the facilities are made available on an equal access, non-discriminatory basis and it is part of the district's normal and regular activity. • May print and distribute information or participate in activities advocating support for the ballot measure so long as no district resources are used (such as district email, newsletters, websites, or social media sites). • May remind voters of upcoming election dates in the PTA newsletter or in their part of the school newsletter. 	<ul style="list-style-type: none"> • Shall not use school facilities to produce materials that support or oppose a ballot measure. • Shall not print and distribute materials promoting the ballot measure in the school newsletter. • Shall not use a school or district-sponsored event to promote or oppose a ballot measure.

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School Boards	<ul style="list-style-type: none"> • May collectively vote to support or oppose a ballot measure at a properly noticed public meeting, where opponents of the measure are given an opportunity to express their views. 	<ul style="list-style-type: none"> • Shall not pressure or coerce district employees to participate in campaign activities. • Shall not use school/district communication tools (such as district email, newsletters, websites, or social media sites) for the purpose of informing employees of meetings supporting or opposing a ballot measure. • Shall not coordinate informational activities with campaign efforts in a manner that makes the district appear to be supporting or opposing a ballot measure. • Shall not use public resources to promote or oppose a ballot measure. • Shall not direct district staff to perform tasks to support or oppose campaign activities or ballot measures.
Students	<ul style="list-style-type: none"> • Students may originate school projects for credit that promote or oppose ballot measures. • Students may use public resources to carry out school projects promoting or opposing ballot measures to the extent that such resources are regularly and routinely made available for other student projects. • Students may voluntarily (not for a grade or other academic compensation) participate in district ballot measures. • Students may voluntarily appear/participate in promotional activities in support of the ballot measure. 	<ul style="list-style-type: none"> • Student school projects supporting or opposing ballot measures may not use public resources. • Teachers shall not assign school projects to students that require creating or distributing materials to influence an election's outcome.

Persons or Categories	 Permitted	 Not Permitted
Superintendent or their Designees	<ul style="list-style-type: none"> • May inform staff during non-work hours of opportunities to participate in campaign activities. • May respond to questions regarding a ballot measure. • Are encouraged to communicate to staff the difference between acceptable and unacceptable activities related to a ballot measure. • May encourage staff and members of the public to vote. 	<ul style="list-style-type: none"> • Shall not pressure or coerce employees to participate in campaign activities. • Shall not use district resources to organize the distribution of campaign materials.
Teachers and Other Employees	<ul style="list-style-type: none"> • May engage in campaign activities on their own time, during non-work hours and without using public resources. • May respond to questions regarding a ballot measure if such activity is consistent with their normal and regular duties. • May place window signs or bumper stickers on their cars, even if those cars are parked on school property during working hours. • May encourage staff and members of the public to vote, as long as such encouragement routinely occurs for other elections. 	<ul style="list-style-type: none"> • Shall not use work hours or public resources to promote or oppose a ballot measure (such as gathering signatures, distributing campaign materials, arranging speaking engagements, coordinating phone banks, or fundraising). • Shall not pressure or coerce other employees to participate in campaign activities. • Shall not use district resources to organize the distribution of campaign materials.
Equipment and Supplies	<ul style="list-style-type: none"> • District employees, in the course of their employment, may use equipment (including but not limited to projectors and computers) to make presentations to community forums and clubs. • District employees, in the course of their employment, may produce information that is an objective and fair presentation of the facts using public resources. 	
Meeting Facilities	<ul style="list-style-type: none"> • District meeting facilities, including audio-visual equipment, for holding public or staff meetings to inform individuals about a ballot measure or its associated projects. 	
Voting	<ul style="list-style-type: none"> • The district may encourage employees and citizens to vote. 	<ul style="list-style-type: none"> • The district shall not pressure or coerce employees or citizens to vote.

Persons or Categories	 Permitted	 Not Permitted
District Publications	<ul style="list-style-type: none"> • The district may develop an objective and fair presentation of the facts regarding district needs and the anticipated impact of a ballot measure and may distribute it in the district's customary manner. • In the course of its regular publications, the district may distribute an objective and fair presentation of the facts for a ballot measure in accordance with its normal conduct. • The district may include all or the information regarding district needs and the anticipated impacts of a ballot measure in the district's regular publications, such as district and school newsletters, social media, and websites. (For example, a school newsletter may specifically describe the projects and/or programs planned for that school.) • The district may inform staff and/or parents of community meetings related to ballot measures if such information is normally published in a newsletter or community calendar. • The district may factually report school board support for a ballot measure so long as it is normal and regular conduct for the district. For example, a community newsletter that ordinarily reports on the board-adopted resolution supporting the ballot measure. • The district may thank citizens for their support after an election in district publications. 	<ul style="list-style-type: none"> • The district shall not use school/district communication tools (such as district email, newsletters, websites, or social media sites) for the purpose of informing employees of meetings supporting or opposing a ballot measure or to promote a "yes vote" campaign. • The district shall not, using public funds, publish materials supporting or opposing a ballot measure.
Marquees/Signs	<ul style="list-style-type: none"> • Information encouraging staff and the public to vote or providing dates of the upcoming elections, such as "Vote on November 5th" may be posted on district-owned marquees. • The district may thank citizens on district-owned marquees following an election. • Information that is objective and fair regarding anticipated improvements to be funded by a ballot measure may be displayed on school/district grounds. 	<ul style="list-style-type: none"> • The district shall not display a "vote yes for schools" sign or other such promotional messages on district-owned marquees. • Signs advocating for or against a ballot measure shall not be posted on district property in any area. • District-owned vehicles will not be used to display political material.

Persons or Categories	 Permitted	 Not Permitted
Technology (websites, emails, social media, computer calling systems)	<ul style="list-style-type: none"> • A district may develop an objective and fair presentation of the facts and post that information on its website, including information regarding district needs and the anticipated impacts of a ballot measure. • The district website may permit viewers to make selections to learn about the anticipated impacts of a ballot measure for a specific school, or otherwise allow readers to explore issues in greater or lesser detail. • The district may update the information on their websites in a manner that is customary for the district. • Staff may respond to inquiries regarding a ballot measure in an objective and fair manner. 	<ul style="list-style-type: none"> • District websites shall not be used to support or oppose a ballot measure.