Sonoma County Office of Education

School Board Candidate Information Forum
Agenda

Tuesday, July 12

5:30 PM  Welcome, Introductions, Election Details
         Dr. Steve Herrington, County Superintendent

5:40 PM  Panel Discussion - Panelists
         Herman G. Hernandez - Sonoma County Office of Education
         Rocío Mondragón Reyes - Roseland School District
         Joanna Paun - Petaluma City Schools
         Yvonne Kreck - Alexander Valley Union School District

6:40 PM  Questions and Answers

7:00 PM  Adjourn
Welcome & Introductions

DR. STEVE HERRINGTON
County Superintendent
The following contacts will assist you if you decide to run for election. They can answer procedural questions about filing.

- Kamari Marchbanks | Election Services Supervisor | Kamari.Marchbanks@sonoma-county.org
- Troy Kennedy | Elections Specialist - Campaign Finance | Troy.Kennedy@sonoma-county.org
- Jason Bensley | Elections Specialist - Candidate Filing | Jason.Bensley@sonoma-county.org

Forms for candidate filing can be found at: sonomacounty.ca.gov/CRA/Registrar-of-Voters/Candidate-Filing/
The following is contact information for filing:

- To submit documents for review: ROV-Candidate@sonoma-county.org
- Questions on campaign finance forms: ROV-Campaign@sonoma-county.org
- Phone: 707-565-6800
- Mailing Address: P.O. Box 11485, Santa Rosa, CA 95406
- Physical Address: 435 Fiscal Drive, Santa Rosa, CA 95403
- Website: https://sonomacounty.ca.gov/CRA/Registrar-of-Voters/
The following are important dates to keep top of mind:

- July 18 - Nominations Open
- August 12 - Nominations Deadline
- August 17 - Extended Nominations Deadline (If Incumbent Did Not File)
- October 10 - Vote By Mail Opens
- November 8 - Election Day
Filing Forms

Decide beforehand if you are going to do the optional Statement of Qualifications. This is a 200-word statement that summarizes your basic information and qualifications. It has a cost that is either paid by you or your district, depending on your district.

The Statement of Qualifications cost won’t be determined until the close of nominations (after the number of candidates purchasing statements in our jurisdiction has been determined). If you are responsible for the cost and the district bills you before the election, you will need to leave a check with the district not to exceed the highest amount in the range and they will provide you with a receipt to bring to the Registrar of Voters.
At the Registrar of Voters, you will turn in the following paperwork, along with a receipt from your district for the Statement of Qualifications if applicable:

- Fill out a Candidate's Folder (your basic information)
- Ballot Designation Worksheet (Three words to describe your primary occupation)
- Campaign Statements (form depends on how much money you plan to spend before the campaign, if any)
- Statement of Economics Form 700 (your basic information and economic interests)
- Declaration of Candidacy (all information provided summarized; oath of office taken)
Panelists

Herman G. Hernandez  
Sonoma County Office of Education

Rocío Mondragón Reyes  
Roseland School District

Joanna Paun  
Petaluma City Schools

Yvonne Kreck  
Alexander Valley Union
Questions for the Panelists

1. What do you do and why did you run?
2. What do people need to do now to prepare to run a successful campaign?
3. What were your biggest challenges?
4. What are some best practices that worked well?
5. What are the biggest issues facing your school district?
6. How do you campaign and maintain work/life balance?
7. How do you raise money?
At this time the panelists will answer questions from the potential candidates.
Key Items/Questions to ask Your District

1. A copy of the District Budget
2. A copy of the Local Control Accountability Plan (LCAP)
3. Governance Handbook
4. Board Goals
5. Board Policies
6. Elections Filing Procedure
Thank you for your attendance and dedication to Sonoma County Schools