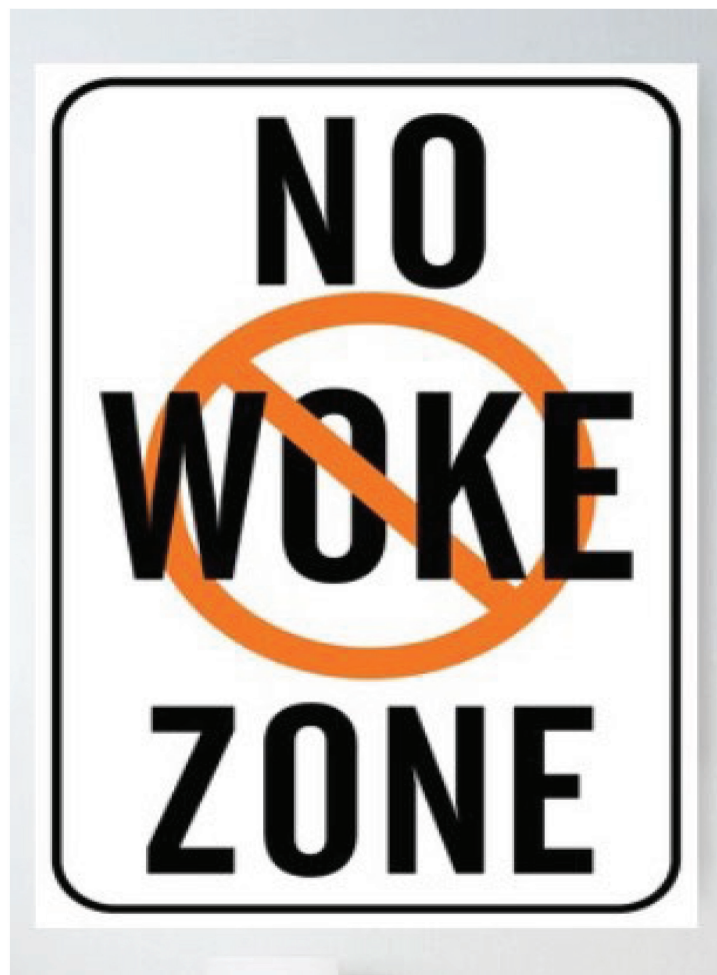


Winning

School Board Elections

With an **Anti-Wokeness** Platform



How to Create and Run a Successful
"Stop Wokeness in K12 Schools Campaign"

Corey Lee Wilson

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By

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Acknowledgements

Below are the major contributors to *Winning School Board Elections With an Anti-Wokeness Platform* that were borrowed from, verbatim, quoted, and conceptualized, from a little to a lot. Wherever this happened, their contributions and sources are acknowledged in the Resources section at the end of the book, as well as the Index section, and done intentionally so as to not distract the reader from the themes and messages covered throughout the chapters of the handbook.

Ron DeSantis – In America, Florida Governor DeSantis is the leading and most vocal anti-woke politician and rising star of conservatives. DeSantis sided with parents during the pandemic, when he made the difficult decision to force school districts to reopen, over the objections of unions, many health officials, and the national media. As the pandemic subsided, and the debates over curricular issues emerged, the governor led the nations by passing an aggressive slate of bills addressing everything from CRT and gender ideology to viewpoint diversity, civics education, parental rights, and took on Disney’s woke agenda, bringing all of these issues to the national spotlight.

Christopher F. Rufo – Is an American conservative activist, contributing editor of *City Journal*, New College of Florida board member, senior fellow at the Manhattan Institute for Policy Research, and leading the fight against Progressivism madness in American institutions. He is a vocal opponent of critical race theory, former documentary filmmaker and fellow at the Discovery Institute, the Claremont Institute, The Heritage Foundation, and the Foundation Against Intolerance and Racism. In 2022, he earned a Master of Liberal Arts in Extension Studies from Harvard Extension School.

Moms for Liberty – Is the United States’ leading parental rights organization and is dedicated to fighting for the survival of America by unifying, educating, and empowering parents to defend their parental

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rights at all levels of government. The educational non-profit 501 (c) 4 has over 250 chapters in 42 states in America as of October 2023, and activates liberty-minded leaders to serve in elected positions. Their members understand school board races are some of the most important elections on the ballot, and therefore, seek to provide school board candidates with the resources, such as their Campaign Kit, to successfully run for office.

The Heritage Foundation – Is an American conservative think tank that is primarily geared toward public policy and the foundation took a leading role in the conservative movement during the presidency of Ronald Reagan, whose policies were taken from Heritage's policy study Mandate for Leadership. The Heritage Foundation has partnered with congruent organizations to provide various model legislation, including their own, that states can use to protect education freedom. Their Save Our Schools Parental Rights Resources are extensive with instructional, legislative, and school board training resources.

S.A.P.I.E.N.T. Being – The Society Advancing Personal Intelligence and Enlightenment Now Together (S.A.P.I.E.N.T.) Being is the leading anti-woke and anti-progressivism madness organization and think tank in the USA. They publish *Education Madness: A SAPIENT Being's Guide to Fixing America's Dysfunctional & Illiberal Educational Systems*, a textbook from their Sapient Conservative Textbook (SCT) Program, an alternative social studies textbooks program to counter woke and progressive madness in America's educational institutions, and help return conservative values, viewpoint diversity, and sapience to high school and college campuses.

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A Parental Rights Introduction

Parents across America have stepped up to run for their local school board and that's great news!

Many of these parents sprang into action in response to extreme COVID mandates in America's public schools as well as radical gender and race-based curricula pushed by the state's teachers' unions. Parents and parent groups are calling for greater transparency from school districts and school boards, on everything from school budgets and teacher training curricula to what is being taught in the classroom.

District school boards and county Boards of Education in California typically consist of 5 or 7 seats, with each seat being either "at-large" or representing a "trustee area." The boundaries of a trustee area might change according to each census to keep them equal in population. Depending on your district, there will usually be 1-4 seats up for election at a time since school board elections are regularly staggered.

Is it possible for you to be a member of your local school board? Yes it is! School board seats are locally elected public offices. To win a seat on a school board, you'll need to run a campaign and win the election. For a complete guide and strategy to accomplish this, please check out Chapter 10-The Moms for Liberty School Board Candidate Playbook & More.

While school boards are a quintessential example of representative democracy, you may be surprised to know that many districts experience low participation by both candidates and voters. The National School Boards Association's (NSBA) Center for Public Education examines the data behind uncontested elections and low voter turnout.

The nation's nearly 14,000 school boards are responsible for overseeing and managing the educational resources that serve 56.6 million students across the nation. "The decisions made by school boards affect virtually every important aspect of local schools, from boundaries to bus schedules,

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curriculum to clubs, funding to field trips,” according to the New York State School Boards Association.

Most school boards are put together through elections while a smaller number are appointed. However, whether elected or appointed, these public officials take on one of the most demanding roles in America, namely, the leadership of public schools and the education of the children in their local community.

It is clear, then, that participating in the election of boards of education is of paramount importance, but the data show a very different picture, with very low participation by both candidates and voters.

To help address these challenges, new right-leaning political action committees are pouring money into school board races, aiming to flip control of who governs schools in a way that rivals the role that teachers unions have historically had in these contests.

For much less than what it would cost them to influence a seat in the House or Senate, these PACs are putting thousands of dollars at a time—sometimes just hundreds—into races for local school boards and as a result, changing education on a national scale.

Lack of Candidates

A 2014 Gallup Poll shows that 56 percent of Americans believe that local school boards, rather than state or federal government, should have the greatest influence on what is taught in public schools. However, school board elections often find themselves with uncontested candidates and empty school board seats. According to Ballotpedia, the candidates per seat ratio was 1.89 in 2014, 1.72 in 2015, and 1.90 in 2016 school board elections.

Researchers point out that uncontested candidates and empty school board seats have become an issue in school board elections. For example:

- In New Jersey, there was a total of 805 uncontested school board seats, and for 130 of them, no one was even on the ballot in 2015.
- In Virginia, an entire county had no contested school board seats, and two districts didn't have a single individual running in 2015.

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- In California, in 2015, one county had eight open seats from 25 school boards, but no single candidate signed up to run, and existing boards had to appoint members to fill these openings.

Low Voter Turnout

Voter turnout for political office elections has gone up since 2014, according to the U.S. Census Bureau. However, in local school board elections, voter turnout has been discouragingly low—often just 5 percent or 10 percent. According to local news:

- Only 8.7 percent of eligible Los Angeles County voters participated in the 2019 local school board election;
- In a school district in Iowa, 498 voters—10.05 percent of registered voters—decided the 2017 race for school board members;
- In South Dakota, in a school district with 2,054 voters at the time of the election, only 245 (12 percent) participated in the local school board election.

Let Your Voice Be Heard

While factors such as the timing of elections, demographic change, and voters' lack of awareness of candidates can affect school board elections, uncontested candidates and low voter turnout remain serious concerns in terms of selecting board members who can truly represent the local community to make school policies.

Research shows that school board elections with relatively higher voter turnout and a broader range of constituents (e.g., holding school board elections at the same time as state- or national-level elections) are associated with higher academic performance of students, as opposed to elections with lower voter turnout.

With that said, are you up to becoming a school board member and inspired enough to make a change for the better, for your children, your school district, your country?

If the answer is yes, this *Winning School Board Elections With an Anti-Wokeness Platform* guidebook is going to be the right decision for you. In it

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you will find most everything you need to know about school board candidacy, platform topics, and elections, as well as useful links for more information.

If not immediately running for a school board position, and your viewpoint is more of a concerned parent or parent's rights group, this handbook is also for you, and Chapter 9-Stopping America's Impending Destruction From Woke Madness might be of more interest to you.

So, what are you waiting for? You're not alone on this journey—and in great company with like-minded partners to help you succeed. Now is the time to get started. Use this handy guidebook as a resource and the best of success to you with your "Stop Wokeness in K12 Schools Campaign."

The Definition of Woke

Woke, wokeness, or wokeism, is a left-wing racialist ideology of attempting to achieve "critical consciousness," which is a neo-Marxist term, meaning awakening the subject to their own oppression, then recruiting them into left-wing revolution.

In the 21st century, woke Progressives have innovated in ideology, jettisoning the economic class struggle of Marxism and replacing it with identity classes: gender, race, sexuality, religion, nationality, and ableness. Now it's (allegedly) whites (including "white adjacent" Asians and "hyperwhite" Jews), males, and Christians who are oppressors—and people of color, women, LGBTQ++, Muslims, and the disabled who are the oppressed victims.

Enough of this woke madness!

Now is the time to wake up before we do even graver damage—not only to ourselves individually but to our country as a whole. It's a bitter irony that those who want to drive us into this new hysteria often claim to be "woke." But there is no awakening in woke. It's the sleep of reason that produces monsters, and it poses a profound peril to our republic.

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1 – How Woke Are America’s Schools?



Credit: EAG.

Learning has been replaced by an aggressive political agenda designed to instill doubt, mental pain, and low expectations in students. According to government statistics, America’s education system is failing. According to one expert, lower expectations and the shift in focus from academic excellence in mathematics, science, reading, and history toward the implementation of social constructs like critical race theory equals fewer literate graduates.

As noted by Thomas Sowell, a senior fellow at the Hoover Institution, Stanford University, decades of dumbed-down education no doubt have something to do with this, but there is more to it than that. Education is not merely neglected in many of our schools today, but is replaced to a great extent by ideological indoctrination. Moreover, it is largely indoctrination based on the same set of underlying and unexamined assumptions among teachers and institutions.

If our educational institutions—from the schools to the universities—were

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as interested in a “diversity of ideas” as they are obsessed with racial diversity, students would at least gain experience in seeing the assumptions behind different visions and the role of logic and evidence in debating those differences.

The failure of our educational system goes beyond what they fail to teach. It includes what they do teach, or rather indoctrinate, and the graduates they send out into the world, incapable of seriously weighing alternatives for themselves or for American society.

“Public records and other evidence show that state-level and some local education officials are no longer focused on maintaining high academic standards and providing the best public education possible to students,” Liv Finne wrote in her September 2021 report regarding the lowering of academic standards by school officials in Washington state as they implement CRT.

“Instead, a concern for learning has been replaced by an aggressive political agenda designed to instill doubt, mental pain and low expectations in students. This race-centered agenda also seeks to divide children from teachers, their own communities and from each other. This harmful trend can only be resolved through policies that return high-quality academic standards to public education and well-funded and supportive education-choice programs that allow families to access alternatives services to meet the learning needs of all children.”

Statistics Show America’s Education System is Failing

Liv Finne, a former adjunct scholar now serving as Director of the Center for Education at Washington Policy Center, has been analyzing education policy for the past 13 years. Her research suggests the unmistakable decline in the literacy of America’s students from fourth to twelfth grade is a direct result of the shift from academic excellence toward social constructs such as CRT.

“Internationally, we do pretty well at the fourth grade,” Finne told the *Epoch Times*, “but we decline from there.” Recent statistics support her claim.

Government data for 2019 shows the average fourth grader has a 41

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percent proficiency level in mathematics. By the eighth grade, the proficiency level drops to 34 percent. By the twelfth grade, America's students have an average math proficiency level of only 24 percent. In reading, fourth graders have an average proficiency rate of 35 percent. By eighth grade, the proficiency level drops to 34 percent, and by the twelfth grade, America's average student shows only a slight proficiency improvement to 37 percent. In writing, the proficiency levels are 28 percent in fourth grade with eighth and twelfth graders sharing a score of 27 percent.

America's students fare worse in science, with fourth-graders having only a 36 percent proficiency rate and eighth-graders dropping to 35 percent. Twelfth-graders have only a 22 rate of proficiency in science. The worst scores come in history, with fourth-graders starting out with only 20 percent proficiency and dropping to 15 percent by the eighth grade. By grade 12, America's students have a paltry 12 percent proficiency level in history.

Recent numbers from USA Facts show similar results. According to Finne, there are a number of reasons for the steady decline in literacy among America's students the longer they remain in school. Number one is "the low expectations we have of our teachers."

Lowering the Academic Achievement Bar

Rather than develop curriculum that provides students with the qualifications needed to graduate high school, Liv Finne says the education system has opted to lower the bar of academic standards.

"They're lowering the bar in a couple of ways," Finne explained. "Like the Ethnic Studies framework passed by the State of Washington in 2019, critical race theory concepts are now woven into the learning standards of all of the different subjects."

As Finne explains, traditional educational standards have been reorganized into systems of oppression and the whole CRT construct—a "false philosophy from radical professors in higher education" is now being "imposed as the truth" in the standards of learning in K-12 schools.

"When you take attention away from the basics, and focus on teaching this

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ideology, you're going to get a lowered level of knowledge and skill acquisition of the basics in reading, math, history, and science; not to mention learning falsehoods in history like the 1619 Project," Finne insisted. "It's astonishing."

The Status Quo System

According to Liv Finne, the new push by the school system to abandon efforts of academic achievement and shift toward social constructs like CRT is an effort to hide the fact that they have failed in their jobs to educate our children.

"The whole idea is that if the community knew that their schools are not educating their children to basic levels they would rise up," Finne said. "Just look what's happening now with the uprising of parents against CRT in places like Loudoun County [Virginia] and they're still going forward with it. It's a huge uphill battle for parents."

"The whole system has promoted children whether they learn the content or not," Finne said. "So why should they care if a whole generation of children lost the content of a year (from the pandemic)? It's consistent with their practice. They do not individualize education. They don't make sure each individual child is ready to go on to the next grade. They move them along, especially minority children. The only people blocking real reform are the defenders of the status quo, the ones who like it just the way it is."

Teachers Unions are indeed the ones who fight against charter schools, school choice, and parental involvement and fought to keep kids out of classrooms during the COVID-19 outbreak. According to Finne, "if they really cared about black lives, they would be expanding their options for charter schools. But they're not. If these critical race theorists are truly intent on helping the children, they would be going after the unions. But they're not."

The Silver COVID-19 Lining

Ironically, Liv Finne believes the greatest hope for the education of America's children will rise from the ashes of the COVID-19 school lockdowns.

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“The silver lining is we will eventually figure out how terrible it has been,” Finne said. “Through the COVID shutdowns it has become clear how far behind so many kids are and the movements to expand school choice is not going away, because parents have woken up. That’s what’s so exciting about the COVID school shutdowns. Together with the takeover of the schools by this crazy critical race theory idea that children are bad and if they’re white they’re racist and if they’re not white they’re victims, that is going to lead to lawsuits.

“Maybe out of the ashes of this, school choice will arise,” Finne opined of the educational chaos that ensued during the lockdowns. “This is still a democracy. The exchange of ideas is still happening in education because we do care about our children. That’s what I’m hoping; that people will see the wisdom of giving parents real control, not just window dressing like involving parents and having parent involvement coordinators, but real control.”

National Suicide by Education

It’s true that children are our future, for good or ill, depending on their education. Ill-educate children, as we are doing in the United States and Canada, and the result will be cultural decay, social breakdown, and political decline.

We now teach our children that our country is illegitimate, based on genocide and racism, and is systemically evil. Will this lead the next generation to love or despise their country? Who will volunteer for the military, to risk their lives to protect their evil country? When generals assert that the military is racist and sexist, homophobic and transphobic, and harbors white supremacists and domestic terrorists, who will volunteer for the military, to risk their lives to protect their country? Recruitment for the military in both the United States and Canada is severely down, and no one can figure out how to increase it.

We teach our children that our society is divided between helpless victims and cruel oppressors. BIPOC (black, indigenous, people of color) and females are all and everywhere oppressed, and whites and males, Christians and Jews, and (astonishingly) Asians are privileged, evil villains.

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Children learn to fear and hate their fellow citizens of other races, sexes, religions, and ethnicities. What kind of society will we have when we teach children that race hatred, sexism, and ethno-supremacy are justified and virtuous?

Children are taught that speaking and writing correct English is racist, and so they must not learn correct English.

Math too is racist, when really, there are no correct answers, and to deny that two plus two can equal anything is oppressive. The demand for correct answers, logic, and scientific proof are sins of “whiteness” that must be eradicated from the socially just society. Thus, it isn’t a weakness that American children perform poorly on international tests of reading, math, and science, but a demonstration of virtue, of social justice.

When schools teach the counterfactual lie that police every day murder innocent black and brown people, a lie refuted by every serious study, is it a surprise that police are viewed by black and brown children with fear and hatred? The constant insults and attacks on police by BIPOC children as well as adults are a predictable result of such inculcation.

So too is the low morale of police in almost all urban jurisdictions, their unwillingness to engage in proactive policing, the flood of resignations, early retirements, transfers to rural jurisdictions, and suicides, and the lack of recruits to fill the large gaps in almost every urban police force. It’s no surprise that the crime rate has shot up in every urban jurisdiction.

Race and gender disparities in academic participation and performance are explained by one and only one possible factor: racist and sexist discrimination. The other likely causes—family weakness in single-parent homes, community pathologies, and individual choices—may not be mentioned or investigated. In this way, disparities in participation or performance are deemed illegitimate, and therefore must be wiped out in order to achieve “equity,” that is, equal results among census categories of the population, and “social justice.”

Thus, poor performers are “victims,” and measures must be taken to ensure that outcomes are the same.

This is done by giving preferences to underperforming BIPOC pupils and

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students, canceling accelerated programs for which they do not qualify, canceling examinations in which they do poorly, and setting aside performance standards. Programs in which females are underrepresented must prioritize recruiting females through special preferences and benefits.

BIPOC pupils and students are taught that their academic participation and performance is not their responsibility, but the responsibility of others who victimize them, and who owe them preference, benefits, and reparations. This is the perfect pedagogical plan for destroying individual motivation and a sense of responsibility. There's always someone else to blame.

In order to advance "equity," based on demographic "representation" of race, sex, ethnicity, etc., alternative criteria for judgment, such as individual achievement, merit, and potential, are denounced as, you know, "racist," and rejected. So recruitment to academia, science, media, professions, and government will be of the demographically underrepresented, not of the most capable candidates.

The foundation of this plan is the racism of low expectations, assuming that people from BIPOC categories could never make it on merit. This guarantees mediocrity or complete incompetence throughout our institutions: in medical care, scholarship and teaching, engineering, the press, law, and governance. The consequent trajectory is a societal decline and decay.

Female pupils and students are taught that they are being excluded due to sexist discrimination.

This counterfactual claim ignores the reality that females are the majority in universities and in most schools and programs. Those few programs where they are not, in spite of all of the heavy recruiting—physical sciences, mathematics, computer science—is a result of the choices of females who prefer to enter other fields. Yet females are continually told that they are victims of sexist discrimination. And male pupils and students are told that non-existent female victimhood is their fault.

Given the understanding that reason, logic, the search for evidence and correct answers, and science are taught as features of oppressive "whiteness," it should come as no surprise that schools discourage

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students from basing their understandings on scientific facts. A particular focus of teaching from kindergarten through graduate studies is the rejection of biology and its knowledge of biological factors in human life. Biological sex is now taught to be irrelevant to human life; the only thing that counts is one's feelings about gender.

Children are taught that they can be any of a hundred genders that they choose. Some teachers groom children to be supporters and "allies" of LGBTQ+, and to join in wherever they choose. Some children who are uncomfortable with their sex or confused about it are in some schools recruited into the trans community. Schools funnel pupils to sex transition clinics run by people, who still call themselves doctors, where children are subjected to life-changing chemical treatments and surgical mutilation in the futile effort to transform children from their biological sex to a replica of the other.

What devious force brought all of this cultural destruction into being?

Who injected this destructive poison into our educational system? The source, of course, is our universities. They were taken over by grievance studies advanced by various particular interest groups. First and most decisive were the feminists who established women's and gender studies to advance what they defined as the narrow interests of women.

They adopted the Marxist model of society divided into two warring classes; in place of the proletariat versus the bourgeoisie, they defined the conflicting classes as females versus the patriarchy, all men. The feminists inspired queer studies and LGBTQ+ activism. Black studies, Latinx studies, and Asian studies all championed their races in alleged conflict with the other races. Universities no longer were about what can we learn about the world and its people, but about what you could do through propaganda and activism to advance the narrow interests of your category.

All of these activisms were absorbed in social science and humanities programs, often by joint appointed professors with one or another grievance study. Administrators were either activists themselves or were won over and instituted "social justice" measures of "diversity, equity, and inclusion," hiring "diversity officers" to police the staff and students to ensure that no "wrong think" was allowed to flourish.

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Faculties of education, being weak in academic content and lax in pursuing that, adopted grievance theory with a vengeance, and trained their students, the future school administrators and teachers, in the most radical forms of grievance activism. The faculties of education have contaminated our K-12 schools and made them what they are now.

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10 – The Moms for Liberty School Board Candidate Playbook & More



Credit: Florida Today—Gov. Ron DeSantis is presented "The Sword of Liberty" by Moms for Liberty co-founders Tiffany Justice, left, and Tina Descovich, second from right and executive director of program outreach Marie Rogerson during the first Moms for Liberty National Summit on July 15, 2022 in Tampa.

“I don’t think parents should be telling schools what they should teach.” Those were the famous words of Terry McAuliffe’s failed 2021 gubernatorial campaign in Virginia.

The COVID-19 pandemic exposed just how little control parents have over their children’s public school education. And their powerlessness did not end when many schools finally reopened their doors over a year into the pandemic. Parents across the nation still find themselves unable to access the materials used in their kids’ public school curricula.

The deep chasm between the agendas of school board members and the interests of parents and their children has been exposed, and many

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parents are beginning to feel they must join the school boards themselves to make any real change in their children's education.

And that's exactly what they're doing. Parents with no experience working in the education system are running for and winning school board seats.

One such parent is Koleen Crawford of Londonderry, New Hampshire. Recognizing that remote learning during the pandemic resulted in significant learning loss for children, she laid out her reasons for running for a school board seat, stating, "I'm hoping to help bridge that gap to get our kids back to where they need to be academically."

Texas resident Scott Henry had never run for any sort of political office and had no political aspirations of any kind. In an interview with the *Washington Examiner*, Henry cited "the lack of transparency and accountability in our board" as the catalyst for his decision to run.

In addition to running for open seats, parents are attempting to recall school board members in record numbers. Even in leftist San Francisco, voters successfully recalled three incumbent school board members earlier this year after residents became frustrated with the board's priorities: renaming 44 schools and watering down the admissions process at one of its best high schools, all while running a \$125 million deficit and keeping schools closed.

However, not all recall efforts have been successful—though the efforts themselves still send a powerful message.

New research from Michael Hartney of Boston College confirms and strengthens earlier findings that teachers unions "remain a potent force" in school board elections. In other work, Hartney says, "The important reality is that thousands of school board members will be 'elected' by tiny and unrepresentative electorates prior to next November's general election."

Teachers unions lobby school districts to hold elections off-cycle, that is, not at the same time as national elections. With many elections occurring in the spring or during odd years, most citizens who aren't union members aren't paying close attention and thus don't show up to vote.

As Sarah Anzia of the University of California, Berkeley, points out, "Members of interest groups with a large stake in an election outcome turn

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out at high rates regardless of election timing, and their efforts to mobilize and persuade voters have a greater impact when turnout is low.”

Earlier research by Anzia confirms that not only do off-cycle elections decrease voter turnout, but they also lead to policy outcomes more favored by teachers unions.

This issue is widespread. Hartney’s new research shows that “union favored candidates tend to win in both strong and weak union states and in conservative and liberal school districts.” In the data collection at The Heritage Foundation, they counted only 15 states and the District of Columbia where all districts hold regular school board elections in November of even years—in other words, during regular election cycles where turnout is higher.

Until the emergence of Moms for Liberty, concerned parents were unlikely to consistently win elections for school boards with such a political process structured toward protecting existing organized interests. But this has changed now.

Whether it be private school, online curriculum, or private tutoring, the key component is that the people who know the student best are making the choices, not a teachers union or government bureaucrat. Parents have every right to be in control of their child’s education. It’s time for our education system to reflect that.

Moms for Liberty Leads the Way

This final section of the handbook is a brief introduction to America’s premier and most powerful anti-woke school organization, Moms for Liberty (M4L). Moms for Liberty that has no equal, and they understand the importance of having liberty-minded school boards throughout the country that are focused on defending parental rights and improving education and they hope to activate these types of people to public service.

Moms for Liberty is dedicated to fighting for the survival of America by unifying, educating, and empowering parents to defend their parental rights at all levels of government. They activate liberty-minded leaders to

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serve in elected positions. Their members understand school board races are some of the most important elections on the ballot. Therefore, they seek to provide school board candidates with the resources to successfully run for office.

How Moms for Liberty Fights for Parent Rights:

- Promote Liberty – We hold decision makers accountable or we work to replace them with liberty-minded individuals.
- Spread Awareness – We spread awareness and an understanding of the limited role of government.
- Oppose Government Overreach – We stand together against government overreach and intimidation tactics.
- Promote Liberty – We promote teaching the principles of liberty in our homes and community.
- Engage on Key Issues – We engage our communities and elected leaders on key issues impacting our families.
- Activate to Public Service – We activate liberty-minded leaders to serve in elected positions.

In their own words:

Because this is an important way we fight for the survival of America, we have created a revolutionary Campaign Kit. The Kit empowers school board candidates to run and win by focusing on proven local-level campaign strategy that works. Most school board candidates are seeking office for the first time. Using our Campaign Kit, they can come to understand campaign cycles, perfect voter communication, and avoid the common pitfalls that tend to trip up new candidates.

The Candidate Handbook covers:

Campaign cycles, your campaign team, knowing your numbers, getting out the vote, fundraising, voter contact, messaging, and more!

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The Campaign Workbook facilitates:

Setting fundraising, canvassing, and vote goals. Crafting budgets, platforms, and talking points. As well as tracking volunteers, timelines, and more!

The Collateral Collection includes:

Templates to create campaign logos, yard signs, palm cards, mailers, postcards, and more!

Whether you win or lose your school board race, the battle continues!

If you win your race, you are likely to receive an invitation from your state's School Board Association offering to train you. Many of these Associations foster the same woke propaganda Moms for Liberty is fighting against. Instead, consider seeking training from groups that align with your values.

The Leadership Institute has a New School Board Member Training Program. This course arms newly elected school board members with the knowledge and abilities needed to manage their district successfully. This training will benefit both newly elected and current conservative school board members, as well as school board candidates and active citizens. Reach out to them for a copy at their link in the Appendix.

If you run and the results don't go your way, you can still have a positive impact on your community's children by establishing a Moms for Liberty chapter and advocating for changes you would like to see. See the Appendix to learn more about starting a Chapter of Moms for Liberty!

The Moms for Liberty Campaign Kit for First-Time Candidates

A year ahead of the 2024 election, Moms for Liberty announced the release of a campaign kit for school board candidates in September 2023, saying they had endorsed more than 500 board campaigns last year and drawn from what they learned then.

Moms for Liberty, founded in 2021 by Descovich and Justice, is a conservative group pushing for parental rights in public education, with a

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focus on topics including COVID-19 restrictions, critical race theory, LGBTQ issues and removing what they believe to be inappropriate material from school libraries. The group has gained national attention for its members' protests at school board meetings and efforts to remove books from school libraries.

Since Moms for Liberty was founded, it has grown to include 300 chapters in 47 states with more than 130,000 members.

"We are revolutionizing school board campaigns," Marie Rogerson said in a September 2023 press release. Rogerson, executive director of program development for Moms for Liberty, added that more than half of the first-time candidates the conservative parents group endorsed in 2022 won.

"With this innovative new Campaign Kit, candidates can avoid the pitfalls that tend to trip up first-time candidates."

In their announcement, Moms for Liberty members said their Campaign Kit would help prepare first-time candidates for office. The kit includes a candidate handbook, which members describe as a "how to" guide on how to run for school board; a workbook with resources for creating an effective campaign plan; and a collateral collection with design templates for logos, mailers and more.

In a joint statement in the release, founders Tina Descovich and Tiffany Justice said as former school board members from Brevard and Indian River County, Florida, they'd both received numerous questions on how to run a successful campaign.

"This candidate tool kit is going to be a game changer," they said in the statement. "We are proud to provide this tool kit for candidates to have their questions answered while also learning how to run an effective campaign. We are excited to empower liberty minded individuals who want to make a difference in their communities and in their schools."

The kit is free for Moms for Liberty members on their website. See the Appendix for Moms for Liberty website link and membership signup, plus more.

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Moms for Liberty Co-founder Tina Descovich Appointed to Florida Commission on Ethics

Gov. Ron DeSantis announced in September 2023 the appointment of Moms for Liberty co-founder and former Brevard County school board member Tina Descovich to Florida's Commission on Ethics. Tina Descovich co-founded the organization in 2021.

Descovich, who served on Brevard's school board from 2016 to 2020, founded Moms for Liberty with former Indian River school board member Tiffany Justice in 2021. The group has been outspoken about topics including COVID-19 restrictions, critical race theory, LGBTQ issues and removing what they view as inappropriate material from school libraries. The group has garnered national attention for its members' protests at school board meetings and efforts to remove books from school libraries.

In a text to *Florida Today*, Descovich said she was honored to be appointed to the commission.

"The Florida Ethics Commission is charged with serving as the guardian of the standards of conduct for public officers and employees as well as safeguarding public trust," she said. "It will be a privilege to serve the state I love as a member of this commission."

Since it was founded, the organization—which was labeled an extremist group by ultra-left Southern Poverty Law Center in June—has grown to include 299 chapters in 46 states with more than 130,000 members. Their second annual "Joyful Warriors" summit was held at the end of June 2023 in Philadelphia, with speakers including presidential candidates Donald Trump, Ron DeSantis, Nikki Haley and Vivek Ramaswamy.

The Commission on Ethics lost its chairperson near the end of August, when Glen Gilzean Jr. resigned, choosing instead to keep his job as Disney district administrator with the Central Florida Tourism Oversight District and the \$400,000 salary that came with it.

Members of the commission are not allowed to hold any public employment, though Gilzean said he was unaware of a possible conflict.

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Prior to forming Moms for Liberty, Descovich was elected to Brevard's school board in 2016, where she served until she lost the seat to Jennifer Jenkins in the 2020 election. In 2018, she was chosen to serve as president of the Florida Coalition of School Board Members, which at the time described itself as a nonpartisan alternative to the Florida School Boards Association.

Descovich was appointed to the Commission on Ethics alongside Luis Fuste, an attorney from Miami. Both appointments must be confirmed by the Florida Senate.

The Heritage Foundation Fight For Parental Rights In Education

The Heritage Foundation is working with Heritage Action for America to protect parents' rights, fight back against dangerous left-wing agendas infiltrating schools, and partner with parents and allies at the state and local level to advance much-needed education reforms.

Heritage Action for America, more commonly known simply as Heritage Action, is a conservative policy advocacy organization founded in 2010. Heritage Action, which has affiliates throughout the United States, is a sister organization of the conservative think tank The Heritage Foundation

Heritage Action, with two million grassroots activists, hosted its first Save Our Schools Parental Rights Symposium on June 23, 2023 in Dana Point, California. The event highlighted how Heritage Action is working alongside parents to protect their rights over their children's education. Over 100 concerned parents plus education advocates, grassroots leaders, and Heritage Action staff came together to fight back against the dangerous agendas infiltrating public schools.

Heritage Action Executive Director Jessica Anderson spoke about the critical purpose of the event:

“The education system has long been a tool for the far left to indoctrinate children with their radical political agenda. Now, as school boards, teachers unions, and elected officials try to take parents out of their children’s

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education and force woke curriculum on our children, parents need to know how to most effectively fight back.

“These Parental Rights Symposiums are just one part of Heritage Action’s efforts to restore parents’ rights and save our schools. Through training parents on how to run for school board, speak up at local meetings, advocate for school choice policy, and stay involved with their children’s curriculum, our grassroots activists will have the tools necessary to advance much needed education reforms.”

The event opened with a panel discussion featuring Jonathan Butcher, Will Skillman Fellow in Education Policy at The Heritage Foundation, and Merianne Jensen, a concerned mother and education advocate. The Heritage Foundation has been providing recommendations for much-needed education reforms at the state and federal levels, and the panel focused on how allies at the state and local level can work to advance those reforms.

The event also included training sessions on how to run for your local school board, how to help maintain election integrity in the face of efforts to change election laws to make it easier to commit fraud, and how to stay engaged in your child’s education and hold schools accountable.

Following the training sessions, guests were given the opportunity to talk with the speakers and other attendees and also hear from Kari Lake, former Fox Anchor and education grassroots leader. Virginia Attorney General Jason Miyares gave the keynote speech over dinner, stressing the importance of parental involvement in education. Jonathan Isaac, professional basketball player and author of *Why I Stand*, closed by sharing his inspiring thoughts on why it’s so important to stand up for what you believe in, especially when standing up for those who can’t necessarily stand up for themselves.

In August, Heritage Action will hold a second Parental Rights Symposium in Virginia Beach, Virginia. In addition to these symposiums and lobbying efforts for several education bills in states across the country, Heritage Action also launched SaveOurSchools.com, a one-stop shop of resources for parents interested in engaging with their children’s school system.

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More Parental Rights Resources

The Heritage Foundation and other think tanks have partnered with congruent organizations to provide various model legislation, including their own, that states and their school boards can use to protect education freedom. For more information about the resources below, please check out the Appendix for their websites.

Academic Transparency Act - Goldwater Institute

Ballotpedia:

- School Board Elections – 2023
- School Board Elections – 2024

Beyond Red vs. Blue: The Political Typology - 11. Progressive Left - Pew Research

Candidate Handbook - Moms for Liberty

Censorship and the First Amendment in Schools - A Resource Guide

Civic Literacy Act - American Legislative Exchange Council (ALEC)

Critical Race Theory Briefing Book

Foundation Against Intolerance and Racism (FAIR)

Foundation for Individual Rights and Expression (F.I.R.E.)

Free Speech Alliance - Media Research Center (MRC)

Goldwater Institute - Academic Transparency Act

Heritage Foundation, The:

- Heritage Action for America (Heritage Action)
- Model School Board Policy on Parental Rights in Education and Safety, Privacy, and Respect for All Students in the District
- Protecting K–12 Students from Discrimination
- The Given Name Act
- School Board Training
- Education Freedom Report Card
- Protecting Children and Families with Parents' Bills of Rights

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- Save Our Schools Model Legislation
- The Critical Classroom

Institute for Justice:

- Education Savings Account Act: Publicly Funded
- Education Savings Account Act: Tax-Credit Funded

K-12 Code of Ethics

Leadership Institute:

- New School Board Member Training Program
- School Board Leadership

Manhattan Institute:

- How to Regulate Critical Race Theory in Schools
- Abolish DEI Bureaucracies and Restore Colorblind Equality in Public Universities
- Woke Schooling – A Toolkit for Concerned Parents
- A Model for School Practices Relating to Sexuality and Gender
- A Model for Transparency in School Training and Curriculum Gender

Pacific Legal Foundation

Parent Revolt - California GOP (CAGOP)

Parents Defending Education

Parent Union:

- Parental Rights Pledge
- How to Track Political Contributions
- How to Hold Your School Board Accountable

Safe Libraries

The Joy of Being Wrong (Video)

The Women's Bill of Rights - Independent Women's Voice

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Appendix

Academic Transparency Act - Goldwater Institute:

<https://www.goldwaterinstitute.org/wp-content/uploads/2022/07/Academic-Transparency-Act-2022-Model-Legislation-6-22.pdf>.

BALLOTPEDIA:

- **School Board Elections – 2023:**
[https://ballotpedia.org/School board elections, 2023](https://ballotpedia.org/School_board_elections,_2023).
- **School Board Elections – 2024:**
[https://ballotpedia.org/School board elections, 2024](https://ballotpedia.org/School_board_elections,_2024).

Beyond Red vs. Blue: The Political Typology - 11. Progressive Left - Pew Research Center: <https://www.pewresearch.org/politics/2021/11/09/progressive-left/>.

Candidate Handbook - Moms for Liberty:

<https://www.momsforliberty.org/about/>.

Censorship and the First Amendment in Schools – A Resource Guide - National Coalition Against Censorship:

https://www.webjunction.org/documents/webjunction/Censorship_in_Schools_Learning_Speaking_and_Thinking_Freely_The_First_Amendment_in_Schools.html.

Civic Literacy Act - American Legislative Exchange Council (ALEC).

www.alec.org/model-policy/the-civic-literacy-act/.

Critical Race Theory Briefing Book: <https://cplaction.com/wp-content/uploads/CRT-Briefing-Book-Rufo.pdf>.

Foundation Against Intolerance and Racism (FAIR): <https://www.fairforall.org>.

Foundation for Individual Rights and Expression (F.I.R.E.):

<https://www.thefire.org>.

Free Speech Alliance - Media Research Center (MRC).

<https://www.mrc.org/freespeechalliance>.

HERITAGE FOUNDATION, THE:

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- **Heritage Action for America (Heritage Action):**
<https://heritageaction.com/>.
- **Education Freedom Report Card:**
<https://www.heritage.org/educationreportcard/index.html>.
- **Model School Board Policy on Parental Rights in Education and Safety, Privacy, and Respect for All Students in the District:**
<https://www.heritage.org/model-school-board-policy-parental-rights-education-and-safety-privacy-and-respect>.
- **Protecting Children and Families with Parents' Bills of Rights:**
<https://www.heritage.org/education/report/protecting-children-and-families-parents-bills-rights>.
- **Protecting K–12 Students from Discrimination:**
<https://www.heritage.org/protecting-k-12-students-discrimination>.
- **Save Our Schools Model Legislation:** <https://saveourschools.com/model-legislation>
- **School Board Training:** <https://www.heritage.org/school-board-training>.
- **The Given Name Act:** <https://www.heritage.org/the-given-name-act>.

INSTITUTE FOR JUSTICE:

- **Education Savings Account Act: Publicly Funded:**
<https://ij.org/legislation/education-savings-account-act-publicly-funded/>.
- **Education Savings Account Act: Tax-Credit Funded:**
<https://ij.org/legislation/education-savings-account-act-tax-credit-funded/>.

K-12 Code of Ethics – Freedom Center On Campus:

<https://www.freedomcenteroncampus.org/k-12-code-of-ethics/#comment-45056>.

LEADERSHIP INSTITUTE:

- **New School Board Member Training Program:**
<https://www.leadershipinstitute.training/courses/new-school-board-member> .
- **School Board Leadership:**
<https://www.leadershipinstitute.training/courses/school-board-leadership>.

MANHATTAN INSTITUTE:

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- **A Model for School Practices Relating to Sexuality and Gender:**
<https://manhattan.institute/article/a-model-for-school-practices-relating-to-sexuality-and-gender>.
- **A Model for Transparency in School Training and Curriculum Gender:**
<https://manhattan.institute/article/a-model-for-transparency-in-school-training-and-curriculum>.
- **Abolish DEI Bureaucracies and Restore Colorblind Equality in Public Universities:** https://media4.manhattan-institute.org/sites/default/files/model_dei_legislation013023.pdf.
- **How to Regulate Critical Race Theory in Schools: A Primer and Model Legislation:** <https://media4.manhattan-institute.org/sites/default/files/copland-crt-legislation.pdf>.
- **The Critical Classroom:** The Heritage Foundation.
<https://www.heritage.org/the-critical-classroom>.
- **Woke Schooling – A Toolkit for Concerned Parents:**
<https://www.manhattan-institute.org/woke-schooling-toolkit-for-concerned-parents>.

Pacific Legal Foundation: <https://www.pacificlegal.org>

Parent Revolt - California GOP (CAGOP): <https://www.cagop.org/s/parentrevolt>.

Parents Defending Education: <https://www.defendinged.org>

PARENT UNION:

- **How to Hold Your School Board Accountable:**
<https://www.parentunion.org/toolkits-1/school-accountability>.
- **How to Research School Performance:** <https://www.parentunion.org/toolkits-1/school-performance>.
- **How to Track Political Contributions:** <https://www.parentunion.org/toolkits-1/political-donations>.
- **Parental Rights Pledge:** Pdf Version at <https://californiapolicycenter.org/wp-content/uploads/2023/08/Parental-Rights-Pledge.pdf> or Sign the Pledge Version at <https://docs.google.com/forms/d/e/1FAIpQLScoKe32NqJbQxAUr0S-EKA51ZYZHn5pTHvkhKJGfrFD1Ptrg/viewform?pli=1>.

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Pennsbury School Board Aggressive Censorship of CRT Debate:

<https://www.ifs.org/wp-content/uploads/2021/10/PennsburySchoolBoard.mp4>

Safe Libraries: <https://safelibraries.blogspot.com/p/about-me.html>.

The Joy of Being Wrong (Video): John Templeton Foundation.

<https://youtu.be/mRXNUx4cua0>.

The Women's Bill of Rights - Independent Women's Voice:

<https://womensliberationfront.org/news/iwv-wolf-womens-bill-of-rights>.

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Author Bio



Corey Lee Wilson

Corey Lee Wilson was raised an atheist by his liberal *Playboy* Bunny mother, has three Anglo-Hispanic siblings, a bi-racial daughter, a brother who died of AIDS, baptized a Protestant by his conservative grandparents, attended temple with his Jewish foster parents, baptized again as a Catholic for his first Filipina wife, attends Buddhist ceremonies with his second Thai wife, became an agnostic on his own free will for most of his life, and is a lifetime independent voter.

Corey felt the sting of intellectual humility by repeating the 4th grade and attended eighteen different schools (17 in California and one in the Bahamas) before putting himself through college (without parents) at Mt. San Antonio College and Cal Poly Pomona University (while on triple secret probation).

Named Who's Who of American College Students in 1984, he received a BS in Economics (summa cum laude) and won his fraternity's most prestigious undergraduate honor, the Phi Kappa Tau Fraternity's Shideler Award, both in 1985. In 2020, he became a member of the Heterodox Academy, in 2021 a member of the National Association of Scholars and 1776 Unites, and in 2023 became a

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member of Moms for Liberty.

As a satirist and fraternity man, Corey started Fratire Publishing in 2012 and transformed the fiction “fratire” genre to a respectable and viewpoint diverse non-fiction genre promoting practical knowledge and wisdom to help everyday people navigate safely through the many hazards of life. In 2019, he founded the S.A.P.I.E.N.T. Being to help promote freedom of speech, viewpoint diversity, intellectual humility and most importantly advance sapience in America’s students and campuses.

Some readers might be prone to ask why would someone raised as a wild-hippy-gypsy child of the Sixties take the conservative path and champion conservative causes?

Quick answer: In this day and age it’s the reasonable, logical, and sapient thing to do. By comparison, there is nothing “sapient” about the Progressivism movement and the woke madness that follows it throughout our educational systems.

Furthermore, to quote Ronald Reagan, “There’s a flickering spark in us all which, if struck at just the right age, can light the rest of our lives.” His spark was ignited in college when he experienced first-hand in the early Eighties the growing illiberalism at his college newspaper and its persistent bias against conservatives, Christians, and President Reagan.

Hopefully, this *Winning School Board Elections* guide will do the same to spark your inspiration and help you craft your anti-wokeness platform and winning strategy for your school board election.

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Winning

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Liv Finne, a former adjunct scholar now serving as Director of the Center for Education at Washington Policy Center, has been analyzing education policy for the past 13 years. Her research suggests the unmistakable decline in the literacy of America's students from fourth to twelfth grade due to lower expectations and the shift in focus from academic excellence in mathematics, science, reading, and history toward the implementation of woke Progressivism and social justice constructs like critical race theory (CRT).

Government data for 2019 shows the average fourth grader has a 41 percent proficiency level in mathematics. By the eighth grade, the proficiency level drops to 34 percent. By the twelfth grade, America's students have an average math proficiency level of only 24 percent.

In reading, fourth graders have an average proficiency rate of 35 percent. By eighth grade, the proficiency level drops to 34 percent, and by the twelfth grade, America's average student shows only a slight proficiency improvement to 37 percent. In writing, the proficiency levels are 28 percent in fourth grade with eighth and twelfth graders sharing a score of 27 percent.

America's students fare worse in science, with fourth-graders having only a 36 percent proficiency rate and eighth-graders dropping to 35 percent. Twelfth-graders have only a 22 rate of proficiency in science. The worst scores come in history, with fourth-graders starting out with only 20 percent proficiency and dropping to 15 percent by the eighth grade. By grade 12, America's students have a paltry 12 percent proficiency level in history.

Rather than develop curriculum that provides students with the qualifications needed to graduate high school, Finne says the education system has opted to lower the bar of academic standards. This new push by the school system to abandon efforts of academic achievement and shift toward woke social constructs like CRT is an effort to hide the fact that they have failed in their jobs to educate our children.

"The whole idea is that if the community knew that their schools are not educating their children to basic levels they would rise up," Finne said. And now they are notes Moms for Liberty and other parental rights groups.

The failure of our educational system goes beyond what they fail to teach. It includes what they do teach, or rather indoctrinate, and the graduates they send out into the world, are incapable of seriously weighing alternatives for themselves or for American society.

Check out the Sapient Conservative Textbooks for high school curriculum at www.FratirePublishing.com