



## OVERVIEW

A first-of-its-kind civic engagement initiative, Voice4Change allows high school students to propose and vote on how federal relief funds will be invested to reimagine Connecticut's schools. Voice4Change was created with the idea that students are Connecticut's leaders of tomorrow and our communities' changemakers of today. The Connecticut State Department of Education (CSDE) therefore encourages all grade 9-12 students from every participating high school to make their voices heard by voting on Tuesday, March 29, 2022!

## CAMPAIGN GUIDELINES

Campaign guidelines are an important part of the civic process because they ensure campaigns (and elections!) are fair and ethical. **If any student whose proposal is on the ballot is found violating any of the campaign rules, their (or their group's) proposal will automatically be disqualified and taken off the school's ballot.**

The CSDE recognizes that each school may have its own set of policies and guidelines, as mentioned in school-specific student handbooks and/or community resources (e.g., student government and/or assemblies). **Students must therefore abide by all rules outlined in their school/district student handbook while campaigning.** We encourage students to contact their relevant school administrator for more information.

- 1) All campaign materials (posters, graphics, etc.) must be student generated, made by hand or by students on the computer. Under no circumstance may professional graphic designers be consulted or used during the campaigning period. No student is required to use their own source of income to purchase arts-and-craft materials. Students are encouraged to create campaign posters using resources already made available by their school.
- 2) Any campaign materials must be reviewed, approved, and signed off by your school's administration before being hung around the school. Any information and/or speeches must be reviewed and approved by the appropriate advisor, who will ensure content meets campus standards.
- 3) Students can in no way give, lend, or promise any money, favors, or items to any other person to influence their vote. Students are prohibited from handing out swag, such as customized clothing, tote bags, buttons, stickers, candy, food, pens, money, or any other incentivizing materials that may be used to solicit votes.
- 4) Students may not take down another candidates' poster to hang up theirs, nor may they cover another poster with your own or deface another candidate's poster.
- 5) Campaigning must be done in a positive, fair spirit. Students cannot use profane or discriminatory language or images or make any negative reference to other proposals or students while campaigning. Candidates are expected to be respectful of all other candidates for the duration of the Voice4Change voting process.

# VOICE CHANGE

- 6) Any speeches that students wish to conduct on school grounds during homeroom, lunch periods, group assemblies, or any other forum must be approved by the relevant school official and conducted at a time and place that has been sanctioned by the LEA. Please consult your principal or teacher for more information and school-specific guidelines.
- 7) Any posts on social media (whether the school/district's or student's) should include the hashtag #Voice4Change. Video should also include the appropriate tags and mention of CSDE in their description, using CSDE's relevant social media handles: [Facebook](#) (@CTDepartmentofEducation), [Twitter](#) (@EducateCT), [Instagram](#) (@educate.ct), and/or [YouTube](#) (@CTStateDepartmentofEducation), as well as the school's and/or district's official account handles (if applicable).
- 8) Any/all campaign materials must be removed by the closing of polls on the Voice4Change voting day, Tuesday, March 29, 2022.