



Communication Guidelines for Employees

As the Nov. 7 general obligation bond referendum for Charlotte-Mecklenburg Schools and the Charlotte-Mecklenburg Board of Education at-large election approach, we want to provide you with important communication guidelines to ensure fairness and adherence to CMBE policies.

What you CAN do while performing duties for CMS :

- ✔ Encourage eligible employees, parents, volunteers, business partners and students to register to vote before the Oct. 13 deadline or participate in one-stop early voting.
- ✔ Share informational or educational materials about the 2023 Bond provided by CMS Communications or the Bond Toolkit found at bit.ly/44eXREV. Display informational materials regarding the proposed work for your school site on bulletin boards, fliers, banners and signs. However, refrain from using language like “Vote Yes” or “Support the 2023 Bonds.”
- ✔ Discuss classroom, school and district facility needs and how proposed bond funds would be used by CMS.

What you CANNOT do while performing duties for CMS:

- ✘ Instruct or influence employees, parents, volunteers, business partners and voting-age students on how to vote or encourage support for specific candidates or ballot initiatives.
- ✘ Share materials that advocate a particular position on the referendum or elections.
- ✘ Use CMS resources or personnel to distribute material promoting a “Vote Yes/Vote No” or “Support/Don’t support” stance on school bonds or “specific candidates.”

Your rights as a community member and citizen:

- ✔ As individuals, you have the right to support issues and candidates of your choice. Political activities should not be conducted while performing official duties, involve the use of CMS resources, or the use of school facilities, unless authorized under Board Policy and Regulation O-CUF: [Community Use of Facilities](#).

For more Information or If you have questions about the CMS 2023 bond referendum: Call (980) 343-7450, email cmsbond@cms.k12.nc.us or visit <https://charmeckschools.org/bond>.

We appreciate your understanding and expect compliance with these guidelines to maintain fairness, integrity, and impartiality during the bond referendum and election. If you have any questions or need further clarification, please reach out to the CMS Communications Services team at cmscommunication@cms.k12.nc.us.