

# **Official UPEISU Elections**

## **Documents Part III**



*As prepared for the*

# ***2020 Winter General Election***

- Part I:** UPEISU's Roles, Council, & Eligibility
- Part II:** The Nomination Process
- Part III:** Campaigning
- Part IV:** Complaints, Violations, & Sanctions
- Part V:** Voting & Results
- Part VI:** Elections By-laws & Policies

*31 January, 2020*

\*to be read in full by February 13th at 4pm\*

Can be located at: [www.upeisu.ca/2020election](http://www.upeisu.ca/2020election)

# Part III: Campaigning

## Campaigning Period

The Campaigning Period for all candidates except for executive candidates will begin at the end of the “All Candidates Meeting”. Campaigning for executive candidates will begin at the end of the “Executives Candidates Information Session”. **The Campaigning Period will be live officially from 6pm & 7pm** (depending if you are running for an executive position) **February 13th, until 4pm, Wednesday March 4th.**

## Mandatory Meetings as a Candidate

1. **All Candidates Meeting:** Mandatory for all candidates for all positions (including executive candidates), before being eligible to run in an SU Election.
  - a. Date & Time: **Thursday, February 13th, 5 pm - 6pm, UPEISU Board Room #203**
2. **Executive Candidates Information Session:** Mandatory for all executive candidates, before being eligible to run in an SU Election.
  - a. Date & Time: **Thursday, February 13th, 6 pm - 7pm, UPEISU Board Room #203**

If a Candidate is unable to attend the meeting they **must** send a designate on their behalf, but they must notify the CRO in advance.

Candidates are responsible for ensuring they have read the entire **UPEISU Elections Documents: Part 1-5 completely** before attending the **All Candidates Meeting**. At the meeting, the CROs will provide a review of the major rules, a reminder of deadlines, any updated information on the sanction procedures and a place for Candidates to ask general questions about campaigning. Specific questions about your campaign should be directed to the Election staff by requesting a phone or in-person appointment during posted office hours. The mandatory **Executive Candidates Information Session** will be an in-depth overview of the responsibilities and realities of holding an executive position with the UPEISU, to ensure candidates are educated on what they have signed up for.

**No campaigning of any kind can take place before the end of the All Candidates Meeting, and Executive Candidates Information Session, for the General Election.**

## Your Campaign:

### Declaring Intent and Pre-Campaigning

Many students begin thinking about running in an SU Election long before the Notice of Nomination goes up. It's natural to want to share your thoughts on a possible campaign platform with others or try to garner support early so you can get enough signatures when the time comes. However, Pre-Campaigning is **strictly forbidden** in any SU Election. Campaigning can only occur during the designated Campaign Periods.

Pre-Campaigning is any type of activity that is done **publicly** and indicates your desire or intention to run in an upcoming Election before the designated Campaign Period has begun, such as:

- Making an announcement in a class
- Posting a public message or status update, or creating a public group/page on social media
- Posting a video
- Posting posters around campus

**Note!** *The CROs will contact any student engaging in Pre-Campaign activities with a warning. These students may be subject to sanctions immediately upon registering in the Nomination Period.*

### Campaign Period

Each Candidate must have their campaign materials approved before beginning any form of campaigning. Please ensure you understand the section on the Campaign Approval Process below before preparing your campaign strategy.

Once you have received approval, you can begin campaigning.

### Campaign Approval Process

All Candidates must have their campaign materials approved before they can be used in any campaigning. To receive approval:

1. Contact the CRO and set up a time to have your material approved. This includes both electronic and paper campaigning materials. **“Approval” can be consented by the CRO via email.**

**TIPS!** *On the form, use an email address that you check regularly.*

2. If you change your strategy in the middle of your campaign, or add items that were not previously included in the approved, you **MUST** contact the CRO to have the material approved. For example, if you want to create a new poster design or decide to hand out chocolate bars half way through campaign week. **“Approval” can be consented by the CRO via email.**

## Campaign Materials

Candidates may use a variety of materials to assist in the promotion of their personality and platform. Be creative and ensure that you get approval early so you can start campaigning at the start of the designated Campaign Period. Take note of the specific guidelines below and ask The CRO if you are unsure because sanctions will be imposed as needed.

### Printed materials

All printed materials must include:

1. First Name (Given name) of Candidate, last name optional
2. Position sought
3. Voting Dates
4. Students can vote via myUPEI

Printed materials are classified into three main categories:



**Remember!** Participation in an SU Election does not give you permission to violate laws or university policies. The SU will not intervene with the police or university if they conduct an investigation of a Candidate.

Election staff may remove posters or banners without reason if asked to do so by UPEI Facilities Management Department or other UPEI Departments. This includes but is not limited to any items obstructing fire lanes or sprinklers, any lawn signs or cable ties on university property, any items affixed to a door, or any other safety or security concerns. Any cost of damage or cleaning, such as peeling of paint, tape residue, etc., will be charged to the Candidate.

## Food

For health and safety reasons, only **pre-packaged** food and drink will be permitted to be used as campaign material. Buying in bulk from a store and then using your own packaging (such as Ziploc bags) is **not** considered pre-packaged. In addition, Candidates may not hand out any food or drink that is homemade (unless the proper approval have been received from the PEI Department of Health).

### Examples:

**Permitted** – juice boxes, pop cans, chocolate bars, suckers, vacuum sealed cookie packages, food or drink if through a licensed food provider or proper approval has been received from the PEI Department of Health etc.

**Not permitted** – coffee, hot chocolate, baked goods made at home or from a larger package, etc.

## Swag (Giveaways)

Some Candidates choose to purchase branded materials, such as pens, t-shirts, pins or plastic bracelets. Stickers are permitted but are **not** permitted to be posted on surfaces around campus. However most other swag will be approved as long as it is approved through the CRO.

Please note any form of transaction that influences voter support in an unfair way is not permitted.

## Classroom Visits

Candidates may request to make an announcement in a classroom in advance. Written permission from the instructor of that particular class must be received prior to entering the classroom. Sufficient notice must be given to instructors whose classes you wish to visit (at least 24 hours). Approaching an instructor as they are setting up for a lecture is **not** considered sufficient notice. Please ensure you respect instructor's time and classrooms. Keep a record of all permission slips and communications with instructors as The CRO may ask for them at any time. For the sake of courtesy, campaign notes on the board must be erased prior to the beginning of the next class.

## Online and Multimedia

Facebook, Twitter, YouTube, Instagram, SnapChat, and personal websites or other social media are very popular methods of campaigning. You may include your social media account names, websites and video links into the campaign platform you submit with your nomination package. However, ensure your links, videos and posts are **not live** until the beginning of the designated Campaign Period. What counts as "live" depends on the type of page you choose to use (see the info box on the next page for details). Social Media Spot-Checks will be done by the CRO throughout the campaign periods. We do not need to approve every single post on social media; however, unique campaign materials (ex: official campaign poster / Facebook event page) **must** have

approval before being posted online. **“Approval” can be consented by the CRO via email.**

If you are using an **existing personal** Facebook, Twitter, etc.:

- ✓ **Do:** Include the active link to an existing account for approval by the CRO.
- ✗ **Do not:** Change your profile picture, status, cover photo, etc. before your material is approved.

If you are creating a **campaign-specific** Facebook, Twitter, etc.

- ✓ **Do:** Include the inactive (page not publicly available yet) link for approval.
- OR**
- ✓ **Do:** Include the active link with little or no content (no likes, followers, posts, profile/cover photos, etc.) for approval.
  - ✗ **Do not:** Invite people to join groups, solicit likes / followers, make campaign-related posts, or update your profile or cover photo before your material is approved.

**TIP!** Remember to give credit where it's due if you've used photographs, music, video clips, etc.!

## Logos

Candidates may not use or superimpose the SU logo, any UPEI logos (including those of individual faculties or the Panthers), or that of any organization on any of their Campaign Materials. Logos that appear in the existing environment and do not require special permissions for use may be permitted at the discretion of the CRO.

## Additional Campaigning Opportunities

### Forums

The most effective method of campaigning is to meet with voters face-to-face and make personal connections. During the Campaign Period, the SU will host Candidate Speeches in McMillan Hall, and a Candidates Debate to give you the opportunity to meet more of your constituents. The Speeches in McMillan Hall is a quick 2 minute speech to introduce yourself to students, why you are running, and what you have planned if elected. The Debate at The Fox & Crow is facilitated by The Cadre, who come prepared with a list of both open and closed ended questions to allow voters to get to know your personality and more about your Election promises. If time permits, questions from the audience are also taken.

1. **Speeches in McMillan Hall: February 25th, 12pm - 12:30**
2. **Debate at The Fox & Crow: February 26th, 7pm - 9pm**

## Campaigning & Rules of Fair Play

All campaigning must be positive in nature, and show respect for other candidates. This means that campaign tactics, actions, or materials that attack, demean, or unfairly target other candidates will not be allowed. A fundamental component of the democratic process is the ability and willingness to tolerate opinions that you may not agree with. By focusing on positive campaigning and respecting the diversity of opinions from all candidates, you help to ensure the election is both fair and equitable for all those involved.

Candidates must also demonstrate respect for all members of the University community when campaigning. This includes respecting the opinions and actions of University staff and administration, as well as the right of all students, staff, and faculty to continue to study and work during the Election. When campaigning, please keep this respect in mind in terms of noise, use of space, and interactions with other community members. As a candidate, your respect for all active members of the Student Union, and the university at large demonstrates a commitment to the importance of their interests. This commitment will ultimately help you if you are elected to the SU Council.

**REMEMBER!** *Positive campaigning does not mean that you are restricted from offering constructive criticism. As a candidate you are encouraged to debate important issues and share your opinions – just remember to do so in a professional manner. Personal attacks will not be tolerated.*

### **Campaign Resources and Zones**

Candidates must document all resources used and **keep all original receipts** to submit with their expense if requested by the CRO.

Using any SU resources is strictly prohibited. This includes the use of technology, supplies, physical space and SU branded attire or materials (i.e. Executive Office, SU Offices, SU Businesses). If a Candidate holds a title/position with the SU at the time of the Election, they are not permitted to use that position for an unfair advantage. Candidates who hold a position within the SU may only use the SU office(s) for official SU business.

Non-candidates may not use their SU privileges to support candidates who they may be supporting or volunteering on their campaign teams. Candidates also may not use their current position with the SU on campaign materials or as a means to gather information that is not available to other Candidates. The only permitted use of a position or title is to refer to it during verbal campaigning (i.e. – forums and face to face) as “prior personal experience” or in one’s platform on a website or social media.

**You MAY say at a forum or in a face-to-face conversation with a student:** *“I have gained a lot of communication and administrative skills as an Arts Rep and would like to continue working for students as SU President.”*



**All SU offices and businesses are declared Campaign Free Zones** at the beginning of each Election period. These spaces include the following:

- SU Main Office
- The Fox & Crow (except for the Candidates debate)
- The Cadre
- The NEXUS Yearbook
- UPEI Residences (except for Wanda Wyatt Dining Hall)

Respect the rules set by this manual and the university facilities. Everyone's ability to campaign depends on candidates abiding by these standards. Repeated and willful violations will result in warnings or increased levels of sanctions.

Unattended campaign materials (costumes, photo booths, etc.), if found by and at the discretion of CRO or university facilities, will be confiscated and subject to warnings or increased levels of sanctions.

**TIP!** *Stick to the following general rules when deciding where to campaigning*

 Where <b>TO</b> Campaign:	 Where <b>NOT</b> to Campaign:
Face-to-face in common areas such as Murphy Student Centre or hallways	SU office, satellite offices, or businesses
Online	<b>Painted</b> surfaces: walls, concrete, railings Bathrooms
Poster boards	Glass doors in any building
<b>Unpainted</b> surfaces: Walls, railings, brick, concrete	Over other candidate materials
Classrooms (with written permission)	Trees, fences, lamp posts, lawn signs, etc.
Bulletin boards	Residence buildings (You are permitted in the meal hall and main entrances)
Meeting with clubs & societies or other groups on campus.	

*\*UPEI Facilities/Operations may designate any area on any campus "Campaign Free" at any time. You may be asked to remove your materials if this occurs.\**

## Campaign Team

Running a campaign is hard work. Many Candidates enlist the help of classmates or friends to develop a strategy, post and hand out campaign materials, and reach out to voters. There is no limit on how many people can join your campaign team, but remember to recruit your team privately if you are doing so during any Pre-Campaign periods.



Campaign Team members are volunteers and **may not** receive any type of compensation such as a gift card or cash.

**TIP!** Review all important information in the Elections & Referendum By-Law with your Campaign Team prior to the start of the Election Period. Candidates are responsible for the actions of, and any subsequent violations made by, their Campaign Team members.

### **Campaign Volunteers**

Campaign Volunteers may assist any Candidate in a non-official capacity and may not receive any type of honoraria.

Election expenses do not cover volunteer appreciation. Candidates choosing to provide any form of appreciation to their volunteers must do so after the conclusion of the Election (after Official Results are announced) and at their own expense.

### **Scrutineer**

Candidates may appoint a scrutineer in writing to the CRO prior to the polls opening. The scrutineer will be present while the voting results are collected and the votes are tabulated.

### **Endorsements**

Candidates often request groups or clubs on campus to endorse their campaign in order to reach a larger number of voters. **All endorsements must be verbal or written only.**

Candidates may not receive any monetary, in-kind, or material endorsements from any third parties (individuals or groups) of any kind (including covering the cost of campaign materials, room/table rentals, or other benefits). Any written or verbal endorsement must be authorized by the Executive or leadership of the group or club.

If an SU Club or other group decides to endorse a Candidate through an online platform, the group administrator must send the message on behalf of the Candidate.

SU Elected Officials and SU staff may not utilize SU resources, including their title and any established modes of communicating to students on behalf of the SU, to endorse Candidates.

### **Funding your Campaign (Expenses)**

One way that we ensure fairness amongst Candidates is to place a maximum spending limit on campaign related expenses. Expenses include anything that is used to assist you to market yourself and your ideas during the Election Period, such as: poster printing, stationary, giveaways, costumes (rented or purchased), props, table rentals, etc.

All Candidates must keep their receipts in case the CRO requests them to submit a Campaign Expense form.

Candidates must stay within the following spending limits, based on the position they are running for:

- **Executive Candidates: \$250.00**
- **All other elected positions: \$100.00**

### **Campaign Expenses**

Please follow the following steps for campaign expenses.

1. Keep track of all your spending and hang on to ALL receipts.
2. If requested by the CRO fill out the Campaign Expense Form fully (found in the Nomination Package). Staple all receipts to the form. Submit your form and receipts in a sealed envelope, with your name on the front, to the SU office.
3. Receipts will be returned to the candidates after the approval of the election results.

### **Unreceipted Expenses**

Unreceipted expenses should be kept to a minimum. These are expenses for which a receipt/invoice is not available, or for a new purchase where the receipt was lost. We recommend buying new, or from reputable suppliers as much as possible to avoid confusion and exceeding expense limits. The maximum value that will be considered for approval is \$5.00. The approval of un-receipted expenses is at the discretion of the Elections staff.

An example of an unreceipted expense would be if you used a previously purchased roll of tape from home and estimated the cost to be \$3.50. This amount would be considered a part of your expenses, and would be counted towards your budget. This would mean that your other expenses (with receipts) could not total more than the budget minus \$3.50 (either \$96.50 for Faculty, Board, and Senate Candidates, or \$246.50 for Executive Candidates)

If you have any questions about un-receipted expenses or campaign spending limits, please contact the Elections staff.

