

# 2023 Student Government Elections

Campaign Team Orientation

*Election Facilitation Committee*

## Who are we?

- EFC is an independent third party that oversees elections
- We are here to ensure a fair election process
- We encourage students to run and vote so their voices are heard on campus

## Why are you here?

- To make sure that you, as campaign team members, are aware of policies regarding elections
- Inform you of the events that are happening during the election season

# Requirements of the Office

## At-Large Senator

- Fulfilling six (6) office hours per week
- Serving on a legislative committee
  - Campus Life
  - Equity & Inclusion
  - Governmental Relations
  - Student Rights & Interests
- Adhering to the attendance policies for the Student Senate and legislative committee meetings
- Participating in new Senator Orientation

## Slates (President & Vice-President)

- Performing thirty (30) office hours per week
- Serving as the official representative of Student Government, together with the Student Body Vice-President
- Representing the student body on university committees together with the Student Body Vice-President
- Interfacing with The News Record, local, and national media
- Executing approved Student Senate legislation
- Appointing all Cabinet Chairs, Cabinet Directors, and Executive Staff Directors
- Assisting in approving Tribunal Funding Requests
- Serving as an undergraduate student representative to Faculty Senate and to the Board of Trustees
- Promoting and maintain the Student Government Brand

# *PRE-CAMPAIGNING*

# Nominating Petition

- Filling out the nominating petition is the first step towards running in this election cycle
- Nominating petitions will be made public on CampusLINK on January 30th, 2023 at 8:00am
- This CampusLINK form will ask all campaign information such as the intending candidate's information, social media handles, campaign member's information, etc.
- There are different forms for candidacy for at-large, President, and Vice President. **Make sure you are submitting the correct one in its entirety.**



# Nominating Petition

- SLATES: Nominating petitions must be submitted no later than Friday, February 3rd, at 11:59 PM.
- SALs: Nominating petitions must be submitted no later than Friday, February 10th, at 11:59 PM.
- A group of seven EFC members will then approve/deny the petition and send a Signature Collection link by Monday, February 6th, at 8:00 AM.



# Signature Collection

- Submissions may only be collected by the actual student(s) running for office. The link to Signature packet may not be sent in mass group-chats (GroupMe), listservs, newsletters, etc. and must be sent individually to UC students. No campaigning may take place during signature collection.
- Signature submissions must be completely filled out by each student to be valid
- One form submission = one signature. Slates must gather 100 electronic signatures. Candidates must gather 50 electronic signatures.
- Please allow for 48 hours after submission of the Signature Collection Link for the approval of EFC



# Signature Collection Packet (2)

**Q: Can candidates/slates ask professors to send information about their specific campaign to the class' students, via email, canvas announcements, etc?**

**A:** This is not allowed. EFC tries to keep professors out of elections as much as possible, so as not to compromise their position as UC faculty, and this mass communication would be similar to campaigning via a large, UC affiliated listserv, which is prohibited under EFC rules: "No Nominee may use any University affiliated mass e-mail system or listserv for the purpose of campaigning or collecting signatures." However because of the increased number of asynchronous classes, this year, we do encourage candidates to send information on behalf of all candidates to professors to send to their students - for example, a link to Meet the Candidates or general information about voting.

**Q: Dos and Don'ts on posting about Signature Collection forms in GroupMe:**

**A: Do** - Include a message about your intention to run and let students know you have a form that you need signatures on in order to be an approved candidate

**Do** - Let students know they have to reach out to you directly in order to get the link to the signature form

**Do** - Let students know they can like your message in order for you to then reach out to them directly and send them the link to the signature form

**Don't** - Drop the link directly into the public GroupMe

**Don't** - Have other people post the Signature Form link directly into the public GroupMe

**Don't** - Campaign in the public Groupme

# Rules for Team Members

- When campaigning during virtual meetings, team members must disclose their position on the candidate's team. When campaigning in-person, team members must wear appropriate name tag.
- Don't hate on the other team(s). EFC will not tolerate any slander, libel, or intentional damage to campaign materials. This behavior may result in a grievance.

# CAMPAIGNING

# Campaigning

- **Four main methods of campaigning:**
  - Attending EFC sponsored events
  - Hanging physical materials
  - Virtual communication/social media
  - Speaking at virtual/in-person student orgs/events/classes
- **Get permission before you speak to a class**  
**#StudentsFirst**



# Neutral Spaces



| Policy  | Space   |
|---|---|
| Strictly Neutral (no campaigning)                                 | SG Office, SG Meetings  |
| Actively Neutral<br>(May wear apparel but no speaking or posting) | Libraries, computer labs, classrooms<br>(unless instructor give permission),<br>athletics facilities, bars* |
| Better Check  | UC Offices and Departments, as well<br>as any space you are not sure about                                  |

# Residence Halls (Slide 1/2)

- Door-to-door campaigning in residence halls is not permitted.
- **Do not hang up posters/flyers yourself:**
  - EFC+RED will coordinate this on behalf of the teams
  - Submission deadline is 12:00 PM on Sunday, February 12th for them to be printed FOR YOU.
  - Submission deadline for prints you pay for must be submitted by Saturday, February 18th at 12:00 PM.
  - Prints must be financially recorded (whether we pay for them or you)



# Residence Halls (Slide 2/2)

GENERAL BREAKDOWN (ROUGHLY 200 REQUESTED):

|                       |  |
|-----------------------|--|
| The Eden/Deacon       | 18 flyers (one per RA and two for the lobby)                     |
| CRC/Dabney            | 14 flyers (two per RA and two for the lobby)                     |
| Daniels               | 20 flyers (one per floor and two for the lobby)                  |
| Jefferson             | 25 flyers (one per bulletin board designated for posting flyers) |
| Morgens               | 14 flyers (one per floor and two for the lobby)                  |
| Scioto/Marian Spencer | 24 flyers (one per floor and two for the lobby)                  |
| Siddall               | 15 flyers (one per RA and two for lobbies)                       |
| Stratford             | 30 flyers (one per RA and two for the lobby)                     |
| UPA                   | 20 flyers (one per RA and three for lobbies)                     |

# Posting & Chalking

- Always adhere to University posting and chalking guidelines
- Posting Guidelines:
  - No posting of any kind in any neutral space
  - Only one piece of campaign material per bulletin board
  - Materials must be 10ft apart on walls or large open posting areas
  - Make sure to obtain permission to post in the space (ex. In Engineering buildings, CEAS Tribunal approval is required)
- Chalking is permitted only on horizontal surfaces in open areas directly washed by rain [chalk must be water-soluble]



**\*All postings must be removed within 72 hours of the end of the Election by the campaign team.**

# Endorsements

- No UC-affiliated organization, team, office, department, faculty or staff member may endorse a Slate or Candidate.
  - In case of an unintentional endorsement it is the responsibility of the campaign to address it.
- An endorsement can sometimes be as simple as retweeting a campaign post.
- Just because you know someone, does **not** mean it's appropriate to ask them to support a campaign.
- Avoid putting people in difficult situations. Most people care about the elections, but because of their work or position must remain neutral.



# Student Athletes

## **Can student athletes endorse a campaign?**

**A:** Student athletes can participate on campaign teams or endorse a campaign as students, as any student can, without wearing any UC sports team gear, or showing any affiliation to UC while they are campaigning or participating in campaign activities. While campaigning via social media, student athletes should not have any mention of their UC sports team affiliation in their profile picture, bio, or show any affiliation to their UC sports team in the campaign post, story, tweet, etc.

**BAD:** "I am John Doe from the UC Basketball team and I'm voting for the Bearcat!"

**OKAY:** "Let's go Bearcat!" *with no photo or text relating to UC athletics*

# Finances (Slide 1/2)



- All income and expenditures that pertain to the Election must be documented and reported to the Election Facilitation Committee:
  - Save receipts and turn them into your campaign manager.
  - Always report any expense you incur on behalf of the campaign to your campaign manager.
  - Turn in copies of all coupons utilized for campaign purchases
  - Template in Google Drive
  - Finance checks
- Additional finance instructions:
  - Items that are borrowed must still be reported at a cost of zero dollars (\$0).
  - A resource that was you received at a discounted price must be reported as the price that someone without this discount would receive it at (i.e. Engineering prints)
- Bribery will not be tolerated.

# Finances Cont'd

- At-Large Senate campaigns and Slate campaigns have the ability to utilize Student Government/EFC resources for their campaigns in the form of prints, stickers, and buttons
- Personal Funds can be used for any use that does not violate EFC rules or Campus Health and Safety Guidelines
- Posters, Stickers, and Button materials due to be ordered by EFC with the SG Resources:
  - Two order deadlines: Thursday, February 9th & Friday, February 17th (5:00 PM EST)
    - Earlier date is preferred! We want to make sure you have your materials in time for campaigning!
  - Once nominating petition approved, template expectations will be shared with candidates to meet ordering guidelines
  - SG allocated resources:
    - 400 posters (8.5x11), 240 stickers (1.5x1.5 circle), and 100 button materials

# What is the result of a violation?

- Failure to comply with UC policies or Election Rules will result in a grievance being filed.
- EFC will then hold a hearing to mediate upon the grievance:
  - If EFC determines that a policy was violated, we will execute repercussions.
  - The repercussion will be based on the severity of the violation.
    - Examples include but are not limited to: temporary halting of campaigning, loss of funding, or removal of votes.
    - In the most extreme cases, it can result in expulsion from the election.
- **Slates and Candidates are responsible for the actions of their campaign team members, so make sure you, as campaign team members, have a base-level understanding of the rules.**



# Elections Social Media

- #UCvotes2023 is the official brand for the 2023 election.
- Follow us on Instagram @cincyefc. We will not be following back official campaign accounts but will be posting helpful updates throughout campaigning.
- Campaign social media **should not** be active prior to the start of campaigning (“blank slate”).
  - no followers/following until approved
- Candidates are allowed **one (1) post** on personal social media announcing the start of their campaign and redirecting to the campaign account
  - this needs to be recorded (no deleting and reposting)
- Campaign account material can be shared as stories on personal social media, but they cannot be saved as highlights on personal social media (the story must expire)
- Using profile picture campaign “frames” is permissible.

# Social Media Dos and Don'ts

## **Social Media Dos and Don'ts - What can I post? What can't I post?**

**A:** Personal accounts for both candidates and campaign teams

Can:

- Post on your stories directing students to your campaign account
- Can reshare posts on stories or similar features.
- Can have a profile picture with a campaign logo (similar to Facebook's feature)
- During the signature stage you can ask students to directly message you if they are interested in signing your petition.
- Can make a post announcing you're running, as long as it doesn't include all your logos, campaign points, or similar materials

Can't:

- Directly post campaign points, logos, materials, etc. to your personal account
- Host live streams or similar events.
- Post endorsements directly to your account.

**A:** Approved Campaign Accounts

Can

- Campaign! This is where you should post all your ideas, videos, and info about virtual events

Can't

- Can't post endorsements that violate EFC rules.
- Can't slander or attack others.

# EFC Sponsored Events

- **Diversity Debates** – Monday, February 20th, 6:00 PM in TUC Cinema
- **Candidate Carnival** – Thursday, February 23rd, 11:00 AM to 3:00 PM in TUC Atrium
  - virtual submissions due Monday, February 20th at 11:59pm for Candidate Carnival
  - **Election Reveal Gala** – Friday, March 3rd, 6:00 PM at the Kade Center



# Good Things To Keep In Mind

- SAFETY FIRST!
- EFC is meant to be here as a resource for you – reach out to us!
  - EFC E-mail: [askUCEFC@gmail.com](mailto:askUCEFC@gmail.com) (PREFERRED)
  - Madi Sobieski: EFC Chair ([sobiesmv@mail.uc.edu](mailto:sobiesmv@mail.uc.edu))
  - & our co-chairs/general body members!!
- This presentation, along with other resources, will be available on Student Government and EFC's CampusLINK.
- Though this year may look different, we hope you are committed to helping us create an engaging and equitable election cycle.
- **How we represent ourselves during Elections sets the tone for how the student body views SG for the rest of the year.**

# Attendance:

