**Campaign Procedures 2017**

***Suggested Timeline***

Jan 16 - 20 Nominations Open

Jan 20 Nominations close

Jan 23 - Feb 3 Panel Interview, attend a workshop

Feb 3 Deadlines for meetings and signatures

Feb 4 - 20 Campaigning

Feb 21, 22 & 23 Election Days

Feb 23 5pm Results posted

Feb 24 Directors remove all posters

1. Upon submitting completed nomination package and record of good academic standing [transcript], you are required to:

* Attend the panel interview when invited and answer questions to justify the reason for contesting
* Attend campaign workshop and have your picture taken at that time
* Attend a board meeting

2.       Georgian College Students’ Association (GCSA) ***current*** Executives, Directors and Staff (including Promo and events crew, Brew Crew and support staff and managers) are NOT allowed to support or assist candidates in their campaigns. This consists of:

1. ‘sharing’ of candidates posts on facebook (you are allowed to ‘like’ a post)
2. Promo crew cannot add candidates slides to GCSA slideshow at promo table
3. You cannot verbally endorse or speak negatively against any candidate. If asked a question simply reply “As a GCSA employee I cannot endorse any candidate over another, but I encourage you to go onto our website and view all the candidates profiles”.
4. Clubs and associations can delete facebook posts on their page at their own discretion, however it must be done equally (allow all candidates to post, or allow none).

3.       In the case of a dispute, the Chief Returning Officer, in consultation with the Manager of Student Leadership and Transition Services, shall interpret the dispute and shall make the final decision in regards to the said dispute.

4. Applicant must respond within 48 hours after being contacted by the CRO or else they will be removed from the election.

5.       Campaigning starts Saturday February 4th.

6. Nothing can be given away to students to encourage them to vote for you, except for paper flyers. Anything else can be seen as bribery.

7. Candidates will be given 50 colour posters and a role of masking tape.  They are also responsible for the posting all advertising and adhering to all posting rules. A team of 2 graphic designers will be available to assist with poster designing starting January 25 to February 1. Candidates are encourages to sign up for 30 minute time slot in the available drop-in times at GCSA office and come prepared with general ideas for their poster and the picture they would like to use of themselves. **Note: Only one time slot will be booked per candidate. Graphic designers are to recreate the poster as per the suggestions of the candidate and are not permitted to exert their creativity beyond that.**

8.       **Posting Rules**

* 1. Candidates may post **under** designated areas labelled with a large **‘GCSA Election Candidates’ sign** on brick walls only (nowhere else on campus allowed).
  2. **Only masking tape** may be used, and with the ***tape behind the image on all 4 corners***.
  3. Slander and libel [false statements and attempts to defame]are forbidden.
  4. Candidates, or their staff, are not to place material on top of other candidates’ materials, and shall not remove, alter, or damage the material of another candidate.
  5. No campaigning may be done in a classroom while a class is going on (only before, during a break, or after the class is completely over will be allowed). Candidates may NOT request that teachers dismiss classes for voting purposes.

1. **Social Media Rules**
   1. You can only post one a week in Georgian College facebook pages. This includes clubs, Athletics, TLC, GCSA and main Georgian pages. It is up to the administrator whether they allow candidates posts or not, but they are all asked to promote fairly (allow all candidates, or allow none).
   2. Campaigning can begin on February 4th and ends after elections are complete.
   3. Do not used slander against another candidate.
   4. Do not promote another candidate.
   5. No tagging of people to your campaign posts
2. **Current GCSA members running in elections**
3. You cannot promote yourself by word of mouth or any other way while you are working for GCSA (paid or volunteer). This means if you are in the office and someone comes in and you want to promote yourself to them, you can’t. You can’t take them in the hall, or pass them a note or anything. While you are on the clock with GCSA you are to represent them properly by not taking advantage of your job during elections. On your own time you are free to campaign.
4. Members of the promo crew that are running in elections will be scheduled for shifts as usual but the VP Marketing will make sure to have you promote something other than elections (like upcoming events). No candidate on promo crew will talk about elections while working.
5. You absolutely are allowed to mention your past experience with GCSA. This means you can wear your name tag in photos, take photos or video within the GCSA Office, or mention it in your bio and goals and social media. Think of it as part of your resume that you want to share with the students. However, you are not permitted to campaign wearing your name tag or during GCSA events.

12.      Any complaint must be presented to the Chief Returning Officer in writing and be signed by the complainant and at least two witnesses. Any verbal complaints will not be accepted and any rumors will not be acted or ruled upon.

13.       The Chief Returning Officer holds residual authority. Any issues arising which are not covered within this document will be dealt with at the discretion of the Chief Returning Officer. The CRO can create an election team of a maximum of 3 students. Highest priority goes to VP’s, then Directors, then all other students.

14.       Campaigning for the GCSA is an individual process and you are not allowed to partner with 1 other candidate if you wish to promote together.

15.       Candidates will not be allowed to loiter around the polls on the election dates: February 21, 22 & 23.

16. Interested parties must attend a board meeting. If unable to, one will be recorded and posted online for them to view.

17.   There is a 3 strike policy for breaking rules. Any candidate will be disqualified if they do not adhere to these campaign procedures as outlined above, at the discretion of the CRO, once they hit their third strike.

1. All candidates are allowed, and encouraged to vote in the elections. And yes, you can vote for yourself. It’s anonymous anyway!

**Poster Design Do’s and Don’ts [If you are designing yourself and not taking assistance of GCSA graphic team]**

**Don’t**

* Speak slander about any other candidate
* Make your poster too much text
* Include GCSA logo, Georgian logo or any other logo

**Do**

* Include your name (First and last as it will appear on the voting ballot)
* Include the position you are running for
* Include: Vote online Feb 21, 22 & 23!
* Tell students why they should vote for you. Use a tag line or 1 of your main goals
* Keep text on poster short or it won’t be read
* Use colour, but for visual appeal try to keep it simple. (use only 2-3 colours for text and background colours)
* Ask family or friends who know design to help you!
* Run it through a spell checker
* Have some friends take a look and give you feedback
* Make it 8.5” x 11”
* Pdf file preferred for optimal print quality
* Save it as high resolution and send to [shona.klugman@georgiancollege.ca](mailto:shona.klugman@georgiancollege.ca) who will print out 50 copies for you and email you when you can come pick them up.
* Post it using provided masking tape ONLY. And tape on the back on all 4 corners