



# CAMPAIGNING GUIDE

*Everything you need to win an election!*

*"We assess, advocate, and act on behalf of students' interests in order to foster an exceptional university experience."*

*-BUSRC Mission Statement*

## Positions

The first step in running in any election is deciding which position you will be running for. At Bishop's, there are three separate elections, the Executive elections, the General elections, and the Fall elections.

### Executive Elections

The Executive elections serve the purpose of electing members of the SRC's Executive team. These positions require a significant time commitment (approx. 25 hours/week) and involve staying in Lennoxville during the spring and summer. These elections are held in February.

- **President**
- **Vice President Academic Affairs (VPAA)**
- **Vice President Student Life (VPSL)**
- **Vice President External Affairs (VPEA)**

### General Elections

The second elections held are the General elections and take place in March. The General elections serve the purpose of electing members of the Board of Student Representatives (BSR) who represent the student population. The Senators also serve as voting members on the Bishop's University Senate.

#### Representatives

- **Environmental Sustainability Representative**
- **Ethnic Diversity Representative**
- **Health and Wellness Representative**
- **Equity Representative**
- **Indigenous Students Representative**
- **International Students Representative**

#### Senators

- **Business Senator**
- **Education Senator**
- **Humanities Senator**
- **Social Sciences Senator**
- **Natural Sciences Senator**
- **Graduate Senator**

## Fall Elections

The third set of elections is the Fall elections for the purpose of electing members of the Board of Student Representatives (BSR). These elections are held in September.

Representatives

- **First Year Representative**
- **On-Campus Representative**
- **General Councillor (2 positions)**

If any positions from the Executive or General Elections remains vacant, the position will be on the ballot for the Fall Election.

*\*More detailed information about the positions available at [www.busrc.com/vote](http://www.busrc.com/vote).*

## **Nomination**

The nomination period is purely for fulfilling the requirements for the nomination: no campaigning may be done during this time. Nomination forms signify a candidate's intent to run. Nomination forms will be made available in electronic versions on the date that nominations open. A designated drop-off/submission location will be provided to all potential candidates.

Each candidate shall be nominated as follows: For candidates for any position on the Executive Council, at least twenty (20) signatures of students in good standing. For all other candidates, at least two (2) signatures of students in good standing from their respective constituencies.

For specific rules regarding nominations, please refer to the SRC Operating Policies, Election Policy 6 – Nominations and Candidate Eligibility.

## **Other Important Election Bylaws/Operating Policies**

The purpose of the SRC Bylaws and Operating Policies are to ensure an equal playing field for all candidates. They outline how, when, and where a candidate may campaign. The bylaws and policies cover important topics such as general election rules, online campaigning guidelines, poster criteria and much more. **It is recommended that you read over these policies before submitting nomination forms, and again during the electoral process.** Some of this information will also be discussed by the CRO and DRO at the mandatory All Candidates meeting.

The elections bylaws and operations policies can be accessed via [www.busrc.com/vote](http://www.busrc.com/vote).

## Who Oversees the Elections?

The elections are organized and run mainly by the CRO (Chief Returning Officer) and DRO (Deputy Returning Officer). The CRO and DRO ensure a fair election by working with the other members of the EAC (Elections Appeals Committee). All members of the EAC, as well as the CRO and DRO, forfeit their right to vote and must abstain involvement from any candidates' campaigns to remain unbiased. In case of a conflict, concern, or appeal about a candidate, or any issues related to the elections, the EAC will investigate and make a final decision about the appeal.

**2022 Chief Returning Officer (CRO): Karen Dymond** ([srcsg@ubishops.ca](mailto:srcsg@ubishops.ca))

**2022 Deputy Returning Officer (DRO):** ([srcelections@ubishops.ca](mailto:srcelections@ubishops.ca))

## Standard Campaigning Materials

“Campaigning” is an activity that serves to publicize or promote an individual, organization, or team's candidacy in an SRC election or referendum. “Campaign materials” are items that publicize or promote an individual's or organization's position. Here are some examples:

**Election Posters:** Election posters are essential for getting your name out to the candidates. There is no one way to make a poster but printing in attention-grabbing colours helps. It can be useful to recruit volunteers to help put up posters across campus. Posters can be printed at the print shop downstairs in the SUB. Posters must be approved and stamped by CRO or DRO.

**Social Media:** Online campaigning is becoming increasingly common through platforms such as Facebook and Instagram. You will be provided with a Facebook page to use for your campaign. It is useful to create Facebook events, answer questions, and clearly define your campaign goals on social media.

**Accent Items:** This campaigning method is optional. Whether it's a pin, clothing items or a funny accessory, voters are more likely to remember you if you do something to stand out from your peers.

**Banners:** It can be useful to have your name advertised in large letters in the form of a banner that students can look at on their way to class. Printing or painting are recommended when making banners. Banners must be approved by the CRO and DRO before putting them up.

**Handbills:** Slips of paper with your name and platform points can be handed out to people you have spoken to. These are valuable for informing voters. They can be handwritten or printed at the print shop downstairs in the SUB.

The official campaign period is subsidized, and only materials produced during this period will be reimbursed. Candidates may spend a maximum of \$100 on their campaign. The SRC provides a maximum subsidy of \$30. The expense form and all receipts must be provided to the CRO or DRO by the deadline. This form must be submitted, even if a candidate has no expenditures.

## How to Succeed in a Forum

Forums and debates are your opportunity to impress voters with your platform, speaking skills and ideas. There is a debate night before the executive elections, but none for the general election. There are a few key things you should know about debates beforehand:

- **Prepare something.** You don't have to have memorized your entire speech, but it's a good idea to know your platform points very well.
- **Speak for a suitable amount of time.** Anticipate how long you will have to speak and ensure you can list off all your key points during this time.
- **Prepare questions.** You may have the opportunity to ask your fellow candidates questions, so come ready!
- **Anticipate questions.** Anticipate questions that may be asked to you. Be aware of the strengths and weaknesses of your platform so you know how to best answer these questions.
- **Try to relax.** How you deliver your ideas is almost as important as what they are. Figure out which method to overcome nervousness works best for you and practice it. Practice makes perfect!

## Campaign Ideas

During the campaign period, there are several things that candidates will do every day. Generally, a running for an executive position requires a greater level of intensity. The following actions are just suggestions, feel free to be as creative as you'd like.

- **One-on-ones:** One valuable way to mobilize students to vote for you is to chat with them one on one and tell them what makes your great ideas stand out. It can be intimidating to go up to a group of students and speak to them, but if you are confident in your introduction, it should go well. Note: students are allowed to decline conversation. If they do, simply thank them and move on.
- **Social media:** If you have some free time in your day, it would be a good idea to continue networking through your campaign social media accounts and post about some of the great things you are doing, or plan on doing if elected.
- **Attend candidate meetings:** Anytime the DRO or CRO has a scheduled candidate meeting, it is important to be in attendance to not miss out on any important information.

Any other idea that you have, so long as it conforms with the bylaws and operations policies, feel free to be creative and do it! Initiative and outreach tend to pay off in the form of votes.

## Things to Avoid

Most of these go without saying, but better safe than sorry. Remember that there is a strike policy in place. 1 strike = warning, 2 strikes, you're out.

### DO NOT:

- Take down another candidates' campaign posters or damage anyone else's campaign material
- Slander other candidates whether it is done verbally, through campaigns, or online (positive campaigns only)
- Campaign during nomination period
- Come to forums unprepared (ex: debate night)

Remember: if you are unsure whether you're allowed to do something, your DRO and CRO are here to answer your questions!

## Important Dates

### **Fall Elections**

- September 7: Information table at SRC Extra Day, 1 – 3 pm in the Quad
- September 9: Nominations open
- September 13: Nominations close - 3pm
- September 13: Mandatory All Candidates Meeting – 4pm
- September 14 – 22: Campaign Period
- September 21-22: Voting
- BSR Retreat – September 23 – 25 – Successful Candidates expected to attend

## Disclaimer/Acknowledgements

This is an unofficial guide to running in Bishop’s University SRC elections and is meant to help advise beginners about how to prepare for and improve their campaigning. Its use will not guarantee electoral success, and the information it holds does not replace existing rules, policies, or schedules.

*The Bishop’s University SRC would like to acknowledge the University of Alberta Students’ Union whose campaign survival guide inspired ours. Their guide can be accessed at: <https://www.su.ualberta.ca/media/uploads/580/DG-CampaignSurvivalGuide.pdf>*

Questions about the elections or this guide can be addressed to the CRO at [srcsg@ubishops.ca](mailto:srcsg@ubishops.ca) or the DRO at: [srcelections@ubishops.ca](mailto:srcelections@ubishops.ca).