

Elections Policy #1: Campaigning

Lazaridis Students' Society (LazSoc)

Date of Last Amendment: January 4, 2017th

Introduction:

The purpose of this policy is to outline the rules and regulations of campaigning for elections.

Elections Policy 1 shall be in effect for the 2016-2017 school year.

Elections Policy 1 shall be revised or accepted as written by the LazSoc Executive no later than December 15 and shall be considered final for the purposes of executing the LazSoc elections in the subsequent year.

Section 1: Definitions

- 1.1 Soliciting shall be defined as direct engagement with any member for campaign purposes
- 1.2 Active campaigning shall be considered any direct and immediate act where a vote is solicited
- 1.3 All other forms of campaigning shall be considered to be passive campaigning

Section 2: Campaigning

- 2.1 Word of mouth shall never be defined as campaigning unless the Candidate is implicitly or explicitly soliciting a vote.
- 2.2 No promotional materials shall be distributed or posted off campus.
- 2.3 The current LazSoc President shall be responsible for determining whether any specific action or medium shall be deemed to be campaigning.
- 2.4 The current LazSoc President must approve of any type of campaign action or medium in use.
- 2.5 Campaigning shall commence on **Monday January 16th, 2017 at 12:01 AM and shall end on Monday January 23rd, 2017 at 11:59 PM.**
 - 2.5.1 There shall be no active campaigning or solicitation of votes on Election Day.
- 2.6 The following people shall not be permitted to campaign for any candidate(s):
 - 2.6.1 Any member of the LazSoc Vice President Team;
 - 2.6.1.1 This excludes any executive member of LazSoc running for LazSoc President
 - 2.6.2 Any Director of the Students' Union Board;
 - 2.6.3 Any individual that will be running for Director of the Students' Union Board during the campaign period;
 - 2.6.4 Any Students' Union Management Group member;
 - 2.6.5 Any individual that will be running for President of Students' Union during the campaign period;

- 2.6.6 Any part-time or full-time faculty, including staff of the BBA, MBA, and Dean's office within Wilfrid Laurier University;
- 2.6.7 Any Students' Union and LazSoc affiliated clubs, organizations, or services.
- 2.6.8 Any member of the LazSoc BoA

Section 3: Expenditures

- 3.1 Candidates running for the position of President shall not incur expenses and have donated materials in excess of three hundred-fifty dollars (\$350).
- 3.2 All Candidates shall be required to submit receipts at the time of approval of all campaign materials.
 - 3.2.1 It will not be the responsibility of the LazSoc President to notify Candidates of their current totals of expenditures.
 - 3.2.2 Failure to submit receipts will result in materials not being approved.
- 3.3 Candidates must keep track of their expenditures and be able to provide a current total if requested by the LazSoc President.
- 3.4 Candidates who exceed their maximum allowable limit by less than ten percent shall receive three (3) demerit points.
- 3.5 Candidates who exceed their maximum allowable limit by ten percent (10%) and up on campaign expenditures/donations shall receive five (5) demerit points and will not be reimbursed.
- 3.6 Candidates who exceed their maximum allowable limit by twenty percent (20%) or more on campaign expenditures/donations will be disqualified and will not be reimbursed.
- 3.7 Candidates' spending limits shall be increased by \$1.50 for replacement of each damaged or missing poster in excess of five percent (5%) of the total number of their posters posted.
- 3.8 The LazSoc shall reimburse all Candidates one hundred percent (100%) of their allowed campaign expenses.

Elections Policy #2: Promotional Materials

Lazaridis Students' Society (LazSoc)

Date of Last Amendment: November 26th, 2016

Introduction:

The purpose of this policy shall be to outline the rules and regulations for promotional materials for elections.

Elections Policy 2 shall be in effect for the 2016-2017 school year.

Elections Policy 2 shall be revised or accepted as written by the LazSoc Executive no later than December 15 and shall be considered final for the purposes of executing the LazSoc elections in the subsequent year.

Section 1: Definitions

- 1.1 Promotional Materials shall be defined as all materials used in the promotion of a candidate containing their name, likeness, image or brand.

Section 2: Quantity of Promotional Materials

- 2.1 Candidates are allowed a maximum of 15 posters to be displayed within the Lazaridis School of Business & Economics.
 - 2.1.1 No limits are imposed on other types of promotional materials including, but not limited to flyers, brochures, stickers, buttons, and business cards.
 - 2.1.2 For candidates whose posters go missing or are vandalized, a supplementary number of posters shall be granted, equal to the number missing, upon confirmation.

Section 3: Restrictions on Promotional Materials

All Candidates shall be required to have the name of the Wilfrid Laurier University, Lazaridis School of Business & Economics, and Lazaridis Students' Society (LazSoc) in promotions and must be approved by the LazSoc President on all promotional material.

- 3.1 All Candidates shall be required to have the name “Lazaridis Students’ Society” or “LazSoc” and the “Lazaridis Students’ Society logo” on all promotional material and identification of the position for which they are a candidate.
- 3.2 The LazSoc President must stamp/sign/agree to all promotional material.
 - 3.3.1 The LazSoc President shall have the discretion to not approve promotional material if s/he feels that it is in violation of the By-Laws, policies, or the code of conduct.
- 3.3 The use of Trademarks, Registered Trademarks and/or copyrighted material is forbidden.

Section 4: Social Media Policy

- 4.1 All elections-based social media accounts and materials must be officially declared and approved by the LazSoc President.
 - 4.1.1 The LazSoc President must be granted administrator privileges to all social media accounts to monitor content.
 - 4.1.2 The LazSoc President may approve other social media channels other than the ones listed in this policy
- 4.2 During the election the following persons or organizations must remain neutral on all social media outlets;
 - 4.2.1 All Vice Presidents of the LazSoc;
 - 4.2.2 All Directors of the Students’ Union Board;
 - 4.2.3 All individuals that will be running for Director of the Students’ Union Board during the campaign period;
 - 4.2.4 All Students’ Union Management Group members;
 - 4.2.5 All individuals that will be running for President of Students’ Union during the campaign period;
 - 4.2.6 All part-time or full-time faculty, including staff of the BBA, MBA, and the Dean’s office within Wilfrid Laurier University.
 - 4.2.7 All Students’ Union and Lazaridis affiliated clubs, organizations, or services.
 - 4.2.8 The aforementioned must refrain from posting anything on Twitter, Facebook or any blogs concerning the candidacy or platform of any candidate.
 - 4.2.8.1 They may only post general information about the election on social media sites.
 - 4.2.8.2 Should the aforementioned engage in endorsement of any Candidate, the Candidate shall receive five (5) demerit points.

Mailing Lists

- 4.3 Contacting students via a mailing list must not infringe on the students’ privacy. All emails sent out are subject to CASL.

- 4.3.1 Any use of yourstudentsunion.ca, wlu.ca, mylaurier.ca, Students' Union or Lazaridis volunteer lists, Students' Union or Lazaridis volunteer Facebook groups or any other university information databases to acquire student emails is strictly prohibited.
- 4.3.2 The use of user-generated mailing lists (contacts already in your address book or friends the candidate has on a social network) is allowed.
 - 4.3.2.1 If, at any point, a student communicates interest in being removed from a mailing list as defined above, the candidate must respect the student's wish and avoid contact with said student via a mailing list from that point forward.

Social Media Applications

- 4.4 The following social media channels and applications have been approved for use by the LazSoc:

Facebook

- 4.4.1 Personal Facebook pages and/or Facebook Fan Pages and/or Facebook Event Pages shall be allowed for promotion of a candidate.
 - 4.4.1.1 Facebook Groups shall not be allowed for the promotion of a candidate.
- 4.4.2 The LazSoc President must have administrative access to all candidate Facebook pages.
- 4.4.3 All pictures on a candidates Facebook page uploaded after the beginning of the campaign period must adhere to LazSoc campaign policies and procedures.
 - 4.4.3.1 All pictures that pre-date the campaign period and bear no likeness or brand of the candidate or platform may remain on the Facebook page.
 - 4.4.3.2 All pictures that include a candidate's campaign brand, logo or promotional material are subject to LazSoc Elections Policies and Procedures.

YouTube

- 4.4.4 Candidates may use YouTube videos providing;
 - 4.4.4.1 All videos are subject to LazSoc Elections Policies and Procedures on campaigning.
 - 4.4.4.2 The candidate's video respects provisions of the LazSoc Elections Policy concerning trademarks, logos and brands.

Twitter

4.4.5 All candidates must register all Twitter accounts to be used during the campaign period.

4.4.5.1 All candidates are responsible for any information broadcast on Twitter by himself or herself or their campaign team.

4.4.5.2 All Twitter broadcasts are subject to all restrictions laid out in LazSoc Election Policies and Procedures.

Instagram

4.4.6 All candidates must register all Instagram accounts to be used during the campaign period.

4.4.6.1 All candidates are responsible for any information broadcast on Instagram by himself or herself or their campaign team.

4.4.6.2 All Instagram broadcasts are subject to all restrictions laid out in LazSoc Election Policies and Procedures.

Snapchat

4.4.7 All candidates must register all Snapchat accounts to be used during the campaign period.

4.4.7.1 All candidates are responsible for any information broadcast on Snapchat by himself or herself or their campaign team.

4.4.7.2 All Snapchat broadcasts are subject to all restrictions laid out in LazSoc Election Policies and Procedures.

4.5 Following the election, all elections-based social media channels must be deleted by **11:59 p.m. on January 26th, 2017.**

4.5.1 Failure to delete social-media channels in a timely manner shall result in candidates not receiving their campaign-related reimbursement.

If at any time, a student communicates interest in being removed from a Candidates social media mailing list, network or pictures, the candidate must respect the student's wishes.

Elections Policy #3: Demerits, Disqualifications, & Appeals

Lazaridis Students' Society (LazSoc)

Date of Last Amendment: November 28th, 2016

Introduction:

The purpose of this policy shall be to outline the rules regarding demerits for elections.

Elections Policy 3 shall be in effect for the 2016-2017 school year

Elections Policy 3 shall be revised or accepted as written by the LazSoc Executive no later than December 15 and shall be considered final for the purposes of executing the LazSoc elections in the subsequent year.

Section 1: Demerits and Disqualifications

- 1.1 The Elections Committee shall be responsible for enforcing campaign regulations, and shall have the power to levy demerits against any member of the campaign for any infraction of the By-Laws, policies or Code of Conduct related to elections.
 - 1.1.1 In the case that ten (10) demerit points are charged to a particular candidate, for actions committed by the Candidate or Agent, the Elections Committee shall disqualify the Candidate.
- 1.2 The categories and levels for demerit points shall consist of the following
 - 1.2.1 Minor offences worth one (1) demerit point
 - 1.2.1.1 Minor offences include, but are not limited to: Promotional material violations including failing to include LazSoc logos on promotional material
 - 1.2.1.1.1 Use of trademarked intellectual property or resources.
 - 1.2.2 Moderate offences worth three (3) demerit points
 - 1.2.2.1 Moderate offences include, but are not limited to:
 - 1.2.2.1.1 Active campaigning violations, including campaigning on Election Day.
 - 1.2.2.1.2 Distribution of unapproved campaign materials
 - 1.2.2.1.3 Campaigning around voting booths on Election Day as set up by the Elections Team
 - 1.2.2.1.4 Repetition (twice) of minor offences
 - 1.2.2.1.5 Exceeding spending limits by up to 10%
 - 1.2.3 Major offences worth five (5) demerit points

- 1.2.3.1 Major offences include, but are not limited to:
 - 1.2.3.1.1 Slander (verbal defamation of character not based on proven fact)
 - 1.2.3.1.2 Libel (written defamation of character not based on proven fact)
 - 1.2.3.1.3 Abuse of campaign funds (e.g. going over the spending limit by more than 10%, using campaign funds for expenses not related to the campaign, etc.)
 - 1.2.3.1.4 Abuse of Candidate's position
 - 1.2.3.1.5 Use of official mailing lists
 - 1.2.3.1.6 Endorsement by an affiliated club or student organization for the benefit of a candidate
- 1.2.4 The Elections Committee, where necessary, may declare an act not mentioned in the above examples to be within one of the three categories
- 1.3 At no point shall any Candidate be penalized due to the Elections Committee erring on the interpretation of their respective responsibilities and/or duties under LazSoc Policy or failing to provide clear, accurate, unbiased and timely instruction or direction.

Note 1: The Election Committee will include the following

- a) The Current LazSoc President
- b) Two (2) sitting Vice-President members of the LazSoc Executive Team not running for election to any position during the 2017 election period
- c) Two (2) sitting member of the LazSoc Executive Team not running for election to any position or actively supporting any candidate during the 2017 election period
- d) Two (2) general members of the LazSoc (students at large) not running for election to any position or actively supporting any candidate during the 2017 election period

Section 2: Appeals Process

- 2.1 A Candidate must give written notice by e-mail to the Elections Committee and Appeals Committee of any appeal of any decision made or demerit awarded by 11:59PM the following business day.
- 2.2 Any disqualification will be treated as automatically appealed.
- 2.3 After receiving written notice that a candidate will appeal a demerit and/or in the situation of disqualification, the Appeals Committee to hear the appeal within 24 hours during the campaign period, or 3 hours on the election days. The Appeals Committee will include each of the following
 - 2.3.1 The LazSoc Chair of the Advisory Board, such that they are not running for election to any position or actively supporting any candidate during the 2017 election period during the 2017 election period

- 2.3.2 Two (2) members of the LazSoc Advisory Board or the LazSoc Executive Team not running for election to any position or actively supporting any candidate during the 2016 election period
 - 2.3.3 Two (2) general member of the LazSoc (a student at large) not running for election to any position or actively supporting any candidate during the 2017 election period
 - 2.4 Any decision reached shall be final and shall be communicated to the relevant Candidate by such means as are deemed appropriate.
- Note 1: Selected members of the LazSoc Advisory Board, the LazSoc Executive Team and students at large participating on the Appeals Committee will remain neutral with respect to Elections Policy 1, S2.8 and Elections Policy 2, S4.2. Prior to the commencement of the 2016 campaign period, the LazSoc Vice-President Team will vote to approve the potential members of the committee and the LazSoc president will be responsible for monitoring their neutrality throughout the campaign period
- Note 2: The LazSoc president will sit ex-officio on the Appeals Committee, with a voice but no vote. This occurs to provide an impartial third party to hear appeals as the LazSoc president has already levied demerits against the candidate
- Note 3: Following discussion of the appeal, the five (5) voting members of the Appeals Committee will vote by secret ballot to uphold or remove the demerit. The LazSoc Chair of the Advisory Board will serve as Chair of the committee and will count the ballots following voting and announce the decision
- Note 4: A record of the decision of the committee will be sent by the LazSoc Chair of the Advisory Board (committee chair) to the candidate on the same day as the appeal is heard, with all other committee members and the LazSoc president copied on the email.

Section 3: Tie-Breaking Vote

- 3.1 The LazSoc President shall cast his or her vote in writing before the polls open.
 - 3.1.1 He or she shall cast a separate vote for each position by ranking all the candidates in order of preference, sealing each ballot, if there is more than one, in a separate marked envelope, and delivering all the envelopes to the CRO at the Students' Union.
 - 3.1.2 Only in the case of an equality of votes for a position, requiring the least plurality of votes, shall the appropriate sealed envelope be opened and the votes recorded.