

Elections Policy #1: Campaigning

Lazaridis Students' Society (LazSoc)

Date of Last Amendment: January 7th, 2019

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 campaign period taking place during January 2019 from which the LazSoc president for the 2019-2020 fiscal year will be elected.

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 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 Chair of the Elections Council shall be responsible for determining whether any specific action or medium shall be deemed to be campaigning.
- 2.4 The Chair of the Elections Council must approve of any type of campaign action or medium in use.
 - 2.4.1 All giveaways must be approved by the Elections Council before making any arrangements or purchases.
- 2.5 Campaigning shall commence on **Tuesday January 15th, 2019 at 12:01 AM and shall end on Monday, January 21st, 2019 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 member of the LazSoc Board of Advisors
 - 2.6.4 Any individual that will be running for Director of the Students' Union Board during the campaign period;
 - 2.6.5 Any Students' Union Management Group member;
 - 2.6.6 Any individual that will be running for President of Students' Union during the campaign period;
 - 2.6.7 Any part-time or full-time faculty, including staff of the BBA, MBA, and Dean's office within Wilfrid Laurier University;
 - 2.6.8 Any Students' Union and LazSoc affiliated clubs, organizations, or services.

Section 3: Expenditures

- 3.1 Candidates running for the position of President or Co-Presidents 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 via email to the Elections Chair at the time of approval of all campaign materials.
 - 3.2.1 It will not be the responsibility of the Elections Council 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 Elections Chair.
- 3.4 Candidates who exceed their maximum allowable limit on campaign expenditures/donations will receive demerit points based on how much they exceed the limit by.
- 3.5 Candidates are responsible for printing their own posters and they must be approved before distribution by the Election Chair. Any damaged posters will be replaced and will not contribute to the candidate's expense total.
- 3.6 The LazSoc shall reimburse all Candidates one hundred percent (100%) of their allowed campaign expenses.
- 3.7 Expenditures include donations and are not limited to items purchased solely for the campaign. Expenditures include anything that is identifiable with a candidate's campaign or has an association with a candidate's campaign. Donations contribute to the expenditure total

and are valued at the fair market value to be determined at the discretion of the Elections Council.

3.7.1 If you are planning on having a corporate sponsor, it needs to be approved by the Elections Council with a corporate contract being signed by the Elections Chair and the current VP of Corporate Relations.

- 3.8 Campaign equipment is defined as any item that helps in the production of campaign giveaways. I.e: Popcorn maker, a grill, toaster etc. **All campaign equipment** is to be determined and approved by the Chair of the Elections Council with at least 48 hours' notice to comply with building and school policy.

Elections Policy #2: Promotional Materials

Lazaridis Students' Society (LazSoc)

Date of Last Amendment: January 7th, 2018

Introduction:

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

Elections Policy 1 shall be in effect for the campaign period taking place during January 2019 from which the LazSoc president for the 2019-2020 fiscal year will be elected.

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 from the Elections Chair.

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) approved by the Elections Chair 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 Elections Chair must stamp/sign/agree to all promotional material.
 - 3.3.1 The Elections Chair shall have the discretion to not approve promotional material if they feel 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 Elections Chair via email.
 - 4.1.1 The Elections Chair must be granted administrator privileges to all social media accounts to monitor content.
 - 4.1.2 The Elections Chair 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 Students’ Society affiliated clubs, associations, organizations, or services.
 - 4.2.8 The aforementioned must refrain from posting anything on Instagram, Snapchat, 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 will receive demerit points at the discretion of the Elections Chair.
- 4.2.8.3 Should the aforementioned attempt to endorse a candidate with malicious intent, demerit points will be to the discretion of the Elections Chair.

Mailing Lists

4.3 Contacting students via a mailing list must not infringe on the students' privacy.

- 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 Candidates are only permitted to contact students through email using personally cultivated mailing lists; the use of official email "listserves" is prohibited.
- 4.3.3 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.
 - 4.3.2.2 Candidates are not allowed to use an email associated with any Students' Union Club or Association or any LazSoc Club or Association as it associates the candidate with that organization. Candidates must use a neutral email for communication.
 - 4.3.2.3 Using the following domains is strictly prohibited;
 - @lazsoc.ca
 - @clubname.ca
 - @associationname.ca
 - @comitteename.ca

Social Media Applications

- 4.4 The following social media channels and applications have been approved for use by the LazSoc:
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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 Elections Chair must have administrative access to all candidate Facebook pages.
- 4.4.3 All pictures on a candidate's 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.
 - 4.4.4.3 The videos are approved by the Elections Chair.

Candidate Websites

- 4.4.5 Candidates may use a personalized Candidate website providing;
 - 4.4.4.1 All content is subject to LazSoc Elections Policies and Procedures on campaigning.
 - 4.4.4.2 The candidate's website respects provisions of the LazSoc Elections Policy concerning trademarks, logos and brands.
 - 4.4.4.3 The website is fully approved by the Elections Chair.
 - 4.4.4.4.1 Candidates are required to send a private URL of the drafted website to the Elections Chair to be approved before it goes live.

Twitter

- 4.4.5 All candidates must register all Twitter accounts to be used during the campaign period.
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- 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 21st, 2019**.
- 4.5.1 Failure to delete social-media channels in a timely manner shall result in candidates not receiving their campaign-related reimbursement.
- 4.6 All social media platforms must provide administrative access to the Elections Chair.

Elections Policy #3: Demerits, Disqualifications, & Appeals

Lazaridis Students' Society (LazSoc)

Date of Last Amendment: January 7th, 2019

Introduction:

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

Section 1: Demerits and Disqualifications

- 1.1 The Elections Council 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 candidate, for actions committed by the Candidate or Agent, the Elections Council shall disqualify the Candidate.
 - 1.1.2 Candidates will be held to the current President Code of Conduct during the duration of the campaign and in their role. Violation of conduct may result in demerits.
- 1.2 The quantity of demerit points to be levied against candidates for an infraction will be determined on a case by case basis based on the severity of the infraction as decided by the Elections Council.
- 1.3 Infractions include but are not limited to:
 - 1.3.1 Promotional material violations
 - 1.3.2 Use of trademarked intellectual property or resources.
 - 1.3.3 Active campaigning violations, including campaigning on Election Day.
 - 1.3.4 Distribution of unapproved campaign materials
 - 1.3.5 Exceeding spending limits
 - 1.3.6 Failing to respond to emails within the appropriate time frame as outlined in the Nomination Package.
 - 1.3.7 Slander (verbal defamation of character not based on proven fact)

- 1.3.8 Libel (written defamation of character not based on proven fact)
- 1.3.9 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.)
- 1.3.10 Abuse of Candidate's position
- 1.3.11 Use of official mailing lists
- 1.3.12 Endorsement by an affiliated club or student organization for the benefit of a candidate
- 1.3.13 Attempting to forego the outlined procedures and policies regarding communication in this document (e.g. contacting Students' Union is strictly prohibited)
- 1.4 The Elections Committee, where necessary, may declare an act not mentioned in the above examples to be grounds for the levying of demerit points.
- 1.5 At no point shall any Candidate be penalized due to the Elections Council 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.
- 1.6 Candidates will be notified by email when they receive demerits for infractions; however, candidates will not be informed of the number of points levied against them and at no given point will they be informed of their total number of demerits.
 - 1.6.1 An undisclosed threshold level of demerit points will be determined by the elections council at which point candidates will be given a notification by email warning them that a single infraction may put them in a position of disqualification.

Note 1: The Election Council will include the following persons;

- a) One (1) sitting member of the LazSoc Vice President Team not running for election or actively supporting any candidate during the 2019 election period.
- b) Four (4) sitting members of the LazSoc Executive Team not running for election or actively supporting any candidate during the 2019 election period.
- c) Three (3) LazSoc affiliate Club/Association/Committee Presidents not running for election to any position or actively supporting any candidate during the 2019 election period.
- d) One (1) Student registered as a member of the Lazaridis Students' Society, defined as being registered in the Lazaridis School of Business and Economics Business Administration, Economics, or Double Degree

- programs, whom is not a sitting member of the LazSoc Executive, or a Club/Association/Committee President
- e) The elected Chair of the Council cannot be the current LazSoc President

Section 2: Appeals Process

- 2.1 A Candidate must give written notice by email to the Appeals Chair, appeals.chair@lazzsoc.ca, of any appeal of any decision made or demerit awarded by 11:59PM the following 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 One (1) Vice President of the LazSoc Executive Team not running for election to any position or actively supporting any candidate during the 2019 election period.
- 2.3.2 One (1) representative from the Students' Union.
- 2.3.3 One (1) Lazaridis School of Business and Economics faculty member.
- 2.3.4 One (1) past LazSoc president.
- 2.3.5 The current LazSoc President.
- 2.3.6 The Elections Chair.
- 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 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 2019 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.

Note 3: Following discussion of the appeal, the voting members of the Appeals Committee will vote by secret ballot to uphold or remove the demerit.

The Appeals Chair 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 Appeals 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 their 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.