

**BYUSA**  
**STUDENTS SERVING**  
**STUDENTS**

**Elections Handbook 2024**

(February 2024 Elections for the 2024-25 School Year)

Dear BYUSA President and Executive Vice President applicants,

Welcome to the BYUSA Presidency Elections Handbook! We are grateful for your interest in running, and we hope that it will be a wonderful experience for you. Please be thorough in your reading of this Handbook, as it will give you all the information necessary for running in the BYUSA Elections. It is organized in a way which follows the timeline of the entire Elections process, start to finish.

The purpose of BYUSA Elections is to start and promote productive conversation and positive interactions between future student leaders and students on campus. All candidates will run in pairs as President and Executive Vice President (EVP). Working as a pair and creating a campaign together expands the possibilities of BYUSA by adding different thoughts, perspectives, and approaches to the elected leadership. There will be times where compromise, negotiation, and collaboration will be necessary.

#### Objectives of Elections

- Create and communicate campaigns that educate the student body on BYUSA and its vision, mission, and values through the lens of the candidate
- Provide personal growth, development, and leadership opportunities for candidates and campaign volunteers

The Elections process begins once the application opens in October and ends in February when the days of voting are over. The process involves elements of what it is like to lead a BYUSA program and is designed to help participating students become better Christ-like leaders who desire to bring out the best in everyone, regardless of the outcome. It promotes integrity and student development in order to create this community of inclusive Christ-like leaders.

As the Elections Team, we want to help you be successful. If any questions or concerns ever arise, please do not hesitate to contact us. We are happy to discuss the current area norms, processes, and programs, as well as all the details of running. Keeping communication open throughout the Elections process is vital for both the Elections team and the candidates. Please reach out to any of the SCL Center staff for further information, brainstorming, questions, etc. related to the areas. Best of luck!

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# Contents

Elections Process Overview.....	4
I. Proposal of Candidacy.....	5
A. Candidate Eligibility.....	5
B. Elections Interest Meetings.....	6
C. Expected Terms of Office.....	6
D. Student Connection & Leadership Plan and BYUSA Marketing Plan.....	8
E. Application.....	8
II. Analysis and Development.....	9
A. Fall Training.....	9
B. Candidate Conduct.....	9
C. Developing Theme and Plans.....	10
D. Campaign Volunteers.....	11
III. Carry Out Campaign Preparations.....	14
A. Winter Training.....	14
B. Collaboration Meetings.....	14
C. Campaign Funds.....	14
D. Campaign Regulations.....	15
E. Media & Graphic Design Policies.....	16
IV. Engage the Target Audience through Campaigning.....	19
A. Q&A Sessions.....	19
B. Rallies.....	19
C. Door to Door Campaigning.....	20
D. Campus Q&A and Open House.....	20
E. Day of Voting.....	20
V. Elections Debrief.....	22
A. Thank You Gifts.....	22
B. Final EAFs & Receipts.....	22
C. Debrief the Elections Experience.....	22

## Elections Process Overview

Here is a general timeline of the flow of Elections. This Handbook will follow this flow of events and go through all the information needed for each step.

Application Opens	<b>Oct. 2, 8AM</b>
Interest Meetings	<b>Sep. 20, Oct. 12, Nov. 3, 4PM</b>
Application Closes	<b>Nov. 6, 8AM</b>
Fall Training	<b>Nov. 9, 6-9PM</b>
Begin Recruiting Executive Campaign Volunteers	<b>Nov. 9</b>
Meetings with Area Coordinators and Media Hub	<b>Nov. 10-17 By Appointment</b>
Student Advisory Council Preliminary Focus Group	<b>Nov. 16, 4PM</b>
Submit complete SCLP and BYUSA Marketing Plan for Feedback	<b>Dec. 4, 8AM</b>
SCLP and BYUSA Marketing Plan Presentations	<b>Dec. 6, Between 2-5PM</b>
Final SCLP and BYUSA Marketing Plan Due	<b>Dec. 13, 8AM</b>
Winter Training	<b>Jan. 11, 6-9PM</b>
Begin Recruiting Campaign Volunteers	<b>Jan. 11</b>
Election Workbook Due	<b>Jan. 16, 8AM</b>
BYUSA Q&A	<b>Jan 31</b>
Student Advisory Council Q&A	<b>Feb 8</b>
United Clubs Council Q&A	<b>Feb 13</b>
Special Invitation Q&As	<b>TBD</b>
Social Media Goes Live	<b>Feb. 5, 8AM</b>
Rally Night	<b>Feb. 15, Between 6-9PM</b>
Door-To-Door Campaigning	<b>Feb. 20-24, Evenings</b>
Campus Q&A + Open House	<b>Feb. 22, 11AM-2PM</b>
Voting Day	<b>Feb. 29</b>
Clean and return materials, appreciation of volunteers, debrief of experience	<b>ASAP</b>

# I. Proposal of Candidacy

In this section, we will cover all the requirements to complete a valid application. All candidates are expected to review the eligibility requirements for the position, attend an interest meeting, and review the expected terms of office, and together as a candidate pair complete an online application.

Application Opens	<b>Oct. 2, 8AM</b>
Interest Meetings	<b>Sep. 20, Oct. 12, Nov. 3, 4PM</b>
Application Closes	<b>Nov. 6, 8AM</b>

## A. Candidate Eligibility

The following qualifications are required for ALL candidates at the time of application and must be maintained throughout the term of service. These qualifications are in place to ensure candidates are prepared to: represent the university and its students, lead the BYUSA organization, and maintain a high academic standard while participating in extracurricular volunteer activities. If you are interested in running for the BYUSA presidency and have any questions regarding your eligibility for the candidacy, please contact us so we can review your experience and qualifications.

1. **Good Honor Code Standing-** Observance and support of the Church Educational System Honor Code, including its Dress and Grooming Standards. Candidates must have a current Ecclesiastical Endorsement.
2. **Good Academic Standing-** With a minimum cumulative GPA of 2.75
3. **Full-Time Student Status-** Enrollment as a current full-time continuing daytime student. (12+ credit hours, not including Independent Study).
4. **Student Leadership Experience-** Minimum of 80 student-leadership hours across two semesters prior to the elections. Candidates for President and Executive Vice President must each meet this requirement. The two semesters must meet the following:
  - a. **Required: One semester of at least 40 hours in a student leadership role within the Student Connection and Leadership Center/BYUSA office.**
    - i. Area Vice President
    - ii. Director
    - iii. Team Lead
    - iv. A combination of involvement roles meeting the listed requirement
  - b. **A second semester of at least 40 hours of student leadership at a university level.**
    - i. A second semester of requirement A
    - ii. Club or association president
    - iii. Student Advisory Council Rep
    - iv. Other student leadership organization

Note: The two semesters of student leadership cannot be obtained in one semester (i.e. serving as a BYUSA team lead and club president, completing 80 hours in one semester). The Fall semester in which the application is due can count as one of the two semesters if the minimum of 40 hours for the semester has been completed prior to the application deadline. Leadership must be verified by a full-time SCLC, BYU, or other institution employee.

5. **Guide to BYUSA** – Candidates must review the Guide to BYUSA found on the [sclcenter.byu.edu/byusa](http://sclcenter.byu.edu/byusa) website.
6. **Elections Handbook** - Candidates must review the entirety of this year’s Elections Handbook.
7. **Elections Interest Meeting** – Candidates must attend an Elections Interest Meeting.

## B. Elections Interest Meetings

Elections Interest Meetings will be held on the listed days. It is required for all those who are applying to attend one of these meetings. This meeting covers details about BYUSA, what it means to serve as the BYUSA President or Executive Vice president, the Elections process, and a time when students can ask any questions they may have. If you have conflicts with these dates, please contact the Elections Coordinator.

## C. Expected Terms of Office

If you are elected to become the BYUSA President/EVP, you will be expected to commit to what is listed below. If these things do not seem possible, please do not apply to these positions.

### General Expectations

- Be able to serve from the first day of Spring term to the last day of the following Winter semester with BYUSA Presidency position as the main volunteer commitment
- Commit to an average of 15 hours per week during the Spring/Summer/Fall/Winter semesters to fulfill Presidency obligations
- Make all necessary adjustments to serve in this capacity, commit to the year of service, and fulfill all commitments.
  - NOTE: Please analyze your financial situation
    - Student employment during Summer/Fall/Winter semesters is strongly discouraged
    - Position provides a full Tuition scholarship and a Leadership scholarship each semester
    - Spring/Summer is a time to prepare financially
- Demonstrate consistent and reasonable progress toward graduation
- Maintain the eligibility qualifications throughout time in office
- The President or EVP cannot serve in a presidential position during consecutive academic years

### Specific Commitments

BYUSA Presidents and EVPs must be available for and are expected to attend each of the following:

#### Winter of Election

Vice President Interviews	Week following Elections
New Presidency Retreat	May 29-30
End of Year Banquet	April 5, 5-7:30PM
Incoming/Outgoing Presidency meeting with University President	April TBD
Incoming/Outgoing Presidency transition meeting	April TBD

## Spring/Summer

BYUSA Presidency Meetings	Monday, 2PM*
Coordination Meeting with SCLC Director	Weekly TBD
Coordination Meetings with Area Vice Presidents	Weekly TBD
University Devotionals & Forums	Tuesdays, 11AM
Adventure Experience (Multi day retreat)	May 6-8
In Person Training	May 9-10, 13-14, 1-5PM*
Utah Leadership Academy (ULA – Multi day conference)	May 15-17
In Person Training	May 20-24, 1-5PM*
Summer Flex (Project time, virtual option)	May 28-August 16
Summer New Student Orientation	June 22
In Person Training	August 19-21, 1-5PM*
Foundations of Leadership Conference	August 22-24, 26-28
Fall New Student Orientation	August 29-31

## Fall/Winter

BYUSA Presidency Meetings	Mondays, 2PM*
Coordination Meeting with SCLC Director	Weekly TBD
Coordination Meetings with Area Vice Presidents	Weekly TBD
University Devotionals & Forums	Tuesdays, 11AM
Office Hours (Academic Class Days)	Monday-Friday, 2-5PM
STDEV 155 Authentic Leadership Class (Fall preferred)	Monday, 5-6:30PM
BYUSA Presentation to University President's Council	TBD Fall
The Big 12 Leadership Conference (President Only)	TBD Fall
BYUSA Winter Training	Expected February 2-3
The Big 12 On the Hill (President Only)	TBD Winter
BYUSA Presentation to University President's Council	TBD April

BYUSA Incoming/Outgoing Presidency Meeting with University President	TBD April
BYUSA Campaigns, Programs, and Events	As available

\*Class schedules should be adjusted accordingly

## D. Student Connection & Leadership Plan and BYUSA Marketing Plan

Throughout the Elections process, candidate pairs will propose, develop, and share their plan for the coming BYUSA year. The Student Connection and Leadership Plan (SCLP) outlines:

1. Leadership Plan
  - a. Plans for improving the BYUSA volunteer experience
  - b. Plans for the progression of each of the five areas of BYUSA
2. Connection Plan
  - a. Plans for improving the overall quality and reach of BYUSA marketing
  - b. Plans and goals for assessing the impact of BYUSA marketing
3. Campaign Plan
  - a. Proposed theme or slogan
  - b. General plans and strategies for the elections campaign
  - c. General plans and strategies for marketing the elections campaign

A proposed draft or outline form of the plan is required as part of the application to run. These plans will be developed across the course of the Fall semester portion of the Elections experience. See section III.C. of this Handbook to learn more about the plan development process.

A note on what is NOT appropriate to themes and plans:

**BYUSA is not a student government.** *Candidates cannot promise direct decision-making involvement with matters regarding BYU policies and procedures.* Requests for such should be referred to the current BYUSA President who can respond to or further direct such inquiries to the appropriate channels. Campaigns should not include anything outside of the influence of BYUSA or that could be associated with an existing political party or affiliation. Candidates' plans for office should not involve anything that is not within the direct power of the BYUSA President or EVP. Some approaches and strategies necessary to run an effective student government organization are not transferable to BYUSA and could therefore negatively impact the organization.

## E. Application

Candidates applying to run for the BYUSA presidency do so in pairs. One candidate for President and one for Executive Vice President. Each candidate must meet all eligibility requirements and be prepared to fulfill all expectations for a term in office. Candidates apply together via a form found on the [sclcenter.byu.edu/elections](http://sclcenter.byu.edu/elections) website, which will be open from 8AM the first academic Monday of October until 8AM the first academic Monday of November.

The application consists of the following elements:

1. Contact information, BYU netID, and BYU student ID number for each candidate
2. Acknowledgment of all candidate eligibility requirements for each candidate (this will be verified)

3. Acknowledgement of and commitment to the Expected Terms of Office for each candidate
4. Draft version of the Student Connection and Leadership Plan
5. Acknowledgement of and commitment to adhere to all elections guidelines, rules, regulations, expectations, and commitments as outlined in this handbook
6. Indicate if candidates wish to be considered for an Area Vice President position in the event they do not receive the position of President or Executive Vice President

## II. Analysis and Development

In this section, we will cover the process of developing theme and plans for the year, which then shape campaign messaging. We will also cover working with volunteers and recruiting the executive campaign team.

Fall Training	<b>Nov. 9, 6-9PM</b>
Begin Recruiting Executive Campaign Volunteers	<b>Nov. 9</b>
Meetings with Area Coordinators and Media Hub	<b>Nov. 10-17 By Appointment</b>
Student Advisory Council Preliminary Focus Group	<b>Nov. 16, 4PM</b>
Submit complete SCLP and BYUSA Marketing Plan for Feedback	<b>Dec. 4, 8AM</b>
SCLP and BYUSA Marketing Plan Presentations	<b>Dec. 6, Between 2-5PM</b>
Final SCLP and BYUSA Marketing Plan Due	<b>Dec. 13, 8AM</b>

### A. Fall Training

The Fall Training is a **mandatory** training for all candidates. It provides an opportunity for fellow candidates to meet and get to know each other. It is also a meeting that provides important information to get the candidates prepared for the following weeks. The meeting agenda will include:

- Introduction of candidates and elections team
- Dinner
- General overview of the Elections timeline and elements of the elections and campaign experience
- Review of candidate conduct expectations throughout the Elections experience
- Organizing and recruiting volunteers
- Developing themes, Student Connection and Leadership Plans, and BYUSA Marketing Plans
- Time for candidates to ask any questions they have or address any concerns they may have

### B. Candidate Conduct

Once a student pair has applied and their eligibility is confirmed, they are officially candidates. It is vital to understand the importance of candidate conduct through the weeks leading up to and during campaigning.

Candidates should seriously consider the responsibility to exemplify, teach, and promote the BYUSA vision and mission. The elections process should highlight each candidate's ability to be innovative in establishing a vision of connection and a mission of service for BYUSA. Student leaders are expected to abide by the principles of the Honor Code and encourage their teams to do the same. This includes, but is not limited to, following the dress and grooming standards, the Academic Honesty Policy, and the residential living standards both in private and in public.

Candidate responsibilities include, but are not limited to:

- Recruiting, managing, and motivating volunteers
- Developing, supporting, and empowering teams
- Creating and managing a program budget
- Making meaningful connections
- Collaborating with BYU faculty, administration, and staff
- Guiding advertising and marketing efforts

In fulfilling these responsibilities candidates need to remember the following key principles:

**CONSISTENCY** - Actions during the election process should be consistent with actions while in service, if elected. Any memories that students have of candidates or the elections process will affect the way they feel about BYUSA.

**COURTESY** - If an issue arises with another campaign, candidates should work it out respectfully before involving the Elections Team. If it cannot be resolved internally, further mediatory action will be taken.

**COOPERATION** - Working together towards a common goal is essential to the success of the elections process. Although each campaign functions independently, they are recognized collectively by students on campus.

**COMPROMISE** - The Elections Team will not always be able to satisfy all the preferences of candidates. In those situations, candidates must be able to function under a compromise, reached and agreed upon by everyone.

**ACCOUNTABILITY** - *Candidates should not plan any gathering outside the parameters outlined here.* With the exception of recruiting Executive Campaign Team members and discussing the SCLP with them, Elections activities should only happen during the Winter semester. Investing more time than is necessary may cause negative impacts in academic achievement for candidates, and self-planned activities could disqualify them for the positions they are running for. If a regulation is violated, the Elections Team determines the reparatory action necessary. These expectations are placed upon all candidates and campaign volunteers. If followed, these guidelines ensure greater success for all involved in the process.

## C. Developing Theme and Plans

The Student Connection and Leadership Plan is what really creates a campaign. If thoughtfully completed, these will give candidates a strong foundation for the rest of their campaigns. Candidates submit draft form ideas for their theme and plans in their application as outlined in section I.D. The remainder of Fall semester is primarily focused on developing, revising, and finalizing these plans.

**Student Feedback** - These plans are ultimately intended to serve students. As such, candidates are encouraged to speak with students about their experiences, concerns, and ideas. Please note that Fall semester is a time for inquiry and not for campaigning. Communications with students should NOT be presented or prefaced in relation to campaign development or candidacy but should be presented as volunteers with BYUSA seeking feedback to improve the student experience.

During Fall semester there are several planned experiences for gaining insights and receiving feedback wherein candidates may seek and receive feedback in their role as candidates:

**Student Advisory Council Focus Group** – Candidates will have an opportunity, collectively as a group, to ask questions of the Student Advisory Council. The Council is a part of BYUSA and represents a diverse sampling of student experiences on campus, giving candidates the opportunity to get ideas and insights from students from all over campus. This meeting will be held during a regularly scheduled Council class time.

**Meet with Area Coordinators** - The BYUSA coordinators know the most about their areas. In order to create a plan that will meet the needs of BYUSA, it is key that candidates meet with the BYUSA coordinators and find out those needs. What is the current trajectory of the area? What’s going well? What is the area already focused on doing to improve? When candidates meet with coordinators and discuss aspects of their plans that are relevant to their areas, candidates can also better understand the achievability of their plans. During the designated week, coordinators should be expecting contact from the candidates to set appointments. Please take advantage of this time.

**Meet with the Media Hub** - The Media Hub is the central location through which BYUSA marketing is created and managed. This includes much of the marketing related to your campaign. Meeting with the Hub will be an essential piece in developing the marketing aspects of your SCLP. Meeting with the Hub serves a dual purpose of starting the initial training on what and how campaign marketing will be done, but also as a resource on how marketing currently happens in BYUSA and as an insight into its effectiveness.

**Plan Submission to Elections Coordinator** – By the listed due date a completed draft of the theme and plans should be submitted to the Elections Coordinator for review and feedback. Feedback will be given to assist candidates in revising their plans preparatory to their first formal plan presentation.

**Plan Presentations** - To give candidates some final feedback and ensure that their plans are in line with the BYUSA vision & mission and campus policy, each candidate will present to all area coordinators and the Elections Team. The presentation is 15-20 minutes with an additional 5 minutes of Q&A. The theme and plan can be presented in the format of the candidate’s choice. Qualification or disqualification to run is not based upon the quality or accuracy of the presentation; however, the more prepared the candidate is, the better insight they’ll receive to help them be successful. After presenting, candidates have one week to make any necessary changes from the feedback given and to submit their plans for final approval.

**Final Plans Due Submission** - By the listed due date a final draft of the SCLP is due. This submission indicates to the Elections Coordinator the candidate’s intentions to continue with the Elections process. The Elections Coordinator will then make final arrangements for resources, physical space, marketing, finances, etc. related to campaigning those candidate pairs who have made their final submission.

## D. Campaign Volunteers

As with all BYUSA programs and projects, a successful campaign will involve recruiting, organizing, training, and empowering volunteers. All volunteers should be given specific, meaningful responsibilities and feel that they are needed and appreciated.

### Volunteer Recruitment

There are two categories of volunteers in a campaign:

1. Executive Campaign Team
  - a. This team consists of up to 10 student volunteers who serve as the official Executive Campaign Committee, chairing subcommittees related to different elements of the campaign.
  - b. Recruitment of these volunteers can begin following the Fall Training.
  - c. They are invited to and expected attend the Winter Training to receive necessary training.
2. Campaign Volunteers
  - a. There is no limit to the number of volunteers who can assist with a campaign.
  - b. These volunteers are recruited to serve on Campaign subcommittees and to help with events where lots of help is needed (rallies, door-to-door campaigning, voting days, etc.)
  - c. Training for these students is the responsibility of the candidates and executive campaign team.
  - d. Recruitment of these volunteers can begin following the Winter Training

Notes on campaign volunteers:

- All campaign members and volunteers must be current BYU students.
- No member of the current BYUSA presidency or any SCL employee is eligible to volunteer for a campaign.
- The campaign should not negatively affect academics. Campaigns should have a strategy to ensure that each member meets their respective academic commitments.
- All volunteers are subject to GPA and Honor Code checks as deemed necessary.
- Working with BYU students with diverse backgrounds, perspectives, and interests is key to the success of one's campaign.
- Taking the time to train and involve volunteers enhances their experiences in campaigning.
- Having meaningful roles and responsibilities increases the likelihood that they will transition to and be retained as BYUSA volunteers.

The volunteer recruitment process should look like the following:

1. Individual hears about campaign via word of mouth, social media, etc. (Candidates will remember that they are not allowed to post on social media regarding their campaign prior to the social media live date, and only once on their personal account after that point).
2. Individual indicates interest in volunteering for campaign
3. Individual receives a personal introduction to and is encouraged to participate in BYUSA
4. Individual is extended an invitation to volunteer with campaign
5. Individual is given a specific position, ideally based on their interests, skills, or talents
6. Individual is officially documented as a campaign volunteer and can attend campaign meetings
7. Individual is provided the appropriate training to successfully fulfill their position

## Volunteer Meetings

**Candidates must hold all large in-person volunteer meetings on campus** to improve access for campaign volunteers. If deemed necessary, online meetings through an online conference call, such as zoom, will also be allowed. Volunteer meetings should not be held more than once a week on a regular basis. Candidates should also be sensitive to volunteers' schedules and needs. Closely monitor both the frequency and duration of volunteer meetings. Volunteer meetings should consist of training, coordination, updates, and other campaign-related communication. Volunteer meetings should not take on the appearance of rallies or parties. Amplified sound and food are prohibited, except purchases that have been both budgeted and approved; although, food for volunteer meetings is not a recommended use of campaign funds. The Elections Team is available to meet with campaign teams as necessary or when requested to. Candidates can use this time to run ideas past the Elections Team, ask for clarification, etc. Please feel free to reach out to the Elections Team whenever any questions or concerns arise.

## Executive Campaign Team Subcommittees

The Executive Campaign Team can consist of up to 10 students and be organized into subcommittees. The following are recommended subcommittee roles:

**CAMPAIGN MANAGER** - Acts as a policy and procedure, finance, and volunteer experience manager. The campaign manager understands and ensures compliance with Elections policies and procedures. They work with SCL Accounting to make certain that the campaign appropriately manages the budget. The campaign manager collects information about the campaign volunteer experience.

**GRAPHIC DESIGN COMMITTEE** - Responsible for the campaign's relationship with the Media Hub as it relates to graphic design. This collaboration will create physical campaign marketing and advertising materials including logos, flyers, posters, and banners.

**ONLINE COMMITTEE** - Responsible for the campaign's relationship with the Media Hub as it relates to online platforms. This collaboration will create online campaign marketing and advertising materials including digital flyers, website, and social media material.

**PHOTOGRAPHY & VIDEOGRAPHY COMMITTEE** - Responsible for the campaign's relationship with the Media Hub as it relates to photo and video content. This committee can produce its own content and/or utilize the resources of the Media Hub. This collaboration will provide the necessary guidance to ensure that photo and video content meets industry standards and is in line with BYU and SCL policies and procedures.

**VOLUNTEER COMMITTEE** - Responsible for assisting the Campaign Manager in organizing volunteer meetings, including recruiting volunteers and managing door-to-door campaigning as well as on-campus campaigning. Secures that volunteer recruitment is compliant with Elections guidelines and coordinates orientations for new volunteers.

**RALLY COMMITTEE** - Responsible for planning and organizing the team's rally. This could include creating a theme for the rally, getting decorations, making playlists, etc. to convey the campaign's goals and create a fun environment for students who attend.

It may be helpful to keep these roles in mind while recruiting members for the Executive Campaign Team.

## III. Carry Out Campaign Preparations

In this section, we will cover the ins and outs of campaigning and the process of campaign development.

Winter Training	<b>Jan. 11, 6-9PM</b>
Begin Recruiting Campaign Volunteers	<b>Jan. 11</b>
Election Workbook Due	<b>Jan. 16, 8AM</b>

### A. Winter Training

The Winter Training is for all candidates and Executive Campaign Teams. All those who attend will receive specific trainings and further information about the coming weeks. After this training, candidates and Executive Campaign Teams are allowed to recruit general student volunteers. The meeting agenda will include:

- Introduction of candidates, Executive Campaign teams, and elections team
- Dinner
- General overview of the campaign timeline and elements of the campaign experience
- Establishing weekly collaboration meeting times with the Elections Coordinator
- Discussion of campaign funds and resources
- Discussion of campaign regulations
- Discussion of Media & Graphic Design policies
- Overview of campaign elements and voting
- Overview of post voting responsibilities
- Determine rally rooms, booth locations, etc. based on the number of campaign teams
- Time for candidates to ask any questions they have or address any concerns they may have

### B. Collaboration Meetings

Weekly meetings are held with individual candidates and at least one member of the Elections team to allow candidates to ask questions, give feedback, and review upcoming events and deadlines. Meeting times are determined at the beginning of Winter semester at the Winter Training.

### C. Campaign Funds

Each candidate receives a campaign budget and a rally budget which can be accessed after the Winter Training. The amounts are determined based on the number of official candidate teams. The Elections Team covers many of the campaign costs. The majority of a candidate's budget should focus on the days of voting. All costs must come out of the campaign budget. All rally costs must come out of the rally budget.

The budgets are accessed through Expense Authorization Forms (EAFs), so expenses must be planned ahead. With assistance from the campaign manager, the candidate assumes full responsibility for the EAFs and purchasing cards. Only registered campaign volunteers who have attended the Winter training or otherwise completed BYUSA Finance training can fill out an EAF and/or check out purchasing cards.

To access these funds, the procedure below must be followed:

1. Fill out an EAF with all necessary details
2. Submit EAF to SCL Accounting at least three workdays in advance of the desired purchase date
3. Pick up approved EAF and card from Accounting
4. Make approved purchases
5. Return receipt and campaign card to Accounting immediately after making the purchase

#### **Costs Covered by the Elections Team**

- Rental space, food, and decorations for the Open House and Q&As
- 250 pages of single-sided flyers cut to candidates' preference of quarter-sheet flyers
- On-campus banners at predetermined locations
- Other unanticipated costs that uniformly benefit all candidate teams
- Marketing costs for general information campaigns related to elections and voting

## D. Campaign Regulations

### Abiding Law, Policies, & Regulations

Candidates must adhere to all campus, local, state, and federal policies and regulations on and off campus. Any aspect of the on-campus campaigning that could be in violation are thoroughly reviewed by said candidate and the Elections Team. All campaign activities must adhere to the same rules, guidelines, and scrutiny as BYUSA events and activities. Candidates who commit minor violations are issued a warning and are asked to correct their actions immediately. Candidates who refuse to heed warnings or commit more serious violations are referred to the appropriate BYU Campus department to resolve the issue. The "do and don't" list for campaigns is purposely vague. It is requisite that candidates and their teams ask for permission rather than forgiveness. Represent BYUSA, SLC, BYU, and the Church well. Behavior that does not profess a belief in Christ-centered leadership can cause significant damage to BYUSA's reputation. Additionally, BYUSA's ability to serve students and forge important campus partnerships can be significantly hindered. For this reason, candidates should be transparent with all campaign plans to carry out a successful campaign and avoid unintentionally cutting the legs out from under the organization they are striving to lead.

### Student Involvement

Candidates may accept support from any current BYU student. If a candidate has connections with on-campus "celebrities," their participation in the campaign must be cleared with their leaders. Candidates may not attempt to recruit "celebrity" students that they or their volunteers do not know. Each campaign supporter must represent themselves as an individual, separate from the group with whom they may be affiliated. Using individual talents, however, is appropriate. Represent supporters as individuals and as students. Consult with the Elections Team before recruiting campus "celebrities."

**NO ENDORSEMENTS** - No campaign may be endorsed by any person or organization on or off of campus. This means that candidates may not use someone's position or association with an organization as a means to bolster their campaign.

**NO INVOLVEMENT FROM NON-BYU STUDENTS** - Campaigns should not seek campaign involvement from anyone who is not a current BYU student.

**NO SPONSORSHIPS** - Candidates should not sponsor any on-campus or off-campus entity in any way nor be sponsored in return, especially in exchange for goods, services, or advertisements.

**ADVERTISING GUIDELINES** - Candidates should not use their campaign resources to advertise for any group. Candidates should also refrain from using their advertising opportunities to advertise that certain individuals will be attending (for example, “Come to the Rally, the BYU starting quarterback will be there!”)

**ACCESS GUIDELINES** - Out of respect to both the other campaigns and the demanding schedules of campus “celebrities,” unrealistic demands should not be made on these students’ time. For example, it would be reasonable to appear in a one-time social media post, but asking them to participate in an ongoing campaign or video series is not acceptable. Also, candidates should be judicious with the use of the connections they have to avoid the risk of portraying BYUSA as an elitist, exclusive club.

**NO DONATIONS** - Unsanctioned gatherings and other events outside of the approved official campaign require access to time, resources, and money. This scenario may place candidates who do not have access to similar resources and financial means at an unfair disadvantage. For this reason, donations are prohibited.

Examples of prohibited donations include, but are not limited to:

- Off-campus venues or rental space, including local homes
- Unapproved rented or purchased equipment or supplies
- Non-Student entertainment services (DJs, bands, etc.)
- Non-Student photography or videography services
- Campaign paraphernalia (t-shirts, buttons, etc.)
- Food at meetings or gatherings (pizza, drinks, etc.)

## E. Media & Graphic Design Policies

All social media actions should adhere to the principles of Christ-centered leadership. Please be aware of the positive or negative repercussions of a campaign’s social media activity and one’s personal social media presence. Do not assume that anything is private. If you wouldn’t say something in person, don’t say it online. Candidates represent themselves, their campaign, BYUSA, BYU, and by extension, the Church of Jesus Christ of Latter-day Saints. Carefully consider who may see the posts and ensure that it conveys the image of each of these entities.

**MEDIA HUB** - Each campaign team is responsible for its coordination with the Media Hub. An initial meeting will be scheduled to orient candidates with their processes and personnel. Coordination between the Elections Team, Media Hub consultants, and the campaign teams is predominantly through the Elections workbook. This workbook closely resembles that of the normal BYUSA advertising workbook but is slightly different to accommodate for the amount of social media posting. This workbook assists candidates in intentionally planning their social media content during the campaign. The workbook is shared with candidates after the application deadline. It must be filled out entirely and be approved by the Media Hub and Elections Team. Candidates are responsible for providing all content to Media Hub in a timely manner.

**SOCIAL MEDIA PLATFORMS** - All social media administrator usernames and passwords must be supplied to the Elections Team. The Elections Team reserves the right to monitor activity and make changes to the account when necessary. **If an unapproved post is made, the Elections Team will delete the violating post.** Depending on the nature of the violation, the Elections Team reserves the right to temporarily shut down the account as a way to make necessary reparations. It is recommended that campaign pages on Instagram be created as business accounts to prevent lockouts as many followers are acquired in a short amount of time. All on-campus campaigning regulations also apply to social media. Additionally, burner accounts are encouraged.

**SOCIAL MEDIA POSTING** - Candidates may begin posting content that has been approved through the Elections Advertising Workbook on the date specified on the calendar. Facebook, Instagram, Threads, X, and YouTube may be used. Any other platform must be proposed by a candidate and approved by the Elections Team. If a candidate posts content that has not been approved, it will be taken down. In addition, the candidate will be required to explain to any person featured what happened and run the risk of having that particular platform taken down for a time. This will not benefit their campaign nor the reputation of BYUSA.

#### **SOCIAL MEDIA GUIDELINES**

- No social media account or content should be viewable to the public until the date specified on the calendar
- Candidates must obtain the Election Coordinator's approval before making any content public
- Any boosting must be paid through the campaign budget and be done on the official campaign accounts
- Candidates may not follow the followers of other candidates.
- Candidates may follow the followers of official BYU accounts.
- Giveaways must be proposed by candidates and approved by the Elections Team
- Candidates are allowed one "I am running" post on their personal social media following the social media live date; it should only feature the candidate. Apart from this post announcing candidacy and directing to the campaign social media, any promotion of campaign materials on personal social media platforms is prohibited unless it is a post from their campaign account that has been approved through the Elections Advertising Workbook.
  - On Facebook, this would look like re-sharing content in a form where people can click on the page where the original content was found and find more information
  - On Instagram, this would be sharing content from the campaign account to their personal story
- Candidates are not permitted to re-share anything on their campaign account; all content must be original and be approved through the candidate's Elections Advertising Workbook.
- All candidates have permission to re-share any SCLC or BYUSA social media content.

**WEBSITE** - Candidates will have a page created on the [sclcenter.byu.edu](http://sclcenter.byu.edu) website. The Media Hub website manager will create the pages and upload content. The campaigns are responsible for creating the content and providing it and as well as any updates to the website manager in a timely fashion. The campaign's official URL is the only approved web address that can appear on printed media (aside from [vote.byu.edu](http://vote.byu.edu)).

**DESIGN** - Campaigns may create their own designs, opt to consult with the Media Hub, or have design work done through the Media Hub. All designs must align with SCL printing guidelines and be approved by the Elections Team. All posts, print media, and campaign materials must be processed through the Media Hub to place the BYUSA logo on the content.

**FLYERS & BANNERS** - The Elections Team will print up to 250 pages of single-sided flyers cut to candidates' preferences. Two different flyer designs may be printed. The Elections Team will also provide outdoor banners for each campaign; locations are determined at the Winter Training. Additional print materials can be purchased using campaign funds.

**MASS MESSAGING** - Mass messaging of any kind is not permitted. This includes, but is not limited to, ward lists, class rosters, texts, or emails. Students should always be able to opt into the campaign. Candidates can utilize their personal networks, but interactions with people other than their campaign volunteers must be one-on-one.

**VIDEOS** - All videos must be approved by the Elections Team through the Elections Advertising Workbook before filming, posting, or publishing. It may be wise to send raw footage to the Elections Team before editing in case some aspect is not approved. Candidates may use their own videographer as long as they are an official campaign volunteer. An Elections Coordinator must approve the final product before it is posted; videos that are posted without approval will be

immediately removed. A shared burner account created for the use of the Executive Campaign Team members and the Elections Team is advisable.

- No vulgarity or innuendo of any kind, explicit or implied, are allowed
- Must have proper BYUSA branding
- All featured individuals must represent the University Honor Code standards.
- Cannot be in real-time, must be prerecorded and preapproved
- For music, music videos, or other content that is not an original creation, consult with the BYU Copyright Licensing Office (3740 HBLL). General information can be found at [sites.lib.byu.edu/copyright/](https://sites.lib.byu.edu/copyright/).

**PHOTOGRAPHY** - All campaign photos must be taken by an official campaign volunteer. For print media, any concept that includes any person other than the candidate should be approved. Anything that does not prominently feature the candidate must have a justifiable explanation. Each person pictured must follow all Honor Code Dress & Grooming Standards, [policy.byu.edu/view/dress-and-grooming-standards](https://policy.byu.edu/view/dress-and-grooming-standards). All candidates will have one photo session with the Media Hub. These are standard photos for the voting page. The use of these photos online or in print media is acceptable, however, the Media Hub will take the same photo set for each candidate.

Note: any filming or photography sessions must be done in a private setting and not become an additional campaigning opportunity. See the Elections Coordinator for questions, concerns, or approvals of unique time or location requests which may lean toward a more public setting.

## IV. Engage the Target Audience through Campaigning

In this section we will discuss the components included in the campaign experience. The Q&A sessions, door to door campaigning, rallies, and open houses provide candidates with opportunities to interact with students more personally and individually.

BYUSA Q&A	<b>Jan 31</b>
Student Advisory Council Q&A	<b>Feb 8</b>
United Clubs Council Q&A	<b>Feb 13</b>
Special Invitation Q&As	<b>TBD</b>
Social Media Goes Live	<b>Feb. 5, 8AM</b>
Rally Night	<b>Feb. 15, Between 6-9PM</b>
Door-To-Door Campaigning	<b>Feb. 20-24, Evenings</b>
Campus Q&A + Open House	<b>Feb. 22, 11AM-2PM</b>
Voting Day	<b>Feb. 29</b>

### A. Q&A Sessions

The Elections Team will set up meetings with various student groups across campus that take place after the Winter Training. Candidates will give a brief introduction of themselves, present on their plans, and answer questions from the student groups. Time permitting, candidates may also ask the students questions if they would like. This can help the candidates learn more about what the average student is concerned with on campus, what they would like to see happen, and how they feel about certain topics. The duration and candidate participation vary according to the amount of time allocated to us and the number of candidates running. Executive campaign team members may also be involved if time and circumstances permit. When candidates do a bit of research on the groups before their respective Q&A sessions, they have higher chances of having very meaningful conversations with the students they meet. This is encouraged. There will be Q&As scheduled for current BYUSA volunteers, the United Clubs Council, Student Advisory Council, and possibly one Special Invitation Q&A.

### B. Rallies

Each candidate pair will have an opportunity to host their own event room on Rally night. Rallies are each campaigns chance to create their own festive environment to really show students what their campaigns are all about. The rallies will be held in the large third floor rooms of the WSC. Room assignments will be determined during the Winter Training. Students will have access to building materials (ie chairs, tables, etc.) as available through BYU Scheduling. Candidates are allowed to bring their own decorations to set up around their areas, make their own playlists to play, etc. Rallies are

meant to be a bit more informal and more personalized than Q&A sessions and open houses. This is a great opportunity where campaign teams can promote attendance where free food, entertainment, and candidate information is presented. Each campaign team will have a budget for their rally, separate from their campaign budget.

### C. Door to Door Campaigning

To spread the word about their SCLP, encourage voting, and interact with students, candidates have the option to participate in door-to-door campaigning. This activity is only approved during the scheduled days between 8:00am and 9:00pm and each venue must be pre approved. Potential campaigning at BYU Housing complexes will be assigned by the Elections Coordinator pending BYU Housing approval. Off campus housing units will each have unique rules and restrictions. To campaign at any off-campus housing unit requires written guidelines from the unit, which must be provided to the Elections Coordinator along with the planned days and times your campaign will be on sight.

### D. Campus Q&A and Open House

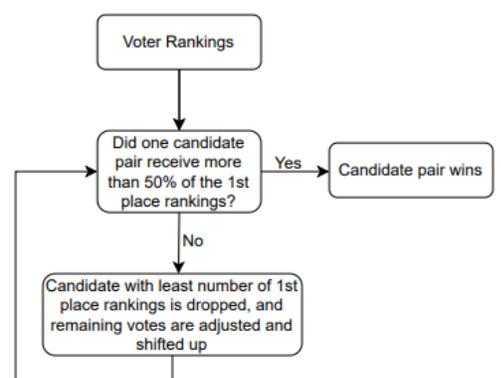
A final Q&A session will be held the Thursday before voting at 11AM in the Varsity Theatre. This Q&A is open to all students. Failure to participate in this Q&A will result in a candidate pair being disqualified from the election.

On that same day, from 12AM to 2PM in the Garden Court there will be an Open House. The Elections Team will be responsible for food and activities encouraging students to visit the Open House. Campaign Teams will be given a booth space in the room where students can meet with candidates and campaign volunteers to learn more about their theme and plans for the year. Students will be encouraged to visit with each campaign booth to be entered into a drawing for a prize, provided by the Elections Team.

### E. Day of Voting

Elections culminate with the day of voting. This is the day on campus where each campaign team will be allowed to host booths across campus to encourage students to learn about BYUSA and the SCLPs and cast their vote.

**RANKED VOTING SYSTEM** - Voting will take place using a ranked voting system, which works as follows. The candidate pairs are presented to voters in a randomized order to prevent one candidate pair being at the top by default for all voters. The voter then ranks the candidates in order of their preference. Once voting is complete, the voting system compares the 1<sup>st</sup> choice candidates across the board. If one candidate receives more than 50% of the vote, they automatically win. If this is not the case, the candidate with the fewest 1<sup>st</sup> place rankings is dropped from the running, and the remaining rankings are adjusted to fill the gaps. The system then evaluates if there is a candidate with more than 50% of the 1st place rankings. The process is repeated until one candidate pair has more than 50% of the 1<sup>st</sup> place rankings, and that candidate pair wins the election.



**ELECTIONS PROMOTION TEAM (EPT)** - The EPT advertises elections and is entirely impartial. This advertising happens before and during days of voting. The EPT provides snacks and water for campaign teams and volunteers. They also have booths at locations across campus where members of the team answer questions about BYUSA and encourage students to vote.

**CAMPAIGN BOOTHS** – Candidates will have an opportunity to host campaign booths in various quads across campus and in the WSC. Booth locations will be determined at the Winter Training.

**ENCOURAGEMENT VERSUS HARASSMENT** - Students should be invited to participate rather than pressured to. Candidates and their teams should relay the message of the SCL Vision and Mission as it relates to their campaign rather than asking students to vote without knowledge of BYUSA, or solely based on popularity or identity. Campaign volunteers may not provide students with any device to vote on. Potential voters should only vote on a personal or campus device. The Elections Team will respond to any concerns and take appropriate action should the need arise.

**DAY OF VOTING SCHEDULE**

Voting at <a href="http://vote.byu.edu">vote.byu.edu</a>	6:00 AM - 6:00 PM
Breakfast in 3400 WSC	7:00 AM
In person Campaigning	8:00 AM - 5:00 PM
Booth and Campaign Clean-Up	5:00 PM - 6:00 PM
Elections Results Announced	6:30 PM

\*Please note that 5:00 PM - 6:00 PM is dedicated to the required “Booth and Campaign Clean-Up” which includes bringing all items back to 3400 WSC. However, electronic campaigning can be continued from 5:00 PM - 6:00 PM. It is up to the candidates to strategize how to best use that last hour and balance out volunteer efforts.

## V. Elections Debrief

In this section we cover the few wrap up pieces which need to take place after the days of voting.

### A. Thank You Gifts

Following the final day of voting, all who ran, regardless of the outcome, are given a budget to thank their campaign teams and volunteers. Gifts can include a thank you card, final team meal, swag, or other approved items. A document will be shared with candidates to request items. Items are bought through the Elections Coordinator. Candidates must deliver their cards/gifts by the last day of classes.

### B. Final EAFs & Receipts

All candidates need to make sure that all EAFs and receipts are turned in as soon as possible after Elections are over.

### C. Debrief the Elections Experience

This is two-fold. First, we want to hear about what you learned through this experience. Second, we want to know how the experience could be refined and improved for future years. Debriefing the experience takes place through a final collaboration meeting with the Elections Coordinator and also through an experiential survey sent out to all candidates, executive campaign teams, and subcommittee members.