# Elections Roadmapping

What You Need to Know to Kickstart your Campaign Today.

Updated: November 2024

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# Leadership
# Overview

# University Decisionmaking
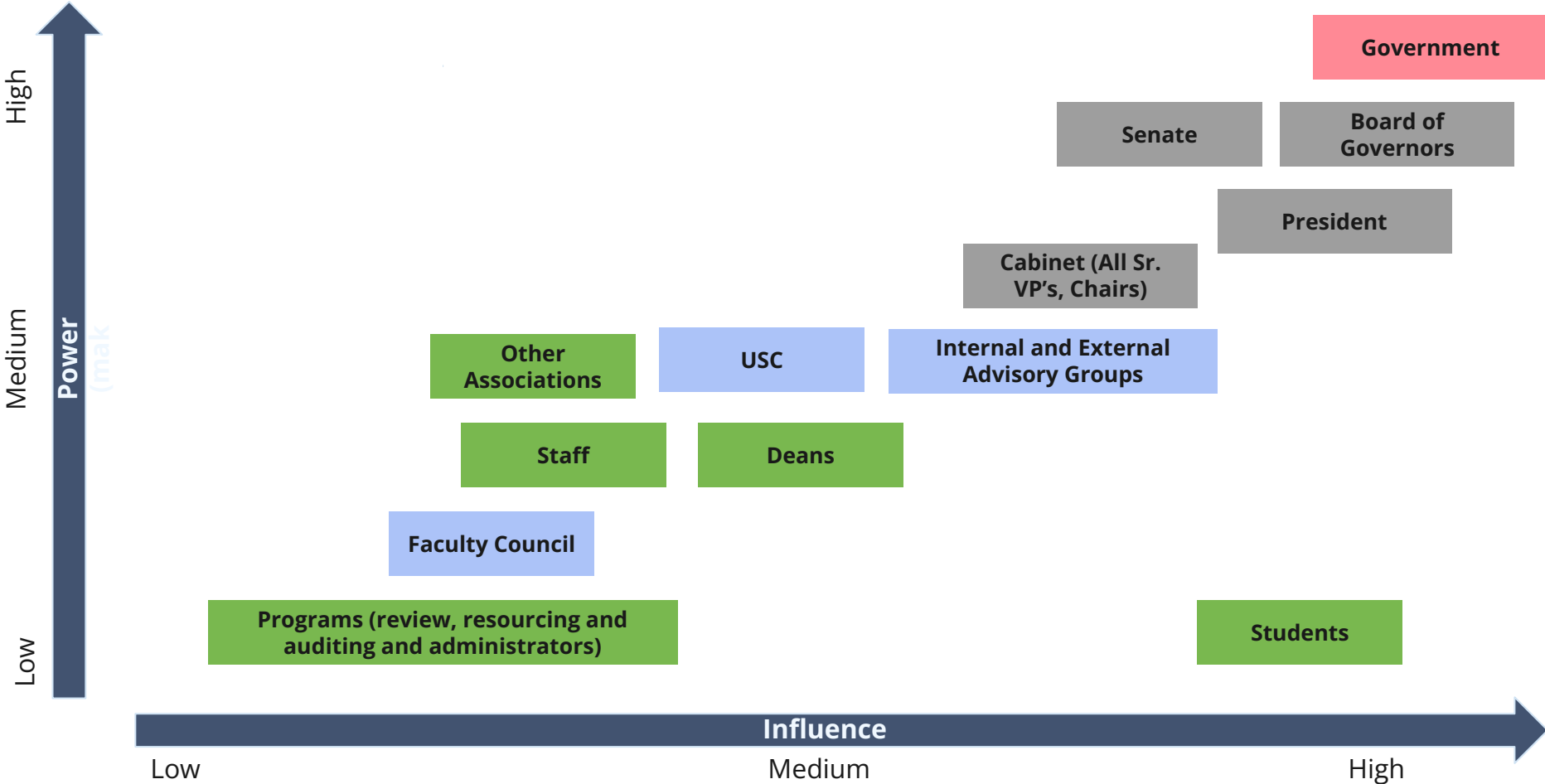
# What Governance Body is Right for You?

**If you like ___ you should join...**

## USC
Advocacy, organizational policy, discussing student issues, creating student focused events and programming for all undergrads at western.

## Senate/BOG
Decision Making, institutional policy, consulting, institutional strategy, risk management and compliance.

## Faculty Council/Clubs
Networking and community building, Creating student focused events and programming just for your faculty, program or interest group.

# Elected Positions - Executives and Council

**1**    **President** — Leads student advocacy, manages services and events, and represents Western undergraduates in all political and university matters.

**2**    **Vice President - External Affairs** — Represents Western students in government and community meetings, builds partnerships with outside groups, and leads lobbying efforts to push for changes that matter to students.

**3**    **Vice President- University Affairs** — Works within the university to represent students, manage feedback, handle campus issues, support equity, and lead advocacy efforts that push for positive change for students.

**4**    **Councillors*** — Represent and advocate for undergraduates by bringing student voices and ideas to the USC, creating policies, and working with others to support projects that improve the student experience. There are two types of councillors; voting and resource members.

# Faculty Council Roles
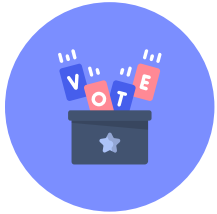
## Faculty Councillors

- Arts and Humanities Councillor
- FIMS Councillor
- Health Sciences Councillor
- Health Studies Councillor
- Kinesiology Councillor
- Food and Nutrition Councillor
- Music Councillor
- Nursing Councillor
- Engineering Councillor
- Science Councillor
- Social Science Councillor

## Faculty Presidents

- Arts and Humanities President
- FIMS President
- Health Sciences President
- Health Studies President ®
- Kinesiology President ®
- Music President
- Nursing President ®
- Engineering President ®
- Science President
- Social Science President

# Affiliate and Professional Association Roles

## Affiliate and Professional Association Presidents

- Ivey President ®
- Education President
- Dentistry President ®
- Medicine President ®
- Law President ®
- Huron President
- Kings President
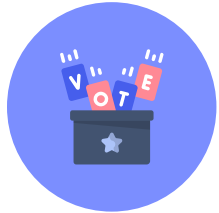
## Affiliate and Professional Association Councillors

- Ivey Councillor
- Education Councillor
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- Kings Councillor
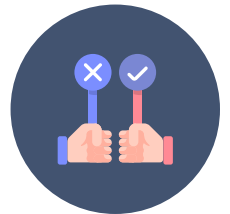
# Hired Positions - Executives

**1**  **VPOP** — Plans and executes campus events, including O-Week, and coordinates student-focused programming, working closely with Western's administration to ensure smooth operations.

**2**  **VPSE** — Manages the USC's communication and media relations, shaping its brand and engaging with students to ensure they understand the USC's work and how to get involved.

**3**  **VPSS** — Oversees USC programs like health and dental plans, bus passes, and club governance, ensuring they run smoothly and effectively support students' needs.
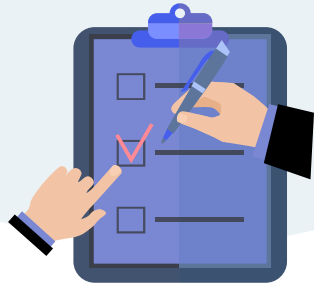
# Hired Positions - Council

**4**    **Speaker**      Oversees council operations, communications, and ensures meetings follow procedure. They act as a neutral party to manage discussions, bridging the gap between council members and USC staff.
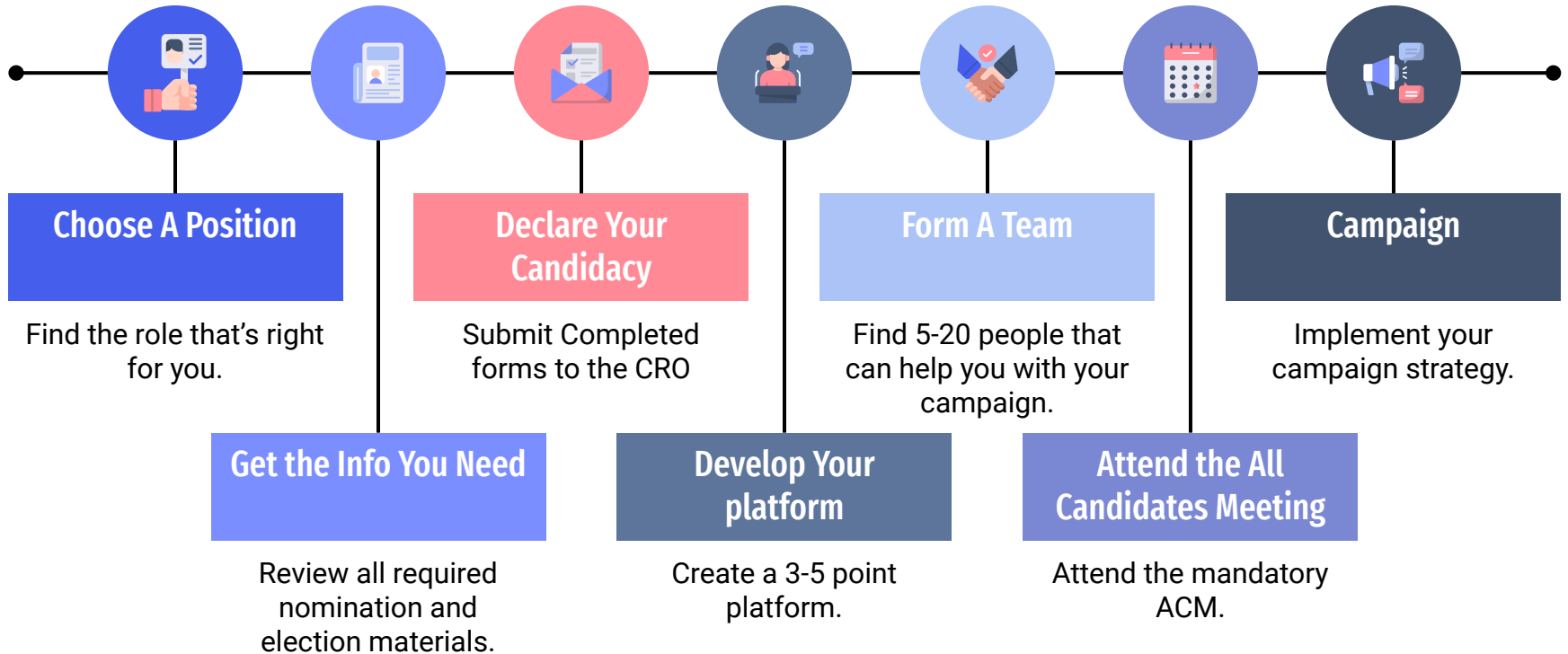
**5**    **Deputy Speaker**      Assists the Speaker with administrative tasks, takes meeting notes, and steps in for the Speaker when necessary, ensuring meetings run efficiently and everyone is prepared.

# 02
# Campaign Basics

# How to Run

**Choose A Position**

Find the role that's right for you.

**Get the Info You Need**

Review all required nomination and election materials.

**Declare Your Candidacy**

Submit Completed forms to the CRO

**Develop Your platform**

Create a 3-5 point platform.

**Form A Team**

Find 5-20 people that can help you with your campaign.

**Attend the All Candidates Meeting**

Attend the mandatory ACM.

**Campaign**

Implement your campaign strategy.
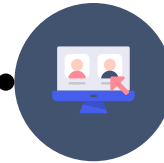
# Planning Your Campaign

## Set Goals
Define your campaign purpose and set SMART Goals.

## Develop Your Platform
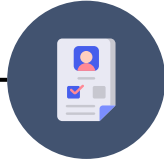Understand student needs, identify 3-5 concerns to shape your platform.

## Understand Elections
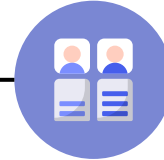Understand the requirements and plan for key dates/events.

## Push to Elections
Maintain momentum, stay visible and keep connecting until the final vote.

## Launch Your Campaign
Get the message out, engage with students and promote your vision across campus.

## Build Your Team
Identify key roles and responsibilities, recruit people and manage effectively.

# Develop Your Platform

**Goal:** Create a clear, actionable campaign platform that addresses key student concerns and demonstrates your unique approach.
**Focus Areas:**

- Understanding the purpose of a platform
- Researching and prioritizing issues
- Developing realistic, impactful promises
- Communicating your platform effectively

**What is a Platform?** A set of ideas, promises, and initiatives you plan to champion if elected.
**Key Components:**

- **Issues:** The key topics your platform addresses (e.g., mental health, campus safety, academic resources).
- **Goals:** What you aim to accomplish regarding each issue.
- **Actions:** The specific steps or initiatives you'll take if elected.
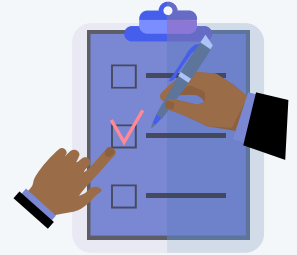
# Researching Core Issues

**Gather Input:** Conduct surveys, join campus forums, or attend student events to listen to students' concerns.
**Review Previous Feedback:** Use data from past elections or student feedback initiatives (like the student census and USC impact reports) to identify trends.
**Engage with Key Groups:** Reach out to clubs, academic departments, and advocacy groups to understand specific needs.

**Example Issues:** Campus mental health services, sustainability initiatives, academic support resources, diversity and inclusion policies.

# Developing Campaign Promises

- **Be Specific and Actionable:** Instead of broad statements, outline clear, actionable promises.
- **Aim for Achievable Goals:** Be honest about what you can realistically accomplish within the role and term.
- **Make it Measurable:** Where possible, quantify your goals to show clear impact (e.g., "Host three student mental health workshops per semester").
- **Create a Compelling Message:** In one sentence, summarize why students should support you.
- **Differentiate from Others:**
  a. **Look at common themes from past campaigns and add a unique angle:** For example, if mental health is commonly discussed, suggest an innovative approach like an anonymous peer-support network.
  b. **Leverage Personal Experience:** Share relevant experiences or skills that make you particularly suited to addressing certain issues
- **Seek input from others and adjust based on feedback**
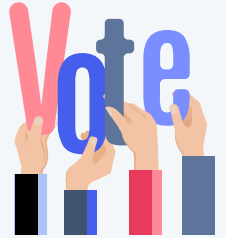
# Sample Platform Structure

- **Introduction:** "I'm [Name], running for [Position] to create a more inclusive, sustainable, and academically supportive campus."
- **Core Issues:**
  a. **Mental Health Support:** "Increase funding for student mental health services and establish a peer-support network racialized and religious students by next year"
  b. **Sustainability Initiatives:** "Install additional recycling stations in high-traffic areas and work with the campus dining services to reduce single-use plastics."
  c. **Academic Resources:** "Making study spaces more accessible during finals by extending UCC conference room hours and making the booking portal accessible to general students"
- **Closing Statement:** "Vote for [Name], Together, we can create a campus that is supportive, sustainable, and responsive to your needs."

# Build Your Campaign Team

**Goal:** To create a well-organized, motivated, and diverse team capable of supporting your campaign goals.
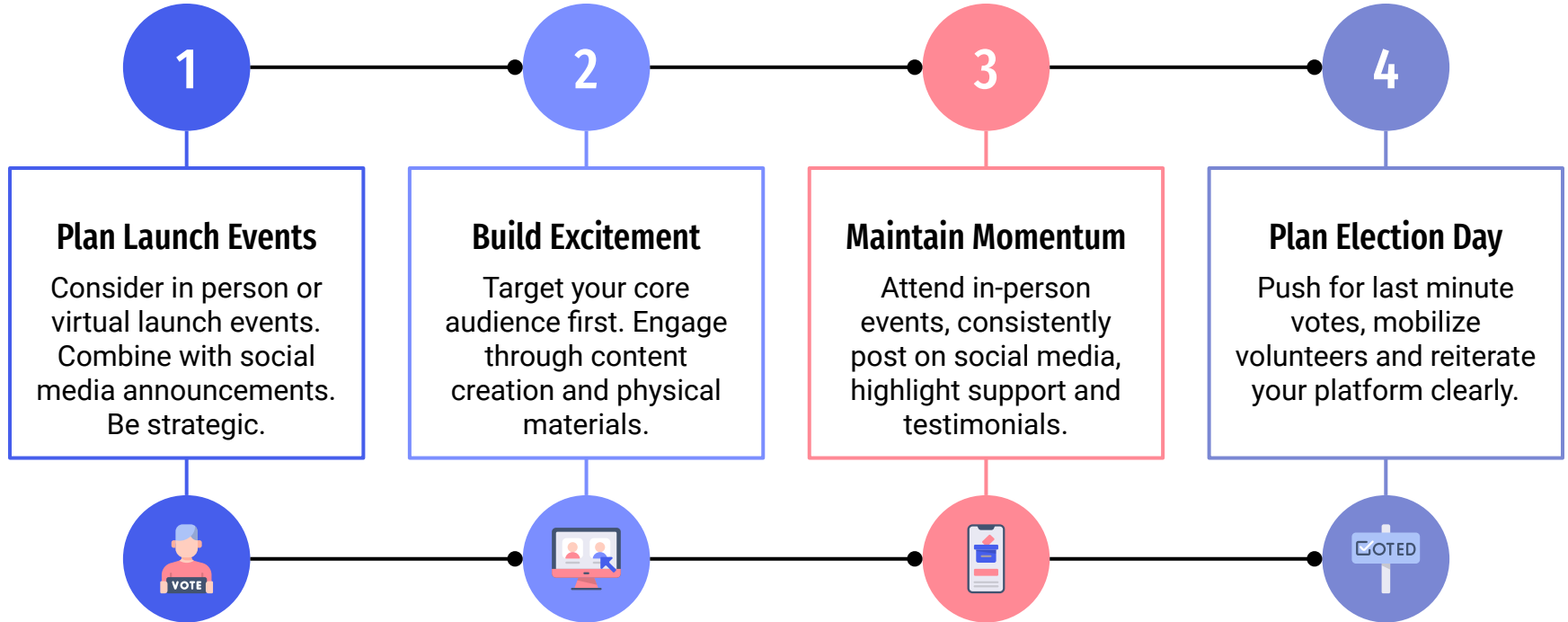
**Focus Areas:**

- Identifying key roles and responsibilities
- Recruiting the right people
- Effective team management
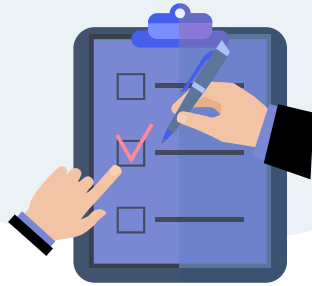- Strategies for maintaining motivation and organization

**Key Roles to Recruit For**

1. Campaign Managers
2. Communications/Social Media Coordinators
3. Outreach/Volunteer Coordinators
4. Event Coordinators
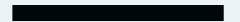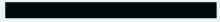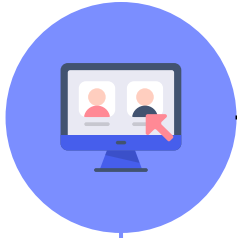5. Policy/Platform Advisors (Optional)

# Push To Elections

## 1

### Plan Launch Events

Consider in person or virtual launch events. Combine with social media announcements. Be strategic.

## 2

### Build Excitement

Target your core audience first. Engage through content creation and physical materials.

## 3

### Maintain Momentum

Attend in-person events, consistently post on social media, highlight support and testimonials.

## 4

### Plan Election Day

Push for last minute votes, mobilize volunteers and reiterate your platform clearly.
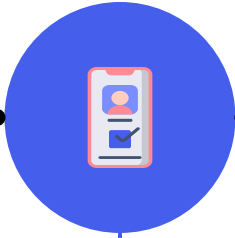
# 03
# Navigating Elections

# Declaring Your Candidacy
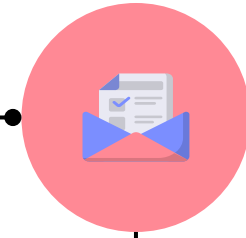
## 1 — Find Your Role

Research which role you align with the most and it's requirements.

## 2 — Fill Out the Forms

Download and complete the nomination package forms associated with that role.

## 3 — Submit Your Package

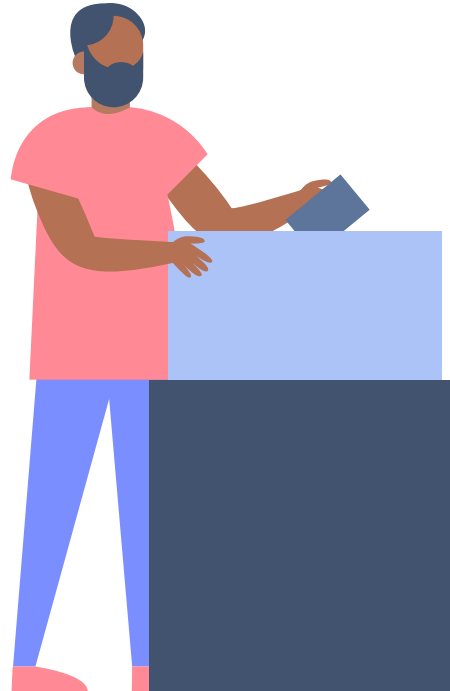Submit the completed form(s) to the CRO via email.

# Eligibility Requirements

In order to run you must...

**Be A Registered Undergraduate Student**

Must currently be enrolled in the most recent fall and winter terms as a full-time undergraduate student.

**Be Registered in at Least 1 Faculty**

Registered as a student in a single faculty or affiliate college. Dual Degree students can only run under one constituency associated with their program.

# Nomination Form Information

| 1 | **Personal Information** | full name, pronouns, Student number, address, phone number, primary email, uwo email etc. |
|---|---|---|
| 2 | **Faculty/Division** | Note: Some faculties/affiliates/professional schools/dual degree candidates have different naming conventions/rules. |
| 3 | **Nominators** | List between 5-50 nominators that support your candidacy (their names, signatures, student numbers and uwo emails). |
| 4 | **Releases/Waivers** | Candidate agreement and waiver, release of information waiver |
| 5 | **Signatures** | All signatures must be either hand written or digitally uploaded to the documents (typed signatures that don't mimic a real signature are not valid) |

# Nomination Requirements
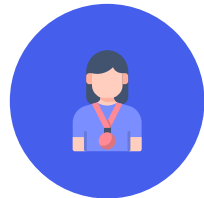
Nomination requirements by role include...

President — 50 Signatures

VP's & Faculty Presidents — 25 signatures

Councillors — 5 signatures

# Election Timeline Overview (Non VP)

**Spring General Elections 2025:**

- Nominations Open: January 13, 2025 (12:00 AM)
- Nominations Close: January 17, 2025 (11:59 PM)
- Mandatory All Candidates Meeting: January 17, 2025 (5:00 PM)
- Campaign Period Starts: January 20, 2025 (12:00 AM)
- Campaign Period Ends: February 3, 2025 (7:59 PM)
- Voting Period: January 30, 2025 (8:00 AM) – February 3, 2025 (8:00 PM)
- Results Announcement: February 6, 2025 (8:00 PM)
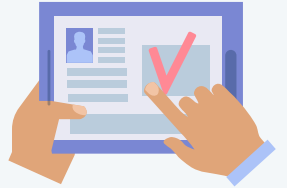
# Election Timeline Overview (VP)

**Spring VP Elections 2025:**

- Nominations Open: January 23, 2025 (12:00 AM)
- Nominations Close: February 7, 2025 (11:59 PM)
- Campaign Period Starts: February 10, 2025 (12:00 AM)
- Campaign Period Ends: February 27, 2025 (11:59 PM)
- Delegate Vote: February 28, 2025 (8:00 AM – 8:00 PM)
- Results Announcement: March 3, 2025 (12:00 PM)
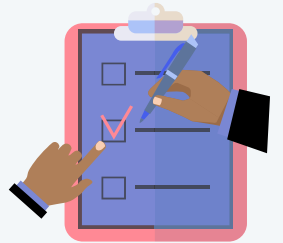
# Election Types

|   |   | Elected By | Voting System |
|---|---|---|---|
| 1 | **President** | Student body at large (all undergraduates) | Electronic Ballot |
| 2 | **VPEA, VPUA** | Council | Internal Council Vote |
| 3 | **Councillors** | Students within their faculty/professional school/association | Electronic Ballot (restricted to faculty/division) |

# Governing Policy

| | |
|---|---|
| **Bylaw 2 - Elections** | The rules and regulations that both the candidates and Elections Committee must abide by. |
| **EGC Terms of Reference** | Composition and mandate of the Elections Governance Committee. |
| **EGC Campaign Finance Procedure** | Processes for both candidates and the Elections Governance Committee involving campaign finances. |
| **EGC Balloting Procedure** | Processes for developing the ballot for the fall and spring elections. |
| **EGC Nomination Procedure** | Process for candidates to complete a Nomination Form for a USC Election. |
| **Elections Rules and Violations Policy** | Outlines all rules candidates must follow. |

# Governing Policy Cont.

| | |
|---|---|
| **Elections Violations Procedure** | Outlines the proper procedures for receiving, processing, reviewing, and publicizing the results of violations. |
| **Elections Referendum Policy** | Outlines steps for including a referendum question in an election. |
| **Elections Policy on Dual Degree Students** | Processes for running or voting in two different faculties. |
| **Registered Interest Party Procedure** | This procedure serves to indicate how a registered interest party is formed to campaign in a referendum. |
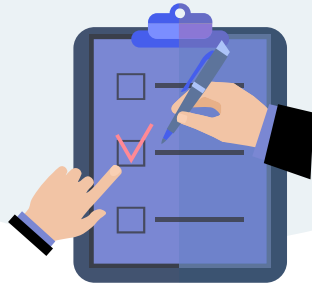
# 04
# FAQ's and
# Activity

# FAQ

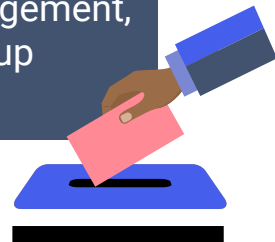| Question | Answer |
|---|---|
| **Should I run if I don't have leadership experience?** | 100%, the USC is a learning opportunity and students from all backgrounds, regardless of experience are encouraged to run. |
| **I don't want to campaign, can I still be involved in the USC?** | Yes, check out the "get involved" section of the USC website to see other ways of getting involved. |
| **What are the challenges of holding a role in student government?** | Subjective, common challenges include time management, public speaking, public scrutiny and navigating group dynamics. |

# FAQ Cont.

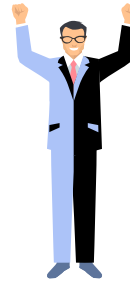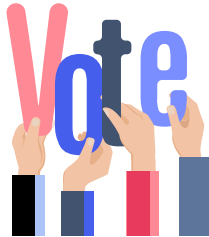| Question | Answer |
|---|---|
| **How much of a time commitment is being a councillor?** | As much as you want, average commitment is 5-15 hours monthly. Voting members must be available to meet at least twice per month, once for committee meetings and once during the last wednesday of each month at 7:00 PM. |
| **How much of a time commitment is being an executive** | 40 hours per week, they are full time-salaried positions that require frequent in-office work as well as domestic travel. |
| **Can I meet or consult with current USC executives?** | At the executives discretion. Generally, up until declaring candidacy, yes. After declaring candidacy, no. |

# Activity

Complete Your Personal Campaign Roadmap!

## Instructions
- Make a copy of this <u>document</u>.
- Take a few minutes to fill out each section.
- Approximate time: 10 minutes.

# Additional Resources

1. USC Elections Website
2. USC Website
3. USC Instagram
4. USC LinkedIn
5. USC Twitter
6. USC Youtube
7. USC Facebook

# Thanks!

**Do you have any questions?**

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USC Government Services Manager Email:
dane.ferry@westernusc.ca