



# ASUW ELECTIONS CAMPAIGNING 101

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*A guide created by the 2013 Elections Administration Committee  
Last updated - February 26, 2013*

# WHAT ARE ASUW ELECTIONS?

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## ▶ *ASUW Mission Statement*

The Associated Students of the University of Washington is the democratic voice of students that engages the campus community through programming, services and advocacy. The ASUW strives to enrich student life and develop future leaders.

## ▶ *ASUW Elections*

ASUW Elections are held each year during Spring Quarter to elect the President, Vice President, and six at-large members of the Board of Directors. Constitutional amendments and ballot initiatives are also considered during Spring Quarter elections. Candidates, tickets, the proponents or opponents of ballot measures, their affiliates, and any other students involved in ASUW Elections are expected to uphold the Elections Policies and Procedures.

## ▶ *Elections Administration Committee*

The Elections Administration Committee is dedicated to conducting a fair and ethical elections process for the Associated Students of the University of Washington. The work of this committee is crucial to the future of the association. We serve as both a resource for candidates and ballot measures as well as a safeguard to protect the student body at large. Beyond enforcing the Elections Policies and Procedures, we will also ensure that students are aware of the elections process through marketing, programming, and an increase in neutral voting stations. As students across campus vote to select the future leaders of the ASUW, it is our responsibility to ensure that the elections process is ethical.

## ▶ *Elections Policies and Procedures*

The Judicial Committee submits the Elections Policies and Procedures to the Board of Directors for their review and approval by the fifth week of Winter Quarter each year. It is the responsibility of the candidates, the proponents or opponents of ballot measures, their affiliates, and any other students involved in the ASUW Elections to follow these procedures both on-campus and off-campus. In the event that an individual does not comply with these procedures both the Elections Policies and Procedures and the ASUW Bylaws outline penalties that will be assessed by the Judicial Committee.

\* Key changes to the EPP this year:

- » Title I was added to the EPP for clarity of definitions
- » No candidate may file for more than one office or file on more than one ticket in any one election
- » Campaigning begins at 12:01 AM on Friday, April 12, 2013
- » No ticket, candidate, ballot measure, volunteer or affiliate may distribute food or drink in coordination with a campaign for campaigning
- » Title X provides a list of both minor and major violations

# ASUW BOARD OF DIRECTORS

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## ▶ *President*

- » Chief Executive Officer of the Association
- » Serve as the Chair of the Board of Directors
- » Official spokesperson of the ASUW
- » Ensure effective student participation in shared governance with faculty and administration
- » Oversee and lobby for political efforts at the local, state and federal level
- » Serve as an ex-officio member of the Board of Regents, the Faculty Senate, the University Budget Committee, and the Alumni Association Board of Trustees
- » Voting member of the Provost Advisory Committee for Students
- » Nominate volunteers to serve as ASUW representatives on College Councils

## ▶ *Vice President*

- » Chief of Staff and Chief Operating Officer of the Association
- » Responsible for strategic planning and goal setting
- » Liaison to the Experimental College
- » Liaison to Off-Campus Housing Affairs
- » Liaison to the Bike Shop
- » Liaison to the Office of Volunteer Opportunities and oversee the volunteers and the process of leadership development
- » Liaison to ASUW Ambassadors
- » Liaison to UW Leaders

## ▶ *Director of University Affairs*

- » Serve as the ASUW Representative to the Faculty Councils on Academic Standards, Teaching and Learning, and Student Affairs
- » Serve as the ASUW Representative to the Committee on Academic Conduct and other University Committees
- » Serve on the Universal Student U-Pass Advisory Board
- » Nominate volunteers to serve as ASUW representatives on the remaining Faculty Councils and University Committees
- » Liaison to the Office of Government Relations

## ▶ *Director of Policy and Procedures*

- » Serve as the Chair of the Judicial Committee
- » Serve as the Parliamentarian of the Board of Directors
- » Liaison to the Elections Administration Committee
- » Liaison to the Student Senate
- » Liaison to the Webmasters and Computer Administrator
- » Serve as a member of both the Graduate and Professional Student Senate and GPSS Senate Executive Committee with a vote

# ASUW BOARD OF DIRECTORS

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## ▶ *Director of Community Relations*

- » Chair of the Committee on Student Safety
- » Liaison to the Residence Hall Student Association
- » Liaison to the Greek communities and councils
- » Liaison to commuter students
- » Liaison to Registered Student Organizations
- » Liaison to the Ethnic Cultural Center
- » Serve as an ex-officio member of the OMA/D Student Advisory Board
- » Serve as the ASUW Representative to the City/University Community Advisory Committee

## ▶ *Director of Diversity Efforts*

- » Chair of the Joint Commissions Committee
- » Liaison to all ASUW Commissions
- » Liaison to the Sexual Assault and Relationship Violence Activists
- » Serve as a voting member of the OMA/D Student Advisory Board
- » Serve as a member of the University Diversity Council
- » Liaison to the Office of Minority Affairs, Q Center, Disability Services, Women's Center, and FIUTS
- » Liaison to the Ethnic Cultural Center

## ▶ *Director of Programming*

- » Chair of the Programming Committee
- » Liaison to Arts & Entertainment
- » Liaison to Rainy Dawg Radio
- » Liaison to the Student Health Consortium
- » Liaison to the Special Appropriations Committee
- » Serve as Chair of the Homecoming Planning Committee
- » Oversee and coordinate all inner-ASUW collaborative programming

## ▶ *Director of Service and Partnerships*

- » Chair of the Husky Pride Fund
- » Liaison to the Advisory Committee to Intercollegiate Athletics
- » Liaison to the UW Student Athlete Advisory Council
- » Liaison to the Carlson Center
- » Oversee any community service projects sponsored by the ASUW
- » Liaison to the UW Sponsorship Advisory Committee
- » Nominate volunteers to serve as ASUW representatives to the University Bookstore Board of Trustees
- » Establish and maintain relations with ASUW alumni

# ELECTIONS LOGISTICS

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## ► *Important Dates*

The Elections Policies and Procedures outlines the deadlines and important dates for ASUW Elections. It is important to note that Title V, Section 4 of this document stipulates that campaigns can begin forming strategy, recruiting campaign personnel, and create campaign materials prior to April 12, 2013. Furthermore, the EPP does not have jurisdiction over individuals wearing campaign apparel (t-shirts, buttons, etc.) prior to April 12 or at any point during elections because these actions are considered freedom of speech. Please note the following dates from the EPP:

- » Campaigning begins - 12:01 AM on April 12
- » Endorsements may be sought - 12:01 AM on April 12
- » Candidate filing deadline - 5 PM on April 26
- » Preliminary financial disclosure form due - 5 PM on April 26
- » Endorsement forms due - 5 PM on April 29
- » Lawn signs posted - 6 AM on May 7
- » Voting occurs - 12:01 AM on May 13 to 11:45 PM on May 15
- » Final financial disclosure form due - 12:01 PM on May 16
- » Removal of campaign materials - 8 AM on May 17
- » Election complaints due - 5 PM on May 17
- » Election violation hearing - May 22

## ► *Spending Limits*

The Elections Policies and Procedures limits campaign expenditures to \$420 for at-large Board of Directors candidates, \$525 for Vice Presidential candidates, \$630 for Presidential candidates, and \$420 for ballot measures. These limits are determined before sales tax. Receipts for donated goods and purchased goods must be included in financial disclosure forms.

## ► *Giveaways*

Recent reforms to the Elections Policies and Procedures now prohibits tickets, candidates, ballot measures, volunteers, or affiliates from distributing food or drink in coordination with a campaign for campaigning. However, campaign funds can be used to purchase non-food or and non-drink giveaways. This is your opportunity to be creative! Past campaigns have distributed some of the following items as giveaways:

- » T-shirts
- » Buttons
- » Sunglasses
- » Frisbees
- » Stickers
- » Bluebooks
- » Lanyards
- » Chapstick

# ELECTIONS LOGISTICS

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## ▶ *Lawn Signs*

Lawn signs can be posted beginning at 6:00 AM on May 7, 2013. Lawn signs are limited in size to 16 square feet. These signs are generally one of the most expensive expenditures of campaigning. In the past, many campaigns have purchased their signs at Thompson Signs (<http://www.thompsonsigns.us>). However, we recommend researching other companies to find affordable prices.

## ▶ *Tabling*

Campaigning for ASUW Elections officially begins at 12:01 AM on April 12, leaving exactly thirty-one days until voting begins. One of the best ways to take advantage of this month long period is for candidates, tickets, or ballot measures set up tables across campus to educate students about their platform. This time can be spent collecting emails and contact information for students to remind them to vote in May. In the past, campaigns have also used this time frame to build their volunteer base and strengthen their brand. It is important to note that campaigning is prohibited at ASUW sponsored events or meetings.

## ▶ *Candidate Run Voting Stations*

Although the Elections Administration Committee will have several neutral voting stations across campus, in the past campaigns have also established their own voting stations. These candidate run voting stations are equipped with laptops or other electronic devices for the purpose of voting. Giveaways can be distributed at these stations, assuming that they are not food or drink items.

The Elections Administration Committee recommends that these voting stations have a supply of Voter's Guides to encourage students to make educated decisions when voting. This year, the EAC will also distribute a "How to File an Election Violation" sign that we will ask candidates, tickets, and ballot measures to post at their voting stations.

Candidate run voting stations must comply with the UW IT Policy, Residence Hall Policy, and the Facility Services Policy as defined in the Candidate's Packet. Also note that campaigning cannot occur within 100 feet of any Elections Administration Committee balloting area, including information booths and polling locations on any election day.

## ▶ *Elections Administration Committee Sponsored Events*

Between April 12 and May 13 the Elections Administration Committee will hold several events to promote ASUW Elections. All candidates are required to attend or send a campaign manager to the Ethics Seminar and the Elections Administration Committee candidate forum at the ASUW Student Senate. The EAC encourages candidates to attend any EAC sponsored event, including but not limited to: Registered Student Organization Forums, the Candidate's Fair, and the Presidential Debate.

# ELECTIONS STRATEGY

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## ▶ *Branding and Marketing*

In order to establish your identity as a ticket or a candidate, it is important to develop a clear branding and marketing plan. Past ticket names have included: One Campus, Husky Nation, Huskies United, Imagine UW, Our Future, The Husky Impact, Progress UW and Purple Roots. Ticket names often incorporate some type of UW related word. Beyond developing a name, it is also important to select a color and create a logo. This brand can be incorporated into t-shirt designs, buttons, lawn signs, and social media.

## ▶ *Introducing the Candidates*

After developing a clear brand for your campaign, it is useful to create a strategy to introduce yourself as a candidate or ballot measure. There is precedent for launching a video on YouTube when campaigning begins. This video can explain your platform and also discuss why you are campaigning to serve on the Board of Directors. Other social media sources like Facebook and Twitter can be useful to post pictures and platforms for candidates. Candidates often create websites to outline their complete platforms and list endorsements.

## ▶ *Platforms*

Platforms must be submitted with an Official Candidate Filing Form by 5 PM on April 26. The content of a platform can include an official stance on a University or community issue, goals for the office of a particular position on the Board of Directors, and opinions regarding the internal operations of the ASUW. In the past, strong platforms have included tangible goals or changes for the association. The following word limits are enforced for platforms in the Voter's Guide:

- » Presidential Candidates - 400 words
- » Vice Presidential Candidates - 300 words
- » Board of Directors Candidates - 200 words
- » Ballot Measures and Initiatives - 250 words

## ▶ *Volunteers*

Volunteers are defined in Title I of the Elections Policies and Procedures as "any individual that actively supports a specific ticket, candidate or ballot measure". Volunteers are a crucial component of a successful campaign. Each candidate should try to recruit at least ten volunteers to help on their campaign. Volunteers can help table, promote the ticket and candidate platforms, distribute giveaways, and encourage voter participation.

## ▶ *Endorsements*

Beginning at 12:01 AM on April 12, 2013 candidates can seek endorsements from Registered Student Organizations. Endorsements are defined as "any action by an affiliate that supports the campaign of a ticket, candidate or ballot measure" which is further defined in Title VI of the Elections Policies and Procedures. Endorsers must submit an Official Endorsement Form which requires signatures of 3/5 current officers registered with the Student Activities Office. Endorsements are listed in the Voter's Guide created by the Elections Administration Committee and on the [vote.asuw.org](http://vote.asuw.org) website.

# RESOURCES

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▶ *Elections Administration Committee*

Maxine Sugarman, Elections Administration Committee Chair  
[asuwwote@uw.edu](mailto:asuwwote@uw.edu)  
HUB 121

▶ *ASUW Elections Website*

[www.vote.asuw.org](http://www.vote.asuw.org)

▶ *Elections Policies and Procedures*

[www.tinyurl.com/epp2013](http://www.tinyurl.com/epp2013)

▶ *ASUW Bylaws and Constitution*

[www.records.asuw.org](http://www.records.asuw.org)