

ASUW Elections 2018 Best Practices Workshop



Marketing

Brittany Pham, Communications Director

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Brand Building:

Your brand identity is the face of your campaign. Aim for consistency, accessibility, and clarity.

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Developing Your Visual Identity



Pick a color palette



Create a logo



Use consistent fonts

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Consistent Use of Name

Use **consistent naming**
across platforms:

Website

Twitter

Facebook

Instagram

Snapchat

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Social Media as a Medium

Invest in social media

Utilize your network

Create high-quality content

Post often, post meaningfully

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Developing Your Brand Story

**CONNECT &
ENGAGE**

Who are you & why are you running?

Root your story in easy to follow values

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Platform Writing:

What are the issues that you care about pertaining to the position? How can you clearly communicate your values?

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Developing Your Platform

**RELEVANT &
IMPORTANT**

Give your voters something to reference

A good platform makes for engaging content

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Developing Your Platform

PLACES THAT YOUR PLATFORM WILL BE:

- Your campaign website
- Voter's Guide
- EAC website
- EAC social media

Make sure it is clear and concise.

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Developing Your Platform

Tie your marketing directly to your plans for your position

Make your values transcendent

Reference your platforms while developing your brand story

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**KNOW YOUR
PLATFORM.**

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Questions?

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RSO / Campus Outreach

Shawntel Bali, Director of Community Relations
Ian O'Keefe, Director of Programming

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Registered Student Organizations (RSOs)

1. Seek endorsements from RSOs
2. Know the rules

Endorsements

RSOs communicate their support for you

Focus on RSOs which are relevant to your platform and priorities

Submit via the new EAC Dropbox

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Endorsements

Focus on your networks

Need help? Ask the Student Activities Office

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Know the Rules

Do not seek endorsements until campaigning begins!

Encourage RSO leaders to attend forums

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Campus Outreach

Who does the position work with?

DO YOUR RESEARCH

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Campus Constituents



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April 28th // 12:01 AM



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Tips

Reflect & know your platform

Prepare meaningful questions

Sincerity & open mindedness

Lending a listening ear



Questions?

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Candidate

Mental Health

Anna Johnson, Director of Campus Partnerships

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Objectives

- Discuss why mental health matters
- Talk openly about mental health experiences through the lens of ASUW Elections
- Share effective ways to get support/support a friend

**Why do you think
mental health is an
important issue for us to
address as Student
Leaders/ASUW
Elections Candidates?**

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Eustress

- Improves performance
- Short term
- Motivates and focuses energy
- Feels invigorating and energizing
- Believed within our capacities that it is something we can handle

Distress

- Demotivating and displaces energy
- Causes anxiety, worry, or concern
- Decreases overall performance and abilities
- May lead to physical illness, mental fatigue, or emotional depletion

**What are signs of
someone being on the
verge of distress???**

Tips/Share Experience

- Preparedness, there may be new stressors
- Control the controllables
- Minimize the “stress olympics”
- Self care, check in with yourself
- Promote connectivity and support

Resources

HEALTH & WELLNESS

(in Elm Hall)



HALL HEALTH

(in Hall Health Center)



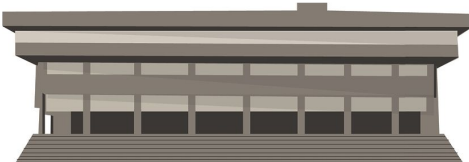
DISABILITY RESOURCES FOR STUDENTS (DRS)

(in Mary Gates Hall)



COUNSELING CENTER

(in Schmitz Hall)



Questions?

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Forum Preparation

Ellen Short, EAC Chair

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Dates

(subject to changes and additions)

- Living Communities Forum
(RCSA, IFC, Panhellenic) - May
2nd
- ASUW Board Forum - May 3rd
- ASUW Senate Forum - May 8th

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What is a forum?

- An opportunity for student groups to get to know the candidates for each office, ask questions pertinent to their organization, and consider the endorsement of candidates
- An opportunity for students to learn more about who you are and how you plan to support the student body

What to Expect

- Representatives from various organizations and communities asking questions related to the forum topic, including The Daily
- Live-streams and recordings
- Example structure:
 - ◆ President
 - Introduction for candidate 1
 - Introduction for candidate 2
 - Question 1 for candidate 1
 - Question 1 for candidate 2
 - Question about platform for candidate 1
 - Question about platform for candidate 2
 - Conclusion for candidate 1
 - Conclusion for candidate 2

What to Expect

→ Expectations:

- ◆ “The RSO or University recognized student group commits to treat all candidates and ballot measures equally. This entails presenting candidates only as individuals regardless of any unofficial associations they may hold with other candidates.” - EPP, Section VI, 7c

How to Prepare

- Know the hosting organization and their affiliates
 - ◆ Use resources available to you
 - ◆ Attend open meetings
 - ◆ Ask questions beyond how they serve students - learn how the ASUW serves them
- Have an elevator pitch
- Know how your platform relates to the communities or organizations represented
- Make use of provided example questions
 - ◆ <http://vote.asuw.org/resource-documents/>
- “Forum structure must be made public to candidates and/or ballot measure advocates at least 48 hours prior to the event.” - EPP Section VI, 7, D.iv

Questions?

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Finances

Chloe Stevens, EAC Vice-Chair

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Dates

Preliminary Financial
Disclosure Form Due
4/20 @ 5:00PM

Final Financial
Disclosure Form Due
5/14 @ 12:01PM

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What to include

- Record donations and discounted goods at the normal purchase price (fair market value)
- Must attach receipts as proof of expense to the final financial disclosure form
- Do not need to include: unpaid compensation for the time of your volunteers and items used passively in campaigning (chairs, tables, canopies, etc)

Limits

\$50 for Ballot Measure advocates

\$270 for President

\$225 for Vice President

\$180 for all other candidates

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Fines

Can range from \$50-\$150 depending on severity of violation and judgement of the Judicial Committee

Minor, Major, and Severe violations are outlined in the EPP

Fines Satisfaction

Deadline is 8/24/18

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BUDGET

VOLUNTEERS

DISCOUNTS

Tips

- Set budget in the beginning
(and leave some buffer room!)
- Find a volunteer who will
handle the tracking finances
- Contact print businesses and
ask for discounts

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Questions?

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Final Reminders

Things to Remember

- Know the Elections Policies and Procedures
- Make sure that your behavior falls in line with the Fair Campaign Practices Statement (EPP Section II)
- **Candidate Filing Deadline: April 20th, 2018 at 5:00PM**
 - ◆ vote.asuw.org/filing/
 - ◆ See EPP Section III
- Ask the EAC any questions you may have!