



# **Elections 2022-2023 Candidate Packet**

As approved by the following ASUU officials:

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## **A Letter from Your Student Body President**

Dear Future Student Leaders,

If you've already read through this elections packet and felt a little overwhelmed about how much there is to know and do, you're not alone! If you're unsure what the Student Government does and whether this is the best way to take your first step, you're not alone! If you're thinking about running for elected office for the first time, you're not alone!

The primary goal of ASUU is to connect the students to the rest of the campus. In student government, we act as the liaisons for students in conversations between organizations, groups, cohorts, and individuals under the umbrella of the University of Utah. We provide funding and resources to student organizations and colleges while voting on legislation that informs the broader campus about changes students want to see. We plan events and initiatives that seek to build community on our campus and provide lifelong memories. Most importantly, our work is focused on ensuring that all students feel like they belong and can call the University of Utah home.

Everyone has their own pathway for how they became involved in the student government. I began my student government pathway as a board member on our First Year Council. My sophomore year I was elected as an Assembly Representative of the School of Business and my junior year I was appointed Finance Director in the Executive Cabinet. My time in student government has been very rewarding. My 4 years of experience in Student Government have taught me one thing though: all that matters in ASUU is that you want to serve our student body. Whether you're campaigning as an Assembly Representative or the Student Body President, there's no need to have prior experience or to know the ins and outs of each board and branch. ASUU has incredible advisors and fellow students who are all learning together how we can make our campus community better. If you are willing to listen and learn you will be an incredible representative of our student body!

If you are on the fence about participating in student government, we at ASUU would encourage you to take the leap and participate. ASUU thrives on having people from different personalities and backgrounds coming together to support the students of the University of Utah. No matter the outcome of this election, we invite you to continue finding ways to stay involved and improve our campus community.

Sincerely,  
Taylor VanderToolen  
Student Body President 2022-2023  
Associated Students of the University of Utah

## **A Letter from the Elections Registrar**

Dear Candidates,

First and foremost, I would like to thank you for your interest in representing the student body at the University of Utah. ASUU is quintessence of student representation, and your commitment to working on behalf of your peers will leave an indelible impression on both you and your constituents.

As the Elections Registrar, my job is to plan and confer an equitable, inclusive, and enjoyable electoral cycle for you all. To do so, I intend on being available, transparent, and supportive of you throughout the process. With that being said, I have provided both contact information on the last page of this packet as well as at the end of this letter. Please do not hesitate to contact me with any questions, comments, or concerns whenever they arise. I will respond in a timely manner and do everything in my power to support you.

Given the highly esoteric and dynamic nature of Elections procedures, it is paramount that you familiarize yourself with this packet, its attached forms, as well as Article V of the Constitution. The Elections Packet serves to describe the regulations, deadlines, and events of this year's elections cycle, while Article V highlights additional rules. By filing for candidacy, you are acknowledging your understanding of the rules contained therein. Above all else, you are expected to conduct your campaign ethically, respectfully, and amicably with respect to everyone involved, and to advocate for the best interests of University of Utah student body.

This year's elections will undoubtedly look different from previous cycles, and are adapted to an ever-changing campus environment. Executive candidates, you will see a variety of events, ranging from social discussion to prototypical debates and social engagement. There are multiple reasons for doing so: (a) to provide voters with a comprehensive understand of your platform, (b) increase inclusivity for both voters and candidates, and (c) increase voter turnout.

I sincerely look forward to working with each of you throughout this year's election cycle, which will undoubtedly be competitive, invigorating, and exhilarating. Throughout the process, you will have the opportunity to develop new relationships and skills that will benefit you and your peers, regardless of the results.

I wish you all the best this year – welcome to this year's election.

Sincerely,

Jacob Jones  
Elections Registrar 2022-2023  
[jjones@asuu.utah.edu](mailto:jjones@asuu.utah.edu)  
Associated Students of the University of Utah

## A Letter From ASUU's Marketing Board

Dear Candidates,

Thank you so much for taking the time to run for a student leadership position in ASUU! I will warn you that these positions are a lot of work, but it is also some of the most important work happening on campus today. You are running to support the tens of thousands of students at the U and provide them with the opportunities necessary to make them more successful in their academic and personal lives.

With that said, it is incredibly important that students know who you are and what you are going to do to help them. Over the past several years, student engagement in the ASUU electoral process has been steadily decreasing to roughly 7% of University of Utah students voting for ASUU candidates in 2022. While it is my job as Marketing Director to inform students that elections are occurring, it is your job as candidates to market yourselves to the student body. Throughout the election process, I will help you market your campaign, but in order for your campaign to be effective, you will need to think about who your audience is, how you will help them in your leadership capacity, and why they should vote for you. More importantly, you should also be thoughtful about why you are running and what you will bring to the table as a student leader. Your answers to these questions will help guide you to a campaign message and strategy that students will find relatable and attractive.

Once the filing deadline has passed, you will have the opportunity to meet with me to discuss your marketing. At that meeting, I will have prepared several predetermined marketing packages for candidates, accompanied with a list of other marketing assets that can be used to make the most of your campaign budget. These packages are likely to change in both cost and scope as the list of candidates for each office grows, so I will send out more specific information about this once the filing deadline has passed.

When it comes to planning how to market your campaign, think big! Come up with crazy ideas for how to reach as many students as possible because I want to help you make those ideas come to life – or at least to the extent I am allowed.

While my board and I are here to help you succeed in your campaigns, please understand that we are very busy as we are also in charge of marketing for all ASUU events, programs, and initiatives. Please take this into consideration as you engage with my board and practice patience with us throughout this process. Remember that if you are elected, you will likely be working with many of the student leaders that you engage with throughout your campaigns, so I would like to encourage you to treat each of them with kindness, respect, and patience.

If you have any questions for me about your campaign marketing, please feel free to reach out to me at [TPugsley@asuu.utah.edu](mailto:TPugsley@asuu.utah.edu). You should expect a 24-48 hour turnaround for me to respond to your emails, but I'm always happy to answer your questions. I look forward to meeting with you all soon!

Best,

Thomas Pugsley  
Marketing Director 2022-23  
[TPugsley@asuu.utah.edu](mailto:TPugsley@asuu.utah.edu)  
Associated Students of the University of Utah

## **A Letter From ASUU's Diversity Board**

Dear Candidate,

I admire your decision to run for a position with such visibility and impact! This is an exciting time with a lot of potential for growth and change, especially considering the current social and political climate we are surrounded by. If you choose, your role in ASUU can be a great tool to further the cause of good, not only for yourself, but also for those around you.

During this elections cycle and beyond, make sure to remember and sustain individual voices. Do not let the voices of many drown out the voice of one; change always starts small, and each individual deserves to be heard. Connect with your fellow students: listen, understand, and act upon what they say. Advocacy is central to progress, and in your position, you have a unique opportunity to do that well. Though in this role you have an incredible capability to advocate, remember that it takes all of us working together to truly create a community of inclusion—encourage both majority and minority identities to get involved. Strive to guide, lead by example, and improve the space around you. Recognize what has previously been done to further equity on campus and build positively upon that. Acknowledge that although it is okay to not know everything, it is important to continue educating yourself and to continue making an active effort to grow.

Just as each individual voice matters, so does yours. It is important to recognize your background and what you can contribute to the space. What are your identities, what are your experiences? How can your individuality benefit this space? How can you use your voice to curate community? Remember that regardless of what your title is, your work surrounding equity, diversity, and inclusion stems from your own drive: your internal understanding of these topics, as well as the authenticity of your motivation and desire for change. Because of that, taking some time to reflect inwardly and realize why this is important to you will be greatly beneficial. It will help not only in bringing your own individuality to the community, but it will also help in the face of adversity: if you know why equity and inclusion are important to you, you will progress forward with clarity.

Good luck! No matter the outcome of the election, please continue striving to make this campus a true community.

Sincerely,

Lorelei Sole

Director of Diversity, 2022-2023

[Lorelei.Sole@hci.utah.edu](mailto:Lorelei.Sole@hci.utah.edu)

Associated Students of the University of Utah

## Calendar

*All dates on this calendar are final, and the only edits made to the published dates will be the removal of events. There may be additional dates provided, but these will not be mandatory if published following the filing deadline.*

- I. Calendar
  - a. General (non-mandatory) elections information sessions
- II. **Info Session 1: September 27<sup>th</sup>, 4:00-5:00pm, Location TBD Details TBD**
- III. **Info Session 2: October 20<sup>th</sup>, 5:00-6:00pm, Union**
- IV. **Info Session 3: November 8<sup>th</sup>, 4:30-5:30pm, PHC 1A+1B**
- V. **Info Session 4: November 15<sup>th</sup>, 5:45-6:45pm, PHC 1A + 1B**
  - a. Monday, September 12<sup>th</sup>– filing opens for all groups
    - i. When you file, make sure that your submission is thorough and complete. Incomplete or incorrect submissions will be returned and may be refiled but will NOT get any additional time to do so.
  - b. Friday, October 21<sup>st</sup> – Disclosure deadline for policy violations
  - c. Monday, November 28<sup>th</sup> – filing closes for all groups at MIDNIGHT MST (online)
    - i. NO LATE FILING WILL BE ACCEPTED.
  - d. Executive Candidates: Schedule meeting with ASUU Marketing Director and the SLI Associate Director for Student Engagement. Meetings must take place between Tuesday, November 29<sup>th</sup>- Friday, December 9<sup>th</sup> and will be held in person or virtual.
  - e. Monday, January 30<sup>th</sup>- Thursday, February 2<sup>nd</sup>: Candidate Materials ready for pick-up in ASUU
  - f. Friday, February 3<sup>rd</sup> : Candidate Orientation and diversity training due on Canvas at 11:59 pm
  - g. Saturday, January 28<sup>th</sup>:Posting Day, Campaigning Begins
  - h. Week of February 6<sup>th</sup>:
    - i. Presidential Debate 1
    - ii. Student Resources Event (Diversity and Student Resources Board): February 9<sup>th</sup>, 5:00-6:00 P.M
  - i. Week of February 13<sup>th</sup>:
    - i. Executive Ticket Poll open: 6:00 AM February 14<sup>th</sup> – 6:00 PM February 15<sup>th</sup>
    - ii. Hinckley Town Hall: Wednesday, February 15<sup>th</sup>: 12-1 P.M
    - iii. DPS Meet/Greet: Thursday, February 16<sup>th</sup> 3:00-4:00 PM
  - j. Tuesday, February 21<sup>st</sup>: Election Voting begins at 6:00 am
  - l. Friday, February 24<sup>th</sup>: Election Voting ends at 5:00 pm
  - m. Friday, March 3<sup>rd</sup>: All campaign materials must be taken down
  - n. Wednesday, April 26<sup>th</sup>: Inauguration

**Details regarding the date, time, and location of the following events will be announced as soon as more information is available:**

- i. Steering committee
- ii. *Daily Utah Chronicle* Debate
- iii. Trustee Meeting
- iv. Campus Events Board Collaboration
- v. ASUU Officer training
- vi. Election Results Announcements

## Information regarding the following will be announced at a later date

- a. Campaigning guidelines
- b. Candidate tabling

*The calendar is neither complete nor final. Any changes will be made and communicated to all candidates via Canvas. In the event that debate moderators cannot attend an event, the Elections Registrar will appoint an appropriate substitute.*

## Primary Election

*If there are more than 3 eligible tickets registered and running for the presidency, a primary election shall occur to determine the top 3 general election candidates for that seat. In case of a primary election, see the primary dates below. All primary date changes will be communicated via Canvas, if needed.*

- **January 30<sup>th</sup>**: Posting Day
- **January 30<sup>th</sup>**: Primary Campaigning Begins
- **February 6<sup>th</sup>**: Primary Voting opens at 7:00 am
- **February 9<sup>th</sup>**: Primary Voting ends at 12:00 pm
- **February 10<sup>th</sup>**: Election Results will be posted on the Elections Website and announced on University Media by 5:00 pm
- **February 21<sup>st</sup>**: General Election Voting opens at 7:00 am
- **February 24<sup>th</sup>**: General Election Voting ends at 12:00 pm
- **Final Elections Results Announcements (TBD)**

## Mandatory events and expectations, if elected:

- **April 26<sup>th</sup>** : Inauguration
- ASUU Training for ALL elected and appointed officers

A note on required post-election meetings: attendance at required post-election meetings is considered part of the duties of elected officers, and failure to attend these meetings may impact your ability to serve. If there are extenuating circumstances preventing you from attending these meetings, an explanation and/or appropriate documentation must be provided to the Program Coordinator, Katie Howell ([khowell@sa.utah.edu](mailto:khowell@sa.utah.edu)).

## Recommendations Prior to Inauguration

- It is suggested that you reach out to schedule and attend meetings with stakeholders, who may include current ASUU Student Leaders, Campus Partners, and University of Utah Students.



- It is suggested that Legislative roles also meet with their predecessors where possible.

## Eligibility Criteria

### Executive Candidate Eligibility Criteria

1. The President shall be elected on a ticket with the Vice President of University Relations and the Vice President of Student Relations in a campus-wide general election to be held in accordance with this Constitution, the Bylaws and University Regulations.
2. The President, Vice President of University Relations, and Vice President of Student Relations must have each completed at least three (3) semesters or the equivalent at a post-secondary institution of higher education prior to the day of taking office.
  - 2.1. Dual enrollment, AP, IB, and CLEP credits do not count as part of these semester requirements.
3. The President, Vice President of University Relations, and Vice President of Student Relations must all be members of the ASUU at the time of filing for candidacy and throughout their term of office.
4. Appointed officers of the Executive Branch must be members of the ASUU at the time of appointment and throughout their term of office.
5. No student shall be eligible for any elected office of the Executive Branch who has not, at the time of filing for elections, earned a current cumulative grade point average of 2.7 or greater.
6. No student shall be eligible for any appointed office of the Executive Branch who has not, at the time of appointment to office, earned a current cumulative grade point average of 2.5 or greater

### Attorney General Candidate Eligibility Criteria

- 1.1. The Attorney General shall be elected on an independent ticket in a campus-wide general election to be held in accordance with this Constitution, the Bylaws, and University Regulations.
- 1.2. The Attorney General must have completed thirty (30) college semester credit hours or equivalent prior to the elections filing deadline.
- 1.3. The Attorney General must be a member of the ASUU at the time of filing for candidacy and throughout their term of office.

### Legislative Candidate Eligibility Criteria

1. All Assembly Representatives and Senators must be members of the ASUU during their entire term of office.
2. Each Assembly Representative and Senator must have and maintain at least a 2.5 cumulative grade point average during their entire term of office.
3. Each Assembly Representative and Senator must maintain enrollment in the College to which they were elected during their entire term of office, excepting Representatives and Senators elected from Undergraduate Studies.

## Spring 2023 Elections Campaigning Guidelines

*NOTE: The binding language that the Supreme Court considers when issuing rulings is in the governing documents: namely Redbook, Article V. What follows prior to these sections are merely useful summaries and interpretations.*

### Before the Election Period:

- The \$5.00 for Legislative or \$15.00 for executive tickets filing fee for all candidates and their respective deposits **MUST** be paid by the filing deadline, **November Monday, November 28<sup>th</sup>, 2022** at 12:00 pm (Filing is online).
  - If you are unable to pay the filing fee contact Katie Howell (prior to the filing deadline) at [khowell@sa.utah.edu](mailto:khowell@sa.utah.edu)
- Executive candidate diversity training and specific communication will be facilitated through Canvas. All other communication will be through the Elections Page on ASUU's website or through UMAIL as needed.
  - **Complete the orientation for all executive candidates and diversity education by February 3<sup>rd</sup>, 2022 at 11:59pm**
    - The orientation and diversity education will be available as a course on Canvas.
    - Failure to complete the designated orientation and diversity education will result in disqualification from the 2022 elections.

### During the Voting Period:

- Campaigning may not take place within 75 feet of a voting station
  - Voting stations are considered to be any public computer
- Candidates are prohibited from approaching potential voters with a web-enabled electronic device on which voting software is open.
- Elections voting will be held online; polling will occur according to the calendar outlined in this document.

## Grievances

- Grievances are the method through which campaign violations or infractions against student candidates and/or tickets are filed and adjudicated. Any violations of the rules contained in Redbook, this packet, or rules published by the Elections Registrar subsequent to the publishing of this packet will be dealt with by filing a grievance with the Supreme Court.
- The Supreme Court is an independent judicial body. The Elections Registrar and the Deputy Elections Registrar are not members of the Supreme Court and therefore have no vote on the decisions rendered by the Supreme Court. The Elections Registrar will, however, enforce the rulings of the Court.
- Grievance meeting dates will be set by the Supreme Court. Date and times will be posted to the ASUU elections website as the meetings are needed. The grievance process will be loosely modeled after the US judicial system and will be structured to guarantee due process for all tickets. This process includes the following:
  - Right to be heard (grievance hearing and possibility for appeal)
  - A fair judge (Supreme Court appointed by the ASUU President and confirmed by the Senate)
- All grievance hearings will be administered by the Supreme Court Chief Justice. Once a grievance is filed, the Elections Registrar will notify all tickets involved in the grievance at least 24 hours before the hearing. Hearings are open and public meetings. Everyone must act appropriately and arrive promptly.
- All grievance rulings will be released to the Elections Registrar who will then post them on the ASUU Website. All rulings will be announced within 24 hours of the conclusion of the grievance hearing unless the Supreme Court votes to extend deliberation time.

### **How to File a Grievance**

- When preparing a grievance, use the form found online at <https://www.asuu.utah.edu/elections/>
- You must include a reference to the portion of Redbook's Article V or the Elections Packet that is at issue. You may also provide any additional relevant information.
  - Additional information may be submitted after the grievance has been filed, but additional evidence will be admitted solely at the discretion of the Elections Registrar.
- Grievances may be filed by any matriculated student at the University of Utah. It is recommended that tickets internally coordinate the filing of grievances to ensure that the same grievance is not filed twice. Additionally, the same grievance will not be considered by the Supreme Court twice.
- Grievances must be submitted by 5:00 pm two days before the grievance hearing. If

no grievance is filed by 5:00 pm two days prior to the scheduled hearing, there will not be any grievance hearing for that week. (For example, if grievance hearings are held Wednesday, grievances must be filed by 5:00pm Monday). During the last week of the campaign, this may be subject to change.

- Respondents may provide a copy of their defense or other written materials to the Elections Registrar to be distributed to the Court at the discretion of the Chief Justice.
- Witnesses may attend and testify if a party chooses to share their allotted time with the witness. The party and witness may also be available to answer questions during the question period.

### **Grievance Proceedings**

- During each grievance hearing, each party will present their opening statements and evidence to the Supreme Court.
- The complainant (party who has filed the grievance) will open and summate before the respondent (the party against whom the grievance has been filed). Through the course of the hearing, the Supreme Court will have an opportunity to ask questions of either side.
- Individuals will only be allowed to respond if the question is directed to them. The Court will then hold a deliberation period in which the candidates are not present.
- The Supreme Court will email all involved tickets regarding the results of the grievance.  
Results will also be published on the ASUU website.

## **Marketing Design and Guidelines**

### **Executive Candidates: Mandatory Marketing Meeting**

- You need to schedule a meeting (in person or virtual) with the SLI Associate Director for Student Engagement, ASUU Elections Board, and ASUU Marketing Director Thomas Pugsley between Tuesday, November 22<sup>nd</sup>- Friday, November 25<sup>th</sup>. During this meeting you will:
  - Coordinate photo taken in ASUU
  - Discuss ideas for your campaign marketing (colors, fonts, design look/feel, logo, and campaign message) with Thomas and the Associate Director for Student Engagement.
  - Discuss what items you would like to have ordered and purchased for your campaign. Options will be provided by the Marketing Board during this meeting.
  - In this meeting you will also discuss your approach to social media

marketing and outline any support you may need.

- Important Notes on Digital Marketing:
  - Social Media: Each party will receive access to a Canva Pro account and responsible for their own social media marketing.
  - Websites: Each party will receive a temporary page on ASUU’s website. Outside websites will not be allowed.

### **Campaign Budget:**

ASUU will pay for campaign finances on behalf of candidates, therefore any campaign purchases must be made through ASUU. ASUU will not be facilitating reimbursements to candidates. All campaign funds will be provided through ASUU, and NO outside contributions are allowed.

### **Marketing for Executive Tickets:**

ASUU will provide numerous marketing services for all tickets and candidates to utilize throughout the campaign cycle. These services include things like t-shirts, poster printing, publishing of a party webpage, etc. and are all coordinated and run through the ASUU marketing board. More details about what marketing options and services are available will be posted on the Canvas and explained during Executive and Legislative Orientation. Thomas Pugsley is our ASUU Marketing Director for the 2022-2023 year. He, along with the SLI Associate Director for Student Engagement, will be your contacts and sources regarding marketing design and ordering of materials. You can reach them via email at:

ASUU Director of Marketing – Thomas Pugsley,

[TPugsley@asuu.utah.edu](mailto:TPugsley@asuu.utah.edu)

SLI Associate Director for Student Engagement – (Amber Gordon)

[agordon@sa.utah.edu](mailto:agordon@sa.utah.edu)

All physical marketing will be designed by ASUU. It is the responsibility of candidates to schedule a meeting with the marketing board to initiate the design and ordering process. ASUU will make sure that all marketing conforms with Redbook and is in the correct file-ready format. The ASUU Marketing Director and the SLI AD for Student Engagement will provide options that meet University marketing guidelines for executive tickets to choose from and provide input on. Tickets may choose a primary color they would like incorporated into the template design. All tickets will be given a set marketing package that includes printed materials, digital media, a social media takeover on the ASUU Instagram,

and a video. All media will include your party's platform, logo, and any party candidates that you wish to include. More information about marketing will be sent out at a later date.

ASUU will be facilitating all ordering of materials, and as such will co-manage budgets with tickets. Details about the budget can be found in Redbook. If you have any questions about what is and is not considered marketing, or about what is and is not allowed according to Redbook, please contact the ASUU Marketing Director.

ALL MARKETING MATERIALS FOR ELECTIONS CAMPAIGNING MUST BE ORDERED THROUGH THE ASUU MARKETING BOARD. NO EXCEPTIONS. Ordering through ASUU ensures a significantly lower cost, tax exempt status and ensures that all marketing expenses are tracked appropriately. **Because of this, it is vital that each party and candidate be aware of the marketing deadlines.** Failure to meet these deadlines may result in that candidate or party not getting any marketing materials to use while campaigning. Materials sourced outside of the ASUU Marketing Department will not be accepted for use during the campaign period.

AFTER NOVEMBER 25<sup>th</sup> AT MIDNIGHT, ALL PHYSICAL MARKETING IS FINAL. WHAT YOU HAVE ORDERED IS WHAT YOU GET. YOUR MARKETING ORDER MUST BE EMAILED TO THE MARKETING DIRECTOR BEFORE THIS TIME. CANDIDATES WHO DO NOT SUBMIT THEIR ORDERS BY MIDNIGHT WILL RECEIVE THE BASE MARKETING PACKAGE SET BY THE MARKETING DIRECTOR.

Each party will request a primary color during filing. These colors may not be: white, black, or red. All tickets may use black and white as secondary colors. Red will not be a permitted color in any marketing for tickets. Independently filed candidates will be able to choose from colors not already selected by tickets.

Additionally, each party will create a party message, which will be submitted to the Marketing Board in the *Marketing Design and Guidelines* meeting. YOU ARE PROHIBITED from using University of Utah apparel or insignia including the Block U and/or the Drum and Feather in your campaign marketing. (Note: the hand symbol of the U is permissible in any marketing. The verbal phrase "Go Utah" is permissible in marketing.). Permutations of the University of Utah name (for example, "More 4U" and "URep") are not allowed. Any other questions regarding impermissible marketing materials should be directed to the Elections Registrar.

It is required that each party appoint one person from their core committee to coordinate all marketing with ASUU (ordering of marketing materials, approving and giving feedback on the campaign designs, etc.). Designating this person will be a mandatory part of filing, though it may be changed. This person will be responsible for communicating with the Elections Registrar and ASUU Director of Marketing making decisions for the party regarding marketing, including:

- Reviewing all apparel and/or marketing designs.

- Meeting with the ASUU Marketing Director and SLI Associate Director for Student Engagement to review the marketing proposals, designs, and pricing.
- Determining the quantities of each type of marketing that will be ordered.
- Determining the amount of the party's funding that will be allocated to marketing.
- Arranging to pick up all marketing from the Elections Registrar on the date that it can be distributed.

### **Legislative Candidates:**

**Your marketing details will be solidified upon filing.** The ASUU Marketing Director and the SLI AD for Student Engagement will provide templates that meet University marketing guidelines for executive tickets to choose from.

- You will be provided with a predetermined marketing package by the Marketing Board, consisting of printed materials and a graphic for social media use.
- After filing closes, the Marketing Board will send out a form to schedule pictures. This form **MUST** be completed by November 25<sup>th</sup>.

### **Important Marketing Dates & Deadlines to Remember:**

Tuesday, November 22<sup>nd</sup> - Friday, December 9<sup>th</sup>: All tickets and independent candidates who wish to submit marketing materials must schedule a meeting with marketing and the ASUU Marketing Director. This meeting is intended to be comprehensive:

Candidates/tickets can clarify any questions they have about marketing materials, rules, dates, budget, etc. Candidates will be contacted for final sign off on marketing design. If candidates choose to use their own picture for marketing, they must adhere to the guidelines sent out by the Marketing Board, which will be posted to Canvas.

### **Marketing Rules**

No campaign apparel can be worn, or marketing posted, published, or distributed until Posting Day (Monday, February 6<sup>th</sup>).

Campaign materials will be purchased through ASUU and delivered to ASUU directly. Building regulations and rules for posters will be published on the Canvas page by the beginning of spring semester.

If a campaign has any public social media groups on Facebook or any other platform the group must invite the Elections Registrar and Marketing Director before the page goes live on Posting Day. Candidates are welcome to post the marketing that ASUU has created on their social media page. Paid social media advertisements are not allowed in any capacity.

## Campaigning

- Campaigning includes (but is not limited to), wearing apparel, posting campaign-related content on social media sites, hosting events, and tabling. Distributing physical media, such as flyers, pamphlets, etc. with any candidate related content also constitutes marketing. If there are any questions about what constitutes campaigning, please ask the Elections Registrar.
  - It is always better to ask for permission than to ask for forgiveness (see section on grievances).
- All actions taken publicly on social media or off campus are considered active campaigning and may not occur until posting day. Campaigning begins on posting day.
- You will be allowed to table on campus locations. More specifics about when tabling can occur will be announced once filing is complete (after Friday, 11.18.22).
- Campaigning in the Union is allowed as long as it does not occur in the Student Involvement wing. The Student Involvement wing is the hallway on the second floor where the ASUU office is located.
- The posting of campaigning materials in HRE locations must go through HRE approval. Postings should be brought to the HRE office in Benchmark Plaza 822 for approval. Any unauthorized postings found in HRE facilities will be removed.
- Article V, Section 1.2 states that campaigning does not include reaching out to “approaching potential running mates or Core Committee members.” There are no limits on the number of students that are allowed to participate as members of the core committee. However, submission of every Core Committee member’s role (via Microsoft Excel) is due to the Elections Registrar no later than Midnight, January 16<sup>th</sup>. After this date, no changes, alterations, or modifications can be made to a party’s Core Committee. There will be no exceptions.
- All Core Committee titles MUST serve a functional purpose to the executive tickets campaign. Inquires regarding the structure and/or function of any tickets core committee may be made at any time and become formal grievances at the discretion of the Elections registrar.
- Beyond this deadline, individuals seeking involvement in a campaign are to contact the Elections Registrar, who will connect them with a ticket.
- A violation of marketing, or core committee guidelines constitutes a breach of fairness for all candidates and will be dealt with severely.

## Finance

- All tickets are responsible for keeping track of their own budget (working with ASUU as needed). ASUU will facilitate the actual purchasing of campaign items and will be disclosed to the Elections Board. If all expenditures are not disclosed, this will be



grounds for a grievance.

- Details about the budget can be found in Redbook. If you have any questions about what is and is not considered marketing, or about what is and is not allowed according to Redbook, please contact the Elections Registrar.
- Your ticket may be eligible to use and may not use more than \$2,000 (expenses will only be made through ASUU, NO REIMBURSEMENTS). ASUU will not allocate more than \$2,000 per party. The Elections Registrar will provide you with an official budget after the filing deadline and no later than Monday, November 28<sup>th</sup>, 2022.
- A budget of \$8,000 will be divided evenly amongst executive tickets except in the event where there are less than three tickets, in which case each ticket will be eligible to use up to \$2000. The cost for photography and videography services provided by ASUU will be split evenly among the tickets. As such, each ticket should utilize these services.
- Services or items given to the ticket with no cost must be included in the budget at a fair market price.
- In the event that a candidate is disqualified, ASUU will not proceed in making any purchases for campaign items after the disqualification date.
- Candidates should be aware that they should not make a purchase for their campaign using personal finances, as this will not be reimbursed.

### **Inquiries**

- Questions about election rules and proceedings should be directed to the Elections Registrar by email [jjones@asuu.utah.edu](mailto:jjones@asuu.utah.edu) , who will respond to questions within 2 business days (except in the event of an extenuating circumstance).
- Inquiries can become investigations at the discretion of the Elections Registrar.

### **Polling**

- Polling will be conducted twice during elections season: Once during the week of February 5<sup>th</sup> and once during the week of February 12<sup>th</sup>. Polling will be conducted by Qualtrics, and data will be made available to candidates within 24 hours.

### **Endorsements**

- Endorsements from university employees who are not enrolled students in the ASUU, or ANY off-campus entities, are strictly forbidden.
- Endorsements will be analyzed on a case-by-case basis and grievances MAY BE FILED at the discretion of the Elections Registrar.

### **Interactions with the Elections Registrar, Supreme Court, and Advisors**

- By participating in the 2023 ASUU Elections, you agree to behave in a civil, respectful manner toward the members of the Supreme Court, the Elections Registrar, and the Deputy Elections Registrar, and to abide by their judgment.
- Personal attacks and other obstructions of the elections process will not be tolerated and **may result in punitive action including disqualification from the election.**

## **Role and Responsibility of the Executive Cabinet and Legislative Branch**

*NOTE: The binding*

*language that the Supreme Court considers when issuing rulings is in the governing documents: namely Redbook, Article V (<https://www.asuu.utah.edu/>). What follows prior to these sections are merely useful summaries and interpretations:*

## **Candidate Expectations**

*All candidates are expected to read, understand, and abide by the Elections Packet and Redbook. By signing the candidate filing forms, all candidates agree to be held to the rules and regulations articulated in Redbook.*

- All candidates will file and pay the filing fee online through Campus Connect.
- All candidates will read through sections of Redbook that apply to the role in which they are a candidate for. Redbook can be found on the ASUU website on the right hand drop down. <https://www.asuu.utah.edu/>
- Candidates also agree to read the elections packet in its ENTIRETY, including all linked forms. Candidates understand that information in the Elections Packet is subject to change and every effort will be made to inform candidates of the changes.
- If you have any questions about elections rules, please ask and DO NOT ASSUME that you know the answer. This is for your protection.
  - Candidates will NOT assume that an omission means permission. Ask first
- Each candidate must pay a five-dollar (\$5) fee upon filing for candidacy. Each political party must pay a fifteen-dollar (\$15) fee upon filing for candidacy.
- Filed candidates will be held to the rules herein during the entire elections process including the time prior to filing.
- The rules articulated in this Elections Packet and within Article V permit ASUU to file grievances and prosecute on any alleged rule-breaking that occurs, including rule breaking that occurs before filing deadlines or the publication of this Elections Packet.
- Campaigning to any executive cabinet members of ASUU during the 2022-2023 year is prohibited. Any paid member of ASUU must remain nonpartisan towards any party or candidate while holding their position in ASUU. This rule will be strictly enforced, and any questions should be directed to the Elections Registrar before contacting current members of ASUU.
- All important dates, reminders, and updates pertinent to the elections process will be communicated to all candidates using Canvas or email.
- If, upon reading the Elections Packet, a candidate realized that they unwittingly or unintentionally broke a rule prior to the publication of this packet, the candidate must arrange to meet with the Elections Registrar prior to the disclosure deadline of October 21st. After this date, all grievances

and policy violations will be treated as intentional. will be The Elections Registrar, with the advisement of the Attorney General, will work to respond fairly to any concern. Any decision may then be appealed to the Supreme Court.

- A lighter holding can be expected if candidate comes forward with an admission of breaking a rule. If a candidate does not come forward within one month of the publication of the Elections packet, ASUU will be able to file grievance against candidates for rule-breaking that allegedly occurred before the packet was published. Please clarify this rule if you have any uncertainties.
- There are additional expectations for students that hold or have held a compensated position within the ASUU Executive Branch during the 2021-2022 year. Compensated members of the Executive Branch of ASUU are prohibited from taking any partisan position either as a candidate or in support of any party or candidate while maintaining their position within the Executive Branch. This rule will be strictly enforced so if you have any questions, please be sure to direct them to the Elections Registrar first before you reach out to any other current member of ASUU. (previous packet)

### **General Violations**

A person who does any of the following will commit a General Violation:

- Violating any portion of the Student Code of Conduct.
- Bribing an ASUU official, University employee or any person who has restricted access to the ASUU balloting system.
- Intimidating voters.
- Giving or offering goods or services to a student in an explicit exchange for the same student casting that student's vote for a specific candidate or party.
- Deliberately providing false or misleading information to voters regarding campaign policies, polling information, or electoral procedures.
- Altering or tampering with the balloting procedure or the ballot-counting process.
- Failing to obey University policies, University codes, the rulings of the ASUU Judicial Branch, the regulations issued by the Elections Registrar, and all federal and state laws.
- Disrupting any University class, organization or function with the effect or intent of aiding or hindering any campaign.
- Defacing or destroying private or University property.
- Writing or posting upon the blackboards or similar surfaces of the University.
- Interfering with or sabotaging the campaigns of other candidates or tickets.
- Harassing other registered candidates or attempting to convince other register candidates to switch tickets.
- Campaigning inside the Marriott Library or meetings and offices of ASUU.
- Wearing campaign clothing or displays other campaign paraphernalia inside the ASUU Office
- Distributing any food or drink to students while actively campaigning unless provisions are made through the ASUU Elections Registrar.
- Obstructing, damaging, or removing the campaign posters and banner of another party.
- Soliciting any student by phone or by text message without either obtaining the expressed consent of the same student or being a close acquaintance of the same student.
- Using an electric generator on campus for the purpose of campaigning.
- Violating the rules of the Residence Hall Association while within their jurisdiction.
- Violating the rules of the University Housing systems (and their affiliates) while within their jurisdiction.
  - This includes campaigning in residence halls without explicit written consent from HRE
- Campaigning in any manner prior to the dates determined by Section (2) with any further restrictions clarified by the Elections Registrar.

- Campaigning inside dining halls is forbidden; however, candidates can campaign outside of the dining halls per campus free speech policies
- Distributing or displaying campaign material on campus, advertising on campus, or maintain a booth on campus prior to the aforementioned dates (February 6<sup>th</sup>, 2023) with any further restrictions clarified by the Elections Registrar.
- Failing to notify the Elections Registrar of the location of any booth before the booth/table is put up.
- Violating any spending limits or disclosure requirements in these bylaws.
- Violating any regulation regarding party websites, social-networking, or other online activity which may be issued by the Elections Registrar.
- Committing any act forbidden by the Steering Committee or committing any significant act that has not been approved by the Steering Committee.
- Violating a ruling of the Supreme Court of ASUU, which elaborates upon, but which contradicts neither the Constitution of ASUU nor the Bylaws.
- Violating a ruling of the Elections Committee, which elaborates upon, but which does not contradict, the Constitution of ASUU, nor the Bylaws herein, nor a ruling of the Supreme Court of ASUU.
- Violating any rule which shall have been issued and made public by the Elections Registrar, which elaborates upon, but which does not contradict, the Constitution of ASUU, nor the Bylaws herein, nor a ruling of the Supreme Court or the Elections Committee.
- General violations, whether committed before or after the filing date, will be brought before and resolved via the Supreme Court (see grievances)
- Vandalism, hate crimes, harassment, etc.
- Allegations of hate crimes, harassment, or other forms of inappropriate treatment of any candidate will be investigated thoroughly and will be prosecuted severely. In addition to potential grievances, the names of any individuals found guilty of committing any of these offenses may also be referred to the Dean of Students Office for behavioral review.
- Inappropriate treatment of candidates includes vandalism of posters or other election materials, personal verbal attacks and many other potential altercations. Any student, even a student that has not filed to run for a position or is not affiliated with any candidate or party may be prosecuted for violating this policy. (From Previous packet)
- Filing grievances and all other elections materials, unless otherwise specified, must be done via the ASUU elections page <https://www.asuu.utah.edu/elections/>
- Once a Ticket has filed, all correspondence with the Elections Registrar must be coordinated and communicated through their designated campaign manager, who is to be indicated on their Core Committee form. As a part of filing, this individuals' contact information must be provided, although it can be changed via written notice to the Elections Registrar.
- The Elections Registrar will serve as the contact for these individuals.
- Any legislative candidates may approach the Deputy Elections Registrar with their own questions and concerns.
- The Deputy Elections Registrar will serve as the contact for these candidates.
- Campaigning in the Union is allowed as long as it does not occur in the Student Involvement wing. The Student Involvement wing is the hallway on the second floor

where the ASUU office is located.

### **ASUU Office & Resources**

- The ASUU Office is a neutral, impartial zone during elections. DO NOT conduct campaign business there UNLESS you are meeting with the Elections Registrar or have another legitimate purpose to conduct your business there. No party apparel may be worn inside ASUU's office.
- ASUU resources ARE NOT to be used by any party or candidate at any time between filing and the announcement of the newly elected officials. This includes ASUU computers, office supplies, copiers, fax machines, the ASUU office space, golf cart, etc. The one exception for utilizing ASUU resources will be the button maker, as long as all materials for the buttons are purchased through ASUU and with permission by the Elections Registrar. A sign-up sheet for reserving the button maker will be made available to candidates.
- Those elected and appointed under the Fall 2022- Spring 2023 Vandertooleen Administration may use ASUU resources to conduct business pertaining to their elected/appointed position, and outlined by Redbook.
- Campaigns may host social events. These must occur on campus and must be made known to with the Elections Board, as well as registered both with University Police and the University. ONLY matriculated University of Utah members may attend.
- If campaigns host events, they may not partner with any student group and must be clear that the party is solely thrown by the campaign and no one else. The party also may not "benefit" any other entity, on campus or not.
- *As an electoral candidate, you acknowledge that you are serving as a representative of the University of Utah and that you have been chosen by ASUU to represent the University and its interests. You understand that any action taken will affect people's opinion of your ticket and the University of Utah. As a University of Utah and ASUU sponsored event, all attendees are expected to conduct themselves in a manner congruent with the student code of conduct. There will be absolutely no alcohol or illegal drugs allowed.*

### **Regarding the COVID-19 pandemic**

All elections and campaigning procedures will take place in compliance with COVID-19 regulations. As of the date this packet was published, we anticipate an in-person election cycle but remind candidate to remain flexible in their planning in the event that ASUU has to shift due to the evolving public health situation. This may result in virtual options. The Elections Registrar will keep candidates up to date on how elections will proceed. Such announcements will be delivered over Canvas.

### **Non-RSO's:**

Non-RSO's are organizations not registered through the University of Utah's Campus Connect platform. While allowed collaboration with Non-RSO's is NOT recommended in any capacity (your constituents consist of, and only of, matriculated students at the University of Utah). If contacted by ANY Non-

Campus entity, please refer to this section of the elections packet. Candidates coordinating with Non-RSO's so assume all responsibility and risk(s) in doing so. Reach out to the Elections Registrar with any questions or concerns.

## Elections Officials

### Elections Registrar

**Jacob Jones** - [jjones@asuu.utah.edu](mailto:jjones@asuu.utah.edu)

The Elections Registrar's job is to run honest and fair elections and supervise all aspects of the elections process. The Elections Registrar may issue advisory opinions through Canvas or on ASUU's website, which are binding on all tickets and candidates during the elections cycle.

ALL ELECTIONS-RELATED QUESTIONS SHOULD BE REFERRED TO THE ELECTIONS REGISTRAR. Once more, if there is any confusion about a specific issue referenced in the elections packet or the bylaws, ASK FIRST. DON'T ASSUME.

### Deputy Elections Registrar

The Deputy Elections Registrar helps the Elections Registrar run the elections

### Marketing Director

**Thomas Pugsley** - [tpugsley@asuu.utah.edu](mailto:tpugsley@asuu.utah.edu)

The Marketing Director's job is to coordinate and oversee all candidate marketing. Contact the Marketing Director via email or Canvas and expect a 24-48 hour response.

## Additional Links and Forms:

Redbook: <https://www.asuu.utah.edu/wp-content/uploads/sites/7/2021/12/Redbook-2020-udated-12.8.2021.pdf>

Candidate Filing Form: [https://utahsa.az1.qualtrics.com/jfe/preview/previewId/b3e5c88a-e5ff-414b-8a6c-6954a2661058/SV\\_dbNUuCCekGxr7FQ?Q\\_CHL=preview&Q\\_SurveyVersionID=current](https://utahsa.az1.qualtrics.com/jfe/preview/previewId/b3e5c88a-e5ff-414b-8a6c-6954a2661058/SV_dbNUuCCekGxr7FQ?Q_CHL=preview&Q_SurveyVersionID=current)

Official Grievance Form: [https://uofutah-my.sharepoint.com/:b:/g/personal/u1148782\\_uemail\\_utah\\_edu/EbXOvweX5UFJl0Y9J-Ym1ywBYf3GihrVEct9FqyBPXyayg](https://uofutah-my.sharepoint.com/:b:/g/personal/u1148782_uemail_utah_edu/EbXOvweX5UFJl0Y9J-Ym1ywBYf3GihrVEct9FqyBPXyayg)