

# ASSOCIATED STUDENTS OF THE UNIVERSITY OF UTAH

## 2023-2024 STUDENT GOVERNMENT ELECTION RULEBOOK

Approved by:  
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# INTRODUCTION

## A Letter from the Elections Director

Dear Candidates,

Thank you for your decision to run to represent your student body. Running for office can be scary, but the fun and exciting opportunities you will be exposed to will make the nerves entirely worth it. Students like you, who take the step to lead, are what make ASUU such an important thriving community.

My job is to plan and confer an equitable, inclusive, and enjoyable electoral cycle for all candidates. Throughout the process, I will strive to be transparent and do my best to support candidates. I have provided contact information on the first and last pages 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 do everything in my power to support you.

The purpose of this elections packet is to inform you of the many rules and guidelines that you will be subject to as a candidate. It is of the utmost importance that you fully understand this packet, attached forms, and Redbook Article V, in their entirety. This packet will outline all rules, regulations, deadlines, and events for this election cycle. By filing for candidacy, you are acknowledging that you understand all rules contained therein. You also agree to conduct your campaign ethically, show respect to other tickets, and advocate for the best interest of the University of Utah student body always.

This year, we want to give every student on campus the chance to be heard. We aim to have the highest voter turnout in ASUU history through revitalized filing tactics and an emphasis on in-person campaigning and engagement. More than ever, voting will be accessible to students regardless of major, community, or social involvement. Through a combination of informational events, debates, rallies, and other events, we hope candidates will use every opportunity to make face-to-face connections with students.

I sincerely look forward to working alongside each of you throughout this process. We want to restore the excitement in serving our student body, as well as cultivate an infectious spirit during the election.

I promise an engaging, spirited, and rewarding journey for those who choose to step up and run for office. Chances to lead and create an impact are rare, but fortunately, you've discovered one right here.

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

Sincerely,



Jaysen Jensen  
Elections Director 2023-2024

## A Letter from Your Student Body President

Dear Future Student Leaders,

Congratulations on making it through the first steps of what it means to represent your community and your peers. By engaging in this process, I applaud your bravery, commitment, drive, and motivation to make campus a better place for all students.

As you prepare to run, I encourage you to buy into and value the mission of ASUU that has been built over the past year. The primary goal of ASUU is to represent over 35,000 students and help connect them 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.

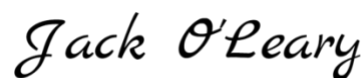
Everyone has their own pathway for how they became involved in the student government. I began my student government pathway as a board member on our First Year Council. My sophomore year I was hired as the Chief of Staff to the ASUU Presidency and my junior year I made a similar decision as you and choose to run for Student Body Presidency.

My time in student government has been very rewarding. My 3-4 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 and you pledge to carry yourself with civility. 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.

All in all, I encourage you to lead with civility, compassion, and kindness as you enter this election. You must be ready to value others' ideas you do not agree with and still prioritize dialogue over disengagement. Relationships are the most valuable part of student government. In that, work with university leadership and other members of administration, as they are here to help you succeed. Furthermore, ask questions and keep an open mind.

We were elected to represent all students and be upstanding stewards of the student voice. What we say carries weight, carries meaning, and has an impact when it lands. You all have some big goals for this campus, and a lot of work to accomplish them, but I am excited about the possibilities that lie ahead.

Sincerely,



Jack O'Leary  
Student Body President 2023-2024



## A Letter from the ASUU Marketing Board

Dear Candidates,

I extend my heartfelt gratitude for your commitment to the student leadership journey within ASUU. Your decision to participate in these roles signifies both a substantial undertaking and an opportunity to contribute significantly to the vibrancy of our campus community. The responsibilities you are running for play a pivotal role in shaping the academic and personal success of the students at U.

The election process is critical in communicating your visions and intentions. In recent years, the trend of student engagement in the ASUU electoral process has declined with the exception of our most recent spring election where engagement grew over 6%, almost doubling from before, with the help of interactive and interesting candidates. Although part of my role as the Marketing Director is to assist in creating interesting and engaging campaigns, an active candidate role is proof of a successful election process.

Throughout the electoral campaign, I am committed to providing guidance in promoting your endeavors. Nevertheless, the effectiveness of your campaign hinges upon your understanding of your audience, your envisioned contributions in your leadership role, and the rationale underlying your appeal for students' votes. Equally significant is a thoughtful consideration of your motivations for candidacy and the distinctive skills you intend to bring to the table as a student leader. Addressing these fundamental points will pave the way for a campaign message and strategy that resonates compellingly with students.

Once the election filing deadline has closed, each candidate will have the opportunity to meet with me to discuss marketing goals and visions. 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 maximize the campaign budget. These packages are likely to change in both cost and scope as the list of candidates for each office grows. Once the candidate list is finalized, the board will send out more specific information outlining our available packages. As you begin crafting your campaign marketing strategy, remember to think big! Envision innovative ways to connect with the widest spectrum of students, as I am committed to supporting the realization of your concepts to the fullest extent possible within my capacity.

While my team and I are dedicated to supporting your campaign endeavors, it is important to recognize the demands of our responsibilities, which encompass marketing for all ASUU events, programs, and initiatives. I kindly request your understanding of this dynamic as you engage with my team and will highly appreciate your patience throughout this process. It is important to bear in mind that if elected, you will likely collaborate closely with fellow student leaders whom you engage with during your campaigns. In this context, I encourage you to approach these interactions with kindness, respect, and patience.

Should questions regarding your campaign marketing arise, do not hesitate to connect with me at [c.dahlquist@asuu.utah.edu](mailto:c.dahlquist@asuu.utah.edu). I look forward to meeting and helping you all soon!

Best,

*Connor Dahlquist*

Connor Dahlquist  
ASUU Director of Marketing, 2023-2024



# CALENDAR

## Calendar

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### Filing Period

- ◇ **Monday, September 11:** Filing opens for all elected ASUU positions
  - ◇ Check the ASUU website and @asuuutah on socials for updates
  - ◇ Voting button and sticker competition begins
- ◇ **Friday, December 8 at 11:59 PM MST:** Filing closes for all candidates
  - ◇ NO LATE FILING WILL BE ACCEPTED, NO EXCEPTIONS

### Campaigning Period

- ◇ **Monday, November 27-Friday, December 15:** Executive Marketing Meetings
  - ◇ Executive Candidates must schedule a meeting with ASUU Marketing Director and the SLI Associate Director for Student Engagement to ensure that all candidates understand the marketing rules and guidelines outlined in this packet and can begin working on their campaign marketing. Meetings must take place between Monday, November 27<sup>th</sup>- Friday, December 15<sup>th</sup> and will be held in person or virtually.
- ◇ **Monday, January 8:** Orientation and Diversity packets made available
  - ◇ Candidates must pick up and complete the Orientation and Diversity packets provided to them by ASUU. These are physical, paper packets that will be available in the ASUU offices.
- ◇ **Friday, January 26:** Candidate Orientation Materials Due
  - ◇ Must be completed and returned to the ASUU office at 5:00 PM MST.
- ◇ **Monday, January 29:** Posting Day, Campaigning Begins
  - ◇ Posting Day Livestream – This will include a countdown and brief intros from each ticket. Think about what you could show in a very short video clip that would get potential voters excited to learn more about your ticket.
- ◇ **Week of January 29:** Puppy Platform Party, “Meat” your Candidates events
  - ◇ Puppy Platform Party (PPP) – Candidates will present their platforms at the Union while students get to listen as they party with puppies! Be prepared to explain your key stances in a casual but informative manner and to hang out with voters and puppies.
  - ◇ “Meat” “U”r Candidates – A classic meet and greet situation. At this BBQ, Students will get meet their candidates while enjoying ASUU-provided hot dogs and other food. This informal event is a great chance for you to

network and get to know the student body and show them your ticket's priorities. Executive tickets must be present, Legislative tickets are not required but are encouraged to come.

- ◇ **Week of February 5:** Primary for Executive Tickets (if applicable); Hinckley Town Hall
  - ◇ This town hall will take place in the Hinckley Institute of Politics and includes the full presidential ticket. Students can enjoy free, ASUU-provided food as they ask candidates any questions about their campaign, priorities, etc.
- ◇ **Week of February 12:** Daily Utah Chronicle Debate
  - ◇ Hosted/moderated by the Utah Chronicle, this debate includes the full presidential ticket.
- ◇ **Monday, February 19:** Presidential Debate
  - ◇ This debate is hosted by the President's office and features only presidential candidates. Candidates should be prepared to answer a variety of questions from students, current ASUU members, and moderators.
- ◇ **Monday, February 26 – Thursday, February 29:** Voting, Party at the Polls
  - ◇ Voting – Opens at 6 a.m. on Feb. 26<sup>th</sup> and closes at 9 p.m. on Feb. 29<sup>th</sup>.
  - ◇ Party at the Polls – Several Events meant to ensure students are excited to get out and vote! It includes:
    - ◇ Candidate Carnival – Carnival-style event where students get to meet candidates, eat treats, and play games. Mechanical Bull, inflatable obstacle courses, and other attractions!
    - ◇ The Hype Train – Real Life Train. Parade of patriotic voters. **The Rocky Theme Song**. Hype Hype Hype. And a lil more hype.
    - ◇ Basket 4 Ballots – During half time at one of our basketball games, President Randall will attempt to make a basket to bring attention to voting.
    - ◇ Notes for Votes – ASUU will host an open mic concert where students can participate in karaoke (most likely near the Union or Library). Faculty and staff can also be nominated to perform. Superlative awards given to best performers. Students who show ASUU members their voter confirmation will receive a ticket for a free or discounted meal (ASUU-provided food from vendors). Candidates should attend and participate to encourage students to vote!
- ◇ **Friday, March 1:** Presidential Results Announced
- ◇ **Friday, March 22:** All campaign materials must be taken down
- ◇ **Wednesday, April 24:** Inauguration

## 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 the case of a primary election, see the primary dates below.*

- ◇ **January 29:** Posting Day
  - Primary Campaigning Begins
- ◇ **February 5:** Primary Voting opens at 7:00 AM MST
- ◇ **February 8:** Primary Voting ends at 12:00 PM MST
- ◇ **February 9:** Election Results will be posted on the Elections Website and announced on social media by 5:00 PM MST
- ◇ **February 25:** General Election Voting opens at 7:00 AM MST
- ◇ **February 29:** General Election Voting ends at 12:00 PM MST
- ◇ **March 1:** Final Elections Results Announcements

## Mandatory Events and Expectations, if elected:

- ◇ **April 24, 2024:** Inauguration
- ◇ ASUU Trainings for ALL elected and appointed officers (Info will be shared)

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 and trainings, an explanation and/or appropriate documentation must be provided to the Student Leadership & Involvement 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 new ASUU Legislators also meet with their predecessors when possible.





# ELIGIBILITY CRITERIA

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## Eligibility Criteria

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### 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.
  - a. 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. 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.
2. The Attorney General must have completed thirty (30) college semester credit hours or equivalent prior to the elections filing deadline.
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 2024 ELECTION CAMPAIGNING GUIDELINES**

## Spring 2024 Election Campaign Guidelines

*NOTE: The binding language that the Supreme Court considers when issuing rulings is in ASUU's governing documents: namely Redbook, Article V and these Campaigning Guidelines.*

### Before the Campaigning Period During Elections:

- ◇ The \$5.00 for Legislative or \$15.00 for executive tickets filing fees for all candidates and their respective deposits MUST be paid by the filing deadline, **Friday, December 8<sup>th</sup>, 2023, at 11:59 pm** (Filing is online).
- ◇ If you would like assistance paying the filing fee, contact Katie Howell (prior to the filing deadline) at [khowell@sa.utah.edu](mailto:khowell@sa.utah.edu)

### Complete mandatory Candidate Orientation Diversity Training by Friday January 26, 2024, at 5:00 PM MST:

- ◇ The orientation and diversity education will be available in the ASUU Offices in Suite 234 of the Union Building.
- ◇ Failure to complete the designated orientation and diversity training will result in disqualification from the 2024 ASUU General Election.

### 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 or poll
- ◇ Candidates are prohibited from approaching potential voters who are actively using the voting software
- ◇ Voting will occur both online and in-person
- ◇ In-person voting will feature voting stations across campus
- ◇ Online voting will take place through a Qualtrics survey

### 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 Board will be dealt with by filing a grievance with the ASUU Supreme Court.
- ◇ The Supreme Court is an independent judicial body. The Elections Director and the Associate Elections Director(s) are not members of the Supreme Court and therefore have no vote on the decisions rendered by the Supreme Court. The Elections Director 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 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 ASUU Senate)
- ◇ All grievance hearings will be administered by the Supreme Court Chief Justice or an Associate Justice if appropriate. Once a grievance is filed, the Elections Director will notify all tickets involved in the grievance at least 24 hours in advance of the hearing. Hearings are open and public meetings. Everyone must act appropriately and with civility and arrive promptly. The Supreme Court, Elections Board, and University Staff reserve the right to intervene if any hearing proceedings become inappropriate or hostile.
- ◇ 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. All information included should be relevant to the case.
  - ◇ Additional information may be submitted after the grievance has been filed, but additional evidence will be admitted solely at the discretion of the Elections Director or the Supreme Court.
- ◇ Grievances may be filed by any enrolled student at the University of Utah.
- ◇ 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 on a Wednesday, grievances must be filed by 5:00pm that 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 Director 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 questioning 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 from either side.
- ◇ Individuals will only be allowed to respond if the question is directed at 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.

## Campaigning Rules

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- ◇ 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 Director.
  - ◇ It is always better to ask for permission than to ask for forgiveness (see section regarding 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, 12.8.23).
- ◇ Candidates may campaign in public academic spaces. This includes lobbies of academic buildings and the Union. Campaigning in the Union is allowed as long as it does not occur in the Student Involvement Wing on the second floor where the ASUU offices are located. All postings must be approved. Approval for all academic public spaces can be obtained at the Union front desk where postings will also be stamped. Any unauthorized/unstamped postings will be removed.
- ◇ Candidates may post campaigning materials in HRE *lobbies* and *public spaces* (meaning any HRE space that does NOT require key card access) but must obtain HRE approval. Postings should be brought to the HRE office in Benchmark Plaza 822 for approval and to be stamped. Any unauthorized/unstamped postings found in HRE facilities will be removed. Residential Areas beyond UCard swipe and/or key access, including Dining Halls are prohibited.
  - ◇ Additional rules may apply, please defer to HRE for further guidance.

## Core Committees

- ◇ Tickets may create a “Core Committee”. A Core Committee member is an individual engaged in facilitating campaign activities associated with a ticket. They aid in shaping the campaign strategy, outreach efforts, and overall success of the candidates they support. Core Committee members often hold key leadership positions, such as Ambassadors, Campaign managers, etc. Tickets may create any role deemed necessary or helpful to their campaign and there are no limits on the number of students allowed to be core committee members.
  - ◇ **However**, submission of every Core Committee member’s role (via Microsoft Excel) is due to the Elections Director no later than Midnight, January 29<sup>th</sup>. After this date, no changes, alterations, or modifications can be made to a ticket’s Core Committee. There will be no exceptions.

- ◇ Article V, Section 1.2 states that “campaigning does not include reaching out to approaching potential running mates or Core Committee members.” In other words, do not approach current ASUU members or core committee members of other tickets with any campaign material or discussion.
- ◇ All Core Committee member titles MUST serve a functional purpose to the executive tickets campaign. Inquiries 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 Director.
- ◇ Beyond this deadline, individuals seeking involvement in a campaign are to contact the Elections Director, who will connect them with a ticket. A violation of marketing, or core committee guidelines constitutes a breach of fairness for all candidates.

## Finance

- ◇ Executive Candidates may use up to \$2,000 total for the purpose of their campaign. ASUU will pay for campaign finances on behalf of the candidates. In order to access ASUU funding, candidates must contact the Elections Board, the Student Governance Advisor (Ethan Foley - [efoley@sa.utah.edu](mailto:efoley@sa.utah.edu)), and/or the Programming Coordinator (Katie Howell - [khowell@sa.utah.edu](mailto:khowell@sa.utah.edu)).
- ◇ If candidates choose to use their own money to buy materials, these costs will be deducted from the \$2,000 limit, and MUST be reported to the Elections Board. However, ASUU will **not reimburse candidates** for purchases made with personal funds.
- ◇ All purchases must be approved by ASUU, please contact the Elections Director (Jaysen Jensen – [jjensen@asuu.utah.edu](mailto:jjensen@asuu.utah.edu)) for approval.
- ◇ **NO outside contributions are allowed, monetary or otherwise.**
- ◇ 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 Director.

## Endorsements

- ◇ Endorsements from university employees who are not enrolled students in the ASUU, or ANY off-campus entities, are strictly forbidden – see the non-RSO regulations in the General Violations section of this packet.
- ◇ Endorsements will be analyzed on a case-by-case basis and grievances MAY BE FILED at the discretion of the Elections Director.

## Interactions with the Elections Director, Supreme Court, and Advisors



- ◇ By participating in the 2023-2024 ASUU Elections, you agree to behave in a civil, respectful manner toward the members of the Supreme Court, the Elections Director, and the Associate Elections Director, 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.**



# MARKETING RULES + GUIDELINES

## Marketing Design and Guidelines

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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 platform information on the ASUU website, etc.

All marketing will be coordinated and run through the ASUU marketing board. You can reach them via email at:

Marketing Director - Connor Dahlquist

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

SLI Associate Director for Student Engagement - Amber Gordon

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

### Executive Candidates: Mandatory Marketing Meeting

- ◇ All Executive Ticket Marketing will be designed by the ASUU Marketing Board. 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 Connor Dahlquist between Monday, November 27<sup>th</sup> - Friday, December 15<sup>th</sup>. During this meeting you will:
  - ◇ Coordinate photo taken in ASUU if necessary
  - ◇ Discuss ideas for your campaign marketing (colors, fonts, design look/feel, logo, and campaign message) with Connor and the Associate Director for Student Engagement.
  - ◇ Clarify any questions about marketing materials, rules, dates, budget, etc.
  - ◇ 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.
  - ◇ Discuss your approach to social media marketing and outline any support you may need.

### Executive Ticket Marketing Guidelines

- ◇ All print marketing materials 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 Student Leadership & Involvement Associate Director for Student Engagement will provide options that meet University marketing guidelines for executive tickets to choose from and provide input on.

Each Executive ticket 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. Independently filed candidates will be able to choose from colors not already selected by tickets.

**All tickets will be given a standard marketing package that includes printed materials, digital media, and a social media takeover on the ASUU Instagram.**

ASUU Marketing Board will provide additional marketing options to tickets that can be added on to the standard package if tickets choose to allocate additional budget towards their marketing. All media will include your ticket's platform, logo, and any candidates that you wish to include. More information about marketing will be sent out at a later date by the ASUU Marketing Board.

ASUU will facilitate 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.

Ordering marketing 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 candidate be aware of the marketing deadlines, which will be communicated by the ASUU Marketing Board.** Failure to meet these deadlines may result in fewer print marketing options than those which would be available otherwise.

### **Social Media Marketing**

Each ticket will be responsible for creating content for their social media pages. Tickets may use graphics provided by ASUU Marketing Board on their social media pages. Each ticket will receive direction on setting up their free Adobe Express account, and resources on how to use Adobe Express to create social media content. Each ticket will receive space on ASUU's website for platform information. Outside websites will not be allowed.

### **Additional Marketing Guidelines**

Additionally, each ticket will create a platform, 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 in candidate marketing. Any other questions regarding impermissible marketing materials should be directed to the Elections Director.

It is required that each ticket selects one point-person from their campaign team to coordinate all marketing with the ASUU Marketing Board (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 Director and ASUU Director of Marketing making decisions for the ticket 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 ticket's funding that will be allocated to marketing.
- ◇ Arranging to pick up all marketing from the Elections Director 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 all legislative candidates.

- ◇ You will be provided with a standard marketing package by the Marketing Board, consisting of printed materials and a graphic for social media use.
- ◇ Please provide a photo of yourself when you file as a legislative candidate. This photo will be used for your marketing materials.

## Marketing Rules

- ◇ No campaign apparel can be worn, or marketing material posted, published, or distributed until Posting Day (Monday, January 29.)
- ◇ Campaign materials will be purchased through ASUU and delivered to ASUU directly. Building regulations and rules for posters will be published by the beginning of the Spring semester.
- ◇ If a campaign has any public social media groups on Facebook or any other platform the group must invite the Elections Director 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.**





# CANDIDATE EXPECTATIONS



## 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.*

- ◇ Candidates must file and pay the filing fee online.
- ◇ Candidates must review and understand relevant sections of Redbook for their desired role. Redbook can be found on the ASUU website [here](#).
- ◇ The entire elections packet, including linked forms, must be read and understood by candidates. Candidates will be made aware of all updates if made.
- ◇ If you have any questions about elections rules, please ask and do not assume that you know the answer. This is for your protection.
- ◇ Omission does not mean permission. Ask first!
- ◇ Individual candidates must pay a five-dollar (\$5) fee upon filing for candidacy.
- ◇ Executive tickets must pay a fifteen-dollar (\$15) fee upon filing for candidacy.
- ◇ Candidates are expected to complete and return all orientation materials prior to listed deadlines.
- ◇ Upon filing, candidates are subject to all election rules during the entire elections process *including* the time prior to filing.
- ◇ **Candidates will show the utmost respect to all other candidates**
- ◇ Candidates are expected to demonstrate attempts to mitigate any 3<sup>rd</sup>-party-created malicious dialogue that could influence the election
- ◇ Malicious dialogue is defined as any shared language/media that works to defame and/or discredit another candidate
- ◇ ASUU is permitted 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 2023-2024 academic year is prohibited. All paid members of ASUU must remain neutral while holding their position. This rule will be strictly enforced – the Supreme Court will be notified of the violation, which could result in removal from office.
- ◇ Candidates are expected to **only** seek support from Registered Student Organizations (RSOs)
- ◇ Candidates are expected to **ignore** all attempts to connect and collaborate with ALL non-RSO organizations
- ◇ All important dates, reminders, and updates pertinent to the elections process will be communicated to all candidates using email.

## General Violations

A student or candidate who does any of the following will have committed a General Violation:

- ◇ Violation of the Student Code of Conduct or any University policies and procedures.
- ◇ Unauthorized collaboration with external organizations, such as Unsafe U or Barstool Utes.
  - ◇ Any evidence of contact with demonstrated intent of seeking an endorsement from non-RSOs will result in removal from the election.

- ◇ Seeking an endorsement includes but is not limited to- filling out a survey with the intent to be scored, or anything that could be deemed as an endorsement as determined by the Supreme Court.
- ◇ Attempted bribery of an ASUU official, University staff, or an individual with special access to the ASUU balloting system.
- ◇ Act of intimidating voters.
- ◇ Offering goods or services to a student with expectation or in exchange for their vote.
- ◇ Dissemination of false or misleading information about campaign policies, polling data, or electoral procedures.
- ◇ Tampering with the ballot or interference in the vote-counting process.
- ◇ Non-compliance with University policies, codes, ASUU Judicial Branch rulings, regulations set by the Elections Director, or federal/state laws.
- ◇ Disruption of University classes, organizations, or events with the intent to influence a campaign.
- ◇ Damage or defacement of private or University property.
- ◇ Campaigning within the Marriott Library or within ASUU meetings and offices.
- ◇ Damaging, obstructing, or removing another ticket or candidate's campaign materials, including posters and banners.
- ◇ Breaching the rules of the Residence Hall Association when within its jurisdiction.
- ◇ Non-compliance with University Housing systems (and affiliated entities) rules when within their jurisdiction.
  - ◇ This includes campaigning in residence halls anywhere that requires key or Ucard access
- ◇ Initiating any campaign activities before the dates specified in Section (2) or any additional restrictions set by the Elections Board.
- ◇ Campaigning within dining halls is prohibited, though campaigning outside dining halls is allowed in accordance with campus free speech policies.
- ◇ Displaying or distributing campaign materials, advertising, or setting up a booth on campus before Posting Day or any additional restrictions set by the Elections Director.
- ◇ Exceeding spending limits or not adhering to disclosure requirements as outlined in these bylaws.
- ◇ Breaching regulations related to websites, social media, or other online activities set by the Elections Board and the Marketing Board.
- ◇ Engaging in prohibited actions or unapproved actions as determined by the Elections Steering Committee.
- ◇ Contravening a ruling from the Supreme Court of ASUU that aligns with the ASUU Constitution and Bylaws.
- ◇ Disobeying a decision of the Elections Committee that is consistent with the ASUU Constitution, Bylaws, and Supreme Court rulings.
- ◇ Violating any publicly issued rule by the Elections Director that doesn't contradict the ASUU Constitution, Bylaws, or rulings from the Supreme Court or Elections Committee.
- ◇ General violations, regardless of their occurrence relative to the filing date, will be addressed by the Supreme Court (refer to grievances).
- ◇ Acts of vandalism, hate crimes, or harassment.
- ◇ Alleged hate crimes, harassment, or inappropriate treatment of candidates will be rigorously investigated and strictly penalized. Offenders may also be referred to the Office of the Dean of Students for behavioral review.

- ◇ Inappropriate treatment of candidates, such as defacing election materials, malicious social posting, or verbal abuse, is prohibited. Any student, regardless of their affiliation, can be prosecuted for this violation.
- ◇ Candidates are responsible for denouncing malicious actions taken by third parties or non-candidate students if these actions may help the campaign of the aforementioned candidate.
  - ◇ For example, if a student posts something derogatory about the Smith ticket while endorsing the Cortez ticket, it is the responsibility of the Cortez ticket to denounce this action (by reaching out to the student and asking that they cease this behavior or through other means) as soon as they are made aware of the post. Candidates who fail to denounce actions of this nature will be reported to the Supreme Court.
- ◇ All grievances and election-related submissions must be made through the ASUU elections page: [ASUU Elections](#).
- ◇ The Elections Board Director is the primary contact for Executive Ticket campaign managers.
- ◇ Legislative candidates should direct their questions and concerns to the Elections Board Associate Directors.
- ◇ Campaigning in the Union is permitted, excluding the Student Involvement wing, which houses the ASUU office on the second floor.

## 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 Director or have another legitimate purpose to conduct your business there.
- ◇ ASUU resources ARE NOT to be used by any ticket 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 Director. A sign-up sheet for reserving the button maker will be made available to candidates.
- ◇ Those elected and appointed under the Fall 2023- Spring 2024 O'Leary Administration may use ASUU resources to conduct business pertaining to their elected/appointed position and outlined by Redbook.
- ◇ Campaigns may host social events. Events must occur on campus and be made known to 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 it must be clear that the event is solely thrown by the campaign and no one else. The event 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.*

## Non-RSO's

- ◇ Non-RSO's are organizations not registered through the University of Utah's Campus Connect platform. Collaboration with Non-RSO's is NOT allowed in any capacity. If contacted by ANY Non-Campus entity, please refer to this section of the elections packet. Candidates coordinating with Non-RSO's will face consequences. Reach out to the Elections Director with any questions or concerns.



# ELECTION OFFICIALS

## Elections Officials

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**Elections Director - Jaysen Jensen** - [jjensen@asuu.utah.edu](mailto:jjensen@asuu.utah.edu)

- ◇ My job is to run honest, transparent, and fair election. I will supervise all aspects of the elections process and may issue advisory opinions through email, Teams, 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 DIRECTOR. With any confusion about a specific issue referenced in the elections packet or the bylaws, ask, do not assume.

**Associate Elections Director - Cameron Nelson** - [cameron.nelson@eccles.utah.edu](mailto:cameron.nelson@eccles.utah.edu)

**Associate Elections Director - Brooklyn Brown** - [bbrown@asuu.utah.edu](mailto:bbrown@asuu.utah.edu)

- ◇ I am looking forward to making student involvement accessible to all students, regardless of their interests or backgrounds. Ensuring that all students' opinions are valued through fair elections that represent the student body is my top priority.

**Marketing Director - Connor Dahlquist** - [cdahlquist@asuu.utah.edu](mailto:cdahlquist@asuu.utah.edu)

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

## Disclaimer

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For all Executive and Attorney General questions, please contact Jaysen Jensen

For all Assembly related questions, please contact Brooklyn Brown

For all Senate related questions, please contact Cameron Nelson

**See Redbook (ASUU's Constitution & Bylaws)  
and the ASUU Website for more information.**