



Campaign Guidelines for Elected Positions

GENERAL

1. Candidates must be a Snow College student and have at least 12 credit hours or more completed on a college campus.
2. Candidates must have a current semester and cumulative GPA of 2.75 or higher.
3. Candidates must be in good judicial standing with Snow College. No current or past violations. This includes Title IX and Code of Conduct. <https://snow.edu/general/TitleIX/index.html>, https://www.snow.edu/catalog/student_rights.html

STUDENT LIFE CAMPAIGN RESOURCES:

All campaign materials must be approved by the Election Committee *prior* to being hung or distributed. You must have 8 ½ x 11 and 11x17 flyers stamped with the Student Life publicity stamp. A-frames and ¼ sheet flyers do not need a stamp. Student Life is open daily from 9-5.

Candidates may:

- a. A-frames may be checked out, if available, from the front desk of Student Life. A-frames must be returned by 4:00 pm on the last day of the election.
- b. Use butcher paper, markers and tape in Student Life to create A-frame signs or have them printed elsewhere at your expense.
- c. Print 50 copies on the Student Life and Leadership copier for free. These can be full page ads or ¼ sheet flyers. Additional flyers/copies must be made elsewhere at your expense or on campus using your student ID/Library.
- d. Contact the Office of Marketing & Communications to advertise on the TV monitors found in most buildings. Only single images are allowed, there will be no video or sound. Images need to be 1920 pixels wide by 1080 pixels tall. PowerPoint, Microsoft Publisher, or Word files will NOT be accepted. Submit advertising to: Jim Bob Pipes 435-283-7616 (jimbob.pipes@snow.edu), Shannon Allred 435-283-7112 (shannon.allred@snow.edu)
- e. Reserve the Bell Tower or Heritage Plaza for tabling by contacting Donna Birk for availability: 435-283-7167 (donna.birk@snow.edu), Ty McKenzie: 435-283-7165 (ty.mckenzie@snow.edu) <https://www.snow.edu/general/room-reservation/> Once a spot is reserved, you may talk to students, pass out flyers, offer treats or other fun incentives. Music can be played, but both venues are shared public space. All candidates are expected to be respectful of their neighbors.

ADVERTISING GUIDELINES

We are excited for you to campaign and encourage you to be creative and professional while following these guidelines.

You may:

- a. Pass flyers out by handing them directly to students.
- b. Hang flyers only on bulletin boards in campus buildings - flyers must be pre-approved by the Student Life Front Desk with the official stamp. All other marketing designs **MUST** be approved by Election Committee.
- c. Post campaign videos, announcements and marketing to social media beginning at 9 a.m. the first day of campaigning, and not before. (March 13, 2023)
- d. Tape laminated posters to sidewalks. Please keep them clear of building entrances.
- e. Use chalk on the sidewalk between the Bell Tower and the Heritage Plaza. Please no chalk around the Bell Tower or in the Plaza. See Student Life and Leadership front desk for details.
- f. Stake campaign materials in the ground no closer than 24" from any sidewalk edge. Please don't penetrate the lawn any more than 6" into the ground. Re-bar may not be used. Please check with Campus Services for permission, contact Matt Green 435-283-7118 (matt.green@snow.edu)
- g. Make or use your own A-frame stands.
- h. Campaign inside classrooms with instructors' prior permission.
- i. Advertise in on-campus housing. You will need to provide the Residence Life Office with 218 quarter-sheet flyers separated into appropriate quantities for each building. Your master copy must be approved and stamped by Residence Life (2nd Floor GSC) before making copies. The Resident Directors will distribute the flyers within one to two days of receiving them. This is the only marketing allowed inside on-campus housing. (Res Hall counts – see attached)
- j. Advertise in off-campus housing. Please contact individual apartment managers for permission to advertise in their units. A list of door counts is attached.
- k. Receive public endorsements from the current Ambassador Team, President's Leadership Team or Residence Life staff only when they are not working as representatives of the College and not in their respective team uniforms.
- l. Pre-wrapped store-bought goods are acceptable for SBO campaigning.

You may not:

- a. Use vulgarity, offensive terms, or slander.
- b. Bash or defame other candidates.
- c. Remove or vandalize another candidate's advertisements.
- d. Advertise in campus offices.
- e. Leave flyers on tables, in restrooms or on vehicle windshields.
- f. Provide technological means for students to vote (See point #4 of the Voting and Elections section, p.4)
- g. **Affix advertisements to glass, wood, finished surfaces, walls, doors, pillars or trim in any campus building. Flyers should be hung on bulletin boards only.**
- h. Block entrances or exits to buildings or rooms. Walkways require a 10 ft. clearance.

- i. Hang or lean campaign material on any campus building or on the Bell Tower.
- j. Place campaign materials in the Heritage Plaza, including the lawn or shrubbery/bark area surrounding the Plaza and Huntsman Library.
- k. Hang signs, posters, etc. on any campus trees, statues, monuments or other artwork.
- l. Tape campaign materials to the exterior of any building.
- m. Place A-frames and other signage in the dark colored concrete surrounding the Bell Tower.
- n. Use spray paint on campus grounds.
- o. Use animals for campaigning purposes on campus. For any unusual types of advertising on campus please contact the Election Committee for approval before you schedule anything.
- p. Use open flames or create fire hazards. All fire and safety codes and laws must be followed and adhered to completely.
- q. Have Student Body Officers endorse your campaign.

When in doubt, please ask Student Life and Leadership for permission

CAMPAIGN EXPENDITURES

1. All campaign materials may not exceed a total retail value of \$200.00. Money spent for campaigning purposes will NOT be reimbursed by Student Life and Leadership. If a candidate receives a donation (of money or goods), it must be approved by the Elections Committee before the donation can be used. The candidate must notify the Elections Committee Chair, Daniel McAllister, of the said item (Text Daniel @ 385-250-8648). The Elections Chair will notify the committee, they will convene, and determine a fair market value. This will be completed within one business day. If approved, the candidate can use the donated item(s). All candidates are required to show receipts of purchased materials through the use of a Campaign Expense Form, this will include but is not limited to:
 - a. Copies
 - b. Paper
 - c. Flyers
 - d. Candy, store bought food and giveaways
2. Copies of receipts may be made in the Student Life and Leadership Office and will not count toward the 50 free copies.
3. Candidates will be required to submit a **Campaign Expense Form** (see page 6) to the Student Life Office on March 17th by 4:00 p.m., the last day of elections. This form must include:
 - a. Outline of advertisements, donations, and expenditures
 - b. Receipts of purchases
 - c. Total amount spent
4. Candidates running for elected positions are **not** allowed to solicit any Sanpete County business for donations.

VOTING AND ELECTIONS

1. All candidate representatives **must** be Snow College students. Examples of representatives are classmates, roommates, friends and other students promoting you, the candidate.
2. Candidates cannot recruit non-student family, extended family or relatives to aid in the campaign process on campus.
3. On voting days, candidates are not allowed to linger around voting stations. A candidate may only be at a voting station to place his/her vote and then must leave the area. Representatives of the candidates cannot linger around voting stations or attempt to sway students to vote for a particular candidate.
4. Candidates may not become traveling voting stations, where the candidate or representatives supporting candidates carries a laptop, phone, tablet, (or other device, etc.) door to door, person to person, or encouraging students to vote for them via a mobile device.
5. Any and all complaints regarding the conduct of candidates, other candidate's representatives, voting station officials, or others must be submitted in writing to the Student Body Election Committee Chair who will then investigate. Please contact Daniel McAllister (385-250-8648) with concerns.
6. All candidates must uphold the Student Code of Conduct found at https://www.snow.edu/catalog/student_rights.html
7. Please encourage all friends and supporters to refrain from saying or posting negative comments about your opponents.

DISQUALIFICATION

The following items are cause for disqualification:

- Slander, defaming or other misrepresentations concerning other candidates
- The use of vulgarity, nudity, aggression and offensive terms. This includes social media, emails, posters and any other form of media
- Pressuring, threatening or coercing students for votes
- Altering votes or tampering with the voting process
- Violation of any campaign guidelines (as listed in this packet) including: general requirements, attendance, expenditures, abusing Student Life and Leadership resources, failure to follow advertising guidelines, missing deadlines and violating voting procedures.

CAMPAIGN TIMELINE

- Preliminary Interviews will be held March 1st-3rd, 2023. Sign up for interviews upon the submission of your election's application.
- Candidates who are accepted into the General Elections round will have from March 3rd through March 12th, 2023 to prepare for campaigning efforts.
- You may begin to campaign on Monday, March 13th at 9:00 a.m. (no "pre-announcements" on any form of social media – (Instagram, Snow App, Be Real, TikTok, etc.)
- Voting opens Wednesday, March 15th at 9:00 a.m.
- Voting closes on Friday, March 17th at 3:00 p.m.
- By 4:00 p.m. on March 17th, all candidates must remove advertisements regarding their campaigns.
- By 4:00 p.m. on March 17th, candidates must submit a Campaign Expense Form to Student Life.
- Winners will be notified on the evening of March 17th.
- Results will be announced to the General Public on March 20th, 2023.

VIDEO GUIDELINES REMINDER

- To be turned in on a flash drive labeled with your names.
- 3 minutes or less.
- Must relate to your campaign platform, and conform to all Snow College Code of Conduct rules.
- Must play on Windows media player.

FAIR PARTICIPATION AND PROFESSIONALISM REMINDER

We are excited for your campaign and wish you the best. As a reminder, this campaign is a demonstration of your excitement, hard work and professionalism. Sadly, there will only be one winner per each position. Winning is not the only reflection of a good leader. We urge you to remain professional even after results are posted in the election process, whether you win or lose, as many observations can be made on someone's character in how they react to either result. Please seek to demonstrate fair and appropriate sportsmanship throughout and after the election process. These observations will be well noted and may affect further engagement and effectiveness within the Student Life Department.

If you are not elected you may still apply for an appointed position. We will save your original application but you will need to complete the other

Dorm Storming Flyer Count

ON CAMPUS: You will need to deliver ¼ sheet flyers to the housing office 2-3 days prior to when you want them delivered. The RA's will hand them out for you.

Anderson Hall	53
Castilleja Hall	24
Cottages / Greenwood	14
Nuttall Hall	33
Mary Nielson	13
Snow Hall	27
Suites at Academy Square	55
Total :	218

OFF-CAMPUS: To hand out flyers off campus, you will need to clear it with the housing management office.

Park Place	102
Pinetree	29
Pinetree 2 & 3	24
Creekside	19
Canyon View	16
Mountain View	16
Pioneer Hall	15
Snow Gardens	61
Snow Lodge	12
Total :	282

For office use only
 Form turned into Student Life
 Date: _____

Campaign Expense Form

Name of Candidate: _____ Badger ID: _____

Total Allowed Spending: \$200
 Use this form to track all campaign expenses. Record expenses below by receipt total and not individual item.
This form along with all receipts need to be turned in on or before March 17th by 4 pm.

Description of Spending (General Items and Location)	Amount Spent	Amount Left
Beginning Balance		200.00

I certify all expenditures are accurate and accounted for and accurate expenditures are accurate.

Signature _____ Date _____



Campaign Guideline Agreement

As a part of the application process, it is necessary for the Student Life and Leadership Office to determine that you understand the Campaign Guidelines and Responsibilities. By signing below, you are stating the following:

I understand that I will be held responsible for the aforementioned Campaign Guideline Agreement, the Student Body Officer Application Packet, and the Snow College Code of Conduct. In signing this form, I acknowledge that it is my responsibility to monitor my advertisements and behaviors as well as the behavior and representations made by those campaigning on my behalf.

Signature

Date

Printed Name

Campaign Platform

Candidates running for President need to choose a campus platform (principal goal) to carry out, if you are elected. This should be specifically designed to outline what will improve students time at Snow College.

Suggested steps to formulate a platform and slogan:

1. Brainstorm ideas.
 2. Pick the one that will best serve students and you are passionate about.
 3. Do your research
 - Talk with professors, advisors, and counselors to find out what Snow needs, resources available, and how you can help.
 - Ask current students what they would like.
 - Talk with friends at other colleges and universities to get ideas.
 4. Plan how you will accomplish your goals.
 5. Pick a slogan to promote your campaign during election week.
 6. Plan your campaign around your platform including the video, flyers, and messaging.
-

Please describe your platform and slogan below.

Slogan: _____

Platform description:

Printed Name: _____

Date: _____

Signature: _____

★★★★★ Senator & VP Pledge Form ★★★★★



Full Name: _____

Desired Senator Position: _____

I Pledge to do the following if elected...

Please list and explain three things you will do to advocate, support and serve as a liaison for your designated department. Some examples are to help promote division events, plan activities, help inform students about opportunities within the division. Please be creative and specific.

1. _____

2. _____

3. _____

Signature: _____ Date: _____