Dear Potential Candidate,

We believe running for a position as a BYUSA officer demonstrates a desire to diligently and selflessly serve your fellow BYU students. It is our expectation that your campaign will reflect these same ideals and therefore will be run in the most fair and ethical manner possible. If you have any questions regarding the 2016 BYUSA Student Body Elections, please contact the Elections Chair, Rachel Densley Ure, or the Elections Director, Anthony Bates.

Regardless of the ultimate outcome, we anticipate that this process will present you with an opportunity for personal growth and development. On our part, we will strive to make the experience as enjoyable and fulfilling as possible for all candidates.

This document has been approved for use in the 2016 BYUSA Elections and is subject to change.

Respectfully Submitted,

2016 BYUSA Elections Committee
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<tr>
<td>March 4, 2016 (if necessary)</td>
<td>Campus notified by email (if final is necessary)</td>
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ORGANIZATIONAL AUTHORITY
The BYU Student Service Association obtains its charter and authority from the BYU Board of Trustees, through the university administration. Under their governance and guidance the association carries out its mission.

VISION
As part of a BYU education, the Student Service Association’s vision is to be leaders centered on Jesus Christ, who contribute to the building of Zion communities which are united in heart and mind that there be no intellectually, spiritually, emotionally, or physically poor among us.

MISSION
To attain this vision, our mission is to engage students in opportunities which cultivate:
• A Sense of Belonging—uniting people to each other and to a cause.
• Refined Skills and Talents—training, development, and application of leadership and practical skills.
• Divine-Centered Leadership—developing highly capable leaders who desire, seek, and do the will of the Lord.
• Meaningful Contributions—planning with a purpose, implementing and assessing a variety of meaningful contributions.
• A Spirit of Honor — inspiring and educating individual students to live with honor and develop ethical courage by abiding by the principles of the Honor Code.
• A Commitment to Future Service—reviewing key principles, reflecting on the experience and creating a vision for future service.

ELECTION OBJECTIVES
1. Provide personal growth, development, and leadership opportunities for candidates and campaign teams
2. Educate and inform the campus about BYUSA and its Vision and Mission
3. Involve the broader campus community in the Student Service Association

A NOTE ON ROLES & INITIATIVES
Candidates running for the offices of BYUSA President and Executive Vice President should seriously consider the responsibility they would assume to exemplify, teach, and promote the BYUSA Vision & Mission.

As defined in the Charter, the BYUSA President and Executive Vice President oversee an organization that is designed to “foster leadership, higher academic achievement, and the balanced development of participants” (History of BYUSA). BYUSA’s role as a student service organization—not a student government organization—provides its student leaders with a unique opportunity to organize and inspire individualized service, from one student to another. For this reason, the message and purpose of the campaign should highlight each candidate’s ability to be innovative and successful in establishing and implementing a service vision for all of BYUSA.

Because efforts will be primarily dedicated to developing and serving fellow student as they strive to fulfill the service vision, time will not permit the President and Executive Vice President to deal exclusively with matters regarding student concerns with BYU policies, procedures, etc. Such matters should be referred to the BYUSA Student Advisory Council. Therefore, candidates will not champion campus-wide initiatives or platforms that are typically a part of traditional student government elections. Although some aspects of the BYUSA President and Executive Vice President will entail student body representation, they will not be participating in student governance because such a model does not exist at BYU or within the BYUSA structure.
Candidate Qualifications

Candidates must run in pairs. In order to run for office, both members of a candidate pair must meet the qualifications listed here.

STUDENT STATUS & LEADERSHIP EXPERIENCE REQUIREMENTS

1. Candidates must be in good Honor Code standing & maintain a current ecclesiastical endorsement at all times during service. (This includes campaigning time)

2. Candidates must be in good academic standing with a minimum BYU cumulative GPA of 3.0 and maintain a 3.0 GPA during each term in office (grades will be reviewed each term and semester during term of office)

3. Candidates must be full-time current BYU students and maintain full-time status (12 credit hours) at time of application, candidacy, and during term of office (please see “Position Requirements” on pg. 7 for more details)

4. Students must meet one of the following options for service-leadership requirements:
   • **Option A:** 2 semesters of leadership experience with BYUSA as a Program Director, Executive Director, or Presidency Member (Vice President or Assistant)
     • A President or Executive Vice President may not serve in an elected position for two consecutive academic years.
   • **Option B:** 1 semester of leadership experience with BYUSA and 1 semester of leadership experience with another BYU organization
   • Any position used for service-leadership experience must meet the following criteria:
     • 40 hours of service in a semester per experience
     • Should provide practice/exposure in the following areas:
       • Managing a budget
       • Creating program proposals
       • Collaborating with BYU administrators
       • Coordinating a large event or program
       • Conducting regular meetings
     • May include experience from any semester or term, but each leadership experience must be completed during separate semesters or terms.
     • Leadership experience with BYUSA must be in the form of volunteer rather than employed service.
   • **Candidates may not count leadership experience from the Winter 2016 semester.**

5. If elected, candidates must agree to hold regular office hours from 2-5pm, Monday-Friday, beginning the first day of class Spring Term 2016 until the last day of class Winter Semester 2017.

6. If elected, within 1-5 weeks following elections, candidates must agree to meet with coordinators and outgoing

ELECTIONS REQUIREMENTS

Once initial eligibility has been determined, potential candidates must do the following to finalize their eligibility and formally declare their intention to run (see calendar for dates):

7. All candidates must do the following:
   • Meet all student status and leadership experience requirements (see above)
   • Attend one potential officer interest meeting
   • Consult with BYUSA coordinators to understand BYUSA areas and discuss your Student Service Plan
   • Submit application
   • Present Student Service Plan to all BYUSA Coordinators
   • Submit final Student Service Plan

Candidates must ensure that they have fulfilled these requirements and agree to the terms of office by completing the candidate application. Both members of the candidate pair must each complete their own separate application. Applications will be reviewed on a rolling basis as they are received. Candidates will be notified of their qualification status within three business days of their application submission. **No applications will be accepted after 11:59pm on date of application deadline (see calendar). No exceptions.**
TERMS OF OFFICE
- Maintain office hours during Spring/Summer semesters
- Registered for at least 2 credits for both Spring and Summer and 12 credits for both Fall and Winter as a daytime continuing student (credits cannot be evening classes or Independent Study)
- Cumulative 3.0 GPA minimum at time of application and maintained throughout time in office
- Good Honor Code standing
- 25-30 hours service per week
- Candidates should not plan on holding any other non-BYUSA volunteer position during Fall or Winter semesters during their time in office. A stipend will be provided to cover basic needs.
- Office hours for a 3-hour block during the 1-5pm window, Monday through Friday
- Will serve from Spring of current academic year to Winter of following academic year
- Enrolled in the LEAP Program for Fall and Winter semesters
- Plan for and participate in the following conferences/functions:
  - Pass the Torch
  - New Presidency Retreat
  - Utah Leadership Academy
  - Adventure Experience
  - Foundations of Leadership
  - University Conference
  - New Student Orientation
  - Homecoming
  - University devotionals and forums

PRESIDENT
- Exemplify, teach, train, and support the Divine-Centered Leadership principles, as well as other pertinent leadership theories and practices
- Plan and implement strategies (new or existing) to support and encourage the growth and development of individuals and teams within the BYUSA organization
- Develop a theme that:
  - Identifies how you and your team will support, promote, and educate the rest of campus about the BYUSA Vision and Mission
  - Targets specific student needs that:
    - Correlate with the BYUSA Vision and Mission
    - Align with the ability and purpose of BYUSA
- Create a BYUSA Student Service Plan that outlines how the theme will be realized
- Collaborate with BYUSA Presidency to prepare, organize, and implement the BYUSA Student Service Plan throughout the year
- Serves as the official student spokesperson and fulfill an advisory role to the university administration as needed
- Create, plan, organize, and implement BYUSA-wide retreats, trainings, etc.
- Hold weekly stewardships with vice presidents
- Attend weekly meetings with the Director of Student Leadership
- Attend and support a variety of BYUSA events and activities as time permits
- Organize and conduct regular BYUSA presidency meetings
- Attend Utah Student Association meetings
- Fulfill other assignments and responsibilities as determined by the Director of Student Leadership
EXECUTIVE VICE PRESIDENT

• Exemplify, teach, train, and support the Divine-Centered Leadership principles
• Establish and maintain accountability measures with BYUSA Vice Presidents for their respective area budgets
• Create, plan, organize, and implement evaluation and assessment measures that provide both quantitative and qualitative data about the Presidency’s performance and progress over the course of the academic year
• Collaborate with President to develop a theme (details above in President description)
• Collaborate with President to create a BYUSA Student Service Plan that outlines how the theme will be realized
• Collaborate with BYUSA Presidency to prepare, organize, and implement the BYUSA Student Service Plan throughout the year
• Weekly stewardships with vice presidents
• Weekly meetings with the Director of Student Leadership
• Regular meetings with the Student Leadership Finance Manager to review budget
• Collaborate with president to create, plan, organize, and implement BYUSA-wide retreats, trainings, etc.
• Fulfill other assignments and responsibilities as determined by the BYUSA President and the Director of Student Leadership
Remember, student-leaders are students above all else. Candidates and their committees should not allow the campaign to adversely affect their schooling in any way. Therefore, the Student Service Association expects that campaign committees will formulate a strategy to ensure that each of its members meets all of their respective academic obligations. All campaign volunteers are subject to GPA and Honor Code checks as the Elections Committee deems necessary.

**CANDIDATE PAIR**
A candidate pair is two students running for BYUSA President and Executive Vice President who meet all eligibility requirements as outlined in this handbook. Both candidate positions must be filled for a team to be involved in elections. The candidate pair is ultimately responsible for adhering to and upholding all guidelines and regulations found in this handbook, and training their volunteers accordingly. All content, actions, and outcomes of the campaign are also the responsibility of the candidate pair. In the case that a candidate is found not to meet the requirements established in this handbook prior to active campaigning, his or her qualified partner will be given until the Elections Training Retreat to find a new partner. In the event that a new partner cannot be found, then the remaining candidate will not be able to continue in the elections process as a candidate.

**CAMPAIGN MANAGER**
The Campaign Manager is the student responsible for organizing the campaign for the candidate pair and acts as the official point of contact for the Elections Committee. Campaign managers should be cognizant of all guidelines contained in this handbook and any addendums so that they may train campaign committee members and lead the committee in the absence of the candidate pair. The campaign manager must have a minimum 2.5 GPA and be in good Honor Code standing. A signed consent form for these checks must be submitted to the Elections Committee before the candidates’ applications are considered complete.

**FINANCE MANAGER**
The Finance Manager is the student who oversees the campaign’s funds and is responsible to meet budgetary deadlines and audits required by the Elections Committee. He or she should be the primary manager of all access to campaign funds and should personally keep track of all Expense Authorization Forms (EAFs) and receipts. The finance manager must have a minimum 2.5 GPA and be in good Honor Code standing. A signed consent form for these checks must be submitted to the Elections Committee before the candidates’ applications are considered complete.

**SUBCOMMITTEES**
The following subcommittees should be present in all campaigns. Additional or changed committees must be approved by the Elections Committee on an individual basis. Again, the candidate pair is ultimately responsible for all content and upholding the guidelines and regulations found in this handbook.

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<th>Committee</th>
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<td>Web Committee</td>
<td>Responsible for the website’s design, launch, and maintenance.</td>
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<tr>
<td>Social Media Committee</td>
<td>Responsible for publications and postings on social media platforms.</td>
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<tr>
<td>Print Committee</td>
<td>In charge of print media, including flyers &amp; banners, and ensuring that all print deadlines are met.</td>
</tr>
<tr>
<td>Volunteer Committee</td>
<td>Responsible for planning volunteer meetings and organizing and coordinating all volunteers, including managing Door-to-Door Campaigning and On-Campus campaigning. Also in charge of ensuring that volunteer recruitment is compliant with all elections guidelines.</td>
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<tr>
<td>Events Committee</td>
<td>In charge of planning for various elections events, including “The Wall” Rallies and the Freshman Open House.</td>
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Volunteer Recruitment

VOLUNTEER REQUIREMENTS
A campaign volunteer is someone who is given a specific assignment on an existing or approved campaign committee. All campaign members should be current BYU students, thus fulfilling one of the primary purposes of BYUSA—to create meaningful student involvement opportunities.

Any member of the current BYUSA presidency, unless they are a candidate themselves, is ineligible to volunteer for a campaign. Any employee of the Student Leadership department, unless they are a candidate themselves, is ineligible to volunteer for a campaign.

RECRUITING
As was stated previously, one of the primary purposes of BYUSA is to create meaningful student involvement opportunities. Elections presents candidates with a prime opportunity to develop or hone this skill. Recruiting, developing, working with, and learning from BYU students with diverse backgrounds, perspectives, and interests will be crucial for a couple of reasons:

• Principles and values that are central to the BYUSA Vision and Mission are accurately portrayed
• Candidates’ willingness to recruit and engage campaign volunteers that have meaningful roles and significant responsibilities will increase the likelihood that campaign volunteers will transition to, and be retained as BYUSA volunteers.

President Gordon B. Hinckley established that every new member needs three things, “a friend, a responsibility, and nurturing with “the good word of God” (General Conference, April 1997). Whether they be a long-time friend, a co-worker, or a recent acquaintance, every new campaign volunteer and future BYUSA volunteer has very similar needs. They are in need of a friend, someone with whom they can connect in BYUSA. They are in need of a meaningful role and a significant responsibility, where their skills and talents are identified and fully utilized. Finally, they need to be taught and trained in the BYUSA Mission and Vision, Divine-Centered Leadership, and other time-honored leadership concepts. They must see these values and principles being exemplified and then be provided with opportunities to put them into practice.

Impersonal mass solicitation for participation and support via social media and other mediums objectifies potential volunteers and essentially reduces them to glorified voters. This has been one of the biggest challenges that BYUSA has faced in the past during Elections. The message of BYUSA gets severely diluted as students are sought out more for what they can do for the individual candidates (votes), as opposed to what they can give to the BYUSA organization.
Volunteer Meetings

Volunteer Meetings
All meetings should be held on-campus to improve access for campaign volunteers. Volunteer meetings should not be held more than once a week on a regular basis. You should also be sensitive to volunteer schedules and needs. Closely monitor both the frequency and duration of your volunteer meeting.

Volunteer meetings should consist of training, coordination, updates, and other campaign-related communication. Only official campaign volunteers with specific assignments or roles should attend.

The Elections Committee will be scheduling the rooms for you and so you will need to estimate how many will be in attendance and provide a brief description for how the room will be used. To ensure that we are good neighbors with the academic departments, volunteer meetings should not take on the appearance of rallies or parties, complete with large quantities of food and amplified sound.

Please contact the Elections Committee if you have any questions about your volunteer meetings.

Food & Drink
Any food or drink used for any Elections purpose must come out of the campaign budget. Please remember that the budget is accessed through Expense Authorization Forms (see pg. 22), so this must be planned ahead.

Other Meetings
Maintaining balance and perspective will be important as you enter the elections process. The organization and structure provided by the Elections committee, as outlined in this handbook, is intended to help you in that regard. Sufficient opportunities will be provided to get the word out about your candidacy and garner support. Therefore, the Elections committee strongly discourages you from planning or organizing any event or gathering outside the parameters outlined here. This admonition applies particularly to the Fall semester prior to Elections for a couple of reasons.

With the exception of recruiting the few key members of the campaign team and discussing the Student Service Plan with them, Elections activities should be restricted to the Winter semester. Elections is not intended to span the full academic year so as to not have a negative academic impact on the candidates and their campaign teams. Student leaders are students first. Investing more time than is necessary or recommended may cause candidates to negate more important priorities, which may negatively impact academic achievement and standing, potentially disqualifying candidates from candidacy and elected service.

In addition to this, gatherings and other events require access to time, resources, and money that all students may not have, i.e. a large local home, cost of food or refreshments, entertainment, etc. This scenario may result in an inequality amongst candidates, and therefore place candidates who do not have access to similar resources and financial means at a marked and unfair disadvantage.

Finally, the BYUSA Vision states, “...the Student Service Association’s vision is to be leaders centered on Jesus Christ, who contribute to the building of Zion communities which are united in heart and mind that there be no intellectually, spiritually, emotionally, or physically poor among us.” For this reason, BYUSA can not support any event or gathering outside the prescribed parameters that might negatively impact students intellectual pursuits, generate feelings of animosity between candidates, or place someone who has greater financial and material resources in a position of advantage over another candidate.
Student Service Plan

Each campaign is responsible for submitting a Student Service Plan (SSP). The student service plan should outline the candidates’ theme and plan for service during their term of office. It should include all of the following elements:

• Service theme for the year
• Explanation of the theme and how it will direct the work of the presidency
• Explanation of how the service theme aligns with the Vision & Mission of BYUSA
• Explanation of the message/invitation that will be extended to the student body with this service theme
• Explanation of how each BYUSA area will be utilized to realize the service theme:
  • Activities
  • Clubs
  • Communications
  • Involvement
  • Student Advisory Council
  • Student Honor

BYUSA MISSION
The Student Service Plan should focus on one or more aspects of the BYUSA Mission:

• A Sense of Belonging
• Refined Skills and Talents
• Divine-Centered Leadership
• Meaningful Contributions
• Commitment to Future Service
• A Spirit of Honor

The SSP should further build on these aspects of the BYUSA mission and should be unique to the skills and experiences of the candidate pair, thereby reflecting their interests and abilities to build the organization around the needs of students.

CAMPAIGNING WITH YOUR STUDENT SERVICE PLAN
When campaigning and speaking with students one-on-one, you are encouraged to talk about your Student Service Plan and use that as your platform. However, remember that most of the students you will speak with do not have a working knowledge of how BYUSA operates internally. Because of this, do not go into specifics about how your SSP will work in each area, or how it will impact the work of the presidency. Rather, tell them about the BYUSA Mission and how it enhances the lives of students on campus, and how your SSP will further build on your chosen aspect of the BYUSA Mission. Communicate your message/invitation that will be extended to the student body with your service theme.

CREATING YOUR PLAN
Both candidates must meet with each coordinator by the date specified on the calendar to discuss the Student Service Plan in its entirety, focusing on the coordinator’s specific area(s).

A finalized draft of the plan is due on the date specified on the calendar, at which time the candidate pair will present the plan to a panel of all BYUSA coordinators for feedback, recommendations, and to identify any challenges. Any adjustments after this meeting must be submitted for final approval on the date specified on the calendar.

Student Council Meetings

Throughout the month of February, the Elections Committee will set up meetings with various Student Councils across campus. Each meeting will consist of campaign teams making a short presentation and then answering questions from the college’s student council. The time available for presentations and questions will vary according to the amount of time allocated to us and the number of candidates running.

Because the Elections committee encourages candidates to be students first, the ideal of having the President and Executive Vice President candidates attend each council may not be possible. This then presents campaign teams with a great opportunity to have different members of the team represent their respective candidates. We strongly encourage this in the event that a scheduled meeting conflicts with a candidate’s class schedule.
**The Wall** Rallies

The Elections Committee has arranged for each candidate pair to throw a campaign rally at The Wall at BYU. These will all be separate from each other, and each campaign’s Events Committee will be responsible for planning their own rally. A drawing conducted during the Campaign Training meeting will be used to schedule a date for each campaign team’s rally. Dates and times for the rallies will be determined by how many candidates qualify to run.

The Elections Committee will pay for a portion of the rally attendance, but beyond that, campaigns must choose if they will cover the remaining cost with their campaign fund or if they will have attendees pay for themselves.

Each campaign will be provided with a list of amenities, facilities, and services available to them, and will plan their own rally according to this list.

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**UNITED CLUBS COUNCIL Q&A**

Both candidates from each team will attend a United Clubs Council (UCC) meeting on a date to be determined. The meeting will consist of campaign teams making a short presentation to introduce themselves and to explain the Student Service Plan. The remaining time will be used to answer questions from UCC members.

**MEDIA Q&A**

Each candidate pair will individually meet with a reporter from The Universe. These times will be scheduled directly with the reporter, but should all take place on the date specified on the calendar. They should be prepared to answer questions about their Student Service Plans, their service and leadership experience, and to have their photos taken.

**STUDENT ADVISORY COUNCIL Q&A**

Each candidate pair will attend the Student Advisory class on the date specified on the calendar. Each pair will be given 15-20 minutes alone with the Council to answer open questions. Please arrive at least 10 minutes early and wear professional attire.

**BYUSA VOLUNTEER Q&A**

All BYUSA volunteers will be invited to this Q&A on the date specified on the calendar. Each pair will answer pre-screened questions, with 2-minute follow-up questions when presented. Please arrive at least 10 minutes early and wear professional attire. Only volunteers and students who are unaffiliated with a campaign will be permitted to participate.

**STUDENT BODY Q&A**

Each candidate pair will participate in the student body Q&A the week prior to the election, on the date specified on the calendar. A notification will be sent to the student body soliciting both their participation and questions that they have. The candidate pairs will take turns answering pre-screened questions for about 30 minutes. The remaining 15 minutes will be available for attendees to answer questions with a moderator present.
Door-to-Door Campaigning

Door-to-door campaigning is not mandatory. It provides your team with an opportunity to use a variety of means to come up with a creative, effective way to get the word out about your campaign. The outline below provides you with the rules and guidelines you need to follow to ensure your efforts stay within agreed upon parameters outlined by property owners. Please contact us if you have any questions or concerns about door-to-door campaigning.

LARGE COMPLEXES
Each large complex has provided their own regulations for door-to-door campaigning. This list of regulations will be provided to each campaign at the Training Retreat. Any complex (defined as having six or more units) not included on this list must be submitted for approval to the Elections Committee by the date specified on the calendar. These complexes will then be added to the master list and all campaigns will be allowed to campaign at all approved complexes. If there are fewer than six units in a complex, anyone may campaign there without prior approval.

As a general rule, all door-to-door campaigning must occur between the hours of 10am-10pm.

FRESHMAN OPEN HOUSE
A “Freshman Open House” will be held at both Helaman Halls. Each campaign will be given booth space at these events. No other on-campus housing campaigning of any kind may take place outside of these open houses.

DOOR-TO-DOOR CAMPAIGNING ON OTHER DATES
These are the only dates that have been approved by large complexes to participate in door-to-door campaigning. This means that after 10pm on the last day of door-to-door campaigning, as specified on the calendar, candidates and campaign volunteers should not be found campaigning door-to-door. This includes election day(s).

Primary/Final Elections

In the event that more than two candidate pairs qualify to run, a primary & final election will occur instead of one-day voting. The primary election and the final election will be one day each. Each student will have the opportunity to vote in both elections. All previously identified on-campus campaigning rules remain the same in the event of a primary.

In the event that there are three or more candidate pairs, if any of the campaign pairs garners more than 50% of the total vote during the primary election, then that team will win the election. A second day of voting will then not be required.

Following the announcement of winners from the primary election, candidate pairs who do not move on to the finals are not to make an official or public endorsement for the final election. They are, however, permitted to volunteer their time to a campaign. Utilizing their own campaign e-mail lists and other forms of campaigning are not to be used in any way to support another candidate after the primary.
Campaigning Regulations

The following information applies to on-campus campaigning, off-campus campaigning, and all social media activity.

REGULATIONS

Students who choose to run for a BYUSA elected office agree to adhere to two simple regulations:
1. Encourage, but do not harass.
2. Abide by campus, local, state, and federal laws, policies and regulations.

Encouragement vs. Harassment
Candidates should properly represent themselves, BYUSA, and BYU. Fellow students should not be cajoled, deceived, intimidated, obstructed, threatened, or violated in any way by candidates. This is especially poignant when taken into consideration how readily available the voting software is; laptops, smart phones, tablets, etc. If a candidate can just get someone to touch one button, very little needs to be said about their legitimacy as a candidate or the importance of BYUSA in the overall context of the BYU experience. BYUSA representatives will be present in on-campus campaigning locations to monitor candidate/student interactions. The Elections committee will field questions and concerns from candidates and the student body and will take appropriate action should the need arise.

Abiding Laws, Policies, and Regulations
Candidates will adhere to all campus, local, state, and federal laws, policies and regulations (Article of Faith #12). This applies both on and off campus. It is important that any aspect of the on-campus campaigning that has the most minute chance of being in violation be thoroughly reviewed together by the candidates and the Elections committee.

In preparation to assume a role in BYUSA leadership, candidates should prepare to ensure that all campaign activities are reviewed and adhere to the same rules, guidelines, and scrutiny that BYUSA events and activities must pass through. If you suspect that a planned campaign activity could not pass through the BYUSA approval process, it would be safe to say it will not be approved by the Elections Committee as well. Please feel free to ask questions; the worse the committee will say is ‘no’. But in this instance, it is requisite that you ask for permission rather than forgiveness. Reputations and respect are tied to your demeanor and comportment in such a visible role; for BYUSA, the University, and in some instances the Church.

Less egregious violations will be issued a warning and asked to discontinue and/or correct their actions immediately. Candidates who refuse to heed warnings and/or commit more egregious violations of campus, local, state, or federal laws, policies, and regulations will be referred to the respective BYU campus department to resolve the issue.

The “do and don’t” list for campaigns is purposely vague. Candidates should focus on how to effectively serve the BYU student body and appropriately represent the organization that was created to serve them.

Behavior that is not becoming of a BYUSA officer and Divine-centered leader has the prospect of significantly hindering BYUSA’s ability to serve the students and to forge the important campus partnerships that are essential to the work BYUSA does to serve students. For this reason, candidates should be transparent and open with all campaign plans so they can carry out a successful campaign and avoid unintentionally cutting the legs out from under the organization they are vying to lead.
NEUTRALITY
No campaign may be sponsored or endorsed by any on- or off-campus association, body, class, club, council, entity, group, team, ward, etc. These endorsements greatly diminish the quality of your message, essentially communicating that your message is not strong enough to garner support on its own. BYUSA should not be a vehicle for outside entities and organizations to gain in-roads to student organizations. Maintaining neutrality nurtures a safe environment for students here at BYU. In this context, preferential treatment for a specific campaign from an outside organization’s leadership is unethical and unacceptable.

The Elections Committee will handle violations on a case-by-case basis and will make all possible reparations to other candidate pairs.

BYU departments, organizations, and personnel should remain neutral and not use any influence, resource, or facility to endorse a particular campaign pair. Therefore, actions such as making announcements during class at any time during the campaign or sending messages through Learning Suite are inappropriate.

Celebrity Endorsements
Candidates may not accept or seek out endorsements for public support from “celebrities”. A celebrity may or may not be a BYU student, but they (1) have a significant following, (2) have a disproportionate influence over student attitudes, opinions, or perceptions, and (3) fulfill another role in the campus, local, national, or global community that would garner a lot of attention, but whose role has no bearing or connection to the work BYUSA does to fulfill its vision and mission. Furthermore, the roles of some “celebrities” might not permit them to be affiliated with BYUSA elections. For example, NCAA regulations limit athletes’ abilities to sponsor or endorse.

Celebrity examples (list is not comprehensive):
- Current BYU athlete
- Former BYU athlete
- Cast member from Studio C
- Current or former BYU administrator or faculty member
- General Authority or other LDS Church leader

As a rule of thumb, if any candidate intends to recruit anyone to their campaign for purpose of name recognition, it is strongly recommended that they consult with the Elections committee to ensure fairness and compliance.

Non-BYU Student Endorsements
Campaigns should not seek out public endorsements or shows of support from anyone who is not a current BYU student, including friends and family members. Non-BYU students should not be volunteering for a campaign, especially on-campus.

The Elections Committee seeks to provide meaningful volunteer opportunities for current BYU students. By inviting involvement from non-BYU students, there are many missed opportunities for current students to reach out to others, spread a positive message, and find meaningful involvement. As an aspiring student-leader, candidates should seek to involve those around them in “building a Zion community.”
On-Campus Campaigning

On-campus campaigning will be allowed only on days that voting is open. If there are two candidate pairs, voting will be open for one day, so on-campus campaigning will be held for one day. In the event of a primary and final election, voting will be open for two days, so on-campus campaigning will last two days.

Election announcements in a class, ward, or other group gathering where the candidate did not gather them for an approved elections purpose is inappropriate and will not be allowed at any time during the elections process.

ON-CAMPUS CAMPAIGN PROPOSAL

All campaigns will submit an on-campus campaign proposal to the Elections Committee by two weeks prior to the start of on-campus campaigning in order to ensure adherence to on-campus, local, state, and federal laws and regulations. Candidates should contact all offices necessary to gain prior written permission for planned activities.

Any campaign activities during on-campus campaigning that were not disclosed in the approved version of the proposal and/or did not gain prior written permission will be discontinued and referred to the proper authorities.

This proposal should include all plans for booths, demonstrations, presenters/performers, coordinated clothing/costumes, etc. If you know something will happen, put it in the proposal.

LOCATIONS

Face-to-face on-campus campaigning may only take place in Wilk Way and WSC indoor booths.

In the event of a primary and final election, Tuesday's campaigning will be held in Wilk Way and booths inside the WSC. Wednesday's campaigning will be held in Brigham Square and booths inside the WSC.

In other locations across campus (SWKT quad, JFSB quad, etc.) members of the BYUSA Communications team will be conducting a neutral party Elections campaign. They will answer questions about BYUSA, encourage students to vote, and promote the organization. Therefore, there will be no need to organize efforts or put your energies towards campaigning in other areas of campus.

TIMES

On-campus campaigning is permitted only from 7:50am-5pm.

CREATIVE ON-CAMPUS CAMPAIGNING

If your on-campus campaigning proposal includes something creative/out of the ordinary, or something that requires additional cooperation with an outside entity or corporation, you must gain approval from the following offices:

1. Risk Management
2. Dean of Student Life

If you have questions about what constitutes creative on-campus campaigning, please talk to the Elections Committee.

Advertising for other groups or companies is not appropriate.
EMAIL & TEXT
Mass emailing, texting, or messaging of any kind is not reflective of the BYUSA Vision & Mission, nor of Divine-Centered Leadership. Reaching out to others on a mass scale objectifies them rather than humanizes them. Please limit your conversation with people other than your campaign volunteers to one-on-one messages and interactions. You may have a closed group or thread for your campaign volunteers. Any contact lists that were not specifically created for elections may not be used to garner votes or to send invitations. Do not spam ward lists or class rosters via email, text, or message.

SOCIAL MEDIA PLATFORMS
All social media administrator usernames and passwords must be supplied to the Elections Committee. The Committee reserves the right to monitor activity and make changes to the account when necessary. In the event that an inappropriate or unapproved post is made, the Committee may delete the violating post. In extreme cases, the Committee may temporarily shut down the account as a way to equalize the playing field between all campaigns.

Posting to Facebook groups that you already belong to, including ward groups, is appropriate.

Advertising for other groups or companies is not appropriate.

All on-campus campaigning regulations found on pages 16-17 also apply to social media. If you have any questions, please consult the Elections Committee.

Website
Candidates will be given one official campaign website. The Elections Committee will approve the URL and provide the hosting, however, campaigns will be completely responsible for its design, support, and service. URLs should include the candidates’ names and should not make any reference to the University. The campaign's official URL is the only approved web address that should appear on printed media (aside from vote.byu.edu), however, candidates may use their official websites as a portal to any approved third party website. Website administrator usernames and passwords must be supplied to the Elections Committee.

Advertising for other groups or companies is not appropriate.
VIDEOS
All videos must be approved by the Elections Committee before filming and before posting or publishing.

When submitting your video for pre-filming approval, please include the following information:
- Names of everyone who appears in the video
- Basic script
- All music used
- Where the video will be posted
- What text will accompany the video when posted

No vulgarity or innuendo of any kind, explicit or implied, will be allowed.

In order for your final product to be approved, your video must have proper BYUSA branding.

If you plan to use music, music videos, or other content that is not your original creation, please consult with the BYU Copyright Licensing Office (3760 HBLL). General information can be found on their website at http://sites.lib.byu.edu/copyright/

A candidate pair may use their own videographer, as long as the videographer is a current BYU student and is an official campaign volunteer.

There is no deadline for video submissions, but you must plan ahead and leave enough time for it to be conceptually approved, filmed, and then have the final product approved before posting. Videos that are posted without approval will be immediately removed.

Advertising for other groups or companies is not appropriate.

PHOTOGRAPHY
Photos that are posted on social media and the campaign website may be taken by a current BYU student who is an official campaign volunteer.

Photos posted on social media should be branded with the candidate pair’s names, the BYUSA logo, and “vote.byu.edu”. Photos posted on the campaign website do not need to have this branding.
PHOTOGRAPHY
All photos that will appear on print media must be taken by a current BYU student who is an official campaign volunteer. The candidate pair are the only people who may appear in print media. Each person pictured must follow all Honor Code Dress & Grooming Standards (http://saas.byu.edu/catalog/2013-2014ucat/GeneralInfo/HonorCode.php).

Candidates are responsible for providing their photos to Campus Life Design in a timely manner.

DESIGN
Campus Life Design will design all flyers and banners to be printed. Campaigns should not plan on providing completed design work to Campus Life Design. The only exception to this is that photos submitted to CLD may be lightly photoshopped. All design work is paid for by the Elections Committee. Each campaign must meet with Campus Life Design by January 15, 2016 at the latest. Please plan on meeting with them earlier than that to ensure that they have enough time to complete your design job.

For your design consult meeting, please be prepared with color schemes and any general concepts or ideas. Your photos that you have chosen for print media will be provided to them.

All print media must be approved by the candidate pair and the Elections Committee.

Advertising for other groups or companies is not appropriate.

FLYERS
The Elections Committee will pay for your first 500 quarter-sheet flyers in black & white or color. You may print up to two different flyer designs in that first order. Any flyers designed or printed beyond that will be paid for out of your campaign budget.

BANNERS
The Elections Committee will pay for six outdoor banners for each campaign. You may print up to two different banner designs. The Committee will hang them in various locations around campus.
Accountability

In the event that a regulation has been violated, the Elections Committee will determine any appropriate reparatory actions that should be taken against a campaign in order to level the playing field for all campaigns. The following guidelines are expectations that will be placed upon all candidates and campaign volunteers. These guidelines, if followed and respected, will ensure greater potential and success for all involved in the process.

SOCIAL MEDIA

• All social media interactions and postings should be reflective of the character of a student-leader who exercises Divine-Centered Leadership. Please be aware of the repercussions of a post, and do not assume that anything is private.
• If you wouldn’t say something in person, don’t say it online.
• You represent not only yourself and the campaign, but also BYUSA, BYU, and, by extension, the Church. Carefully consider who will see your post, and make sure that it is positively conveying the image of each of these entities.

ON-CAMPUS CAMPAIGNING

• All candidates and volunteers should make sure that campus is just as inviting on election day(s) as it would be any other day.
• You represent not only yourself and the campaign, but also BYUSA, BYU, and, by extension, the Church. Make sure that your actions positively convey the image of each of these entities.
• Give people space, and respect their wishes if they decline to speak with you. Be sure to encourage, not harass, those who you will speak with.

ENVIRONMENT OF CHRISTLIKE SERVICE

• Consistency
  Your actions during the elections process should be consistent with your actions during your time in service, if elected. Any negative memories that students have of you or your campaign volunteers during elections will carry over into your time of service, and may negatively impact the mobility and reach of the organization as a result.
• Courtesy
  If you have a problem with another campaign, work it out with them civilly before bringing it to the attention of the Elections Committee. If it cannot be resolved internally, further mediatory action will be taken. Treat others as you wish to be treated.
• Cooperation
  We expect all campaigns to work together as volunteers, friends, and students working towards a common goal. Although each campaign functions independently, they are perceived collectively by students on campus. Cooperating to convey positive messages at all times is essential to the success of the elections process, the elected candidate pair once in office, and the organization.
• Compromise
  The nature of elections means that at the end, there will be a winner and a loser. This is true of many things throughout the process as well. The Elections Committee will not always be able to make everyone happy, and in those situations, the Committee expects to be able to function under a compromise, reached and agreed upon by everyone in cooperation.
ACCESS TO CAMPAIGN FUNDS
Each candidate pair will receive a budget for the entire campaign process. This budget cannot be accessed until after the Elections Training Retreat. The financial manager assumes full responsibility for the EAFs and Purchasing card. Only registered campaign volunteers who have passed the certification test may fill out the EAF and/or check out the Purchasing card. Volunteers can get certified by talking to the front desk in 3400 WSC. In order to access these funds, the procedure below must be followed:
1. Fill out an Expense Authorization Form (EAF) with all details
2. Submit EAF to the BYUSA Accounting Department at least 3 calendar days in advance of the desired purchase date
3. Pick up approved EAF and Purchasing card from the Accounting Department
4. Make approved purchases
5. Return receipt and campaign card to the Accounting Department immediately after making the purchase

NO DONATIONS
Gatherings and other events require access to time, resources, and money that all students may not have, i.e. a large local home, cost of food or refreshments, entertainment, etc. This scenario may result in an inequality amongst candidates, and therefore place candidates who do not have access to similar resources and financial means at a marked and unfair disadvantage. For this reason, donations are prohibited.

Examples of prohibited donations are:
• entertainment services (DJ's, bands, etc.)
• photography or videography services
• campaign paraphernalia (t-shirts, buttons, etc.)
• refreshments at meetings or gatherings (pizza, drinks, etc.)
This is not a complete list, so if you have any questions about items that do or do not appear on this list, please ask the Elections Committee. If you wish to have any of these items, they must come out of your campaign budget.

FINANCIAL AUDITS
Financial managers will be responsible for scheduling financial audits with Angela Blomquist on March
For these financial audits, financial managers must come with all financial records. For the February 25-March 2 financial audit, financial managers should also bring completed Election EAFs for any anticipated future expenditures.