



**CSA**  
ELECTIONS

# **Candidates' Package: Executive Positions**

**Fall 2020 By-Election**

**FINAL**

September 14, 2020

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## TO ALL CANDIDATES IN THE CSA BY-ELECTION

First, we would like to congratulate you on being nominated for a position at the Central Student Association (CSA). As Elections Office staff, it is our responsibility to communicate and enforce the campaign rules as defined in this *Candidates' Package* and as prescribed by the *CSA Bylaws and Policies*.

Second, the following page shows our contact information. If at any time during the election you are unsure about a rule or bylaw, we strongly recommend contacting the Elections Office; we will be happy to help. If the office hours (also found on the following page) are not suitable, we will arrange an alternate time. We are happy to answer questions by video call or by telephone, but only communications from your University of Guelph e-mail, or written (letter) will be considered official. We cannot accept Facebook messages or any other social media communications that are related to CSA Elections as official communications.

As the CSA Executive, you are an “Ambassador of Something Bigger”, and this position entails major responsibilities that as candidates you must be aware.

It is your responsibility as a candidate to know all the duties and responsibilities that come with being a CSA Executive. They are outlined in this document and it is also advisable to review the CSA bylaws and policy manual to determine if this position is suitable for you. Please note that these policies will become part of your CSA employment contract if you are successful in this election

And last, we hope that this is a rewarding experience for all of you; we encourage you to enjoy the experience and remain positive, regardless of the hard work required.

Sincerely,

**Patrick MacCarthy**  
Chief Returning Officer (CRO)  
Central Student Association  
[csacro@uoguelph.ca](mailto:csacro@uoguelph.ca)

**Jewel Lindemann**  
Assistant Returning Officer (ARO)  
Central Student Association  
[csaaro@uoguelph.ca](mailto:csaaro@uoguelph.ca)

## **CONTACT INFORMATION**

**CSA Election Office**  
Central Student Association  
UC, Level 2: Room 267

Please note that because of COVID-19 restrictions the CSA office is closed until further notice.

<b>Name</b>	<b>Position</b>	<b>Contact Info</b>	<b>Office Hours</b>
<b>Patrick MacCarthy</b>	<b>Chief Returning Officer (CRO)</b>	csacro @uoguelph.ca	By appointment
<b>Jewel Lindemann</b>	<b>Assistant Returning Officer (ARO)</b>	csaaro @uoguelph.ca	By appointment
<b>Tyler Poirier</b>	<b>CSA President</b>	csapresident @uoguelph.ca	9am-4:30pm
<b>Pete Wobschall</b>	<b>Policy &amp; Transition Manager</b>	csaptm @uoguelph.ca	9am-4:30pm

# CSA MISSION, VISION, AND VALUES

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## Our Mandate

The CSA is run by students for students. We:

- Represent and amplify the voice of undergraduate students at the University of Guelph, particularly to decision makers;
- Provide practical services that improve students' lives and save them money;
- Contribute to a positive atmosphere of acceptance, inclusion, belonging and safety on campus;
- Support students to organize around issues they care about, including through clubs and campaigns;
- Organize events that make university life even more fun;
- Create rewarding employment and volunteer opportunities for students as a result of being a student-run organization; and
- Serve as a central coordinating body for undergraduate student association representatives.

## Our Indicators of Success

The CSA knows it is doing a great job when:

- Students want to engage with the CSA. They know what the CSA does and are to be involved;
- Executive members represent students accurately and confidently, based on knowledge of what students want that comes from having consulted meaningfully with them;
- The CSA provides services that students use;
- Advocacy on students' behalf is effective in achieving its goals; and
- The CSA has structures and active processes in place to ensure accountability.

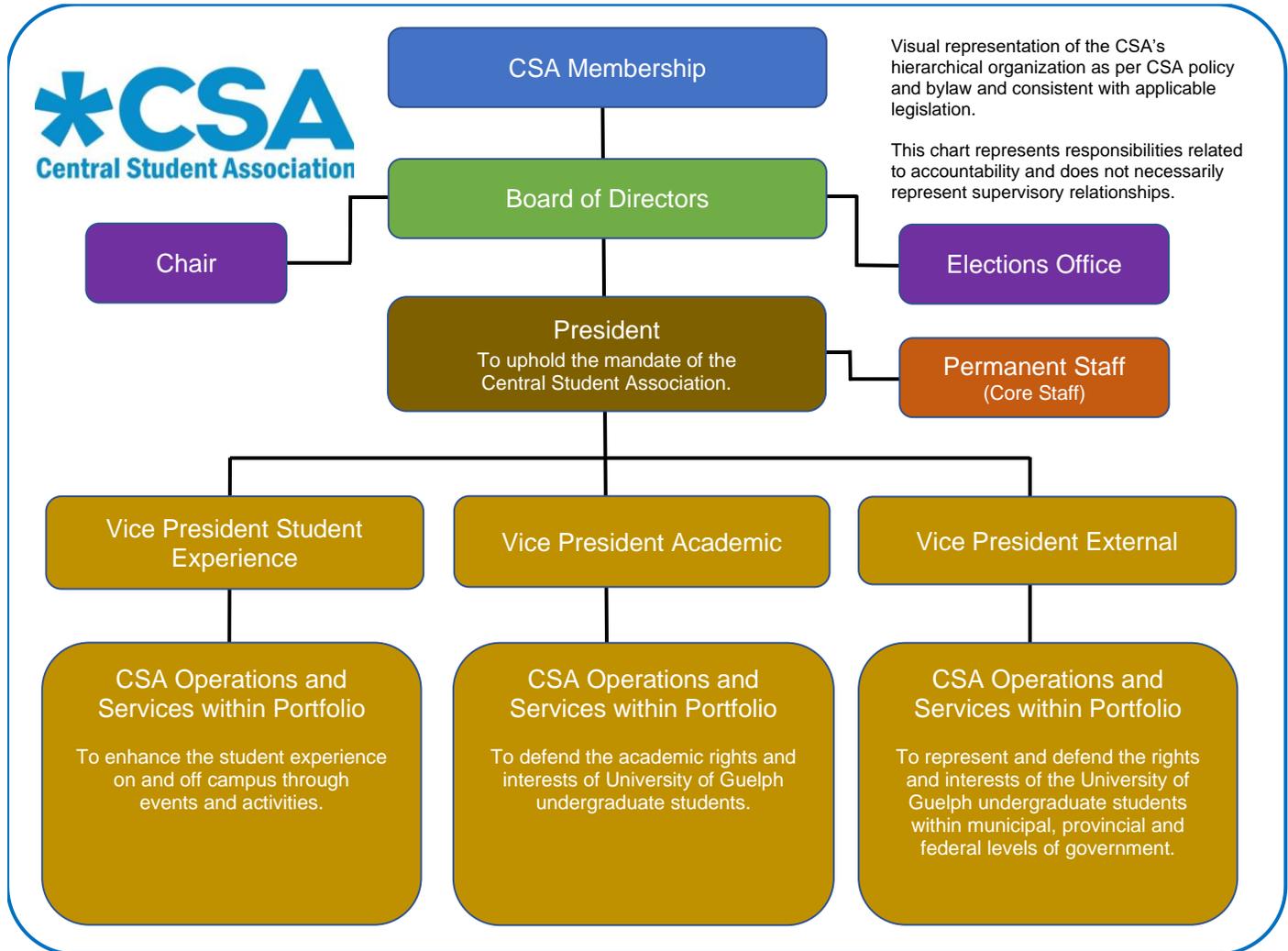
## Our Approach

The CSA is committed to:

- Proactive engagement with students;
- Representing all students accurately and effectively;
- Staying relevant and valuable to students;
- Excelling at communication;
- Behaving in a constructive and professional manner;
- Paying attention to the unique history and culture of this university;
- Modelling organizational excellence, including unified leadership and trusted financial management; and
- Promoting acceptance, inclusion, safety and a sense of belonging at the University of Guelph.

# Corporation of the University of Guelph Central Student Association

## CORPORATE ORGANIZATIONAL CHART



## **RESPONSIBILITIES OF THE CSA VP ACADEMIC**

The primary purpose of the Vice President Academic (VPA) is to defend the academic rights and interests of University of Guelph undergraduate students.

- To represent undergraduate students with all matters pertaining to accessibility and academic programming;
- To provide campaigns and events that promote the health and well-being of students, in collaboration with the Vice President Student Experience;
- To represent undergraduate students on all academic and accessibility related committees;
- To actively engage with students on academic issues that are currently relevant to the undergraduate student body;
- To advocate on behalf of undergraduate students for an accessible, high quality post-secondary education, in collaboration with the Vice President External;
- To be knowledgeable in specifics of the Residential Tenancies Act and related City of Guelph bylaws in order to provide tenancy advocacy to students;
- To promote the financial aid available to students.

For your information

## **RESPONSIBILITIES OF THE CSA PRESIDENT**

The primary purpose of the President is to uphold the mandate of the Central Student Association.

- To work with a team of Executive, directors and staff to make decisions with the collective interests of students in mind;
- To act as CSA representative in legal matters, and be knowledgeable of all legally binding contracts signed on behalf of the CSA;
- To advocate for increasing student engagement and representation on committees.
- To maximize awareness of the CSA as an organization within the University of Guelph and the City of Guelph;
- To act as “Corporate President” and to be a primary signing authority of the CSA;
- To be knowledgeable of all aspects of the budget, day to day finances and at all times, to take into consideration the long-term financial sustainability of the CSA as a not-for-profit organization;
- To act as the primary spokesperson of the CSA.

## **RESPONSIBILITIES OF THE CSA VP STUDENT EXPERIENCE**

The primary purpose of the Vice President Student Experience (VPSE) is to enhance the student experience on and off campus through events and activities.

- To be involved in event planning pertaining to undergraduate students;
- To recruit volunteers and acquire feedback for events, promotions, initiatives and special projects that pertain to undergraduate students;
- To advocate for increasing student engagement and representation on committees;
- To manage the social media and online promotion of CSA events in collaboration with the CSA Graphic Designer;
- To provide campaigns and events that promote the health and well-being of students in collaboration with the Vice President Academic
- To advocate for under-represented and marginalized undergraduate students of the University of Guelph, in collaboration with the VP External;
- To provide information regarding campaigns and committees that affects undergraduate students' mental health, well-being, and safety, in collaboration with the VP External.

## **RESPONSIBILITIES OF THE CSA VP EXTERNAL**

The primary purpose of the Vice President External (VPE) is to represent and defend the rights and interests of the University of Guelph undergraduate students within municipal, provincial and federal levels of government.

- To coordinate campaigns and events centered around municipal, provincial, and federal issues affecting students and our community.
- To act as a liaison to the City of Guelph and the Ontario and Canadian governments.
- To monitor government initiatives, programs, policies and legislation that impact students and inform undergraduate students about the effect upon students.
- To advocate on behalf of undergraduate students for an accessible, high quality post-secondary education in collaboration with the Vice President Academic.
- To build campaign coalitions with campus groups, clubs and organizations committed to social / environmental justice.
- To address issues of sustainability on and off campus, in collaboration with campus and community partners.
- To advocate for increasing student engagement and representation on committees.

# **CANDIDATE COMMITMENT FORM: EXECUTIVE POSITION**

**For the duration of the term, as a candidate for the office of CSA Executive, I acknowledge and:**

## **As a Director agree to:**

- Have a thorough understanding of the CSA's Mandate, Indicators of Success and Approach, and the CSA Structure;
- Attend and actively participate in all scheduled Board of Directors training sessions, Board of Directors meetings, General Members' Meetings (GMM) and the Annual General Meeting (AGM);
- As a Director, be prepared to speak to classes during times of significant importance to the CSA, including but not limited to GMMs, AGMs, elections and awareness campaigns.

## **As an Executive Committee Member agree to:**

- Accomplish initiatives as received by the President from the Board of Directors and the general membership;
- Follow the leadership and direction of the CSA President;
- Attend and actively participate in all CSA scheduled Executive Committee training sessions, retreats and weekly (or biweekly) meetings;
- Participate in ongoing leadership training;
- Prepare and submit in a timely manner Executive Committee meeting minutes for inclusion in the upcoming board package;
- Actively participate in Transition Week, together with the core staff, as required by the Policy & Transition Manager.

## **As an Executive Officer agree to:**

- Work a minimum of 37 hours per week from May 1 until April 30;
- Participate in a comprehensive transition process relevant to my role at the beginning of the term, as well as executing such a process for incoming Executive at the end of my term, as scheduled by the Policy & Transition Manager;
- Participate in applicable training opportunities to strengthen skills for the enhancement of your portfolio;
- Be responsible for the duties listed in my Executive Portfolio;
- Consult with the general membership on matters pertaining to respective portfolio;
- Prioritize and fulfill committee obligations;
- Update my portfolio's transition manual, to be handed down to future Executive;
- Submit a final report to the Board of Directors for the last meeting of the year.

*Continued...*

**CANDIDATE COMMITMENT FORM: EXECUTIVE POSITION (Cont'd)**

**In addition to the above, I further agree to:**

- Keep in strictest confidence all confidential or proprietary information communicated or disclosed to me in accordance with relevant CSA by-laws and policies;
- At all times ensure the financial viability and continuation of the CSA as a non-for-profit organization;
- At all times take into consideration the CSA's welfare and mandate;
- Always uphold the principles of inclusivity, accessibility, and CSA bylaws and policies;
- Commit to approximately 20 hours of "shadow training" with the outgoing Executive, prior to April 27
- Attend the Staff Training Day on March 28, 2020
- Participate in the Executive Transition Program on April 27-29, 2020
- Attend the Mandatory Board Training on Saturday, September 12, 2020

*A duplicate of this document will be provided for signature  
as a requirement of the nomination package.*

## IMPORTANT POINTS TO REMEMBER

It is the candidate's responsibility to read, understand, and abide by all guidelines, bylaws and policies laid out in this candidates' package, and applicable to CSA elections. There are many changes from previous years – so please read thoroughly and ask questions for clarification when needed.

You have no right to interfere with the right to campaign of another candidate at any time during the election.

You may enlist the help of campaign volunteers to assist with your campaigning.

Any complaints regarding other candidates, students, or organizations should be sent to the CRO via email. Every effort will be made to respond to complaints about campaign infractions within 24 hours.

**Candidates are required to check their email at least once every 12 hours during the Campaign period and at least once every 24 hours during the period outside campaigning.**

**Campaign expense limits are:  
\$200 (Executive),  
\$75 (At-Large Director),  
and \$300 (Referendum Teams).**

Candidates must submit a statement of total expenses on the final budgetary form (Form E0-03) to the CSA front office by **Monday, October 5, 2020 at 4:00 pm.** Candidates must retain all receipts of expenses incurred during the campaign.

Due to COVID-19 and the responsibility each of us has in ensuring the health of those around us, on-campus campaigning is strongly discouraged. The CSA will not be offering poster runs. We encourage candidates to the digital tools at their disposal to reach students during the campaign. The elections office understands the challenges this presents and is available to discuss with candidates' virtual campaign possibilities. We ask that candidates and referendum teams use their best judgement to campaign at times that are appropriate, and respect students' space (please note this also includes online space).

**Academic Consideration:** The CSA Elections are intense and time-consuming for all the candidates. If any candidate is having academic troubles because of the stress from the campaigning week, you may request a letter for academic consideration and that will be written by the Vice President Academic. However, this letter is a reference only to your involvement in the CSA Election, and it is up to the candidate to ask permission from the professor for missed work/leniency; the professor retains the ultimate decision in academic considerations. **Candidates are encouraged to consult the University's *Academic Consideration Policy* [here](#).**

# **IMPORTANT DATES**

## **Fall 2020 By-election**

### **Nominations:**

Monday, September 14 to Friday, September 18, 2020

### **All Candidates' Meetings:**

TBD based on candidate schedules

### **General Election Campaign:**

Monday, September 21 to Thursday, October 1, 2020

**Submit list of campaign volunteers to Elections Office**

**Monday, September 21, 2020**

### **By-election Voting:**

Monday, September 28 to Thursday, October 1, 2020 (11:59 pm)

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### **Announcement of Unofficial Results**

Friday, October 2, 2020

### **Submit Final Budget Form with Receipts**

Monday, October 5, 2020

### **Results Ratified**

Wednesday, October 14, 2020

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## POSTERING

**Due to COVID-19 restrictions poster on-campus will not be permitted.**

Candidates must abide by the regulations below for digital advertisements

***All Posters and Banners must include:***

- Name of the candidate (as it is to appear on the ballot)
- Full name of the position the candidate is running for
- The CSA Logo displayed at a legible size
- Voting period information
- CSA Elections website address: <https://csaonline.ca/elections>
  - Preferably this would be hyperlinked.

***Posters and Banners must not include:***

- Copyright Material
  - Note: most random images/logos found on Google are copyrighted.
- Logos or endorsements by on campus groups/organizations without express written permission from the organization in question. (Written permission must be provided to the CRO)
- The University of Guelph cornerstone/logo
- No potentially offensive material (including text and images). The strict definition of “offensive” is at the discretion of the CSA Chief Returning Officer.

**Candidates may not poster off campus  
No stickers**

## ELECTIONS GUIDELINES FOR E-MAIL LISTSERVS

- For all matters pertaining to elections, ***Organizational Email Lists*** shall be defined as any list of emails containing more than five (5) recipients sent by a candidate or by an individual or organization on a candidate's behalf. For the purposes of all matters pertaining to elections, ***campaign emails*** shall be defined as any email which contains text promoting a position with respect to a candidate in the election, sent by a candidate or by an individual or organization on a candidate's behalf.
- All Organizational Email List emails are to be accounted for in a candidate's or referendum budget. They will be assessed at a rate of **\$0.04** per recipient.
- It is the responsibility of the candidate to determine, with as much accuracy as possible, the approximate population of an Organizational Email List and to make this information available to the CRO prior to the email being sent-out.
- It is the responsibility of the group in question to determine if and in what manner they will permit candidates (or endorse candidates) and allow them to send campaign messages over their listserv.
  - Candidates are to notify the CRO of any endorsements from various campus clubs or groups. Please see the section on endorsements for further details.
- ***A candidate's email must contain:***
  - Name of the candidate (as it is to appear on the ballot).
  - Full name of the position the candidate is running for.
  - A word of warning for all the recipient(s) to remind them **not** to forward the campaign email.
- The CSA has absolutely **no tolerance** in regard to willful slander or misinformation about another candidate over emails. If the candidate is the perpetrator of the incident, they will face **immediate disqualification**.
- Slate candidacy is not permitted. Slate candidacy refers to two or more candidates campaigning together with their names appearing or being stated jointly for the purpose of campaigning this includes but is not limited to any written campaign material and classroom speaking.

## SOCIAL MEDIA GUIDELINES

- Candidates are responsible for following Electoral Bylaws, Policies and guidelines with regards to misinformation or slander and are required to report infractions as they arise.
- Candidates must email the CRO at [csacro@uoguelph.ca](mailto:csacro@uoguelph.ca) immediately if an infraction is spotted. The infraction must be copied and pasted into the body of that email – and/or an image of the screen shot of the infraction.

### Facebook

- Any style of campaigning within the University of Guelph Facebook network does fall into the jurisdictions of the CSA Bylaws & Policies, and the CSA Election Guidelines.
- Candidates/referendum teams are permitted to create a Facebook group/page for campaigning use.
  - Facebook groups/pages are allowed to be active during the campaign period only. This means candidates/teams **cannot** publicize a Facebook group **before** the campaign period.

Candidates must add 'CSA CRO' as an administrator to your group/page prior to publicizing it. Failure to do so will result in a penalty.

- **Candidates are not allowed to join and/or like the groups/pages of other candidates.** The CSA interprets the joining and/or liking of groups/pages of other candidates as slate candidacy.
- Candidates are allowed to send messages to members of their Facebook group or page.
- Facebook ads may be purchased; however, they are only permitted during the campaign period. The advertisement must be approved by the CRO or ARO before being submitted to Facebook. Facebook ads costs must be included in final campaign budgets.

### Twitter

- Candidates may use Twitter; both personal and new elections-only accounts as needed for the purposes of campaigning.
- Do not use your campaign Twitter for purposes of reporting on other candidates, or venting about electoral processes etc.
- All campaign-related tweets must include the following hashtag: **#csaelections**

## YouTube

- Candidates may use YouTube; both personal and new elections-only accounts as needed for the purposes of campaigning.
- All YouTube content must be approved by the CSA elections office prior to being posted online.

**Candidates are not permitted to interact with other candidates through campaign related social media.**

## CAMPAIGNING

Perhaps the most noticeable change to the election process will be in the way candidate campaign. In person, on-campus campaign has often been viewed as the most effective. Adapting to the COVID-19 restrictions will creativity. Please use the information below as a guideline. Candidates are encouraged to be creative in their campaign. Should candidates have any questions the elections office team is happy to help. We ask that candidates and referendum teams campaign at times that are appropriate, and respect students' space.

### **Campaign Volunteers**

You may enlist the help of campaign volunteers to assist with your campaigning. Campaign volunteers may assist in, and promote, more than one campaign; however, they must not campaign for more than one candidate at any given time and must ensure they are not campaigning in a manner that would suggest slate candidacy.

A list of campaign volunteers must be submitted to the Elections Office by **Monday, September 21, 2020 at 4:30 pm.** If there are subsequent additions to the campaign team, the Elections Office must be notified within 24 hours of the change.

Social media groups/chats may be created to communicate with your volunteers. However, this must be a closed / private group.

### **Classroom Talks**

Classroom talks are a great way to reach a lot of people in a small amount of time. Before presenting a classroom talk, ask yourself the following questions:

1. Do I have the instructor's permission?
2. What am I going to say?

You can ask the instructor to speak before a live synchronous class or ask to have a poster or flyer to displayed on the class' Courselink page.

## **Campaigning (Cont'd)**

### **Social Media**

Use of social media is allowed as part of your campaigning and is highly recommended. Please refer to the social media component of this package for more rules and regulations.

### **Endorsements**

You may contact organizations asking them to endorse your campaign.

All endorsements must be approved by the CSA elections office upon gaining written permission from the organization.

An email must be sent to [csacro@uoguelph.ca](mailto:csacro@uoguelph.ca) from the organization endorsing the candidate and copying the candidate.

### **Endorsements MAY be given by:**

CSA Clubs  
College Governments  
Special Status Groups  
Interhall Council

### **Endorsements MAY NOT be given by:**

University Administration  
University Faculty  
University Centre Administration  
CSA Full Time Staff

**Note: You must obtain approval for all endorsements through the CSA Elections office.**

### **Other**

Be inventive with your campaigning! As always, permission must be granted to the candidate by the CSA Elections office prior to the distribution of promotional material.

You must account for all expenses. It is recommended to keep track of expenses throughout the campaign as the budget deadline is shortly after voting ends.

## ABUSE OF POSITION

An abuse of position occurs when a candidate utilizes resources obtained by virtue of holding a certain position to the benefit of their campaign or election.

Keep in mind that friends of candidates using their positions to support a candidate will be considered as an infraction by the candidate.

Penalty for Abuse of Position is:

- First Occasion: **75% of deposit**
- Second Occasion: **Disqualification**

Some of the implications of this section are:

- **Membership in a club or board:** You cannot use your position on a board of directors or in a club to promote your election. You are allowed to speak at events and meetings that are open to the public but only through channels open to all and not just to members.
- **RLS and IHC:** Residence is off limits during campaigning. If you have access to residence you cannot campaign, post, or encourage others to post any campaign materials.
- If you are unsure if what you are doing is an abuse of power, then **don't do it without asking the CRO first**. Generally speaking, ask yourself if what you want to do can be easily done by other candidates who do not share your position; if they can, you are probably safe.

## CAMPAIGN INFRACTIONS

All alleged infractions will be investigated by the Chief Returning Officer (CRO).

**NOTE:** In order to create a clearer process, the penalties for campaign infractions are under review.

First and second offence fines of the same infraction are not cumulative. For example, if a candidate fails to print materials at the CSA without permission from the CRO to print elsewhere (see fine #5), the candidate will be fined 40% of their deposit. If the same infraction was committed for the second time, the total fine becomes 75% of the candidate's deposit. If a candidate commits an infraction as a first offence that carries a 40% deposit fine and then a different infraction that also carries a 40% fine, then that candidate will have lost 80% of their deposit.

1. **Any forms of willful slander or misinformation about another candidate or deliberate interference with another candidate's right to inform the student body of their candidacy:**
  - **First Occasion:** A minimum fine of 50% of the deposit will be imposed, or disqualification, depending on severity of occurrence.
  - **Second Occasion:** Disqualification
2. **Failure to submit form EO-03 Final Budget (a statement of campaign expenses, receipts, etc.), unused monies, receipts and envelopes by end of voting period:**
  - **After Monday, February 24, 2020 by 4:00 pm:** Disqualification
3. **Total campaign expenses exceed spending limit:**
  - **By less than 20%:** Fine equal to excess spending
  - **Greater than 20%:** Fine equal to excess spending and disqualification
4. **Use of stickers as campaigning material:**
  - **Fine:** Cost of cleanup necessary
  - **If this cost exceeds \$50:** Disqualification
5. **Use of unauthorized public-address systems or sound equipment without CRO permission:**
  - 40% of deposit, per occurrence

## Campaign Infractions (Cont'd)

6. **Use of campaign materials without CRO approval:**
  - **First occasion:** 25% of deposit and candidate must remove all materials immediately
  - **Second occasion (or failure to comply immediately after warning):** 75% of deposit.
  - **Third occasion:** Disqualification
  
7. **Campaigning outside the designated campaign period:**
  - **First Occasion:** 75% of deposit
  - **Second Occasion:** Disqualification
  
8. **Pooling of campaign budgets without authorization:**
  - Candidates to pay out of pocket
  
9. **Campaigning, addressing/positioning on any issues or answering general questions as a candidate or a representative of referendum team prior to the opening of the campaign period:**
  - **First Occasion:** 75% of deposit
  - **Second Occasion:** Disqualification
  
10. **Slate candidacy refers to two or more candidates with their names appearing jointly in any written campaign material. If the violation occurs:**
  - Disqualification of all candidates in the slate
  
11. **The abuse of a position from a candidate with whom they are involved to promote their campaign:**
  - **First Occasion:** 75% of deposit
  - **Second Occasion:** Disqualification
  
12. **Failure to comply with any part of the Candidates' Package, including all CSA Elections Bylaws and Policies, as distributed by the CRO to all candidates and referendum teams:**
  - **First occasion:** Warning
  - **Second occasion:** 40% of deposit
  - **Third occasion:** 75% of deposit
  - **Fourth occasion:** Disqualification

# CSA BOARD OF DIRECTORS MEETING SCHEDULE

Tentative: 2020-2021

All dates subject to change due to COVID-19

## Fall 2020

1.	September 16, 2020	6:00 pm
2.	September 30, 2020	6:00 pm
3.	October 14, 2020	6:00 pm
4.	October 28, 2020	6:00 pm
5.	November 11, 2020	6:00 pm
6.	November 25, 2020	6:00 pm

## Winter 2021

7.	January 13, 2021	6:00 pm
8.	January 27, 2021	6:00 pm
9.	February 3, 2021	6:00 pm
10.	February 24, 2021	6:00 pm
11.	March 10, 2021	6:00 pm
12.	March 24, 2021	6:00 pm
13.	April 7, 2021	6:00 pm

## Town Hall

Wednesday, November 4, 2020

*(Tentative)*

## 2021 Annual General Meeting

Wednesday, February 10, 2021 5:00 pm

*(Tentative)*