



CSA
ELECTIONS

**All Candidates'
Package: Directors**

Winter 2022: General Election

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To All Candidates in the CSA Election

Congratulations 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.

You will find our contact information on the following page. If at any time during the election you are unsure about a rule or bylaw, or have any other questions, we strongly recommend contacting the Elections Office as 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, 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 a CSA Director, 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 become familiar with all the duties and responsibilities that come with being a CSA Director. 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. You can review all of the bylaws, policies, and rules of order [at the following link](#).

We hope that this is a rewarding experience for all of you!

Please note that due to the uncertainty surrounding COVID-19, information in this package is subject to change. Candidates will be made aware of any changes.

Sincerely,

Jewel Lindemann

Chief Returning Officer (CRO) Central Student Association
csacro@uoguelph.ca

Julia Centofanti

Assistant Returning Officer (ARO) Central Student Association
csaaro@uoguelph.ca

Contact Information

CSA Election Office

The CSA's Office is located in the UC, on Level 2, in Room 267.

Election Team

Jewel Lindemann

Chief Returning Officer (CRO)

csacro@uoguelph.ca

Wednesday: 8:00 am to 1:00 pm

Friday: 4:00 pm to 7:00 pm

Or by Appointment

Julia Centofanti

Assistant Returning Officer (ARO)

csaaro@uoguelph.ca

Tuesday: 11:00 am to 12:00pm

Thursday: 11:00am to 12:00pm

Nicole Walker

CSA President

csapresident@uoguelph.ca

Monday to Friday: 9am-4:30pm

Pete Wobschall

Policy & Transition Manager

csaptm@uoguelph.ca

Monday to Friday: 9am-4:30pm

CSA Mission, Vision, & Values

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, 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:

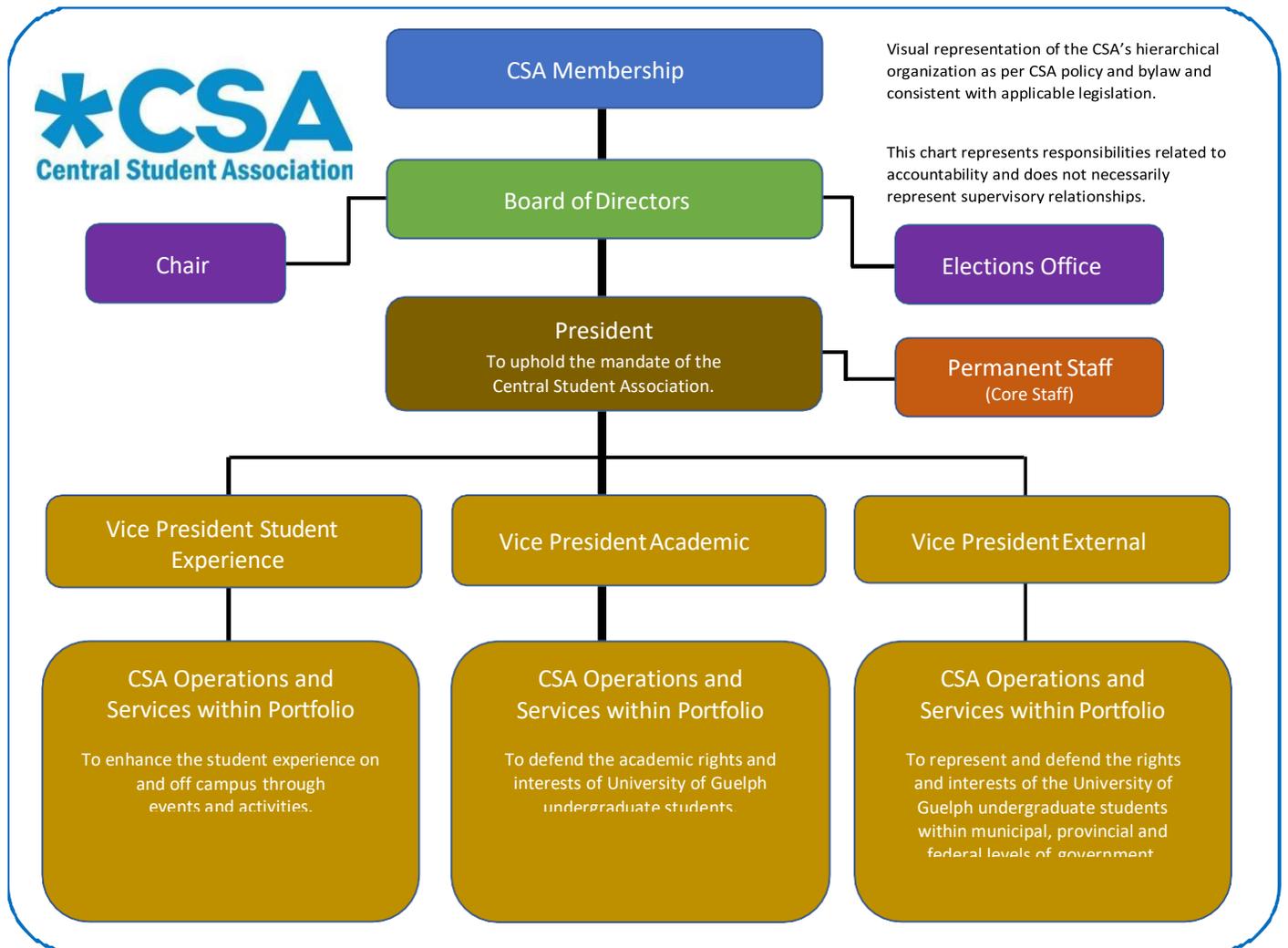
- Students want to engage with the CSA. They know what the CSA does and want to be involved;
- Executive members represent students accurately and confidently, based the knowledge gained from meaningful consultations;
- The CSA provides services that students use;
- Advocacy on students' behalf is effective 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.

CSA Corporate Organizational Chart



More Information

[Letters Patent](#)
[CSA History](#)

Director Commitments

For the duration of my candidacy for the office of CSA Director, and if elected, during the term of my service, I acknowledge and agree to:

- Act in the best interests of the CSA in respect of matters for which the Board has the authority to act;
- Act in the best interest of the constituency I represent;
- 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);
- Speak to classes during times of significant importance to the CSA, including but not limited to GMMs, AGMs, elections and awareness campaigns;
- Participate in Committee work, including Hiring Committees;
- Carry out such other duties as the Board may from time to time assign me with, or as stipulated in CSA policy and bylaws;
- Tender my resignation if two meetings are missed per semester without obtaining prior leave of absence.

In addition to the above, I further agree to:

- Uphold the by-laws and policies of the CSA;
- Keep in strictest confidence all confidential or proprietary information communicated or disclosed to me in accordance with relevant CSA policy and bylaws;
- Always uphold the principles of inclusivity and accessibility;
- 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;
- At all times, be as objective, fair and impartial as possible when discussing issues and making decisions.
- Attend any mandatory board training as directed.

Signed Agreement

A commitment form including details listed above 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 do not have the 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 for Executive
- \$75 for Directors
- \$300 for Referendum Teams

Candidates must submit a statement of total expenses on the final budgetary form (Form E0-03) to the Chief Returning Officer (csacro@uoguelph.ca) by **Friday, February 11, 2022**. Internal expenses (expenses from using CSA services) will be paid directly by the CSA, if within budget. Any external expenses will be reimbursed at the end of the elections period when the budgetary form is received.

If a Candidate exceeds their budget, they will have to pay out of pocket and will face disqualification if the expenses are greater than 20% of the budget.

Candidates must retain all receipts of expenses incurred during the campaign. As restrictions begin to lift, poster runs will be available for the Winter 2022 General Election. Please note that any on campus campaigning must be done in compliance with the University's current regulations.

We encourage candidates to use 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 take up a significant amount of time for candidates. If any candidate is having academic troubles because of the stress from the campaigning week, you may request a letter for academic consideration 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

Winter 2022 General Election Nominations	Monday, January 17 to Friday, January 21, 2022 at 4:00 pm
All Candidates’ Meetings	Friday, January 21, 2022 at 5:30 pm
General Election Campaign	Monday, January 31 to Thursday, February 10, 2022
Submit list of campaign volunteers to Elections	Office Monday, January 31, 2022
General Election Voting	Monday, February 7 to Thursday, February 10, 2022(11:59 pm)
Announcement of Unofficial Results	Friday, February 11, 2022
Submit Final Budget Form with Receipts	Friday, February 11, 2022
Results Ratified	Wednesday, February 26, 2022

Posting

- As restrictions lift, Poster Runs may be available for the Winter 2022 General Election. Please see the following page for the CSA prices for posters. If you would like more information on poster runs or how to run your own, please email csacro@uoguelph.ca
- Candidates may not poster off campus
- No stickers

Candidates must abide by the regulations below for digital advertisements. Please tag the CSA Elections Instagram and Facebook in any digital advertisements posted to these sites.

Instagram: csa_elections

Facebook: Csa Cro (<https://www.facebook.com/csa.cro.uog/>)

Twitter: using #csaelections in all tweets

All digital advertisements must be approved prior to posting.

Digital campaign material and Posters **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.

Digital campaign material and Posters **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.



PRINTING & PROMOTIONAL SERVICES

2021-2022 PRICE SHEET



Your Central Student Association is committed to bringing the undergrad community affordable printing & promotional services!

PRINTING & PHOTOCOPYING

		CSA	EXTERNAL
BLACK & WHITE			
- Letter	8.5 x 11 in	\$0.05	\$0.05
- Legal	8.5 x 14 in	\$0.05	\$0.05
- Tabloid	11 x 17 in	\$0.10	\$0.10
COLOUR			
- Letter	8.5 x 11 in	\$0.20	\$0.25
- Legal	8.5 x 14 in	\$0.20	\$0.25
- Tabloid	11 x 17 in	\$0.40	\$0.50
CARD STOCK			
- Letter or Tabloid		+ \$0.05	+ \$0.05

LARGE FORMAT PRINTING

Large format printing is calculated per square foot; poster dimensions must be 24 or 36in on at least one size.

To request a quote for custom sized large format printing, please contact CSA Promo at csapromo@uoguelph.ca

		CSA	EXTERNAL
BY PAPER TYPE			
- Heavyweight		\$3.30 / Sq Ft	\$3.90 / Sq Ft
- Lightweight		\$2.70 / Sq Ft	\$3.30 / Sq Ft
BY DISPLAY			
- Kiosk Poster	36 x 64in on Lightweight	\$43.20	\$52.80
- Hanging Banner	70 x 36in on Lightweight	\$47.25	\$57.75

HOW TO ACCESS OUR SERVICES:

CSA MAIN OFFICE
FOR: general printing & photocopying | poster runs | buttons

CSA PROMO SERVICES via csapromo@uoguelph.ca
FOR: large format printing | kiosk & banner rentals | design services

FOR MORE DETAILS, VISIT CSAONLINE.CA/PROMO

POSTER RUN

Poster Runs go out every Monday and Thursday; any posters to be run must be submitted by 4pm the previous business day in order to be approved. Standard poster run quantity is 50 posters; **cost below does not include printing.**

POSTER SIZE	CSA	EXTERNAL
- Letter, Legal, or Tabloid	\$25	\$40

KIOSK & BANNER RENTAL

The CSA provides rental of 2 display locations: the kiosks in Winegard Walk outside Creelman (8 slots) and the hanging banners in UC (4 slots). Due to the limited amount of slots, **rental requests must be submitted 2 weeks in advance.**

LOCATION	CSA	EXTERNAL
- Kiosk	\$20 per week	\$40 per week
- UC Banner	\$20 per week	\$40 per week

BUTTONS & MAKER RENTAL

MAKER RENTAL	CSA	EXTERNAL
- Rental Fee	\$10	\$20
- Deposit	\$65	\$65
BUTTONS - 1.5IN		
- 25 Buttons <small>MINIMUM</small>	\$3.75	\$3.75
- 50 Buttons	\$7.50	\$7.50
- 100 Buttons	\$15.00	\$15.00
BUTTONS - 2.25IN		
- 25 Buttons <small>MINIMUM</small>	\$5	\$5
- 50 Buttons	\$10	\$10
- 100 Buttons	\$20	\$20
ASSEMBLY		
- Assembled by CSA	\$5 / 25	\$10 / 25

PRICES VALID 1 SEPTEMBER 2021. CSA PRICING APPLIES TO U OF G UNDERGRADS & CSA STAFF.

Guidelines for Email 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.

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.

Candidate's emails 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 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.

A list of the social media accounts that the candidate plans on using must be provided to the ARO at csaaro@uoguelph.ca no later than Monday, January 31, 2022.

The ARO must be made aware of any changes made to the social media accounts that the candidate plans on using prior to the usage of the platform. For example, if the candidate decides to create a Facebook page halfway through the campaigning period, the ARO must be made aware of this change and approve it prior to its usage.

Instagram

It is recommended that candidates create CSA elections accounts, but candidates are able to use their personal accounts for the Winter 2022 General Election

All posts must tag @csa_elections

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.

Other Platforms

Candidates may use other social media platforms, so long as they have received approval from the Elections Office and submit all campaign material for approval prior to posting.

Contacting Other Candidates

Candidates are not permitted to interact with other candidates through campaign related social media. This includes commenting or sharing other candidates' social media posts.

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 require 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, January 31, 2022 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.

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 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 Staff (which includes Full Time, Part Time, and Volunteers)

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.

Note

According to the CSA Policies & Bylaws, collecting signatures in pursuance of By-law 2, Section 2 (Election Periods) will not be considered campaigning and may continue until the applicable forms are received by the Elections Office, at which point, soliciting further signatures will be considered campaigning (Appendix G, 14.2.7)

In Person Campaigning

If you are planning on campaigning within the University Centre, please note that you must complete the appropriate Sales and Solicitations Form. It is prohibited to campaign in the University Library.

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 campaign budget
- Second Occasion: A fine of 100% of the campaign budget, which will result in immediate 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). Infractions will result in a deduction from the total campaign budget. A deduction of 100% of the campaign budget will result in disqualification of the candidate.

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 campaign budget will be imposed, and/or disqualification depending on severity of occurrence.
 - Second Occasion: A fine of 100% of the campaign budget, which will result in immediate 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 Friday February 11 2022: A fine of 100% of the campaign budget, which will result in immediate disqualification.
3. Candidate exceeds their budget:
 - If expenses are less than 20% of the budget: The candidate will pay out of pocket.
 - If expenses are greater than 20% of the budget: A fine of 100% of the campaign budget, which will result in immediate disqualification.
4. Use of campaign materials without CRO approval:
 - First occasion: 25% of campaign budget and candidate must remove all materials immediately.
 - Second occasion: 50% (non-cumulative from previous occasion) of campaign budget.
 - Third occasion: A fine of 100% of the campaign budget, which will result in immediate disqualification.
5. Campaigning outside the designated campaign period, 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 campaign budget.
 - Second occasion: A fine of 100% of the campaign budget, which will result in immediate disqualification.

6. Slate candidacy refers to two or more candidates with their names appearing jointly in any written campaign material or the pooling of campaign budgets without authorization. If the violation occurs:

- A fine of 100% of the campaign budget, which will result in immediate disqualification of all candidates in the slate.

7. The abuse of a position from a candidate with whom they are involved to promote their campaign:

- First occasion: 75% of campaign budget.
- Second occasion: A fine of 100% of the campaign budget, which will result in immediate disqualification.

8. 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: 50% of campaign budget.
- Third occasion: A fine of 100% of the campaign budget, which will result in immediate disqualification.

Board of Directors Meeting Schedule

Board Meetings are typically held every second Wednesday evening, however emergency Board Meetings can be scheduled with 48 hours notice as per CSA policies and bylaws.

Fall 2021

1.	September 15, 2021	6:00 pm
2.	September 29, 2021	6:00 pm
3.	October 13, 2021	6:00 pm
4.	October 27, 2021	6:00 pm
5.	November 10, 2021	6:00 pm
6.	November 24, 2021	6:00 pm

Winter 2022

7.	January 12, 2022	6:00 pm
8.	January 26, 2022	6:00 pm
9.	February 2, 2022	6:00 pm
10.	February 23, 2022	6:00 pm
11.	March 9, 2022	6:00 pm
12.	March 23, 2022	6:00 pm
13.	April 6, 2022	6:00 pm

Town Hall

There is currently no Town Hall scheduled. Please check [here](#) for updates.

2022 Annual General Meeting

Wednesday, February 9, 2022
5:00 pm, Microsoft Teams