

## STUDENTS' ASSOCIATION OF MACEWAN UNIVERSITY

# Winter 2025 U-Pass Referendum Nomination Package

Campaigns available:

In favour of the question

Opposed to the question

Mon	Tue	ary/February 20 Wed	Thu	Fri
WOT	Tue	Weu	, ind	
27 Registration opportunities for Campaigns open	28	29	30	31
3	4	5	6	7
10	11	12	13	14
17 Family Day University Closed	18 Reading Week	19 Reading Week	20 Reading Week	21 Reading Week
24 Registration Opportunities for campaigns close at 4:00 p.m. All Candidates Meeting at 5:00 p.m.	25	26	27 Optional campaign text summary and video for SAMU website due by 12:00 p.m. (noon).	28

## March 2024

Mon	Tue	Warch 2024 Wed Thu		Fri	
3	4	5	6	7	
Campaigning	Campaigning	Campaigning	Campaigning	Campaigning	
Approved campaign material can be distributed beginning at 6:00 a.m.		*Meet the Candidates tabling 11:00 a.m. to 2:00 p.m.	*Meet the Candidates tabling 11:00 a.m. to 2:00 p.m.		
*Meet the Candidates tabling 11:00 a.m. to 2:00 p.m.					
10	11	12	13	14	
Campaigning	Campaigning	Voting day	Voting day		
	Expenditure reports due	Campaigning	Campaigning		
	by 4:00 p.m.	Polls open at 9:00 a.m.	Polls close at 4:00 p.m.		
			Removal of campaign material by 5:00 p.m.		
17	18	19	20	21	
24	25	26	27	28	
31					

## **IMPORTANT REFERENDUM INFORMATION**

#### 1. Referendum Officials:

CHIEF RETURNING OFFICER (CRO): (Responsible for approval of ALL campaign material and all referendum rulings)

Josh Stock			samucro@macewan.ca
RETURNING OFFICER (	RO):		
Alan Honey	Rm. SA-301	780-633-3449	honeya@macewan.ca

#### 2. Eligibility

For a student to be considered eligible to run a campaign either in favour of, or opposed to, the question for a referendum they must meet the following criteria:

• Be a SAMU Member

#### **REFERENDUM TIMELINES**

Monday Jan. 27	Registration opportunities to run a campaign either for or against the question pertaining to the U-Pass open. All required forms are available online.
Monday Feb. 24	Registration opportunities close. All required forms must be submitted via the referendum website (samu.ca/election), by <b>4:00 p.m. Late registrations will not be considered.</b>
Monday Feb. 24	All candidates*, or their representative, are strongly encouraged to attend the All Candidates Meeting at 5:00 p.m. in the Council Chamber.
Thursday, Feb. 27	Optional campaign text summary and video must be submitted by noon. A submission link will be provided at samu.ca/election. Video must be in .mp4 format, vertical orientation, and in as high quality as possible. The text summary is limited to 150 words and must be submitted in WORD format.
Monday, Mar. 3	Campaigning begins. Approved Campaign Material can be distributed starting at 6:00 a.m.
Monday, Mar. 3, Wednesday, Mar 5, & Thursday, Mar. 6	Meet the Candidates tabling events (11:00 a.m. – 2:00 p.m.)
Monday Mar. 11 (by 4:00 p.m.)	Expenditure Reports are due.
	Expenditure reports must be submitted in .pdf format via the referendum website (samu.ca/election).
	Failure to submit expenditure report and/or campaign materials will result in a monetary fine and result in the campaign being ended immediately by the CRO.
Wednesday, Mar. 12 – Thursday, Mar. 13	<b>Voting Day.</b> Polls will be open starting at 9:00 a.m. on Wednesday, Mar. 12. <b>Voting Day.</b> Campaigning ends at 4:00 p.m. All campaign material must be removed from campus by 5:00 p.m.

\* For the purposes of a campaign in favour of, or opposed to, the question pertaining to the U-Pass, the student running the campaign is considered a 'candidate' per the Elections and Referenda Policy.

Note: only the first student to successfully submit a completed registration package will be accepted to officially run a campaign in favour of, or opposed to, the question pertaining to the U-Pass.

#### What is the U-Pass?

The U-Pass is a group discount program that provides MacEwan University students unlimited access to regular transit service in Edmonton, St. Albert, Strathcona County, Fort Saskatchewan, Leduc, and Beaumont.

#### Why is SAMU running a referendum about the U-Pass?

The current U-Pass agreement is expiring. SAMU has negotiated with local municipalities to create a new, three-year, U-Pass agreement. Now it's up to our student members to decide if they want to take part in the program. If students vote in favour of continuing with this mandatory program, SAMU executives will sign the new contract on students' behalf.

#### Why should I run a campaign in favour of, or opposed to, the question pertaining to the U-Pass?

Ultimately, it's up to MacEwan University students if they want to be part of the U-Pass program. As such, SAMU provides an opportunity for individual students to run a campaign either in favour of, or opposed to, the question pertaining to the U-Pass. This is part of the democratic process.

#### Are there any limitations to running a U-Pass referendum campaign?

Yes, only two students (i.e., one for a campaign in favour of the question and one for a campaign opposed to the question) are provided an opportunity to officially run campaigns with respect to the U-Pass. Those students are subject to the same rules as those running for an elected position when it comes to campaigning.



#### **Elections and Referenda Policy**

#### Rationale

Elections and referenda should be fair, open, and transparent.

Detailed procedures should exist to govern the elections and referenda process.

#### Definitions

Campaign materials are materials used by a candidate and all those acting on their behalf in campaigning.

**Campaigning** is the process undertaken by a candidate seeking election whereby that candidate seeks to promote their desire to hold office, and what they intend to do if elected to office. Campaigning also encompasses the process undertaken by a candidate who seeks to influence the outcome of a particular referendum question.

**Campaign expenses** are the costs incurred by a candidate and all those acting on their behalf during their campaign and for the purposes of that campaign.

A **candidate** is a qualified person who seeks to obtain an elected position or a person who seeks and registers a specific outcome for a referendum question.

The **Chief Returning Officer** is a person who is not a member of SAMU and is charged with responsibility for ensuring that the elections and referenda proceed according to Bylaws, Policy, and Procedure.

#### Expectations

**1** The administration of elections and referenda are fair and impartial.

- 2 A Chief Returning Officer (CRO) is appointed by Students' Council.
- **3** The CRO provides a written report to Students' Council on the outcomes of elections and referenda.
  - 3.1 The CRO will attend the Students' Council meeting at which the report is provided and be available to answer questions.
- 4 Campaign materials are approved by the CRO.
- **5** The duration and scope of campaigning is limited and defined.
- 6 The value of campaign materials allowed for use in elections and referenda is limited and defined.
- 7 Reimbursement may be provided for a portion of candidates' campaign expenses.
- 8 A grievance and appeal process exists.
- 9 Awareness of all aspects of elections and referenda is promoted by SAMU.
- **10** Opportunities are provided for students to interact with all candidates.

**11** MacEwan University requirements regarding campaigning are adhered to.



#### Procedure - Referenda

#### Rationale

Regulations detailing the existence and responsibilities of SAMU and the processes whereby referenda are carried out ensure that referenda are transparent, accountable, and fair.

#### Definitions

#### Regulations

**1** A referendum question may be posed to the student body at MacEwan University once approved by Students' Council or upon receipt of a petition containing the question along with the names, signatures, and student identification numbers of at least one-tenth of the SAMU membership

2 Approved questions are asked during either the Councilor or Executive elections.

3 In order to be binding on SAMU, the question must receive at least two-thirds of votes in favour.

**4** If a question receives more than half, but less than two-thirds of votes in favour, Students' Council may make the outcome binding via special resolution.

**5** Any SAMU member may run a campaign in favour of or opposed to the referendum question during the campaign period of the election. Only one campaign may be registered for in favour of or opposed to the question at any time.

**6** Applicable sections of the *Elections* procedure govern the responsibilities of SAMU and of persons running a campaign in favour or opposed to the referendum question.



#### Procedure - Elections

#### Rationale

Regulations that detail the existence and responsibilities of elections officers and the processes whereby elections are carried out ensure that the election of student leaders is transparent, accountable, and fair.

#### Definitions

**Campaign events** include gatherings, by public invitation or announcement, in which promotion of a candidate's campaign or the distribution of campaign materials takes place.

A **Campaign expense** is anything used during a campaign, excluding volunteers, that has a monetary value whether purchased or donated. The CRO will determine monetary value, based on fair market value, where an itemized receipt is not submitted.

Campaign materials include posters, digital posters, banners, and other materials approved by the CRO, or their appointed designate.

A **Campaign Manager** is a SAMU general member identified by the candidate who is allowed to officially represent a candidate at election meetings or events.

A **Candidate** is a SAMU general member who is nominated to run for an elected representative role or a SAMU general member who is running a campaign for or against a specific referendum question.

A **Catalog** is defined as a list of all submitted materials for a complaint including any pertinent information such as the type of material (ie: photo of poster, photo of banner, screenshot of ad) location of the material (ie: facebook, second floor building 7) **Disciplinary action** can be a warning, fine, and/or disqualification.

The Returning Officer is an operational liaison between the Chief Returning Officer and SAMU for elections and referendums.

#### Regulations

#### Impartiality

**1** All elections officials are required to sign a pledge of impartiality in the performance of their duties.

2 Elected representatives and full-time SAMU staff may not officially endorse a candidate or campaign.

**3** All SAMU employees and elected officials may not volunteer for a candidate or campaign during work hours, or use SAMU resources to support a candidate campaign.

#### **Returning Officer**

**9** The Governance Advisor serves as the Returning Officer (RO).

**9.1** In the event that the CRO cannot fulfill their duties the responsibilities will temporarily fall to the RO until the CRO returns or is replaced.

**10** The RO is responsible for the hiring of polling clerks.

#### Nominations

**11** The nomination period for elections begins on a date determined by the CRO and ends no sooner than two weeks thereafter. Nominations must close at least nine days prior to the first polling day.

**12** Individuals wishing to nominate themselves for candidacy, or to run a campaign either in favour or opposed to a referendum question, may do so during the nomination period. Candidates are nominated when the CRO verifies that their nomination forms have been completely and correctly filled out. Nomination forms are not accepted after the end of the nomination period.

**13** A valid nomination requires potential candidates to submit information, via approved submission method, demonstrating eligibility, the endorsement from 5 general members nominating them for election, and a declaration of intent to stand for election and to hold office should they win the election, or to run a referendum campaign, and to abide by the bylaws, policies, and procedures of SAMU.

#### Campaigns

14 Candidates must act in a professional manner that reflects the values of SAMU during all stages of the election process.

15 Campaign materials may not be distributed until 6:00 a.m. on the Monday of the week prior to polling.

**16** Candidates must adhere to the bylaws, policies, and procedures of SAMU.

17 Participation in prohibited activities during the campaign period may lead to the disqualification of a candidate.

**17.1** Candidates may not use, nor may they knowingly allow others to use, SAMU or MacEwan University resources for campaigning, except those designated by election officials.

**17.2** Candidates or supporters may not disburse campaign materials that have value beyond their campaigning function.

**17.3** Candidates and their supporters may not knowingly campaign within 5 meters of a student who is voting in order to maintain the integrity and secrecy of individual ballots.

**17.4** Candidates may not campaign during class time without prior approval from the instructor. It is the responsibility of the candidate to inform the instructor that equal opportunity to campaign must be given to all candidates.

17.5 Candidates may not incur campaign expenses of more than \$250 in their campaigns.

**17.6** Candidates and their supporters may not misrepresent fact or deface another candidate's campaign materials.

17.7 Candidates may only campaign on social media platforms approved by the CRO

**17.7.1** A list of approved social media platforms will be provided to all candidates prior to the start of campaigning.

**18** Any campaign event that requires MacEwan University assistance is facilitated through SAMU. Where the CRO deems a campaign event to be inappropriate, that event may not take place.

19 Using campaign materials off-campus is not permitted.

20 Campaign events may not take place off campus.

#### **Campaign Expenses**

**21** Candidates must maintain and submit records, via approved submission method, of all campaign expenses, including itemized receipts, to the CRO.

**21.1** Candidates incurring no expenses are required to submit a zero balance expense report.

22 Candidate expense records are due to the CRO by 4:00pm on the business day prior to voting beginning.

**22.1** On submission of expense reports, the candidate may incur no further campaign expenses. Candidates found incurring further campaign expenses face disciplinary action from the CRO.

23 Failure to submit expense reports results in disqualification.

**24** The campaign expenses of eligible candidates are reimbursed. Reimbursement may be withheld if candidates do not remove their campaign materials on time, or, if elected, fail to attend at least 80% of the training for their positions.

**24.1** Any fines incurred during the election process will be deducted from the balance of the candidate's reimbursed campaign expenses.

24.2 Any outstanding fines not covered through reimbursement will need to be paid in full to SAMU.

#### **Campaign Materials**

25 The CRO has the right to refuse authorization of campaign materials.

26 Campaign posters and banners are placed in accordance with the requirements of MacEwan University, as outlined by the CRO.

**27** Candidates may put up no more than 30 campaign posters. Campaign posters may not exceed 11" by 17" in size and must include the name of the candidate, the position being sought, the voting dates, and information about where to vote.

**28** Candidates may display no more than three banners. Banners may not exceed 6' by 3' in size and must include the name of the candidate, the position being sought, the voting dates, and information about where to vote.

29 Candidates may distribute approved campaign material prior to submitting their campaign expense report.

**30** Campaign materials that shall not be permitted include food, drinks, money in any form, gift cards, services to students, or anything deemed inappropriate by the CRO.

**31** Candidates found distributing unapproved campaign material face disciplinary action.

**32** Candidates are responsible for recycling all campaign materials where applicable.

#### **Election Periods**

**33** Councilor elections take place in October and Executive elections take place in March.

33.1 The CRO confirms the election dates.

#### Candidate Withdrawal

**34** A candidate may withdraw their name from an election by submitting to the CRO a signed letter or email declaring that they are withdrawing.

#### **Election Marketing Requirements**

**35** The nominations period, campaigning, formal interaction with candidates, voting days, and election results are marketed by SAMU including, but not limited to:

35.1 posters on SAMU bulletin boards and in other areas within MacEwan University;

- 35.2 banners within MacEwan University;
- 35.3 information featured prominently on the SAMU website; and
- **35.4** updates to SAMU social media.

**36** SAMU provides a forum for candidates to be heard and for the membership to speak with the candidates. The moderator of the forum is impartial.

#### **Polling Stations**

**37** The RO, in consultation with the CRO, is responsible for determining the location of polling stations operated by an impartial polling clerk appointed by SAMU.

37.1 Polling stations may either be fixed or mobile.

**38** The CRO ensures that polling stations provide voters with an opportunity for votes to be cast privately.

**39** On voting days, election officials remove all campaign material found within 10 meters of a fixed polling station.

**40** In the case of paper ballots, two election officials operate each polling station. One election official operates each polling station in the case of electronic ballots.

**41** In the case of paper ballots, the CRO provides absentee ballots for students who cannot vote on scheduled polling days. Absentee ballots are available one week prior to the first day of polling.

#### Tiebreak

42 In the event of a tie, the CRO facilitates a coin toss to decide the winner, as witnessed by the tied candidates.

**43** In the event of a yes/no vote a candidates must receive a simple majority to be considered successful.

#### Complaints

44 Complaints regarding candidates violating bylaw, policy, or procedure are submitted to the CRO in writing before or during the campaign.

**45** A complaint that is considered by the CRO must include the following information:

**45.1** The name of the person filing the complaint and their MacEwan email address;

45.2 The name of the candidate who is allegedly in violation of election rules;

45.3 The section of SAMU policy, procedure, or any other applicable laws that have been allegedly violated;

45.4 A description of the violation with supporting evidence; and

45.5 A catalogue of all submitted evidence.

**46** Incomplete complaints will not be considered and the complainant will be informed as such.

46.1 The CRO may dismiss any complaints that are frivolous, vexatious, trivial, vindictive, or unsubstantiated.

**47** The CRO will investigate all complaints and inform all involved parties of the decision within 24 hours from the receipts of the complaint.

**47.1** Decisions will include facts of the complaint, including the relevant policy or procedure in violation, any directives from the CRO, any timelines associated with completing the directives, and the decision in the case of failure to meet those timelines.

**47.2** If a decision cannot be reached within the prescribed 24 hours the CRO will inform the parties involved in the complaint of the circumstances and may extend this deadline once by an additional 24 hours.

#### Appeals

48 Any SAMU general member may appeal a decision of the CRO or the election results, in writing or via email.

**48.1** Appeals of a decision of the CRO must be received by the Governance Office within 48 hours of the issuance of the decision.

48.2 Appeals of the election results must be received by the Governance Office within 48 hours of voting closing.

**48.1** An appeal must include the following information or it will not be accepted:

**48.1.1** The name of the person filing the appeal and their MacEwan email address and student ID number, as well as their phone number.

**48.1.2** The decision that was made, or the bylaw, policy, or procedure that was broken;

**48.1.3** An explanation as to why the decision was incorrectly made, or how the bylaws, policy, or procedure was broken; and

**48.1.4** Any other documentation supporting the appeal.

**49** Once an appeal has been received the governance office will work to form the Governance Investigations and Reinstatement Committee who will adjudicate the appeal process.

**49.1** The governance office will supply all necessary documentation to the committee to come to a final decision.

#### **Election Budgeting**

**50** The Governance Office liaises with the CRO during the budgeting process to ensure adequate funding is in place for the operation of elections.

#### **Appendix A: Infraction Guidelines**

the CRO. Example Infraction First Offense Second Offense Third Offense Defacing other candidates Disgualification campaigning material Exceeding \$250.00 on Disqualification campaigning materials Distributing campaign material prior to campaign Disqualification period Not reporting all campaign Disgualification expenses Disqualification Failure to pay fine Slander or harassment of Up to \$150 or opponents publicly or on disqualification social media Utilizing unapproved Up to disqualification campaign materials Campaigning off campus \$100 up to disgualification with campaigning events Failure to adhere to Warning Up to \$25 Up to disgualification postering guidelines Knowingly campaigning within five meters of a Warning Disqualification student who is currently voting Moving other's materials Warning Disqualification Not removing campaigning \$20 + \$5 per marketing materials after poster, etc. election

\*This appendix provides guidelines for the CRO but is not to be considered exhaustive and other punitive measure may be made by

Please note: Committing multiple offences may result in disqualification.



#### **Excerpt of Applicable Committees Policy**

#### **Election Appeals**

- 7. Any SAMU member may appeal a decision of the CRO or the election results, in writing, to the governance office no later than two business days after the last day of polling.
  - **7.1.** The appeal must be specific in identifying what bylaw, policy, or procedure was broken, or why a decision was made incorrectly.
- 8. GIRC will review all supporting documents pertaining to the appeal.
- 9. GIRC may request the appellant, CRO, or others they deem relevant to the complaint to provide information.
- **10.** GIRC meets as many times as it deems necessary in order to make a decision. The chair compiles the committee's results in a written report to Students' Council no later than fourteen days after receiving the appeal.

**10.1.** If longer than fourteen days is necessary, the Chair must inform Students' Council and provide a timeline for completion.

**11.** GIRC may declare a candidate disqualified if it rules that they have violated the bylaws, policies, or procedures pertaining to the election.

**11.1.** In event the successful candidate is disqualified the runner up will be declared the winner.

**12.** If GIRC determines that the bylaws, policies, or procedures of SAMU have been violated, they may overturn the results of the election or mandate a complete or partial by-election. The CRO will call a by-election if it is deemed necessary. All relevant bylaws, policies, and procedures are followed in the by-election with the exception of regulations outlining time periods.



## NOTICE OF APPEAL

Use this exact format if you have to submit an appeal on the election procedure, or action(s) of your fellow candidate(s). The CRO will only deal with concerns submitted in writing, (either hard copy or email) and will respond in writing (either hard copy or email).

You must be specific, cite bylaws and/or policies involved, and attach any evidence you might have to corroborate your grievance. You should also submit your grievance within 24 hours of the occurrence.

<ol> <li>SUPPOSED VIOLATI</li> <li>DATE AND TIMES IN</li> <li>CANDIDATES/CAME</li> <li>FURTHER COMMENT</li> <li>SUGGESTED ACTIO</li> </ol>	IVOLVED: PAIGNS INVOLVED: ITS:	MPL	
Contact Info:			
Submitted by:	Signature	Date	

\* (identify what bylaw, policy, or procedure was broken, or why a decision was made incorrectly)

The following pages should be printed, completed, scanned, and then submitted via the SAMU website.

Keep the rest of the book for reference during the referendum process.



#### CAMPAIGN EXPENDITURE REPORT

Each candidate running a U-Pass Referendum Campaign is allowed to spend, or use already owned items, to a **maximum** of a **\$250** value for the purpose of campaign expenditures. You will be **reimbursed up to \$250** of this amount.

This form must list **campaign costs or expenses** and have original **receipts** attached where applicable and be submitted by 4:00 p.m. on Tuesday March 11, 2025.

Candidate's Name:

	ITEM		AMOUNT
		Total with GST	
I 2025 U-Pass Referenc	declare this to be a true and dum.	nd actual report of al	I my campaign expenditures for the
Candidate signature _		Date	

\*\*\*NOTE\*\*\* This form MUST be submitted digitally with attached receipts by 4:00 p.m. on Tuesday Mar. 11, 2025 to be reimbursed for expenses and for the referendum campaign to continue through voting days. Submission must be made at samu.ca/election. No expenses may be garnered by the candidate after submission of this report. Reimbursement cheques will be issued by Apr. 26, 2025.



#### 2025 U-PASS CAMPAIGN ELIGIBILITY FORM

For a student to be considered eligible to run a U-Pass referendum campaign they must meet the following criteria:

\*Be a member of the Students' Association of MacEwan University (i.e., paying SAMU fees)

DATE:	STUDENT ID#	e:	
NAME:	I	HOME PHONE:	
CELL PHONE:			
EMAIL ADDRESS(ES):			
Type of Campaign:	In favour of the question Opposed to the question		
Campaign Manager's I	Name (if applicable):		_
Campaign Manager's I	Phone and Email (if applicab	ble):	

I have received a complete SAMU 2025 U-Pass Referendum Package and have read and understood the materials and election rules, including the appropriate bylaws, policies, and procedures of the Students' Association of MacEwan University, contained in this package. I understand that I am subject to disqualification as a candidate upon failure to comply with any or all of these campaign guidelines and agree to abide by any additional rulings that the CRO may deem necessary to ensure the fairness of this election.

Further, I authorize SAMU to confirm my eligibility to stand for election, by verifying the qualifications outlined at the top of this page, through official MacEwan University records.

SIGNATURE OF CANDIDATE: \_\_\_\_\_

DATE: \_\_\_\_\_

NOTE: To be declared an eligible candidate, this form must be received electronically **NO LATER** than **4:00 p.m., Monday Feb. 24, 2025.** Late submissions will not be accepted. Submission <u>must</u> be made at samu.ca/election.



#### **OPTIONAL CAMPAIGN SUMMARY TEXT**

#### Must be submitted electronically at samu.ca/election in WORD format.

Campaign summary text will be printed as submitted. **No grammatical or spelling corrections will be made.** It is encouraged that you have a friend proofread your summary before submission.

You have a **strict maximum of 150 words, total** (not including your name or program), for your **entire submission.** Late submissions (i.e., after noon on February 27, 2025) will not be accepted.

Please use the campaign title when saving your file, e.g., **U-Pass\_Yes.docx**.

Your campaign summary text MUST be submitted electronically by noon, Thursday Feb. 27, 2025.

Late submissions will not be posted.



#### 2025 U-PASS REFERENDUM NOMINATION FORM\*

We, the undersigned, being bona-fide members of the Students' Association of MacEwan University, nominate

to run a U-Pass Referendum Campaign in favour of / opposed to (please check one box only) the question during the 2025 U-Pass Referendum.

	Name	Signature	ID No.
1			
~			
_			
8			
9.			
10			

Date Submitted

Candidate's Signature

\* To be eligible to run an official Campaign in favour of, or opposed to, the question pertaining to the U-Pass requires the endorsement of at least 5 SAMU members (i.e., MacEwan University students who have paid any amount of the SAMU Membership fee for the Winter 2025 academic term). Illegible, incomplete, or incorrect (i.e., student ID # must match student name) endorsements will not be accepted as a valid endorsement.

Failure to submit 5 valid endorsements will make the candidate ineligible. The collection of additional endorsements is encouraged, in the event that any of the collected endorsements are deemed invalid.