

IOWA STATE UNIVERSITY

STUDENT GOVERNMENT

Campaign Guidelines

A nifty resource guide for Student Government candidates and slates running in a Student Government election at Iowa State University

* Guideline does not cover all rules and regulations over campaigns and university policy.
Please read the Election Code and respective University Policies.

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Preface

The Mission of the Election Commission shall be the fair and proper administration of all elections of the government. The Election Code's purpose is to serve as a guide. This Campaign Guideline shall serve as a resource when planning, organizing and making decisions for your campaign.

The Election Commission seeks to ensure that elections are democratic, fair and that there is an equal opportunity for office. This is done by enforcing the policies laid out in the Election Code and by adhering to university policy.

This resource will cover the most frequently asked questions during the previous election cycles and highlight relevant details of university policy and expectations set by both the university and Election Commission.

We highly encourage you to reach out to the Election Commission through email if there are any further questions about the code or university policy as we would be happy to answer any questions you may have.

What is Student Government?

Student Government at Iowa State is a student organization that represents all students of Iowa State University. Senate, in action, debates issues relevant to the students and passes legislation regarding funding for student organizations.

Serving as a senator is a time commitment. Please consider this in your decision to run for office. In the event that you decide to no longer run for this position, please contact the Election Commissioner so they may take you off the ballot.

The following outlines the responsibilities and time commitments of a Senator:

- ❖ Attend weekly Senate meetings (Wednesdays 7pm) in the Campanile Room of the MU
- ❖ Attend a minimum of one office hour in the Student Government office every week
- ❖ Serve as a member on at least one committee
- ❖ Attend all constituency council meetings required by the council you represent

Student Government highly suggests that you attend a Senate meeting before running for elections. These meetings are held at 7pm every Wednesday in the Campanile room of the MU and are open to all students. These meetings are also live-streamed onto the Student Government Facebook page.

In the event that you do not receive the seat you were running for, other options to get involved in Student Government are available including serving on a committee, applying for a cabinet position or filling a vacancy if a senator decides to turn over their seat. For more information, contact the newly elected Vice President.

University Policies

University policy approval and Election Commission approval are separate approval processes. You may only need approval from a university office(s), approval from only Election Commission, or approval from both entities. If there is any question about this, please reach out to Election Commission to point your campaign in the right direction.

Trademark

Your delegated “campaign representative”(s) will be listed as non-voting members of Election Commission and will be added as an officer of the Commission. This will allow this person access to submit campaign material to Trademark for approval. Plan ahead for your campaign and send in all of your material earliest as possible. Please allow for a minimum of two business days for prior notice.

Your campaign material will require an Election Commission stamp. There are two different stamps that will be required based on whether or not the campaign material needs Trademark approval or not.

Here is an example of the two stamps:

to be created and inserted

What determines if my campaign material needs Trademark approval?

- If your campaign uses a university trademark in its design, you will need approval from the trademark office. The trademarks available to campaigns may be found [here](#).
- If you include the “vote.iastate.edu” site on your campaign material, you will need approval from the trademark office.

Design standards are as follows:

1. The two stamps need to be legible by the naked eye on the campaign material.
2. There are four university marks that you are permitted to use in your design. You may find this at this link [here](#) or find this on the Trademark website at trademark.iastate.edu
3. Your campaign material is expected to be appropriate and to follow the Iowa State’s Principles of Community.
4. If purchasing apparel products that include trademarks, the design must follow the trademark student use guidelines and each trademark used must include a notice (TM/®). On apparel, this is typically the ® notice. The trademark office will advise.
5. All other campaign material (buttons, stickers, banners, etc.) that includes the use of trademarks, the design must follow the Trademark student use guidelines and each trademark used must include a notice (TM/®). The trademark office will advise.
6. All other campaign material must include all of the Trademark regulations and include the Trademark symbol ™.
7. If you choose to use a permitted university mark, you may not alter the design.

Social media posting does not need pre-approval, however if your campaign includes trademarks, you must follow the student use guidelines in the same manner as all other campaigning material.

DO's	DON'Ts
<ul style="list-style-type: none"> ● Include the Election Commission Stamp ● Submit your campaign material as early as possible ● Use permitted university marks ● Reach out and ask the trademark office questions (trademark@iastate.edu) ● Distribute campaign material with the required approval ● Only distribute campaign material that has been reviewed and approved 	<ul style="list-style-type: none"> ● Wait until the last second to submit campaign material for review by the trademark office ● Use marks that are not permitted ● Use the Athletics official font ● Reproduce any trademarks (logos or wordmarks) without approval by the trademark office ● Make the Election Commission stamp smaller than the naked eye can see ● Alter or change any university trademark

To submit your campaign material for trademark approval, please use this [submission form](#) located on the trademark website. Once submitted, the form will be sent to the trademark office. The trademark office will route the form to the Election Commission advisor for their review. After the advisor has reviewed the design, the form is routed back to the trademark office for final review and processing. Please keep a copy of the processed form as you will need to turn that form in to Campus Organization Account for processing any vendor payments.

When using the trademarks, you are required to use a licensed vendor. The trademark office has a [searchable database](#) of approved licensed vendors. You may also contact the trademark office for assistance at 515-294-4402 or trademark@iastate.edu and we will provide lists of licensees. Some examples of licensed vendors include ISU Printing, Zazzle and Custom Ink, as well as many local businesses such as A&R Marketing/Dogtown, Intensitee, Sigler, Fast Signs of Ames and Sign Pro).

If you have any questions about trademark usage or finding licensed vendors, please contact the office at 515-294-4402, trademark@iastate.edu or visit during their office hours (7:30am-4pm). The trademark office is located in the Kingland Building at 2420 Lincoln Way, Suite 201. This is on the second floor of Kingland in the university relations suite, next to the Iowa State Daily offices.

Campus Organizations Accounting Office

Your campaign Treasurer is responsible for all purchases on your campaign teams P-card. Any unapproved expenses will be charged to that holder's U-Bill. If you have any questions about finances or appropriate expenditures, please reference first your treasurer's training manual and P-Card holder's guide. If you still have questions you may contact the Election Commission Treasurer or the [Campus Organizations Accounting](#) Office.

Acceptable Purchases	Unacceptable Purchases
<ul style="list-style-type: none"> ● Trademark approved products and 	<ul style="list-style-type: none"> ● Website/domain names

materials <ul style="list-style-type: none"> • Social Media advertisement • Flyer and hand-out printing • Candy or small individually wrapped edible handouts 	<ul style="list-style-type: none"> • Personal expenses • Purchasing of capital items* Unless approved by the Election Commissioner • Team food and personal items • Controlled substances and weapons • Alcohol • Drones or any sort of unmanned aircraft
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**Capital items are defined as a non-consumable items with a useful life expectancy of over 1 year*

Please note that there are certain policies regarding your P-card. Failure to adhere to these policies will be investigated as a possible violation. A full list of these policies can be found on the [COA website](#) and within the P-card Canvas Training Module. Please take note of the following policies:

- You may not share the P-card with another officer or campaign member
- No Trademark items to be purchased without approval from Trademark
- Original, itemized receipts must be scanned and attached to electronic transaction in AccessPlus. Please send these receipts to the Election Commission Treasurer.

Your campaign teams treasurer must complete Treasurer Training on their Canvas in order to receive their P-card. Please reach out to COA to register for training. A [Treasurer's Manual](#) is available for reference. This manual includes resources that your campaign may use so please take the time to read this. There is also a [P-card Manual](#) specific to your P-card with FAQs. Please review this.

Note that Iowa State University is exempt from paying state sales tax in the state of Iowa. Please contact Jamie Rehlander-Barker at 294-5182 or jlr@iastate.edu to request a Tax Exempt Form or for more questions regarding this.

For more information about your P-card, please contact COA at coa@iastate.edu. Their office is located inside of the West Student Office Space. For more information about purchasing, please reach out to the Election Commission treasurer.

Please note that the treasurer reserves the right to not approve an expenditure if that expenditure is not an acceptable use of campaign funds. These unapproved expenditures will be charged to your U-Bill.

Event Management Office and Marketing Resources

Items for your campaign are available from the Memorial Union. Tables and Chairs and other marketing resources are available for students to check out at this link [here](#). The following items available includes:

- Table Tents
- Flyer Distribution
- Beverage Dispensers
- Sign boards*

* You are not allowed to check out sign boards under Election Commission -- However you may have an organization in-kind donate their signboards to you!

If you are unable to find an item needed for your campaign, please reach out to Election Commission to discuss purchasing of capital items before purchasing.

If you choose to use an organization's listserv, please note that you must CC the Election Commissioner in all campaigning emails. If one member of the listserv objects to the solicitation, your campaign must cease use of this listserv.

For more information, please reach out to staff in the Event Management Office at 3630 Memorial Union or send them an email at eventmanagement@iastate.edu

Food Safety and Risk Management

There are mandatory precautions set in place if you plan on serving food. The only time certification will not be necessary is when you are distributing pre-packaged goods (such as candy). All submissions for handing out food or drinks shall be submitted at least a week in advance. prior to handing out food, you must do the following:

- Complete [SafeFood 101](#) certification for ALL individuals who will be serving.
- Receive [event authorization](#). To have authorization for your event, you must have approval from the Election Commissioner, Treasurer, Advisor and the Office of Risk Management
- Follow ALL procedures laid out in the Safe Food 101 training

Practicing food safety is highly important as individuals could be hurt due to negligence. Failure to abide will result in penalty action being taken.

For more information on Risk Management procedures and or inquires regarding the SafeFood 101 training, please contact the Office of Risk Management at orm@iastate.edu or 515-294-7711. If you have any questions about the approval process, please reach out to the Event Management Office at eventmanagement@iastate.edu or 515-294-1437.

Debates

Candidates and slates are required to attend debates held by their constituency. Failure to attend are subject to penalties as specified in Election Law. The presidential and vice-presidential debates will be live streamed to the student body.

Debate Structure

Debate rules are subject to change by the debates coordinator and are outlined in depth within the Election Commission Constitution. One week before the debates, the coordinator will email your campaign with the debate rules.

- Opening remarks are meant to introduce yourself and your platform. Opening remarks will be no shorter than 90 seconds.
- You will be allocated 60 seconds to answer questions

- You are allowed to rebut at any point except for opening and closing remarks. Please ask the moderator(s) for permission to rebut. If another candidate mentions your campaign specifically, the moderator may ask you directly if you would like the chance to rebut. Rebuttals will be no shorter than 45 seconds.
- Closing remarks will be no shorter than 90 seconds

The question ordering will alternate between the slates to ensure fairness. If needed, the moderators may establish an intermission.

Debate Rules

You will be allowed a notebook and pen/pencil at your podium. Podiums are on a first come first serve basis unless stated otherwise. You may not disseminate any campaign material in the location of the debate.

Audience Etiquette

Audience members are allowed to carry a sign no bigger than 8.5x11 in. Audience members must be respectful and may not obstruct the view of other audience members. The moderators reserve the right to remind the audience of regulations and rules and after an initial warning, may ask an individual to leave as a result. Questions submitted by an audience member may be discarded if it is non-germane, derogatory, or otherwise unsuitable for candidate debate.

Election Commission Policies

Petitioning

All slates running for executive office must petition for their name on the ballot. The minimum number of petitions required will be specified in the Election Code. These petitions must be submitted to the Election Commissioner or to the Election Box located in the Student Government office.

Before submitting your petitions, double check for any and all unacceptable or illegible names -- any sheet found to hold 20% or more unacceptable signatures shall be rejected completely. You may redact any unacceptable or illegible signatures with a single line of ink through the name and initial changes next to the alteration.

You may not pass around a petition sheet in classes, lectures, labs, recitations, professor or graduate led review sessions or Supplemental Instruction sessions or at organizational meetings. Each sheet must be attended by a campaign member.

Campaigning

Any and all campaign material has to be counted and verified by a member of the Election Commission. Election Commission must collect one copy of each item unless granted an exception. Please note that your campaign material may need Trademark approval and all campaign material must include a statement of funding source and the Election Commission stamp prior to distribution.

Campaign members must strictly be current Iowa State students.

Electronic Campaigning through Email

Specific rules are promulgated for campaigning through email. Please review them in the campaigning section of the Election Bylaws. All campaigns are not allowed to purchase listservs

The Election Commissioner **MUST** be carbon copied in **all** campaigning emails and must include the following text as either the header or footer of all emails:

“This message is not a random mailing. It is being <sent/posted> by <candidate/slate>, a candidate for Student Government <office name>. If you do not wish to receive messages of this type in the future, please send e-mail to that effect to the originator of the message and the STUDENT GOVERNMENT Election Commissioner at <election commissioner email address>.”

If you are sending multiple copies of the same or similar email to students, the Commissioner may ask for a carbon copy on one of the emails as long as there is not significant changes between each of the emails.

You **MUST** cease use of a listserv if an individual objects to receiving campaign related material unless the listserv is owned by the candidate -- In that case, the candidate must remove the individual from all of their listservs they own.

Campaign Websites

Executive campaigns are **NOT** allowed to purchase/own a website domain as stated by [University Website Policy](#). All executive slates will be allowed webspace through the Student Government website. Please review Election Code for any restrictions on using the website domain and reach out to the Election Commissioner for any questions or troubleshooting.

Endorsements

Before claiming an endorsement, you must complete an endorsement application. This application is to be sent either the Election Commissioner or your Election Liaison. You may only claim the endorsement once it is approved by either Election Officer.

Student organizations receiving student fee allocations are allowed to endorse, however are not allowed to contribute funds to any candidacy. A signature from the organizations officer is required on the endorsement form.

Please note that the candidate/slate is responsible for any violation of Election Law or election-related action made by the endorser and that University organizations may not endorse any specific candidate or slate.

Election Day

The ballot is configured to randomize which candidate or slate appears at the top of each ballot to ensure fairness of the election procedure. Every Iowa State student is allowed to vote in the elections. Students will be able to vote for the executive office, senators and any referendums if applicable.

There are certain campaigning restrictions that apply on Election Day. This includes the following:

- Candidates and slates are NOT allowed to provide any computers or communication devices (You are allowed to share the vote.iastate.edu website on social media however)
- Candidates, slates, campaign team members and endorsers are not allowed to operate polling locations. Polling operators relinquish their right to endorse any candidate or slates.
- There is no campaigning within one hundred (100) feet of a computer labs or polling locations. We have made a map of boundaries for the Parks Library of where campaigning cannot occur.



For a list of computer labs, please reference the [universities list of computer labs](#). To avoid any confusion on campaigning near Parks Library, Election Commission has included a map of Parks. Do not campaign within the red margin.

Campaign Resources

There are many resources your campaign can utilize on campus to market your campaign. Tables, beverage dispensers, chalk, you name it! To [check out items](#) for your campaign, please contact the Event Management Office at event management@iastate.edu or 515-294-1437

Other marketing resources are available such as signboards. You are not allowed to reserve signboards under Election Commissions name however you may ask an organization to endorse and in-kind donate a signboard for your campaign.

If you choose to use an organizations listserv, please keep in mind that in all campaigning emails, you must CC the Election Commissioner emrizvic@iastate.edu. Failure to do so may result in a fine. Please also note that you are NOT able to purchase listservs.

Violation Hearings

A violation hearing is an official proceeding of the Election Commission in which investigations into allegations of Election Code violations take place. The Election Commission Violation Committee is responsible for evaluating violation allegation, determining if a hearing should be held on an allegation, and summoning the respondent to a violation hearing in front of the full Election Commission.

Procedures of a Violation Hearing

If necessary, the committee may call witnesses and or the complainant of the allegation during the hearing to gain additional information. Violation hearings consists mainly of four parts; 1. describing the alleged violation and evidence thereof, testimony of the respondent, 2. questions from the commission, 3. executive session and 4. Adjudication.

The Vice-Commissioner shall chair the hearing and will begin the proceeding by calling the violations hearing to order and introducing the respondent(s), and or witnesses involved in the alleged violation(s) to the commission's members.

After the commission has completed questioning, a member of the commission will motion to call the meeting into executive session and if a second has been made, the commission moves into executive session to consider all of the facts at hand and review the Election Code. Non-voting members of the Election Commission are required to leave the meeting room to wait outside while executive deliberation occurs.

Once executive session closes, the respondents are asked to come back into the room for adjudication.. If the Election Commission finds that a violation has occurred, the Commission then considers what penalty actions should be taken in result. This can be aided by Appendix A of Election Law.

Reopening of executive session may be motioned after executive session in light of new evidence or new information relevant to the case.

Penalization

The penalized party will be notified, in writing, of the penalty amount, justification and terms of payment within twenty-four hours of the decision of the Election Commission.

Notification of Violations and Violation Hearings

The respondent of an alleged violation will receive notification through email from the Violations Committee with details of the purported violation and the date of the violation hearing. Note that the respondent can be charged with a violation and penalty in-absentia.

Right to Issue a Preliminary Injunction

The Election Commission reserves the right, if needed, to require a campaign to suspend dissemination of campaign material or electronic marketing while a violation is being investigated.

Reporting Violations

To report a potential violation, please email the Violation Committee at electionviolation@iastate.edu. Potential violations and violation questions should not be directed to the Election Commissioner as the Violations Committee handles the violation process.

Rights of the Respondents

1. The respondent and, if applicable, the complainant shall be notified within twenty-four hours of the decision to hold a hearing.
2. The hearing itself shall not be held earlier than forty eight hours after the initial notification unless the respondent would like to waive this right.
3. At the time of notification, evidence shall also be presented to the complaint(s)
4. The respondent may call witnesses and present evidence as is necessary to present their case. All witnesses are subject to questions by the Commission
5. The guilty party shall be notified within twenty-four hours, in writing, of the violation and the procedure for appealing the decision

Enforcement of Penalties

If the Commission has found that a violation has occurred the Commission shall determine an appropriate penalty in accordance with the penalty schedule established in the Election Code. The penalized party shall be notified, in writing, of the penalty amount, justification and terms of payment within twenty-four hours of the decision of the Election Commission

Campaigns, if found guilty, must permanently suspend the dissemination of the campaign material that was found of a violation and make corrective actions. Election Commission shall prescribe corrective action to the campaign in regards to their violation. There may also be punitive action taken

Forms and Approval Requests

Trademark

Your campaign representative will need to submit campaign material for Trademark approval. To submit your request for approval, follow the link [here](#). The following information will be needed in order to submit your request:

1. The number of items to be produced
2. Brief description of the product (posters, buttons, banners, flags, etc)
3. The cost of each item by an approved vendor. An [approved vendor](#) includes ISU Printing or Sign-Pro. You will need to submit contact information for your approved vendor.
4. The intended use of your product: Most likely will be “advertising” “giveaway” or “other”
5. Final artwork for each item. This will need to be submitted individually for each item

Plan ahead for your campaign and send in all of your material earliest as possible. Please allow for a minimum of two business days for prior notice. For more information on Trademark, please review University Policies: Trademark on page 3.

If you have any questions about trademark usage or finding licensed vendors, please contact the office at 515-294-4402, trademark@iastate.edu or visit during their office hours (7:30am-4pm). The trademark office is located in the Kingland Building at 2420 Lincoln Way, Suite 201. This is on the second floor of Kingland in university relations suite, next to the Iowa State Daily offices.

Event Authorization

If you are hosting an event open to the public that includes the following: food, animals, gambling/raffles, alcohol, youth (non-ISU students under the age of 18), or non-university vendors, you will need [Event Authorization](#).

You will need the following information for Event Authorization:

1. The start and end date and time of the event
2. Location and a description (etc. rm 3500 MU)
3. Coordinator and their contact information
4. Event type (ie. Food on campus) and details
5. Description for the public

Additionally, this event will need to be approved by Risk Management, the Election Commissioner, the Election Commission Advisor, and approval by Event Authorization office. For more information, please review University Policies: Event Management Office and Marketing and Food Safety and Risk Management on page 5.

P-Card Application

All slates running for President must [apply](#) for a P-card Through the Campus Organizations Accounting Office (COA) in order to receive your P-card. Please determine who on the campaign team will be the designated treasurer. This treasurer will work with the Election Commission treasurer to submit all

financial records. This member will be listed in Election Commission officer list as a “campaign representative” in order to gain access to holding a P-card and our account.

You will need the following information for the P-card Application:

1. Cardholders ISU ID (middle 9 digits on your ISU card)
2. Organization name and Officer Title of the Cardholder: (Election Commission; Campaign Representative)
3. Requested limit per transaction: \$
4. Requested monthly credit limit: \$
5. Treasurer and Advisor approval and signature

Once this application is received and filed, the cardholder must undergo mandatory treasurer training. After all necessary training is completed, the treasurer will receive their P-card. It is required that the cardholder sign the back of the P-card.

Please note that the Election Commissioner treasurer must approve purchases. Please keep track of all receipts as they will need to be submitted. **Any unapproved purchases will be charged to the P-card holders U-Bill.** For a list of unapproved purchases, please reference the subsection *Campus Organizations Accounting Office* under University Policies on Page 4.

Please plan ahead and submit this application **as soon as possible.**

Endorsements and In-Kind Donations

There are two separate endorsement sheets: one form for individuals and one for student organization endorsements. These endorsement forms are included in the Election Packet. If you did not receive a copy of this form, please email the Election Commissioner or your Election Liaison. Please note that you may not seek endorsements until campaigning begins.

For both forms, the endorser must specify any and all contributions to your campaign. This includes but is not limited to: financial contributions, public verbal support of your candidacy, inclusion in listservs, additional promotional material, misc.