Student Government Association Board of Elections

Campaign Procedures & Election Protocol

Walter N. & Henrietta B. Ridley Student Center, Suite 211

Phone: (252) 335 – 3404 | Email: sga@ecsu.edu
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LETTER TO CANDIDATES

Dear Viking,

For the past century, Elizabeth City State University has been the flaming fire that has molded student leaders into influential local, state, national and international political servants. In the spirit of our rich heritage, we continue our search for informed and effective student leadership. Your interest in serving as a student officer is a tangible manifestation of your concern for the continued prosperity of our association. As we move toward greatness, we must uphold our compact by recruiting students who represent the sheer essence of Viking Pride.

The purpose of elections is to provide a fair and open process by which students elect student representatives to the Student Government Association. The Campaign Guidelines are intended to promote this purpose by enforcing candidates, campaign workers, elections officials and voters to adhere to the guidelines that protect all parties from a neutral perspective; and seeks to avoid creating an excessively competitive and contentious environment, which might threaten the academic and social welfare of Elizabeth City State University community.

If there are any questions that the Campaign Guidelines does not answer, please feel free to call the Elections Board at 252-335-3143, or visit our office located in Walter N. & Henrietta B. Ridley Student Center, Suite 211. As a prospective candidate, your cooperation and participation is appreciated.

With Viking Pride,
Emmanuel Butts, President
Student Government Association
## Available Positions

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<tr>
<th>Branch</th>
<th>Available Positions</th>
<th>Seats</th>
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<tbody>
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<td><strong>Executive</strong></td>
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<td>Student Government Association President</td>
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<td>Associate Justices</td>
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Eligibility to Vote
Any student officially enrolled as a student at Elizabeth City State University is eligible to vote based on:

- Classification (earned hours, not attempted hours)

Classification
- New freshman and continuing freshman (0-29 earned hours) will be allowed to vote for Student Government Positions and Sophomore Class Officers.
- Sophomores (30-59 earned hours) will be allowed to vote for Student Government Positions and Junior Class Officers.
- Juniors (60-89 earned hours) will be allowed to vote for Student Government Positions and Senior Class Officers.
- Seniors (90+ earned hours) will vote for Student Government Positions.
- Graduate Students (Enrolled in Graduate School) will vote for Student Government Positions

Eligibility for Candidacy of any SGA Position
Qualifications for SGA positions vary, please refer to the constitution for further clarity.

<table>
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<th>Position</th>
<th>Criteria</th>
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| • Student Government Association President  
• Student Government Association Vice President of Internal Affairs | • Cumulative GPA of 3.0  
• One (1) year of service on Student Court, Student Senate, Class Council, SGA Committee  
• Classify as a Junior or Senior upon assuming office |
| • Student Government Association Vice President of External Affairs  
• Student Government Association President of Finance  
• Student Government Association Attorney General  
• Student Government Association Corresponding Secretary  
• Student Government Association Recording Secretary  
• Miss Elizabeth City State University  
• Mr. Elizabeth City State University  
• All Class Council Positions  
• All Legislative Positions  
• All Judicial Positions | • Cumulative GPA of 2.7 |
| • Miss Elizabeth City State University  
• Mr. Elizabeth City State University | • See Mr. & Miss ECSU Duties & Responsibilities on the Election Website. |
Financial Disclosure & Election Expenses

Each candidate for any Student Government Association office must keep accurate and up to date records of all campaign receipts and expenditures. Receipts must be provided for all campaign expenditures.

Spending Limit
Candidates for the following offices shall adhere to the following campaign limitations:

- SGA President $600.00
- Mr. and Miss ECSU $600.00
- All Other Executive Branch Offices $200.00
- All Legislative and Judicial Branch Offices $100.00

1. Each candidate for any Student Government office must keep accurate records of all campaign receipts and expenditures.

2. Failure to file accurate financial disclosure statements by the deadlines listed in this section, or falsification of financial statements, shall disqualify the candidate.

3. Receipts must be provided for all campaign expenditures. All expenses in excess of one penny shall be included in the candidate disclosure statements.

4. Contributions to a candidate by individuals or organizations are allowed, but all contributions must be documented in a financial disclosure statement. Student organizations receiving student fee allotments may not contribute funds or in-kind donations to any candidate or campaign.

5. Each candidate's financial records must list identifying information (name, item, etc.) and amounts of each contribution and expenditure.

6. Contributions and expenditures of non-monetary assets or in-kind effort must be listed and valued at their fair market value, as determined by the Board of Elections.

7. Each financial disclosure statement must have all expenditure receipts attached. All expenses must be included in the financial disclosure report.

8. Campaign materials promoting more than one candidate must be accounted for and divided equally among the financial disclosures of each candidate mentioned by name in the materials.

9. All campaign materials distributed by and/or paid for by an endorser of a candidate must be included in the candidate's campaign expenditures.

10. The Board of Elections shall provide standardized Campaign Financial Disclosure Statements. Each candidate's financial records shall be available for public inspection within 24 hours after Disclosure Statements are submitted.
11. Financial Disclosure statements must be filed with the Board of Elections via Google forms, by the following times: 4:30 p.m. on the first day of campaigning, 4:30 p.m. on the Friday preceding student government elections and 4:30 p.m. on the last day of any general, run-off, or special student government election.

12. Even if you have not spent any money ($0) for your campaign you are required to submit this form. No money spent on a campaigning is not solely limited to word of mouth as a campaign strategy.

13. Social Media should be included in Fair Market Value

Campaign Expenditures

Expenditures for Materials
All funds spent for campaign materials, whether used or not, shall be considered in calculating campaign expenses. Failure to use campaign materials shall not be cause to exclude the cost of such materials from the candidate’s financial disclosure statement.

Evaluation of Goods and Services
If goods and services are given gratuitously or excessively below normal cost, the candidate shall submit to the Board of Elections a receipt for the goods or services provided but assess such expenditures, in regards to spending limits, at fair market value.

Determining Fair Market Value
Fair Market Value for all gratuitous material and/or services will be determined as follows: When a candidate files a Financial Disclosure Statement they must submit a fair market value sheet where they have acquired two quotes from two different companies for the same product. The average of the two estimates will be reflected as fair market value. It must be submitted with your Financial Disclosure Statement.

For example, if all your screen-printed campaign t-shirts were donated you must get two estimates from two (2) screen printing companies.

1. Midwest estimate $100
2. East Coast estimate $80
3. Add the two (2) estimates together and divide by two (2) will equal your Fair Market Value is $90.
Campaign Guidelines

Candidates Responsibility for Campaign Workers
All candidates shall be responsible for the actions of their campaign workers whether the candidate has knowledge of such actions. If a violation(s) occurs without the knowledge of the candidate, the candidate must take the following actions upon discovery or notification of such violations:

• The candidate must try to nullify or correct the action causing the violation
• The candidate must remove the worker from campaign work

Removal of Election Advertisement
All campaign materials advocating a particular candidate, platform, or voting stance in a given election must be removed from University property within 48 hours after the close of the polls. The Board of Elections shall fine a candidate the sum of five dollars ($5.00) for each of his/her campaign materials remaining on University property.

Defacement of Campaign Materials
No person will deface, destroy, alter or otherwise change any candidate’s campaign materials before an election. Material of any candidate unless in restricted areas may only be removed by members of and persons authorized by the Board of Elections. All campaign materials shall be considered personal property of the candidate. Election officials may remove material in restricted areas, or unauthorized materials

Restricted Campaign Area and Campaigning
a. Campaign fliers must be restricted to the bulletin boards in classroom buildings, residence halls, student center and dining hall.
b. No posters or fliers may be attached to the outside of buildings, glass windows, doors, trees, light poles, vending machines, wood surfaces, furniture, columns or trash cans.
c. No posters can be placed on University signs or private homes in the vicinity of the university.
d. No signs can be posted where they can be viewed from Hoffler Street, Parkview Drive, Herrington Road, Weeksville Road, College Street or Ridley Street.
e. No campaigning should take place off-campus with the use of intended position.
f. Do not place signs around the outside of the following buildings: Viking Village, Roebuck Stadium, C.W. Griffin Center, Thorpe Administration Building, Gilchrist Complex, Information Technology Center, President's House, Lane Hall, Telecommunications Center, Moore Hall, H.L. Trigg, G.R. Little Library/Theater, Jenkins Science Center, Pharmacy Complex, R.L. Vaughan Center, K.E. White Graduate Center.
g. No campaign material can be placed on the fences throughout the campus.
h. i. Current Board of Elections Members, administrators, faculty, and staff of the
University are not allowed to campaign for students seeking office with any type of campaign activities or provide campaign advice or strategies.

j. Current SGA Executive Board members cannot assist or endorse any candidate.

k. No text messages, indirect messaging, group chats or any other form of social media or social networking communication is allowed between candidates and Board of Elections members. Communications will only be received via the Board of Election email or involved.

l. Dorm storming is not allowed past 11:00 p.m. this includes student housing owned or managed by the University. Dorm storming is not permitted at non-university affiliated properties.

Approval of Campaign Material

The Elections Board or designated staff must approve all campaign materials – including, but not limited to:

1. T-shirts
2. Printed material
3. Banners
4. Caps
5. Cups
6. Buttons

In order for campaign materials to be approved, they must include the following information:

1. The date of election
2. Time polls open and close
3. Position Seeking
4. Sponsored by YOUR NAME for POSITION SEEKING campaign.

The use of Elizabeth City State University logos or trademarks is strictly prohibited.

Social Media

All social media campaigning must be submitted to the Board of Elections for review before being publicized.

1. All social media marketing materials must be submitted and approved by the Board of Elections via email at sga@ecsu.edu before being publicized.
2. Social media includes all social media networking sites including but not limited to Snapchat, Instagram, Facebook, and Twitter
3. No university owned computers may be set to default to the server or homepage of the candidate
4. Videos and short films must be submitted and approved by the Board of Elections via email at sga@ecsu.edu before being publicized.
Food

A “Food for Campaign” online form must be submitted and approved before distribution. Please allow at least 24 business hours for approval.

1. Food must be individually packaged with a seal and an ingredient label.
2. Donuts may be used if individually wrapped with an ingredient label.

Speeches and Forums

All candidates seeking an office will be required to give a speech. Speeches can be no less than 1 minute and no longer than 3 minutes. Failure to speak at the candidates forum or debate will result in disqualification. If you are unable to attend the Senate and Class Forum or speeches a written excuse along with a recorded video (To play in your absence) must be submitted by the candidate to the Board of Elections 48 hours prior to the scheduled event.

All candidates are required to be on time for roll call and must remain for the duration of the speeches/debates/forum; non-compliance will result in disqualification.

If you arrive late you will not be allowed to give your speech. The same rule applies to all candidates seeking a position for the SGA Executive Board. If you are unable to attend a written excuse along with a recorded video (To play in your absence) must be submitted by the candidate to the Board of Elections 48 hours prior to the scheduled event.

Debates

SGA Executive Board Forum and Presidential Debate (SGA President, Vice President of Internal Affairs, Vice President of External Affairs and Attorney General), require mandatory attendance. Failure to speak at the executive board forum or presidential debate will result in disqualification. If you arrive late you will not be allowed to participate in the debate.

All candidates are required to be on time for roll call and must remain for the duration of the speeches/debates/forum; non-compliance will result in disqualification.

Campaign Violation Procedures

Any registered Elizabeth City State University student who believes a campaign violation has been committed by or in the interest of a candidate currently pursuing office with ECSU Student Government Association, must file the Campaign Violation Form (CVF). The CVF must be completed and signed by the complaining witness(s) and include documentation of evidence.

The individual filing the CVF must be available to appear at the Board of Elections Violation Hearing conducted at a designated time and place, failure to appear shall render the alleged violation moot. In the event that a Campaign Violation Form is submitted on the day of general/special elections, the hearing will be held immediately following the close of the polling site. Submitting a CVF doesn’t grant a hearing. Hearings are granted, based on information given if you wish to report a campaign violation you must obtain the form from the Student Government Association Website. Alleged violations pertaining to the general election or the run-off election must be submitted before the close of the election. No forms will be received after close of the election.
Fines
Fines are not to exceed $25.00 per incident are the result(s) of violating campaign guidelines and protocol by the candidate or campaign staff. Fines will be added to the candidate's total expenditures and can result in a candidate exceeding their spending limit, which can lead to disqualification.

Disqualification
Under the protection of the Campaign Guidelines and Protocol Manual, there is automatic disqualification if the Board of Elections finds certain violations or a failure to submit various documents. These are:

1. Submission of an Incomplete Application.
2. Failure to submit a Financial Disclosure Statement by designated time.
3. Exceeding designated spending limit.
4. Campaigning prior to the official start of campaigning.
5. Failure to attend and/or speak at Executive Board Forum and Presidential Debate (If Applicable).
6. Failure to attend and/or speak at Senatorial Forum & Class Forum (If Applicable).
7. Failure to participate and/or appear at Mr. and/or Miss ECSU Forum and Debates (If Applicable).
8. Campaign material visible past clearly defined maker where campaigning ends.
9. Failure to remove campaign materials (flyers, posters, etc.) on the day of the elections.
10. Campaigning in Ridley Student Center, 2nd Floor on the day of elections

The Board of Elections may find that a candidate has violated the Elections Campaign Guidelines and Protocol Manual in such a manner as to be considered malicious and harmful. This shall include but is not limited to: repeated or multiple violations of the protocol and procedures by a candidate or his/her campaign staff against another candidate, or a specific plan to obstruct the elections process. If the Chair of the Board of Elections believes that such a level of evidence exists, the Board of Elections must conduct a hearing of disqualification.

Right to Appeal
A defendant who is disqualified shall have his/her right to appeal to the Assistant Vice Chancellor for Student Affairs. Appeals of the Board of Elections decision must be made in writing to the Assistant Vice Chancellor for Student Affairs, C.W. Griffin Center, Vice Chancellor for Student Affairs Suite, within 24 hours of such a decision.

Election Procedures and Voting

General, Special and Run-off Election Day Procedures
Candidates may distribute campaign materials on the day of general, special and run-off elections. Candidates may distribute paraphernalia on the inside and outside of the Ridley Student Center. No visible campaign materials are permitted on the 2nd Floor of the Ridley Student Center.

Campaign material must be removed from all locations within forty-eight (48) hours
after general and special elections.

**Time of Regular, Special, Run-off and Re-elections**
The Chair of the Board of Elections may extend the closing time of the election ballot if necessary to correct any inequality or discrimination caused by any unforeseen shortening of total hours of the online election.

The Chair of the Board of Elections shall be responsible for visible written notification of the any changes to election ballot opening and closing.

**Eligibility to Vote**
Any student officially enrolled as a student at Elizabeth City State University is eligible to vote you will be allowed to vote based on:

- Classification (earned hours not attempted hours)

**Classification**
- New freshman and continuing freshman (0-29 earned hours) will be allowed to vote for Student Government Positions and Sophomore Class Officers.
- Sophomores (30-59 earned hours) will be allowed to vote for Student Government Positions and Junior Class Officers.
- Juniors (60-89 earned hours) will be allowed to vote for Student Government Positions and Senior Class Officers.
- Seniors (90+ earned hours) will vote for Student Government Positions.
- Graduate Students (Enrolled in Graduate School) will vote for Student Government Positions

**How to submit your Application for Candidacy**
The administrative portion of the Student Government Association elections will be administered via online processes.

To Access the Candidacy Application

a. Go to www.ecsu.edu > Student Life > Student Government Association > Election Forms
b. Complete Application