



A culture of recognition and mutual respect where the MRSA is an equal and valued partner in the MRU community.

Campaign Policy	
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Next Review:	

### Purpose

These guidelines address the specific procedures, prohibitions and conditions under which a Mount Royal Staff Association (MRSA) Candidate may conduct a campaign during the election period.

### Definitions

**Campaigning:** Any organized course of actions by, or on behalf of, a Candidate meant to solicit support during the election period. This can include advertising, demonstrations, video conferencing, and other interactive techniques.

**Campaign Materials:** Any item giveaway (sound, pamphlet, poster etc.) that is created or distributed to influence a Voting Member in favour of a Candidate.

**Candidate:** A nominee whose eligibility has been confirmed by the Elections and Voting Chair to run for election.

**Elections & Voting Chair (EVC):** The MRSA Executive Assistant shall act as the EVC.

**Campaign Period:** The period during which Candidates are allowed to conduct a campaign, which is the first day after the closing of the nomination period up to twelve (12) hours before the start of the voting period.

**Voting Member:** Any employee who pays dues to the MRSA.

### 1.0 General Information

The following is a summary of general information pertaining to campaigning during a campaign period. Any information further to this document supplied by the MRSA must be made equally available to all Candidates.

#### 1.01 MRSA Campaign support

Any information about an election distributed through the MRSA shall include all eligible

Candidates, and MRSA communications will not advocate for any one Candidate over another.

#### 1.02 Campaign Statement

Each Candidate shall provide a campaign statement as required by the Nomination and Elections Policy and Procedures section 3.0 (c). These statements shall be available for all Voting Members to see during the election period and shall serve as the basis for the Candidate's campaign.

#### 1.03 Campaign Materials

Campaign Materials are subject to the following provisions:

- a. campaign materials must not contain defamatory, obscene or illegal material. Materials must abide by Canadian law such as libel, slander copyright and PIPA and copyright.;
- b. posters are limited to 11" x 17";
- c. materials must not slander or defame another Candidate;
- d. campaign materials must promote only one Candidate;
- e. campaign materials may be posted in the MRSA Staff Lounge. All Candidates will have equal opportunity to post in this space.

#### 1.04 Campaigning

Campaigning by the Candidate(s) or a representative of the Candidate(s) may be carried out in person or through social media under the following conditions:

- a. access to public areas on campus for the purpose of campaigning may not be unreasonably restricted to Candidate(s);
- b. use of social media must conform to the [MRU Social Networking Guidelines as posted on the MRU website](#).

### **2.0 Campaigning Activities**

#### 2.01 Candidates Forum

The MRSA may conduct a public forum for all Candidates running for Executive Board and Committee membership.

- a. This forum may be scheduled during the campaigning period.
- b. Only Candidates are permitted to participate in the forum.
- c. MRSA members shall be invited to attend the forum.
- d. The forum may include a platform presentation followed by a question and answer period.

### 3.0 Prohibitions

3.01 The MRSA will not contribute resources directly or indirectly to an individual Candidate's campaign.

#### 3.02 Elected Executive Positions

Currently elected Executive positions of the MRSA who are running for re-election may not campaign in the exercise of their Executive position.

#### 3.03 Use of MRU and MRSA logos

Candidates are prohibited from using the official logos of Mount Royal University and the Mount Royal Staff Association in campaign materials.

#### 3.04 Undue Influence

- a. No Candidate(s) or representative of a Candidate(s) may verbally or physically threaten another Candidate(s) or voting member with the intent of influencing that member's vote.
- b. No Candidate(s) or representative of a Candidate(s) shall accept a gift or other advantage that might influence them in the performance of their campaign or to sway a Voting Member.
- c. No Candidate(s) or representative of a Candidate(s) shall promise gifts, services, committee appointments etc. to a Voting Member for the purpose of influencing their vote.

Version Number	Date Approved	Approved By	Description
1.0	01/04/2014		
1.1	13/11/2014	Executive Board	Campaigning guidelines for MRSA Candidates
1.2	4/22/2020	Executive Board	Updates to campaigning guidelines for MRSA Candidates
2.0	4/6/2022		Policy title changed; content updated and edits applied