



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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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.

Campaign Period - The period during which Candidates are allowed to conduct a campaign. The membership will be notified of the eligible candidates **two (2) week days** after the closing of nominations. Upon the announcement of candidate(s) for election, the campaign period shall commence for a duration of ten (10) week days, excluding holidays unless otherwise expressly indicated, prior to the opening of elections.

Voting Member - All MRSA members as defined by the Constitution.

Week Day - Monday to Friday, exclusive of paid holidays.

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 hateful, harmful, harassing, defamatory, obscene or illegal material. Materials must abide by Canadian law such as libel, 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 Candidates Forum

The MRSA may conduct a public forum for all Candidates running for MRSA 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 Current incumbents of MRSA Executive Board positions who are running for re-election may not campaign in the exercise of their MRSA Executive Board position.

3.03 Candidates are prohibited from using the official logos of the Mount Royal Staff Association, Mount Royal University, or other organizations in campaign materials.

3.04 Undue Influence

- a. No Candidate(s) or representative of a Candidate(s) may verbally or physically threaten, intimidate or coerce 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 or promise a gift or other advantage (e.g. bribery) for the purpose of influencing a Voting Member.

Related Policies:

Nominations and Elections Policy and Procedures
 MRU Social Networking Guidelines

Version Number	Date Approved	Approved By	Description
1.0	January 4, 2014		
1.1	November 13, 2014	MRSA Executive Board	Campaigning guidelines for MRSA Candidates
1.2	April 22, 2020	MRSA Executive Board	Updates to campaigning guidelines for MRSA Candidates
2.0	April 6, 2022	MRSA Executive Board	Policy title changed; content updated and edits applied
3.0	April 4, 2023	MRSA Executive Board	Edit applied to EVC. Edits applied to align with the amended Constitution.
3.1	January 31, 2024	MRSA Executive Board	Minor formatting and language edits for clarity.
4.0	March 6, 2024	MRSA Executive Board	Revision: announcement of eligible candidates provided two (2) week days after the closing of nominations.
4.2	March 26, 2025	MRSA Executive Board	Revision: Clarity of language

