

# Student Organizations Referendum Campaigning Guidelines

## Overview

- › Recognized Student Organizations are permitted to coordinate campaigns to support their objectives of their referendum question.
- › Recognized Student Organizations opposed to the desired outcome of another recognized student organization's referendum question are permitted to coordinate counter campaign to share awareness materials and resources to inform voters about the potential consequences of the referendum.
- › Counter campaigning is subject to all processes and conditions included in these guidelines.
- › By adhering to these guidelines, campaigners can contribute to a fair, transparent, and informative referendum process, fostering an environment where students can make well-informed decisions.

## General Guidelines

- › Campaigns must be based on information and honest arguments and must communicate the reasons for advocating for or against the referendum proposal.
- › Campaigns must be conducted in a fair and respectful manner, refraining from any form of misinformation, personal attacks, or unethical practices.
- › Campaigns must adhere to all university and electoral rules to maintain the integrity of the campaigning process.
- › Campaigners must respect common spaces, classrooms, and other areas on campus, ensuring they leave spaces as they found them.
- › All campaign materials must be clear, accurate, and factual.
- › All campaign materials must provide awareness and clarity of the specific details students are voting on.
- › All campaign materials must include the specific question that will be voted on alongside the preamble or similar information.
- › All campaign materials must provide students with accurate details on how and when to vote.

## Tabling on Campus

Campaigners must acquire tabling permits from the designated authority (such as Centre for Student Community & Leadership Development or Temporary Use of University Space) before setting up any informational tables on campus.

- › **Purpose:** Ensures organized and authorized dissemination of campaign information.
- › **Procedure:** Contact the appropriate office to obtain and complete the necessary paperwork for tabling permits.

## Print Material

- › **Content:** All print materials must include the referendum question and details of what students will be voting on (i.e., pre-amble)
- › **Visibility:** Ensure that print materials are visible and strategically placed to maximize information dissemination.
- › **Submission:** All campaign print materials must be submitted for approval before distribution.
- › **Approval Process:** Follow the designated approval process outlined by the university or referendum organizing body.
- › **Timely Submission:** Submit materials 5 business days in advance to allow for the approval process.

## Poster and banner placement guidelines

- › **Adherence:** For the purposes of student elections and referendum campaigns certain exemptions from the poster [policy](#) for the duration of the established campaign period may be permitted. However, all election and referendum campaigns are subject to the following poster and banner placement guidelines:
  - No affixing stickers on surfaces.
  - No posting on glass.
  - No posting on painted walls
  - Posters may be displayed on designated bulletin boards, along with unpainted brick walls, concrete walls, and concrete pillars.
  - Use "painter's tape" only.
  - Any method of posting that causes damage to university property is prohibited.
  - Do not obstruct pathways, entrances, or common areas with posters.
  - Student Organizations are responsible for any damages resulting from their campaign material placement.
  - Ensure that posters adhere to size restrictions, content guidelines, and any other specifications outlined in the university's policy and procedures.
  - Banners may be requested but are not guaranteed approval. Submissions may be sent to CRO for approval in collaboration with SCLD and other campus partners. The university may restrict the time and location of banners.
  - Do not cover or obstruct other approved posters or materials.
- › **Approval:** All materials must have an approval and be digitally stamped by the CRO.

## Violations & Complaints

To ensure the integrity and fairness of the referendum process the Chief Returning Officer (CRO) will monitor the campaign and voting periods of the referendum. If a complaint is submitted or a violation is detected the following outlines the procedures and potential consequences of campaign violations.

- The Student Organization will be notified of the complaint or violation and the CRO will inform them of any immediate actions required including an immediate order to halt the violating campaigning activities.
- Disclosure of the violation may be included on official communication channels.
- The Student Organization will have the opportunity to respond to the allegations.
- Violations and complaints will be included in the report to the board of governors.
- In cases of serious and/or repeated violations, the university will reserve the right to void the referendum.
- In cases of serious and/or repeated violations, the recognized student organization is subject to disqualification from participating in future university referendum for an established period.

### Types of violations include but are not limited to

- Displaying campaign materials in prohibited areas and/or violating the university's policy and procedures and/or poster and banner placement guidelines.
- Spreading false or misleading information about the referendum.
- Coercing or intimidating voters to influence their decision.
- Offering incentives or rewards (monetary or otherwise) in exchange for voting a particular way.
- Claiming endorsements from individuals, student organizations, university departments without permission.
- Using university resources without proper authorization, such as email lists, tabling locations, campus grounds, or official communication channels.

### Complaints

- Complaints are not confidential, but efforts to protect the identity of the complainant will be undertaken.
- The complaint intake form includes an opportunity for the complainant to submit documents, photos, and/or statements.
- The complaint intake form will close 48 hours after the voting period concludes.