



Roadmap to Office

Step 1 – Apply for Candidacy

One of the first steps in running for office is the Candidate Application. You must complete the Candidate Application in order to begin the process of running for office. The application can be found on the CSUS Orgsync website, under [ASI Government Forms](#) where it is submitted exclusively online. The application period will open the first day of the spring semester, January 22nd and close on March 9th at 4pm.

- An important component of this application will be your Candidate Statement, which will appear on the ASI Election ballot and serve as a concise representation of your campaign platform. In a paragraph or two, you should describe your goals and qualifications so that voters can know what you are running for.
- You cannot apply to more than one elected position per election cycle.
- ASI offers a grant of \$125 that candidates can apply for during the application process. Only seven grants are available and candidates must apply by the application deadline of March 9. More information can be found online on the ASI website or Orgsync.

Step 2 – Attend a Mandatory Workshop

Step 1 and Step 2 can be done in either order; however, both steps must be completed by the March, 9th deadline. You must attend **one** mandatory Candidate Workshop prior to the application deadline in order to be eligible to run. The workshop will review the Election Code, candidate expectations, and responsibilities of serving on the Board of Directors. Dates and locations for the Mandatory Candidate Workshops are:

Wednesday - 2/28 at 5pm-6pm in the University Union, Walnut Room

Monday - 3/5 at 10am-11am in the University Union, Sequoia Room

Wednesday - 3/7 at 12:30pm-1:30pm in the University Union, Sequoia Room

Step 3 – Be Approved for Candidate Eligibility

You will be notified of eligibility by the ASI Executive Director, pending you meet all requirements as detailed in the Elections Information Packet. The Vice President of Student Affairs determines the eligibility of all potential candidates. You cannot begin campaigning until you have received this notification of eligibility.

Step 4 – Workshop with the Vice President of Student Affairs

After the ASI Executive Director has notified you about eligibility, you will be invited to attend a second mandatory workshop with the Vice President of Student Affairs (VPSA). During this workshop, the VPSA will go over proper campaign etiquette and how candidates should run a free, fair, and ethical campaign. Dates and locations for the Mandatory VPSA Workshops are:

Monday – 3/19 at 5:30pm-6:30pm in Lassen 1100

Tuesday – 3/20 at 5:30pm-6:30pm in Lassen 1100

Following this workshop, the VPSA will determine your approval for candidacy.

- **Voter Booklet:** Providing you are deemed eligible for candidacy, your name and Campaign Statement will be published in the ASI Voter Booklet.
- Following your approval, your name will officially appear on the ASI Election ballot for the position you are campaigning for.

Step 5 – Begin Campaigning

After being notified of eligibility by the ASI Executive Director, and approved for candidacy by the Vice President of Student Affairs, you may begin campaigning on March 26th, 2018 at 7am.

- You can find details of where campaigning is allowed and prohibited in Article V of the [Election Code](#). You should also be sure to read the [Residential Hall Political Canvassing Policy](#), the [Union WELL Inc. Posting Policy](#), and the [Time, Place & Manner Restrictions on Speech-Related Activities](#). It is vitally important that you review these requirements, to prevent the violation of a campus policy.
- ASI does not provide you with funds to campaign, meaning you must fund yourself if you are planning to spend money on your campaign. There is no requirement to spend anything on your campaign
 - Although ASI does not provide you with campaign money, the ASI Election Code does limit how much you spend to \$350, which must be detailed in your Campaign Expenditure Report (see Step 14).
- Be sure to save all your receipts and keep track of all your campaign expenditures and materials as a detailed report must be submitted no later than April 14th. Please refer to Step 14 for further clarification.

Step 6 – Create Campaign Materials (Optional)

An essential component of campaigning is creating or obtaining campaign materials to promote your platform, ideas, and candidacy.

- As a candidate, you are not required to spend money during the course of the campaign. Nor does a successful campaign necessarily require you to spend money. However, if you choose to do so, be sure to think ahead as it can become very stressful. It is vital to understand the election timeline and the campaign period as being prepared can curb costs.
 - By anticipating when you will need your campaign materials, you can avoid rush ordering and other excess costs.
 - ASI highly encourages candidates to search for free online design tools such as Canva.com, which can be used to design campaign materials such as flyers, buttons, posters, boards, and social media posts.
- If you choose to create a 4x4 board, try to be creative with the materials you use. Boards can be made out of PVC pipes, wood, vinyl, etc.

Step 7 – Candidate Forums (Optional)

ASI will be hosting six Candidate Forums throughout the campaigning period for candidates to present their platform to the student body. During the Forum you will be prompted

to answer a series of questions and discuss campus-wide issues with others running for your same position. Candidates will be invited to attend a Candidate Forums depending on which position they are running for. You can find dates and times on the [ASI website](#).

Step 8 – Coffee & Candidates (Optional)

Coffee and Candidates will be hosted in the University Union Lobby on March 27, 2018 from 10am-11am. This event will serve a dual purpose of allowing you to mingle with students over coffee, and establishing the randomized order of candidates on the ballot. This event is an excellent opportunity for candidates to meet students and share their platform and ideas to the student body.

Step 9 – Candidate Meet & Greet (Optional)

ASI will additionally host the Candidate Meet & Greet in the Dining Commons of the Residential Halls, where you may campaign and mingle with students living in the Residential Halls. It is an excellent opportunity to campaign for yourself and encourage students to vote! This event will be held on April 4th, 2018 between 5pm and 7pm.

Step 10 – Campaign at Club Meetings/Receive Endorsements (Optional)

It is highly recommended that you attempt to campaign at club meetings. You can contact them before-hand and ask to briefly speak to their club about your position and platform. Following your presentation to a club meeting, we recommend speaking with their president to find out if they would consider endorsing you as a candidate. Providing they agree to endorse you, they must fill out a Letter of Endorsement and personally deliver it to the ASI Government Office in Sequoia 311.

- Club presidents can find the blank Letter of Endorsement [here](#).

Step 11 – Campaign on Campus

A vital component of effective campaigning is going beyond the ASI campaign events or club meeting, and promote your platform through your own initiative on campus. It is highly encouraged that candidates talk to students around campus or social media in attempts to gain support. Meeting with the student body is one of the best ways to draw support and encourage students to vote.

Step 12 – Election Kick-Off (Voting Day)

Polls open at 8am on April 11th and close at 7:30pm on April 12th. During this time students may vote online or through the ASI polling site located outside, near the western walkway of the University Union. You are not allowed to campaign within 50 feet of the polling site. ASI will be hosting the Election Kick-Off event in the Union, Redwood Room from 12pm-1pm on April 11th to encourage students to vote.

Step 13 – Elections Results Party (Voting Day)

After the closure of the polls, ASI will host the Election Results Party in The WELL, Terrace Suite where the results of the election will be announced. The Results Party will be held immediately following the closure of polls at 7:30pm on April 12th.

Step 14 – Remove all Campaign Materials

You must remove all campaign materials and advertisements no later than 5pm on April 15th. This includes flyers, posters, and campaign signs. Failure to remove all campaign materials will result in a monetary cost.

Step 15 – Campaign Expenditure Report Due

You must submit a Campaign Expenditure Form no later than 4pm on April 16th.

Campaign Expenditures: During the campaign period, Independent Candidates will be limited to spending \$350 for all campaign materials, and expenses and Presidential Tickets will be limited to spending \$500. However, this limit does not include the costs of your 4x4 candidate board. A Campaign Expenditure Form will be due on April 16th, by 4pm, which will require detailed information on each of your campaign expenditures. You are absolutely prohibited from pooling funds with any other candidates. This form can be found on the ASI website under [Elections](#).

Step 16 – Swear Into Office

If you are elected to the Board of Directors, you will be sworn into office at the end of May. However, over the summer you will attend a three-day ASI Board of Directors Retreat, following which, you will begin regularly serving on the Board of Directors.

Miscellaneous

- Election complaints are due no later than April 19th at 5pm. If you suspect another candidate or campaign member practiced prohibited actions, you may file an Election Complaint online, via Orgsync. In addition to the submission of your Election Complaint, you will also be required to turn in a \$25 deposit to ASI.