

CAMPAIGNING – SPRING 2023 SA ELECTIONS



IMPORTANT DATES:

Nomination Period: February 13th to February 24th

Campaign Period: February 27th to March 3rd @ Noon Online

Voting Period: March 6th @ 8 AM to March 9th @ 8 AM

Whether you are an old pro or new to campaigning, we have a few tips to help you during this Student Association elections period. It's vital that all candidates know why it's important to campaign, how to campaign, as well as be provided with a couple of examples to draw ideas from. The most important thing to remember is that we really want the whole student body to be a part of this process, it's their voices and input that matters most to the Student Association.

WHY CAMPAIGN?

Whether running against opponents or unopposed, you still need to get student approval (votes) to be elected. And if you aren't excited to get your name out there and meet people, you really should ask yourself why you are running for election. Some priorities for getting involved with the SA should be to meet the students that you will be serving, to raise awareness about SA events and services in general, to gain input from students on how to improve their experience at NSCC if elected, and to develop skills that will benefit you both personally and professionally. There is no better way to start accomplishing these goals than by campaigning!

HOW DO I CAMPAIGN?

You have many methods at your disposal, however, be sure to review all campaign materials with the SA President (or designate) prior to posting them (see Election Policy for further information). For any promotional material, we suggest including your name, program, and position sought, why you are running, and what students can expect to see if you are elected.

Suggested campaign mediums include, but are not limited to, the following:

Posters, digital signage, Facebook Event or page, YouTube video(s), Instagram or Snapchat feeds. Student Life will also be offering the opportunity to promote each candidate using the various Student Association social media channels as well as student email.

And don't forget - nothing beats the in person experience. Get out there among your fellow students and meet them! Set up a table in a high traffic area and greet people (ask Student Life about how to get that set up). Tell them why they should vote for you, ask them what they want to see happen on campus, make a connection - give them a REASON to vote for you. Remember, you're asking them to put their trust in you to represent them on campus. There's a big difference between voting for a name and voting for a person.

A closing note: It is most important above all else to be honest in your campaigning - don't promise things you can't deliver on. Classes ending at 12 noon every day or a free trip for every student to Hawaii are wonderful ideas but completely unrealistic. Be honest about what you hope to accomplish while in office, let students know why it should be important to them, and be open to their ideas, suggestions, comments, and criticism (as long as it's constructive). If you ever have any questions along the way, be sure to ask the SA President (or designate) or any [Student Life Staff](#).