

# YEAR PLAN

MSU Elections

Emily Yang, CRO ; Stephanie Dephoure, DRO

2019-2020

(submitted June 3rd)

OFFICE OF MSU ELECTIONS  
**INTRODUCTION**

Hello! The purpose of this year plan is to outline tasks and goals for each month for the 2019/2020 elections year. This will assist in our overarching goal to remain organized throughout the year, as adequate planning and organization will help ensure that the department has done its part in aiming for smooth elections throughout the year, and that we are prepared for challenges that we foresee. Another main goal that we have this year as a department is to continue the wonderful level of engagement of students in elections from the previous year through promotional strategies tailored towards the target population of each election, as well as reviewing for and reducing any barriers that our election process has. However, we would also like to encourage ourselves to not forget that some things within elections are out of our control, and not every number is a reflection on our efforts or work, as long as we did all that we can, each election will pan out in its own way. Finally, we would like to further gather student feedback through either better promoting or incentivizing feedback forms after polls, or create separate opportunities for students to voice feedback and opinions on elections as a whole, perhaps through separate feedback forms, or through focus groups with past candidates and electors. This would help us understand what we can do to better support students running in elections, as well as what the department can do to better communicate with the general student population.

Sincerely,  
Emily Yang, Chief Returning Officer  
Stephanie Dephoure, Deputy Returning Officer

**Goals/Objectives**  
 (calendar and checklist)

JUNE	
<b>Service Goal/Objective</b>	Finalize Elections Schedule
Why:	The elections schedule needs to be made and finalized as soon as possible so that Gilmore hall can be booked in advance for all fines meetings, and both partners and students can be aware of when elections in the 2019-2020 school year will be held. This will help with the planning in our department, and allow us to give ourselves adequate time to prepare for elections. With this task, also book the needed rooms for the whole year.
Difficulties:	Ensuring the schedule complies with bylaws, and that they make sense for students who are interested in running for an election. Also ensuring that the schedule fits with the SRA reporting schedule
Partners:	Victoria Scott, Emma
<b>Service Goal/Objective</b>	Complete Budget Plan
Why:	Part of the CRO's role is to complete a budget plan for our department for the year, and submit it to the VP Finance. Having a plan for how we will be spending our budget on promotions of elections and other necessities will ensure that we are transparent about our spending. This is also a good time to look at our expected revenue and have an idea of how many faculty elections we can expect to run this year. This also falls in line with some discussions that the department has been having with various faculties about the pricing of running elections, and possibilities of having group fees.

Difficulties:	<p>With the help of the VP Finance, I can overcome barriers such as not having much experience in financial matters and understanding our various budget lines.</p> <p>Difficulties may also arise when discussing election pricing with faculties who are planning to run a large number of elections and want a reduced fee.</p>
Partners:	VP Finance, faculty elections coordinators
<b>Service Goal/Objective</b>	Work on Elections Archives
Why:	We have quite a collection of physical elections archives that need to be sorted and dealt with as we've had them for a while and have yet to work on them. It's also important that we are archiving items in accordance with our Bylaws
Difficulties:	There is a lot of stuff to get through, around 10 boxes full of papers that need to be sorted through and organized. This may take a lot of time consuming work.
Partners:	Emma, Office Clerks to help with scanning materials
<b>Service Goal/Objective</b>	Review of rules and bylaws (Equity and barriers)
Why:	Rather than making changes to rules and bylaws this year as we recently updated them last year and they are working quite well, something we can do in the summer is to work with the advocacy team to perhaps review our bylaws and rules to see if they pose any barriers to any particular group of students, or if there is anything in our rules or bylaws that may be unequitable for the student population. This has not been done before and would be important to do as it ensures that our department is working within our operating policy to run fair and equitable elections for the MSU.
Difficulties:	Coordinating time with others to discuss and conduct the review. Seeing if the advocacy team thinks this is worth doing and if they are interested in working with us over this month to do so.

Partners:	VP Education, AVP internal governance, advocacy coordinators
<b>Service Goal/Objective</b>	Welcome Elections Committee + create Facebook group
Why:	Introducing members of the elections committee to each other creates a platform where we can begin conversation about expectation for the year, and to answer any questions they might have before the school year starts. It is also a good place to start talking about potential projects that they should be involved in at the beginning of the school year or during welcome week to help with promotion of elections. With a common place to communicate, it can also make it easier to post reminders about responding to important emails later on regarding schedules and fines nights.
Difficulties:	Ensuring that the group is welcoming, and that every member has the opportunity to voice their expectations if they wish to do so.
Partners:	DRO, Victoria
<b>Personal Goal</b>	Set a good foundation for success for the school year. The summer is not too busy, so it is a good opportunity to do some of the things that aren't so feasible when election are actually happening.

<b>JULY</b>	
<b>Service Goal/Objective</b>	Continue working on Elections Archives
Why:	We have quite a collection of physical elections archives that need to be sorted and dealt with as we've had them for a while and have yet to work on them. It's also important that we are archiving items in accordance with our Bylaws

Difficulties:	There is a lot of stuff to get through, around 10 boxes full of papers that need to be sorted through and organized. This may take a lot of time consuming work.
Partners:	Emma, Office Clerks to help with scanning materials
<b>Service Goal/Objective</b>	Recruit EAB
Why:	EAB needs to be recruited before elections start in case they are needed for the appeals process during any election. This should be done in the summer.
Difficulties:	Interest from people who might want to be on the Electoral appeal board, reaching out to people or seeing if anyone responds to advertisements.
Partners:	Victoria Scott
<b>Service Goal/Objective</b>	Transition new CRO
Why:	Unfortunately I am unable to be here during the school year, so a new CRO will be hired at the beginning of July. I will work to ensure that they are adequately trained and transitioned to take over the role, and that I can be around to answer any questions they have when they start working for the first few weeks.
Difficulties:	Communicating my year plan and vision for elections to whomever is hired, ensuring that I keep a record of everything that I am doing now, so that they understand what I've been working on, and can carry on from there.
Partners:	DRO, Victoria, VP Admin, Pauline

<b>Personal Goal</b>	This personally will be my (Emily) last month working, my biggest goal is to finish everything I set out to do in the summer and discussed with the VP admin, and also ensure that the new CRO is well transitioned to continue to role.
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AUGUST	
<b>Service Goal/Objective</b>	Retrieve lists for FYC elections from registrar's office
<b>Why:</b>	FYC elections is the first elections of the school year, occurring almost immediately after classes start, should get this ready in advance and give myself enough time to work with the registrar's office for the first time.
<b>Difficulties:</b>	This will be the first time that I will be doing this task for an election, and working with the registrar's office. It will also be the first time they are working with me, so it will be important to have good communication, and be open to learning how I should proceed to retrieve student lists for the rest of the year.
<b>Partners:</b>	Registrar's office
<b>Service Goal/Objective</b>	Coordinate with FYC Coordinator to plan events (Elections 1A03) & promotions for FYC Elections
<b>Why:</b>	FYC council elections are the first elections of the school year, and thus it is important to ensure that first-year students have an understanding of what FYC is and their mandate, as well as how they can get involved with the service. By coordinating promotions and events with FYC to promote first-year involvement in elections (and specifically FYC elections) we can develop promotional campaigns and plan events with greater strength and reach than done individually.
<b>Difficulties:</b>	This being the first weeks that first-year students are on campus, they may have low familiarity with the MSU, FYC and elections in general. As well, it may be difficult for some students to want to put themselves out there very publically to run in an election in their first few weeks of school. Finally, while working with the FYC Coordinator will add strength to promotions and events, it may pose a

	difficulty trying to plan events and campaigns ensuring that our roles are clearly defined and do not overlap.
Partners:	First Year Council (FYC) Coordinator, Previous FYC members, Elections Committee Members, Welcome Week Reps (ex: faculty, residence, maroons, socs, indigenous students), Residence Life staff, CAs
<b>Service Goal/Objective</b>	Develop Promotional Plan and Promotions Materials for FYC Election
Why:	This being the first election of the school year, as well as the first election catering specifically to first-year students who may not have much familiarity with the MSU, elections or FYC, it is important that we have a strong promotions plan to inform and engage students in the upcoming election - both to nominate themselves as well as vote.
Difficulties:	FYC elections occur within the first few weeks of school which is a large transitional period for many first-year students. As such, it may be difficult to ensure promotions are visible and well engaged with considering all of the other services, departments and groups who will be advertising various opportunities for students at the same time. As well, first-year students may find it intimidating to nominate themselves for an election in the MSU if they have little to no familiarity with the organization - it is almost just as important to inform them about the MSU and it's mandate while promoting this election.
Partners:	First Year Council (FYC) Coordinator, Previous FYC members, Elections Committee Members, Welcome Week Reps (ex: faculty, residence, maroons, socs, indigenous students), Residence Life staff, CAs
<b>Service Goal/Objective</b>	Plan EC training and prepare materials
Why:	EC will have their first fines night in August for FYC elections, it is important that they are trained in the MSU elections rules and bylaws, robert's rules of orders, and understand what their responsibilities are prior to the first fines meeting. Having a meeting well in advance to orient them to their rules and set expectations will help with the rest of the year.

Difficulties:	Coordinating schedules with EC
Partners:	DRO, Victoria, VP Admin
<b>Personal Goal</b>	Assist with and ensure smooth DRO transition into their role at the beginning of August. Set a good foundation for FYC elections. Plan EC training dates and training material, start getting EC involved during welcome week.

SEPTEMBER	
<b>Service Goal/Objective</b>	Execute Promotions Plan for FYC
Why:	This being the first election of the school year, as well as the first election catering specifically to first-year students who may not have much familiarity with the MSU, elections or FYC, it is important that we have a strong promotions plan to inform and engage students in the upcoming election - both to nominate themselves as well as vote.
Difficulties:	Promotions for FYC nominations and election may conflict with a number of other promotional campaigns at the beginning of the year targeted towards first years.
Partners:	The Underground, Comms Team, FYC Chair, Elections Committee
<b>Service Goal/Objective</b>	Finalize rules for FYC election

Why:	The FYC election is the first election of the year, starting around the time that classes start. It is crucial that the rules are ready by then, and are ratified by the elections committee prior to the election starting.
Difficulties:	Making changes from last year's rules is necessary, allowing EC to voice any concerns with the rules prior to finalizing them
Partners:	Elections Committee, DRO, Victoria.
<b>Service Goal/Objective</b>	Prepare for Sobi October Referendum + Promo material
Why	The Sobi Referendum will be running along with October By-elections. Preparation includes getting the voter list from the registrar's office, working with the Comms team to word the questions, and submitting an intake form to Underground to create graphics to advertise the referendum and the sides (will refer to previous Sobi Referendum)
Difficulties	Ensuring the student body is well informed on the referendum.
Partners	DRO, Victoria, Wooder
<b>Personal Goal</b>	Have a successful first election with FYC elections, use this opportunity to smooth out any kinks with EC, within the department, and ensure that the elections for the rest of the year will run smoothly.

**OCTOBER**

<b>Service Goal/Objective</b>	(potentially) Retrieve lists for SRA by- elections from registrar’s office and finalize rules for SRA by-election
Why:	If there are empty seats on the SRA, we need to hold an election to fill them.
Difficulties:	Communicating well in advance to see if there will be a by-election so we can adequately prepare for it.
Partners:	Current SRA, Victoria, Speaker, Registrar’s office.
<b>Service Goal/Objective</b>	Start thinking about presidentials and holding appropriate meetings with stakeholders to discuss the upcoming large election.
Why:	Presidentials is the biggest election of the year, the earlier we start working on it (as soon as by-elections are over), the better. This will give us enough time to meet with those who would help us in the process, and have the materials ready in time for Presidentials. Communicate with the DRO that they should be starting to prepare for presidentials as well at this time, and ensure that you are on the same page.
Difficulties:	Staying organized and keeping track of what needs to be done further ahead of time and what can wait until later.
Partners:	Wooder, Victoria, DRO
<b>Service Goal/Objective</b>	(Potentially) Develop Promotional Plan for SRA by-election
Why:	If there are empty seats on the SRA, we need to make individuals aware of which & how many seat are available as well as in which caucuses.
Difficulties:	Communicating well in advance to see if there will be a by-election so we can adequately prepare for it.

Partners:	The Underground, Comms Team
<b>Service Goal/Objective</b>	Begin planning out promotional plan for Presidentials (Meetings & consultations)
Why:	Presidentials is the biggest election of the year, the earlier we start working on it (as soon as by-elections are over), the better. This will give us enough time to meet with those who would help us in the process, and have the materials ready in time for Presidentials. Communicate with the CRO to see where they are currently at with preparations to ensure that you can best support each other if needed.
Difficulties:	Staying organized and ensuring that meetings with the comms team, the underground and other collaborators are set well in advance to ensure important meetings can be held.
Partners:	The Underground, Comms Team

<b>NOVEMBER</b>	
<b>Service Goal/Objective</b>	(potentially) Retrieve lists for SRA by- elections from registrar’s office and finalize rules for SRA by-election
Why:	If there are empty seats on the SRA, we need to hold an election to fill them.
Difficulties:	Communicating well in advance to see if there will be a by-election so we can adequately prepare for it.

Partners:	Current SRA, Victoria, Speaker, Registrar's office.
<b>Service Goal/Objective</b>	Continue preparing for presidentials, finalize the rules, work with the underground to ensure that you have a good schedule for candidate printing.
Why:	Presidentials will likely start at the end of this month. Having everything finalized before then is important.
Difficulties:	Coordinating all necessary meetings, maintaining good communication with all parties involved, staying organized and having a good schedule and list of things to be done
Partners:	DRO, Victoria, Wooder, Elections Committee
<b>Service Goal/Objective</b>	Execute Promotional Plan for SRA by-election (if needed)
Why:	If there are empty seats on the SRA, we need to have a promotions plan in place to ensure folks nominate themselves to fill empty seats & so that individuals in their respective faculties are aware they are able to vote to fill the seats.
Difficulties:	Communicating well in advance to see if there will be a by-election so we can adequately prepare for it.
Partners:	Respective Faculty Societies, current SRA, Speaker, Elections Committee
<b>Service Goal/Objective</b>	Continue to develop Presidentials promotional plan and begin planning Presidential events (debate & meet and greet) AND potentially start brainstorming for an alternative event to the meet and greet.
Why:	Presidentials is one of the largest elections of the year and will require sufficient planning to ensure the large scale events and promotional plans will run successfully and will be both accessible and effective to MSU members.

Difficulties:	Planning with other services and departments well in advance to ensure availability, working out logistical and technical details involved in large events & promotional plans. Ensuring there is enough time for adequate feedback along the way.
Partners:	Comms Team, The Underground, CRO, TwelveEighty, MUSC Booking, AvTek, MSU Speaker

DECEMBER	
<b>Service Goal/Objective</b>	Check in with the DRO to ensure that all events for presidentials are planned and all materials have been ordered.
Why:	Before going on winter break, ensure that everything will be on track for presidentials when you return in January.
Difficulties:	Staying organized!
Partners:	DRO
<b>Service Goal/Objective</b>	Communicate with EC expectations for presidentials and hold a meeting to go over these expectations as well as discuss ways in which they can help with promotions and events.
Why:	EC can play a huge role in all Presidential events, and can be a big help to the DRO in terms of promotional efforts. Having a meeting to talk about ways in

	<p>which they are expected to participate can sure that the expectations are clear. Presidentials is also quite a large election, EC needs to understand their responsibilities as an impartial voting member, and also about their responsibilities of confidentiality.</p>
Difficulties:	<p>Having an open conversation with EC while being clear about the expectations and responsibilities</p>
Partners:	<p>DRO, Victoria, VP Admin</p>
<b>Service Goal/Objective</b>	<p>Continue to execute planning involved in promotional plan &amp; events!</p>
Why:	<p>Before going on winter break, ensure that everything will be on track for presidentials when you return in January.</p>
Difficulties:	<p>Staying organized and on-top of the different tasks other collaborators will be working on at this time - it is important to check in with all of them to be sure that we are on the same page and on-schedule so that when we come back in January everything is on track :)</p>
Partners:	<p>Comms Team, The Underground, CRO, TwelveEighty, MUSC Booking, AvTek, MSU Speaker</p>
<b>Service Goal/Objective</b>	<p>Execute promotional plan for Presidential nominations!</p>
Why:	<p>Ensure that MSU members are adequately aware of the upcoming MSU Presidential election and the opportunity they have to nominate themselves - this includes being aware of the nomination period.</p>
Difficulties:	<p>Keeping in mind other promotional campaigns going on at the same time and trying to start promotions a bit before exams so that the message can be heard and displayed strongly.</p>

Partners:	Elections Committee (to assist with promo), CRO
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JANUARY	
<b>Service Goal/Objective</b>	Organize necessary appeals meetings for presidentials, ensure that appeals are done as efficiently as possible to prevent delays
Why:	the easier and more seamless the appeals process is, the better for our department, the students, and the candidates themselves.
Difficulties:	organizing appeals meetings and availability of EC / EAB
Partners:	EC, EAB, Speaker, Victoria
<b>Service Goal/Objective</b>	(potentially) Retrieve lists for SRA by- elections from registrar’s office and finalize rules for SRA by-election
Why:	If there are empty seats on the SRA, we need to hold an election to fill them.
Difficulties:	Communicating well in advance to see if there will be a by-election so we can adequately prepare for it.
Partners:	Current SRA, Victoria, Speaker, Registrar’s office.

<b>Service Goal/Objective</b>	Execute promotions plan for Presidential Elections
Why:	It is important MSU members are knowledgeable about the election taking place, the role they have in voting and when/how they are able to do so!
Difficulties:	This being the first month back from winter break, there are often many campaigns running at the same time which can take traffic away from our campaigns. As well there is often a lot of jargon or misunderstanding surrounding presidentials so it is imperative that our campaigns are accessible to the general student population and that we have sufficient outreach to address any concerns or misinformation.
Partners:	Elections Committee, Maroons (to assist with promo) **Also hopefully others - will reach out to SRA, MSU Speaker
<b>Personal Goal</b>	Keeping as organized as possible during this busy month! Keeping communication open with each other and doing our best to support each other.

FEBRUARY	
<b>Service Goal/Objective</b>	SRA seat allocation
Why:	Needs to be done and approved by the SRA prior to the SRA generals election.
Difficulties:	Following the bylaws + doing math properly
Partners:	Victoria Scott

<b>Service Goal/Objective</b>	Retrieve lists for each faculty for the SRA election
<b>Why:</b>	SRA generals is upcoming, this election is more complicated with student lists as all students will be voting but there are more segments for various faculties/ some programs. Doing this earlier can ensure that you have time to organize everything before voting
<b>Difficulties:</b>	A large voting population and more segments.
<b>Partners:</b>	Registrar's office.
<b>Service Goal/Objective</b>	Develop Promotional Plan for SRA election
<b>Why:</b>	It is important to inform students that they are able to nominate themselves for a seat on the SRA, as well as how to do so, deadlines etc.
<b>Difficulties:</b>	Being aware of other campaigns going on at the same time, communicating effectively with partners & getting the message spread among all faculties as evenly as possible
<b>Partners:</b>	The Underground, Comms Team
<b>Personal Goal</b>	Keeping as organized as possible during this busy month! Keeping communication open with each other and doing our best to support each other.

**MARCH**

<b>Service Goal/Objective</b>	Organization system for SRA candidates and forms submissions
Why:	There can be quite a large number of candidates in the SRA generals election. Having a good way to keep track of all of them and the forms are submitted is helpful in keeping track of nominations, and staying organized
Difficulties:	Communicating with those who might be helping, ensuring that everyone is on the same page
Partners:	Office clerks, DRO
<b>Service Goal/Objective</b>	Execute Promotional Plan for SRA election
Why:	SRA generals can be a large election and it is important that students are aware of how/when to vote!
Difficulties:	Being aware of other campaigns going on at the same time, communicating effectively with partners & getting the message spread among all faculties as evenly as possible
Partners:	Respective Faculty Societies, current SRA, Speaker, Elections Committee, Maroons
<b>Personal Goal</b>	Continue to reflect on what has worked/what hasn't for this final election. Be proud of what you have accomplished so far and be there to support each other through this final large election of the year!

**APRIL**

<b>Service Goal/Objective</b>	VP and Speaker Elections Promo
Why:	Our department assists the VP admin and Speaker in promoting the VP and Speaker elections
Difficulties:	Working with partners to ensure that we are all on the same page, being aware of other campaigns that may be running at the same time.
Partners:	The Undergroud, MSU Speaker, VP Admin.
<b>Personal Goal</b>	Be proud of what we have acheived as a department this year. Keep a good record of items to transition the incoming DRO and CRO.

### Long-term planning

*Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)*

<b>Overarching Vision</b> <i>(what is the ultimate goal?)</i>	<b>Make elections processes easier and more accessible for students</b>
Description	Publish more information about how to run an election, provide more support in running elections, bring most things online (nomination form submissions and payment, and complaint forms) instead of needing students to come into the office for accessibility purposes
Benefits	Benefits students, decrease barriers, supports students more through elections

Year 1 Goals	Talk with full time staff to see what challenges come with these ideas
Year 2 Goals	Try implementing a few ideas and see how they work
Year 3 Goals	smooth out kinks
Partners	Wooder, Victoria, Accounting office

## Monthly Breakdown

June	<ul style="list-style-type: none"> <li>Sort and scan all MSU Elections Archives, Finalize Elections Schedule, Bylaws and Rules Review, Budget Plan,</li> </ul>
July	<ul style="list-style-type: none"> <li>Recruit EAB, Transition new CRO</li> </ul>
August	<ul style="list-style-type: none"> <li>Prepare for FYC election + Elections 1A03 event, prepare to train EC</li> </ul>
September	<ul style="list-style-type: none"> <li>FYC Election, Prepare for October Sobi Referendum</li> </ul>
October	<ul style="list-style-type: none"> <li>October by-elections, start thinking about the Presidential election</li> </ul>
November	<ul style="list-style-type: none"> <li>November by-elections, prepare for the Presidential election</li> </ul>
December	<ul style="list-style-type: none"> <li>Have finalized plans for all presidential events, hold additional EC meeting to discuss expectations, prepare for any referenda</li> </ul>
January	<ul style="list-style-type: none"> <li>Presidential election, referenda, potentially January By-elections</li> </ul>

February	<ul style="list-style-type: none"><li>• SRA seat allocation, prepare for SRA elections</li></ul>
March	<ul style="list-style-type: none"><li>• SRA elections</li></ul>
April	<ul style="list-style-type: none"><li>• VP and Speaker Elections, Transition</li></ul>