

Elections Office Update



Reasons for this presentation

1. To keep council informed and up to date on the elections office
2. To Solicit feedback from council on our proposed strategies in order to strengthen them prior to the by-election and general election

By-election date

Two options:

1. The week of September 23rd
2. The week of October 4th

Pros	Cons
Earlier date	
<ol style="list-style-type: none">1. Compete with other clubs and organizations for talented individuals2. Opportunity for new councillors to be involved early in the year3. Advertising would not be easily forgotten before the by-election4. Nomination packages would be available in a more social time of year and therefore more easily filled out	<ol style="list-style-type: none">1. The By-election could be lost in the shuffle with WOW and other events2. Some individuals might not have enough time to think of the decision3. The By-election would never be the sole focus for the SU, or for student4. Might encourage individuals unprepared for the realities of students' council to run in the by-election

Pros

Cons

Later Date

- More time for potential candidates to think about the decision to run.
- More opportunity for advertising to be seen by potential candidates
- The by-election could be a primary focus for the marketing department and SU

- Advertising in the first few weeks might be forgotten by the time nominations and elections open
- Advertising over several weeks could desensitize people to the information
- Students could choose other clubs as priorities early, and wind up too busy to commit to Students' council

Marketing Strategies

Two main objectives:

1. Encourage candidacy
2. Promote a high voter turnout.

Encouraging Candidacy:

- Digital Marketing/Physical advertising
- Marketing positions to faculties with an assumed interest
- Candidate workshops
- Testimonials/profiles to highlight the benefits of the job.

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GOTV Strategies:

- Educate on the importance of a GOTV
 - Testimonials
 - Posters/infographics
- Physical Voting booths
- GOTV Stickers
- Elections campaign crew: Traveling voting booth

Further goals of the elections office

- Meeting with Bylaw committee to understand changes to Election Bylaws
- Presenting to council at key times to gather feedback and direction often.Meeting with the Gateway to coordinate and optimize elections coverage
- Hiring a DRO(s) prior to the By-election