

Friday, October 4, 2019**5:00pm****SUB 6-06**

We would like to respectfully acknowledge that our University and our Students' Union are located on Treaty 6 Territory. We are grateful to be on Cree, Dene, Saulteaux, Métis, Blackfoot, and Nakota Sioux territory; specifically the ancestral space of the Papaschase Cree. These Nations are our family, friends, faculty, staff, students, and peers. As members of the University of Alberta Students' Union we honour the nation-to-nation treaty relationship. We aspire for our learning, research, teaching, and governance to acknowledge and work towards the decolonization of Indigenous knowledges and traditions.

AGENDA (CAC-2019-11)**2019-11/1 INTRODUCTION****2019-11/1a Call to Order****2019-11/1b Approval of Agenda****2019-11/1c Approval of Minutes****2019-11/1d Chair's Business****2019-11/2 QUESTION/DISCUSSION PERIOD****2019-11/2a By-Election Discussion****2019-11/2b Supporting the Elections Office Going Forward**

See CAC-2019-11.02 and CAC-2019-11.03.

2019-11/3 COMMITTEE BUSINESS**2019-11/4 INFORMATION ITEMS****2019-11/4a CAC Minutes, (CAC-2019-10-M) - Tuesday, September 24, 2019.**

Recording was not provided to the Administrative Clerk. Completed minutes will be attached once available.

2019-11/4b CRO Timeline.

See CAC-2019-11.02.

2019-11/4c "Elections Office Update" - Presentation.

See CAC-2019-11.03.

2019-11/5 ADJOURNMENT

2019-11/5a Next Meeting: Tuesday, October 8, 2019 at 5:00PM in Council Chambers.

Date:	Description of Event
May 1 st , 2019	Assumed the office of CRO
May 16th	First meeting with the marketing department. Determined marketing strategies and approximate dates for by-election and general election.
June 4 th	Presented to Council on Elections office advertising strategies, Elections office initiatives. This included time for councillors to present feedback on said plans.
June 11th	Sent President Bhatnagar a follow-up from the previous council meetings presentation. This was included in the following council meeting as an information item.
June 17 th	Informed marketing department of important by-election dates
June 26 th	Informed marketing department of general election dates
July 17 th	Reached out for follow-up meeting with marketing to ensure that advertising materials were being produced. Also talked with Rebecca about placing an advertisement for the DRO position on jobkin. This was done later the same day, and marketing was informed at the August 7 th meeting.
July 26 th	Contacted President Bhatnagar about issue with marketing. The president informed me that marketing was swamped with other projects but had not forgotten about the election. She passed along word to marketing and a follow-up meeting was scheduled
August 7th	Follow up meeting with marketing. We determined that reaching out to former councillors and executive to get testimonials would be an effective strategy. We wanted simple questions to answer in the testimonials and wanted to get confirmation on advertising budgets for potential transit/ SUTV ads encouraging candidacy for the by-election.
August 8 th	Sent marketing department the budget for External advertising and a strategy on how the elections office would like to participate pursuant to our previous conversation the day prior. I also sent the three questions we would like to ask former councillors for testimonials for approval by marketing, as per their request. As of this date I have not heard word back from them on either project.
August 19th	DRO hiring committee formed and interview date set for August 22 nd .

August 21st	FA's began inquiring on using the SU voting system for their own by-elections. I contacted Jay Ward who informed me of the process and information needed. At this time, 6 FA's have signed up for the by-election system without incident.
August 22nd	<p>Nomination packages were completed later than originally hoped for, but still within 30 days of the nomination deadline. We waited until after the final fall meeting of student's council to ensure our vacancies accurately reflected those subject to dismissal due to attendance violations.</p> <p>At this time, I had not received access to edit the SU website, and was not aware I needed such access due to a lack of transition from my predecessor. I was in contact with SU staff who granted me access, but our schedules did not connect to allow a tutorial of the process.</p> <p>DRO interview scheduled for today did not result in a hired candidate. Jobkin ad was taken down without my knowledge.</p>
August 23rd	Brought to my attention by marketing that they did not have access to the elections Facebook page and neither did I. Contacted several people, including the former CRO who did not know which direction to point me and referred me to each other multiple times. No answer was given, but marketing eventually got access and made me an admin on the page.
August 30th	After failing to find time on three separate occasions, SU staff uploaded the nomination package for me onto the SU website and we agreed to discuss editing the website at a future time.
September 5th	First advertising of the nomination package provided by the marketing department (Facebook ad).
September 9th	Came to my attention that the DRO position was no longer on jobkin. Asked Rebecca to put the ad back up, which was completed the next day.
September 10 th	Decided to post physical advertising for the DRO position. Put together a minimalist poster, as well as one for the byelection in hopes of directing people to the nomination packages online, and the DRO job advertisement.
September 16th	Second advertisement for the byelection (Facebook event).
September 23rd	Nomination Deadline and candidates meeting. I mixed up the dates on my own calendar and failed to show up until nearly an hour late. We ran the candidates meeting with all 7 candidates in attendance for the entirety.
September 26th	Meeting with CAC

September 27 th	DRO Candidates interviews scheduled.
October 2 nd and 3 rd	By Election voting days.

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 individuals 2. Opportunity for new councillors to be involved early in the year 3. Advertising would not be easily forgotten before the by-election 4. 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 events 2. Some individuals might not have enough time to think of the decision 3. The By-election would never be the sole focus for the SU, or for student 4. 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