ASA Election Campaign Policy

Adopted by the ASA Board of Governors on February 25, 2014
(Revised March 22, 2014; March 24, 2015; January 26, 2016; January 24, 2017; June 25, 2019)

Campaign communication shall be in accordance with the following guidelines:

Communications sent by ASA Headquarters:

- Each candidate shall have the opportunity to complete a Headquarters-provided election biography template by a reasonable deadline.
- All candidates’ names will be posted on an ASA Election web page hosted by ASA or a designated third-party election system. Candidates completing the election biography template by the deadline will also have the template information posted. The information will be available from at least one week prior to the date the ballots are distributed until the election closes.
- Headquarters shall send two informational email messages to all eligible voting members with a link to the ASA Election web page. The first email will be sent approximately one (1) week prior to the opening date of the election and a second email will be sent the day before the election opens.
- The Elections Committee may review and offer guidance on campaign email messages sent by candidates for content consistent with ASA communications policies.
- ASA member email addresses shall not be provided to the candidates.
- ASA’s social media platform and other ASA publications shall not be used for campaign purposes by any member of ASA.

Communications outside of those sent by ASA Headquarters:

General Rules

- Campaigning shall begin on April 1 and end at the close of the election period.
- Communications shall be truthful.
- Communications shall be civil in tone and promote civility.
- To the extent that opinions are expressed, these opinions shall be the personal opinions of the candidate and must be clearly identified as such.

Special Rules Applicable to Campaign Electronic Messages

- No more than three (3) campaign electronic messages (including, but not limited to email, LinkedIn, Facebook, Twitter and other messages delivered by electronic or text message) shall be sent by the candidates themselves to any one individual during the election campaign period. A campaign electronic message is defined as a message sent
by or on behalf of a candidate relating to a candidate’s qualifications, reasons for running, or requesting a member’s vote. A candidate shall copy the Governance Operations Manager at ASA Headquarters on his/her campaign electronic messages.

- The Elections Committee may review and offer guidance on campaign electronic messages sent by candidates for content consistent with ASA communications policies.

- Each electronic message sent by a candidate shall include the following statement “If you wish to be removed from this email list, please contact ……”

- No member of ASA shall use the ASA E-Mail Distribution System (aka the ASA listserv), E-Mail Distribution Lists, or confidential rosters for campaign purposes.

Special Rules Applicable to Social Media

- Candidates for election are permitted to establish social media pages outside the ASA website for the purposes of campaigning. These pages must follow the General Rules of campaign communications and are subject to the same remedies for violations.

- A candidate’s social media profiles shall not be updated during the election campaign cycle except that the candidate may update his/her professional web page and the web page update does not automatically generate a campaign electronic message. It is strongly recommended that a candidate’s profiles be updated before campaigning begins on April 1 as automatic communications may be sent to other subscribers when a profile is updated.

- The candidate may use his/her allotted campaign emails to publicize the web address of the social media page.

Write-in candidates:

- If a member runs as a write-in candidate, he/she shall follow the same rules as all other candidates but shall not be included on any ASA Election web page or in communications sent by ASA Headquarters as stated above under the section “Communications sent by ASA Headquarters.” A member’s request to write-in their name for a position shall constitute that Member as standing for election for that position. A member can only stand for election for one (1) position, so a member listed as a nominee for any position is ineligible to be a write-in candidate for another position.

- Members running as write-in candidates are considered as standing for election under ASA’s governance documents and are subject to all provisions of those documents that are applicable to any other candidate regardless of status as included or not included on any official ASA ballot.
Enforcement

- If a candidate uses the ASA E-Mail Distribution System, E-Mail Distribution Lists, or confidential rosters for campaign purposes, inadvertently or not, he/she shall be deemed to have withdrawn as a candidate for that election.

- Any complaint against a candidate or alleged violations of this Election Campaign Policy shall be referred to the Elections Committee for review and deliberation as specified in ASA’s governing documents. The Elections Committee shall inform the Board of Governors of such complaints it considers to be relevant and appropriate and may also recommend possible remedies for such alleged violations.

- Available remedies for violations may include, but are not limited to, removal of a candidate from the ballot, disallowing votes for a candidate, and complete disqualification of a candidate for that election.

- Alleged violations of ASA’s ethical standards may be referred to the Ethics Committee for review and action as specified in ASA’s governing documents.