



Campaign Rules

The following regulations apply to ALL candidates, whether they are on the ballot or write-in candidates. All eligible candidates are responsible for being familiar with and adhering to the following rules and regulations. Candidates are expected to comply with all policies set forth by the University of Wisconsin-Milwaukee and the University of Wisconsin System, along with all local, state, and federal laws. Failure to comply with these rules could lead to disqualification from Student Association elections.

Section 1 – Campaign Event Participation

Candidates for President, Vice President of Student Affairs and Vice President of Academic Affairs must participate in all campaign events during the campaign period, organized and hosted by the Independent Election Commission (IEC). Excused absences from these events are subject to approval by the IEC on a case-by-case basis.

- A. One event shall be a formal debate, with questions created by the IEC.
- B. One event shall be a “town hall” style debate, with questions submitted by UWM students.
- C. One event shall be a get out the vote event, held the day before polls open, to wrap up campaigning and encourage students to vote in the election.

Section 2- Campaign Materials

Candidates are invited to develop, produce, and distribute campaign materials throughout the campaign period. Campaign materials include all media, physical, digital, and audio materials. All campaign materials must be paid for by the candidate themselves. No money can be spent outside of Union Marketing. Candidates and individuals campaigning on their behalf are subject to the following restrictions:

- A. \$50 maximum spending through Union Marketing per candidate for senator positions
- B. \$100 maximum spending through Union Marketing per candidate for President, Vice President of Student Affairs and Vice President of Academic Affairs positions
- C. Candidates may not promote another candidate on campaign materials.
- D. Any candidate spending money on campaign materials outside of Union Marketing, and/or spending more than the maximum permitted for their position.

Section 3 - Campaign Violations

- A. Three (3)-point violations:
 - i. Any candidate inappropriately influencing any student to vote for them. Examples of this include but are not limited to bribes, threats, or any other form of coercion.
 - ii. A candidate directly providing any student with electronic resources that they can use to vote. This includes but is not limited to providing electronic devices, such as computers, iPads, tablets, mobile devices, etc., and/ or providing the direct link to the ballot.
 - iii. Any candidate physically, verbally, psychologically harassing, or intimidating any other student.

- iv. Making written or spoken false statements against another candidate that is damaging to a person's reputation.
 - v. Any use of sponsorship for campaign purposes. This includes, but is not limited to, logos, company names, financial benefit, or any other physical presence.
- B. Two (2)-point violations:
- i. Any candidate actively campaigning before the beginning of the campaign period or after the end of the IEC-sanctioned kickoff event. This includes other individuals campaigning on a candidate's behalf.
 - ii. Any candidate campaigning within any SA-allocated spaces, including but not limited to Union EG79 and EG80.
 - iii. Any candidate moving, covering, defacing, destroying, removing the campaign materials of any other candidate, or otherwise interfering with any other candidate's right to campaign.
 - iv. Any candidate using student organization funds, segregated fees, or resources purchased with segregated fees for individual campaign purposes. This includes but is not limited to the use of office equipment or supplies in Registered Student Organization offices or any office allocated to the SA.
 - v. Any candidate promoting candidates other than themselves on their campaign materials.
- C. One (1)-point violations:
- i. Any candidate storing or creating campaign materials within the Student Association offices or any office space directly allocated to the SA.
 - ii. Any candidate using any bulletin boards allocated to the Student Association for campaign purposes.

This is not an exhaustive list. Additional violations may occur and will be determined by the Independent Election Commission. If a candidate's alleged violation also potentially breaks university policy, Wisconsin state law, or federal law, they will be referred to the appropriate university officials. Actions taken by university officials will be considered separate from IEC decisions but may lead to candidates being deemed ineligible.

Section 4 - Removal

- A. The IEC shall notify any candidate accused of a campaign violation within two (2) school days of receiving a complaint.
- B. The IEC shall hold violation hearings within five (5) school days of receiving the complaint. The Commission shall make their decision on recognizing a violation by a majority vote. Once accumulating 3 recognized points, candidates shall be automatically removed from the ballot. Candidates removed from the ballot after accumulating 3 points will be ineligible to run for any elected, appointed or hired Student Association position for the full academic year for which they were running.
- C. All students have the right to appeal to the IEC regarding its decision. Students may make a final appeal to the OAC. Appeal procedures are outlined in IEC bylaws, Article VI.

Section 5 – Burden

The burden of proof to assess points shall be based on the preponderance of evidence. This means the evidence given regarding the alleged violation would persuade a reasonable person that a proposition is more probably true than not true.