

## **ISTE Board of Director Elections Guidelines on Campaigning and Communications**

### **I. Preface**

It is the responsibility of the ISTE board, and in particular the Nominations Committee, to provide all members running for office an opportunity to campaign on an equal basis. Equality must be considered from the perspectives of both the candidates and the members. ISTE believes that each candidate should receive equal opportunities to share information about the strengths of her or his candidacy with the membership. ISTE also believes that each member should have equal access to information regarding an individual's candidacy.

Active candidate campaigning is a change in policy. Previously, the ISTE board did not allow candidates to campaign. However, after much discussion and research, the ISTE board has determined that campaigning would bring more visibility to the board election process, result in greater involvement of ISTE membership in the election process and help bring in talented leadership to serve.

As such, the ISTE board has compiled these guidelines to promote positive trends and anticipate potential negative trends in campaigning. The guidelines will be revisited annually, and the board welcomes feedback as we implement our campaigning structure. This campaigning policy was created with ISTE's mission and vision in mind, as manifested by the election process within a vibrant, technology-aware, social media-involved community of educators.

### **II. Purpose**

These campaign guidelines outline rules for candidates running for at-large board of director positions in an ISTE board election and are designed to encourage equality in the election process. The purpose of these guidelines is also to assure that:

- All candidates are treated fairly and equally.
- All parties understand appropriate campaign activities and required actions.
- Members have sufficient information to make informed choices in elections.
- ISTE board elections are conducted in a manner befitting a professional organization.

### **III. Campaigning**

For ISTE's purposes, "campaigning" is defined as activities designed to increase a candidate's chance of being elected.

Each candidate for an at-large member will have the opportunity to make a written statement on the issues faced by the organization and to describe relevant experience that qualifies the candidate for the job. Each candidate will also provide a video statement regarding her or his position. The candidates' statements will be accessible to the members in an electronic form that provides all

candidates' equal visibility to the voting membership. ISTE will communicate the candidates' position statements and biographical information to the ISTE membership by including those materials on the ISTE website and in the ballot communications sent to members. Candidates are urged to focus on their qualifications and/or address ISTE position statements, policies or actions in their own statements to the ISTE membership.

All candidates for at-large board member positions will receive this set of guidelines when they are informed of their nomination. Their nomination will not be confirmed until such time as they respond with an acknowledgment that they understand and agree to abide by the conditions of these guidelines.

In general, candidates should maintain the "spirit of the campaign," which promotes an atmosphere of friendly competition with others and respect for the election process. All candidates must abide by the ISTE Member Code of Conduct and ISTE Board Member Code of Conduct in conjunction with their campaigns.

In an effort to allow candidates to use social media in their campaigns if they choose, while maintaining equality in the election process, campaigning messages will be displayed in a dedicated online space provided by ISTE and accessible to all ISTE membership. All social media will funnel through this space and be aggregated through RSS via the use of hashtags. Campaigning in social spaces without using the official #ISTEBoard hashtags will be considered a violation of these guidelines.

#### **A. Permitted practices**

The following practices are designed to give all candidates fair access to ISTE's membership while allowing the candidate to leverage his or her personal social network, social media and crowdsourcing of ideas. The following campaign practices are permitted:

1. Social media is allowed, but all candidate-created social media content must use the official #ISTEBoard hashtag. For example, all campaign tweets must use #ISTEBoard as a tag.
2. Creating awareness of the general ISTE board campaign is encouraged, especially by pointing to the dedicated online space provided by ISTE to highlight campaign activity.
3. Sharing individual campaigns with friends, colleagues and others through more traditional means and conversations.
4. Engaging in online discussions with other ISTE members in the ISTE Commons or PLN spaces.

#### **B. Prohibited practices**

The following campaign activities are not permitted:

1. Use of ISTE staff time or resources other than support provided for the election online space.
2. Funded actions (in-kind or financial) or activities for increasing a candidate's chance of being elected.
3. Spending money, whether personal funds or affiliate funds, for the purpose of supporting a candidate or campaign.
4. Negative campaigning against other candidates.
5. Targeted lobbying of members of the nominating committee.

### **Prohibited Practices (cont'd.)**

6. Targeted lobbying or leveraging of corporate membership to increase campaign visibility.
7. Promoting to the general membership through unmonitored “direct marketing techniques,” such as mailings, organized phone calls or emails to large numbers of people with whom the candidate does not have a relationship. In other words, spamming of membership with campaign messages is not allowed.
8. Websites other than the official ISTE campaign webpage, such as a personal election statement or webpage other than the official holder on ISTE.org.
9. Endorsement of candidates by persons holding ISTE positions of significant responsibility, such as board members, affiliate leadership and ISTE staff.

### **IV. Clarification of permitted and prohibited practices**

If the candidate has questions about a particular practice, he/she should contact the chair of the ISTE Nominating Committee.

### **V. Conduct of candidates**

Candidates shall conduct themselves in accordance with the ISTE Membership Code of Conduct.

### **VI. Sanctions if a candidate violates campaign guidelines**

The Governance and Leadership Committee is empowered to investigate any alleged campaign violation and may take action deemed appropriate, up to and including elimination of the candidate from the election.