

4-4 Campaign Conduct

- A. The International Board of Direction recognizes the importance of assisting the membership in making an informed choice in electing the International leadership, and thereby provides guidance on appropriate communication between candidates and members. Professional organizations characteristically rely on the published statements and résumé of experience for each of the candidates for office.
- B. Conduct of ITE Headquarters/Board of Direction/Nominations Committee
1. The Chairperson of the Nominating Committee shall notify all candidates of the campaign conduct requirements.
 2. The Executive Director/CEO shall inform the general membership of the nominees and about campaign rules regarding endorsement of candidates.
 3. Candidate actions during the campaign are primarily monitored by the Executive Committee assisted by the Board of Direction. Should a candidate willfully violate any of the procedures outlined, the International Board may consider sanctions. Any variance to campaign rules will be addressed by the Executive Committee, which will have the authority to bring the issue to the Board of Direction for review and vote.
 4. The list of candidates nominated by the Nominating Committee shall be posted on the ITE website no later than December 15 of the year preceding the election.
 5. Elected officials on the Executive Committee and International Board will remain impartial and treat all candidates equally. ITE Headquarters staff will treat the candidates even-handedly regarding exposure in the *ITE Journal*, and through other media.
 6. ITE will host and maintain website for candidate information (videos, brochure and bio).
 7. ITE will host and moderate opportunities for candidates to reach out to and engage with the general membership which may include webinars, podcasts, Q&A sessions, etc.
- C. Conduct of Districts/Sections/Chapters
1. The Executive Director/CEO will contact the Districts/Sections/Chapters as soon as practicable after the nominations are announced to notify them of the nominees and inform them of these candidate campaign conduct rules, particularly the following:

Districts, Sections, and Chapters shall treat candidates equally with respect to publishing campaign statements, reading campaign statements at meetings, advertising the campaign and providing opportunities for candidates or supporters to address their membership. Support and communication provided candidates by Districts, Sections, and Chapters shall be equal with respect to publishing campaign information in newsletters and on websites.

D. Conduct of General Membership

1. Members shall conduct themselves in a professional manner during the campaign. No member shall distribute the named endorsement of other members for a candidate without their express written approval from those members.
2. Members expressing support for a candidate by mail or electronically shall only do so as an individual. Multiple-member or group endorsements are not allowed.

E. Conduct of Vice Presidential Candidates

1. As soon as potential candidates submit their documents expressing interest in candidacy for International Vice President they must conform to the Campaign Conduct procedure and, after that time, they may retain any volunteer positions in the Institute they held prior to that time but they are not to accept any new volunteer positions in the Institute.
2. Each candidate may prepare written and video statements of their candidacy as well as a brochure stating their background and qualifications that conform to guidelines established by the Executive Director/CEO.
 - a. The written statement shall be no longer than 500 words and will appear in the ITE Journal, and on the ITE Website. This statement will be forwarded to all District, Section, and Chapter newsletter editors by the Executive Director/CEO for their consideration for publication.
 - a. **The candidate's** video statement shall be no longer than **2** minutes in length and will be posted on the ITE Website. A brochure that expands upon the candidate's written statement to include biographical information and qualifications pertinent to the position shall be no longer than 2-pages in length on 8.5 x 11-inches paper format. This brochure will be created only as an electronic (PDF) downloadable document for posting on the ITE Website.
 - b. Photographs of ITE members in campaign brochures shall require the member's permission and must include a caption.
 - c. The use of other logos besides those of ITE is not allowed.
 - d. Candidates or others on behalf of a candidate shall not refer to any ITE Council, committee, and task force, District, Section, Chapter or ITE position (current or former) in writing or verbally in such a manner that implies endorsement by such groups.
2. Each candidate may create an Internet website to promote themselves and establish an email address for members to contact them. The candidate's website will only be hosted by ITE Headquarters and should include similar material to that in their candidate brochure and video. The website contents shall conform to

guidelines established by the Executive Director. Inclusion of links to or from employers, firms, or vendors of products will not be allowed.

3. A campaign presence on social media is permitted.
4. ITE will create a Vice President Community Group on the ITE Community for materials and messages to be posted. Campaigning on other groups of the ITE Community by the candidate or by others on their behalf will not be permitted or tolerated.
5. Candidates may not contact Districts, Sections, and Chapters for the purpose of advertising or endorsing their candidacy.
6. Bulk mailing and direct advertising techniques are not allowed. Bulk mailing for this purpose is defined as mailings of the same enclosures to more than 1 person. Bulk mailing encompasses both postal and electronic mailing.
7. One on one personalized email communication is allowed by a candidate or by others on behalf of a candidate. ITE Headquarters will not provide to the candidates mailing labels or electronic files of member addresses or email addresses.
8. All deadlines provided to candidates by the Executive Director/CEO will be adhered to for publication of brochures, placement of website information on ITE's website, issuance of information to District, Section and Chapter newsletter editors, etc. A failure by one or more candidates to provide the information by its deadline will not delay the subject activity.
9. To avoid possible conflicts with the Institute's tax-exempt status, it is important that no solicitation of funds or other tangible support activity of financial value be undertaken by, or voluntarily on behalf of, any candidate. It is intended that a candidate's experience, involvement in Institute affairs, and published statement shall stand on their own merit as testimony to the nominee's individual qualifications for office.
10. Vice Presidential Candidates may attend District, Section, and Chapter meetings during the time period of their candidacy. Candidates may present on matters unrelated to their candidacy. They cannot present a campaign speech at any meeting. This does not preclude the candidate from carrying out their duties as an officer of a District/Section/Chapter or as an International Director or retaining a currently-held volunteer position. However, candidates are not allowed to accept new appointments to ITE committees during the campaign.
11. To avoid the possibility of non-compliance with the campaign rules, candidates are encouraged to provide these campaign conduct rules to anyone intending to assist them in their campaign.
12. Candidates participating in International, District, Section or Chapter individual ITE donation programs shall not be recognized for their donation or change in donation level during the campaign.

13. Contributions to the Institute by the candidates are not limited. But contributions and/or gifts to voting members, such as, but not limited to, raffle tickets or apparel are a violation of campaign rules. Sponsorships of golf tournaments within or outside of sections or districts are allowed.
14. There is to be no malice toward other candidates and any such postings on social media or websites shall be removed

Board Approved 11/3/17