

ELECTION OF NAESP OFFICERS AND DIRECTORS

Policy Statement 300.1 Election Procedures for Vice President

NAESP election procedures for the election of the NAESP Vice President are established to ensure that (1) all potential candidates understand the nomination process, (2) campaigns are conducted in a manner appropriate to a professional organization, and (3) campaign costs are held to a minimum. The Officers and Executive Director of the Association are empowered to investigate any alleged campaign violations and may take action deemed appropriate up to and including elimination of the candidate/candidates from the race.

Scope of Policy

1. Campaign equity: NAESP's role
2. Nomination procedures
3. Pre-nomination activities
4. Campaigning for office
5. Campaign finances
6. Balloting
7. Vacancy in the Office Vice President

Guidelines for Implementation

1. All applications and submissions from candidates shall be submitted electronically.
2. Campaign equity: NAESP will provide equitable publication and dissemination of candidate information and appropriate visibility for candidates.
3. Nomination procedures: Candidates seeking nomination to NAESP office must obtain designated forms (Prospective Candidate Data Form) and policy statements from the NAESP office.

4. Pre-nomination activities: Prospective Candidates (those who have submitted nomination materials to the Nominating Committee) are not to ask for formal state endorsements or support, other than supporting letters and information necessary to complete the nomination materials, until the Nominating Committee has met and officially approved their candidacy. All pre-nomination promotional activities that could be connoted as campaigning for office are prohibited by or for any individual prior to selection and announcement of candidates by the Nominating Committee, including any activity during NAESP conferences, state affiliate conferences and/or any other affiliated conferences. Members of the Nominating Committee should not be “lobbied.” Prospective candidates will not be allowed to travel to promote their candidacy.
5. Campaigning for office: Nominees for Vice President shall submit statements for publication in the *Communicator*. After the Nominating Committee has met and officially approved the candidates for office, promotion of a candidate in zone or state publications is allowed as long as the publication is not designed solely for the purpose of promoting a candidate.
6. Candidates shall not solicit campaign funds from commercial vendors.
7. Balloting: The election ballots that NAESP sends to voting members shall be accompanied by the candidate’s statement.

Procedures

1. Campaign equity – NAESP’s role:
 - A. Upon a request, NAESP staff shall provide all prospective candidates (or their representatives) with the following materials: (1) the Prospective Candidate Data form; (2) Guidelines to the Nominating Committee; (3) minimum qualifications for the office; and (4) the Election Procedure Guidelines.
 - B. Each candidate for Vice President will be provided equal space in the *Communicator* and on the NAESP Web site devoted to whatever statement they wish to make, their photo and their curriculum vita. Through the *Communicator*, and the NAESP Web site the information will reach all NAESP members eligible to vote. The candidates for Vice President may not use in their statements in any other campaign communications or use quotations or names from letters of support without the express consent of the person named or quoted. In no case may the name of a current Board member be used in campaign materials.
 - C. Each candidate for Vice President will be invited to make a presentation of not more than five (5) minutes during the NAESP National Leaders Conference. Each presentation will be videotaped and available for viewing via the NAESP Web site (www.naesp.org) following the conference through the last day of voting.
 - D. Should the Nominating Committee select a candidate(s) for the office of Vice President who would otherwise have no official reason for attending the General Assembly and the National Leaders Conference; NAESP shall cover expenses for the candidate(s) in accordance with NAESP travel policies.
 - E. No gift items, campaign speeches or displays will be permitted during any zone meetings or any General Assembly meeting.

2. Pre-nomination activities: See item Number 3 in the Guidelines for Implementation, above, for the restrictions on activities.
3. Nomination Procedures:
 - A. NAESP members seeking to recommend candidates for nomination for NAESP Vice President and potential candidates themselves are urged to review the NAESP Nominating Committee policies. Nomination documents and instructions are available at NAESP headquarters. These documents include: a letter to state leaders, a form for suggesting nominees, a Prospective Candidate Data form, and a letter to the nominees.
 - B. Members interested in running for Vice President and those interested in nominating another member for the office are advised to adhere to the time frame as specified in Policy Statement 400.5 Guidelines for the NAESP Nominating Committee.
 - C. NAESP members recommending candidates for nomination as Vice President or the prospective candidates themselves shall submit, electronically, all prospective candidate data, including the Prospective Candidate Data form, so it is received by NAESP headquarters not later than October 1. A candidate's nominating materials shall be no more than 25 pages, 8-1/2 x 11, single-sided. Letters from the district superintendent, the Prospective Candidate Data Form and the candidate's philosophy will not be counted in the number of pages allowed. Letters received by the NAESP office will be sent to the prospective candidates and they may select them for inclusion in their 25 pages. Prospective candidates shall submit an electronic colored professional photograph (headshot) of high resolution. Prospective candidates are encouraged to include letters of support in their data folder. No candidate materials, including letters of endorsement, will be accepted after the October 1st deadline. All Prospective Candidate Data Forms should be typed. Prospective candidates shall not send materials directly to the Nominating Committee as a whole or to individual Committee members.

Prospective candidates running for the Office of Vice President will participate in a live interview session via electronic means at a designated time during the meeting of the Nominating Committee. The Chair of the Nominating Committee will determine three questions to be asked of the candidates in their live electronic interview. Prior to their interview session with the Nominating Committee, the candidates will receive two of the three questions; however, the third question will be asked to elicit a spontaneous response from the candidates.

- D. The Nominating Committee will serve as the selection committee to ensure there are no more than two (2) candidates for Vice President. The Executive Director will notify the Nominating Committee of the names of the prospective candidates for Vice President; and shall mail, e-mail, or electronically distribute to the Nominating Committee the nominating materials submitted to NAESP not later than November 1. Should NAESP receive fewer than the required names of two potential nominees for Vice President by October 1st, the Association will immediately set in motion procedures to gain additional candidates which may be considered by the Nominating Committee.

4. Campaigning for office:

- A. The NAESP President shall initiate a conference call with the candidates for Vice President following their selection by the NAESP Nominating Committee. The purpose of the conference call will be to review the policies and expected procedures for campaigning for office in order to avoid misunderstanding and assure a campaign that reflects well on NAESP as a professional organization.
- B. In addition to the statements by the candidates for Vice President published in the *Communicator* and on NAESP's Web site, statements by all candidates will be sent with the ballot. Use of *Principal* magazine for campaign purposes is not permitted.
- C. Candidates are permitted to communicate, through NAESP with NAESP assistance, with eligible voters via email three times during the election period of December through February. Candidates shall be responsible for meeting all deadlines.
- Email # 1 on or about December 15 will be authored by the candidate. The email will be limited to a 300 word maximum and will be unedited by NAESP staff.
 - Email # 2 on or about January 15 will be authored by the candidate's state Executive Director or other "high ranking" official of the candidate's state association. The email will be limited to a 300 word maximum and will be unedited by NAESP staff.
 - Email # 3 following the National Leaders Conference will contain a brief unedited video of the candidate responding live to two questions posed by the NAESP President. One of the two questions will be the same for each candidate and the second question will be selected randomly. Candidates will not know the questions in advance of the interview but will be given the general topics of the questions in advance to allow preparation. Candidates will have two minutes to respond to each question.
The interviews will be videotaped and made available on the NAESP website along with the candidates' taped speeches.
 - Each email distributed by NAESP will not be segregated by candidate but shall contain content for all candidates for Vice-President.
- D. Mass mailings, distributions, and or communications made to eligible voters promoting a candidate, including emails, faxes, telephone or other electronic communications shall be permitted so long as the mailings are not initiated by a candidate but are conducted by someone who knows the candidate personally and are delivered to an audience which it can be reasonably presumed knows the candidate.
- E. Candidates and those promoting candidates may use social media such as Twitter and Facebook so long as no money is spent in the conduct of the promotion(s).
- F. Endorsement of a candidate running for Vice-President is prohibited by any member of the Board of Directors.
- G. No candidate or their supporters may use NAESP membership lists in the promotion of a candidate.

5. Campaign finances:

- NAESP money allocated to members of the Board of Directors may not be spent to provide support to any candidate or to distribute any campaign materials. This does not exclude Zone Directors from mailing minutes of Zone meetings as part of their official actions.
- A candidate may not solicit financial support from any source to promote their candidacy.

6. Balloting:

- A. Each candidate for Vice President is expected to submit information in a written statement for inclusion with the ballot being sent to voting members. The statement shall adhere to the specifications approved by the Board (Policy 300.3). Staff shall not be expected to edit the statements.
- B. The Executive Director shall oversee preparation and distribution of the ballots. The ballots may be sent to members as paper ballots, e-mail, facsimile, or another form of electronic ballot, but any eligible voting member shall be entitled to cast only one form of the ballot. Candidates will be listed alphabetically on all ballots. Information concerning the candidates for Vice President shall be included with the ballot, and space shall be provided on the ballot for write-in votes.
- C. Voting shall open within five (5) business days following a meeting of the General Assembly and voting will close no later than ten (10) business days thereafter.
- D. The winner of the election for Vice President shall be the candidate who receives the most votes of all the valid ballots cast by the regular membership of the Association. NAESP legal counsel of record or NAESP's independent auditors will certify the election results. In the event of a tie, a new election in accordance with the procedures and guidelines as outlined in this and other Board policies shall be held immediately.

7. Vacancy in the Office of Vice President Before the End of the Term:

In the case of a vacancy in the office of Vice President before the end of the one-year term occurring by reason of death, resignation, or other disqualification (including early advancement to the office of President-elect), the President shall, within ten (10) days after the vacancy occurs, instruct the Executive Director to initiate the election process, as prescribed by the Bylaws. The President's instructions to the Executive Director shall include a changed and compressed schedule for the election of the Vice President by the membership.

Authority Level

As specified.

Reference

Action

As stated above.

Bylaws Article V, Sections 3 and 5.