

5.0 Policy on Election/Declaration of Candidacy

All candidates for officer, Board of Directors, or Nominating and Leadership Recruitment Committee (NLRC) positions, whether slated or self-nomination, must adhere to this policy.

Once the NLRC slate is posted, the members automatically become candidates for the positions for which they have been nominated. Once self-nomination is completed, the Elections Committee will then address all nominees equally as candidates. The Elections Committee is the sole source for all information governing elections.

5.01 Elections Committee

The Elections Committee is appointed by the National PTA President. The Elections Committee shall monitor the election process and will develop guidelines for campaigning and campaign materials.

In the event that there are candidates from the floor, the Elections Committee shall ensure there is an opportunity provided by the Convention General Arrangements Committee for the delegates to meet all candidates.

A candidate for a position shall not be eligible to serve on any committee overseeing election. An individual must resign from the committee if/when:

- a. He or she becomes a slated candidate for an elected position, or
- b. He or she submits notification of intent to run pursuant to Section 5.02.

5.02 Procedure for Self-Nomination

Those wishing to self-nominate must fill out an online form located at pta.org/elections and provide their name, mailing address, email address, phone number, and position sought. The form will be available no later than March 1 of each year. See the National PTA Bylaws.

The candidate shall be notified by the national office of receipt of the self-nomination form.

The National PTA President shall notify the chairs of the Elections and Nominating and Leadership Recruitment Committees of any candidates who have filed a self-nomination within forty-eight (48) hours of the receipt of the notification of intent to run.

The Nominating and Recruitment Committee chair shall notify appropriate slated candidates that the election for said position will be contested.

5.03 Required Candidates Materials

- Upon release of the NLRC slate and receipt of self-nominations, the Elections Committee will provide guidelines and templates to all candidates that facilitate the production of campaign materials.
- All candidates must send the following campaign materials to the attention of elections@pta.org by May 1st. All materials must be received electronically by 5PM EDT. Failure to do so will invalidate the candidacy.
 - a. A candidate's bio in the provided format in a Word document;
 - b. A high resolution photograph in JPEG format;
 - c. An electronic version of campaign narrative no longer than 300 words in plain text (no bullets, no bold, no italics, no underline), in a Word document to be incorporated by the National PTA in a public display;

- d. A signed Verification Accuracy Statement Made by Candidates for National PTA Elected Positions form in PDF or Word document.

The Elections Committee staff liaison shall notify candidates when their campaign materials have been received.

Campaign materials shall be reviewed by the Elections Committee staff liaison and the Elections Committee chair for compliance with the campaign guidelines, and candidates shall be notified within five (5) business days of the receipt of the materials if there are any corrections that need to be made.

After review, all materials will be distributed as submitted.

5.04 Candidate Speeches

- a) Nominations shall occur during the first general meeting. Candidates who run unopposed will be elected at the first general meeting and will not give a candidate's speech or participate in the candidate's query.
- b) Candidate speeches will occur during a general session at convention prior to the session when the election occurs. Each of the candidates for Nominating and Leadership Recruitment Committee and for Board of Directors Member Representative shall be allowed two (2) minutes to address the delegate body. Each of the candidates for Secretary-Treasurer, Vice-President of Advocacy and Vice-President of Membership shall be allowed to speak for three (3) minutes. Each of the candidates for President-Elect shall be allowed to speak for five (5) minutes. Each of the candidates shall draw the order of speaking by office or position which shall be the order in which the candidates' name will appear on the screen associated with electronic balloting as indicated in Policy 5.07. The drawing will be conducted by the Elections Committee. Following each candidate's speech, the candidate will respond to one (1) candidate query question, with the exception of the candidates for officer positions who will respond to two (2) questions.

5.05 Candidate Query

The following are guidelines for the candidate query:

1. The Elections Committee shall be responsible for the development of questions for the candidate query. Once a question is responded to by a candidate, the question shall be discarded by the moderator.
2. An impartial moderator shall be obtained to conduct the query. At the conclusion of each candidate's speech, the candidate will respond to one query/question drawn by the moderator. The moderator shall randomly draw a single question for each candidate for the Directors Member Representatives and Nominating and Leadership Recruitment Committee and two questions for all officer positions. The candidate will have up to 75 seconds to respond to the question. The candidate may ask the moderator to repeat the question one time. The 75 seconds will start immediately after the moderator states, "You may now respond."
3. The order of candidates shall be
 - a. President-Elect
 - b. Vice President for Advocacy
 - c. Vice President for Membership
 - d. Secretary-Treasurer
 - e. Board of Directors member representatives

- f. Nominating and Leadership Recruitment Committee
- 4. The moderator should be the parliamentarian or someone recommended by the Elections Committee.

5.06 Campaign Guidelines and Violations

The campaigning period begins when a candidate is announced as part of the proposed slate or submits a self-nomination. Campaigning is defined as asking and persuading people to vote for a candidate.

Once the campaign period begins, campaigning is allowed prior to and at the National PTA convention within specific parameters, noted below. The Elections Committee monitors campaigning and campaign violations.

Candidates are expected to conduct themselves professionally, guided by truth, accuracy, fairness, respect, and responsibility in all election process and campaigning. Candidates must refrain from derogatory, demeaning and insulting remarks.

Candidates are expected to self-police their social network accounts by removing offensive or false statements or comments that do not comply with the Elections Policy within 24 hours.

Candidates, or proxy designated by the candidate, will have a pre-convention meeting with the Elections Committee and walk through prior to the convention to address any questions and to identify “no campaign” areas from campaign areas. Campaigning will be allowed only in designated areas while in the convention center.

Candidates are not permitted to use the National PTA logo and tagline as part of their campaign. This includes, but not limited to, on personal correspondence or communication related to the campaign including biographical information, campaign literature, social media, speeches, or candidate query.

Candidates may not use National PTA resources or any visual aids when campaigning or during the candidate speech or candidate query. This includes, but is not limited to, resources such as the PTA e-mail systems and PTA-specific email addresses, stationary, mailing and phone lists, printed materials, and bulk rate permits. Candidates who are representing National PTA in an official manner may not campaign while attending PTA-sponsored events, except while attending the National PTA Convention. Candidates in such situations may acknowledge a candidacy and provide personal contact information, but must refrain from any form of campaigning.

The location of National PTA-produced campaign materials at the convention shall be determined by the Elections Committee. The distribution of any additional campaign literature and campaign materials on site at the convention is prohibited and will be confiscated by the Elections Committee.

Failure to comply with the campaign guidelines could result in a potential violation. Allegations of potential violations shall be reviewed by the Elections Committee in consultation with the President, and Candidates shall have an opportunity to respond to any allegations made against them.

The following procedure will be followed when a potential violation is brought to the attention of the Elections Committee:

- The President calls a meeting of the Board of Directors for discussion and determination of potential sanctions per the following timeline:
 - If the potential violation occurs prior to convention, the board will be notified within 24 hours and consideration of sanctions will occur within approximately two weeks.
 - If the potential violation occurs within two weeks of the start of convention or after the convention is called to order, the board will be notified immediately and consideration of sanctions will occur as soon as possible.
- During the meeting:
 - The President will share the report of the potential violation.
 - The person accused will have an opportunity to address the board and tell his/her side of the story (*via phone pre-Convention, in person at Convention*).
 - The Board of Directors will discuss the situation and determine the validity of the report and what, if any sanctions will be imposed (warning, disqualification, etc.).
- After the meeting:
 - The President will share the results (*if any*) with the accused candidate.
 - If a violation has occurred, the President will share the violation and sanctions with delegates/other candidates.

Sanctions may include disqualification of a candidate. The board has final say in violations and sanctions and the President will report back to the convention delegates if sanctions have been imposed. Board members who are also Candidates must recuse themselves from both discussion and voting on any potential violation and sanctions relating to the position that they are running for in order to avoid a potential conflict of interest.

Campaign Violations may include, but are not limited to:

- Campaigning outside of designated campaign areas at convention
- Campaigning while at a National PTA-sponsored event or as a National PTA representative
- Derogatory, demeaning, or insulting remarks about a candidate from another candidate
- Derogatory, demeaning, or insulting remarks about a candidate on another candidate's social media profile by a third party that aren't removed by the candidate within 24 hours
- Distribution of campaign materials other than those produced and approved by National PTA
- Failure to comply with campaign guidelines
- Use of PTA resources or visual aids when campaigning

The Board of Directors will determine the sanctions imposed based on the severity, and frequency, of the campaign violation in question. Possible sanctions for any campaign violations include:

- Warning from National PTA president/Board of Directors
- Disqualification of candidate

If the alleged violation occurs prior to convention, the board will be notified within 24 hours and consideration of sanctions will occur within two weeks. If the violation occurs within two weeks of the start of convention or after the convention is called to order, the board will be notified immediately and consideration of sanctions will occur as soon as possible. Candidates shall have an opportunity to respond to any allegations made against them.

5.07 Voting and Balloting

All credentialed voting delegates will sign an acknowledgement of receipt of voting card and

keypad card prior to leaving the credential desk. Voting cards and keypad cards cannot be replaced.

During the National PTA Convention, the following applies to voting and balloting for elections for office:

1. Once an election for a position is opened, no one will be allowed to enter the convention general session meeting room during voting for that position.
2. Candidates' names will appear on the screen associated with the electronic voting in the order in which they gave their candidate's speech as determined in Policy 5.05.
3. Electronic balloting by voting keypad for election shall be initiated as provided in the Convention program.
4. In cases in which malfunctioning of the electronic voting keypads prevents successful voting, in whole or in part, by that means, balloting for one or more positions shall be conducted at times and in accordance with instructions established by the President in conjunction with the Executive Director and Elections Committee Chair.
5. In the event that a majority vote is not achieved in the first or second round of balloting, the candidate with the lowest votes will be dropped from the ballot before any subsequent balloting. The remaining candidates may be allowed one minute for an additional presentation.
6. No electioneering shall take place inside the location of the general meetings.

5.08 Notification of Results

Prior to making results public to the delegates, the election results will be shared with the candidates by the Elections Committee Chair.

5.09 Web Based Training

The Elections Committee will deliver a web-based training for all candidates regarding the election process, campaign rules and any other important information. This training will take place no later than April 10.