Haas Club Election Policy Guide 2014

As club leaders, it is your duty to conduct elections for your club that adhere to the rules and requirements of this document. Hopefully, this document also makes that process easier.

The overarching goals of this document are to achieve elections that are:

1. **Fair**
   Any member of a club may run for a leadership position, but some positions come with certain requirements that must be fulfilled to guarantee the duties of that position are appropriately fulfilled.

2. **Transparent**
   It should be clear to all club leaders and members exactly what positions are available, what each position is responsible for, how elections will work, and what are the eligibility requirements for leadership? If an election were to be audited, all the necessary data, including pre and post election activities, should be available.

3. **Inclusive**
   All members of clubs should be actively encouraged to seek leadership positions, assuming they meet any requirements around the position, and are ready and able to actively engage as a club leader.

4. **Organized**
   Elections are deliberately coordinated among clubs to enable club members to make the most informed decisions about leadership. An organized election process also promotes fairness, transparency and inclusiveness.

**Election Timeline**

Club elections are held in November. EW MBA Association (EWMBAA) and MBA Association (MBAA) elections are held prior to club elections so that students who are interested have the opportunity to seek student government office before deciding which other offices they wish to pursue.

In addition to MBAA and club officer positions, Haas MBA students have the opportunity to run for a variety of other leadership positions. These include conference and case competition chair positions, business plan competition leadership, and for Full-time MBA Students, Orientation Week Co-chairs and Admissions roles including Haas Student Ambassadors, Student Interviewers and Lunch Escorts.

Clubs are **required** to hold Presidential elections before elections for other officers. This will allow more students to contest for the President position, and if unsuccessful, go on to run for one of the Vice President Positions. Clubs should open up nominations for VP positions after announcing the new Presidents, so that candidates who are unsuccessful in presidential elections can compete for VP positions.

**Schedule for Fall 2014 elections:**

**Club President Elections**

Presidential elections must be held the **week of November 10th, 2014.** Clubs must ensure they have time to run a round of voting, and then a runoff round if required. New Presidents must be announced by **November 14th, 2014.**
Club VP Elections
VP elections must be held during the week of November 17th, 2014. Clubs must ensure they have time to run a round of voting, and then a runoff round if required. New VPs must be announced by November 21st, 2014.

Campaign Rules and Platforms
These rules are intended to serve the goal of holding fair elections where all candidates stand on an equal playing field.

Only current members of a club may run for a leadership position in that club.

Platforms:
Platforms for all positions should be submitted to club presidents in the form of a single PowerPoint slide. Club leadership can determine and should message any guidelines for the content of those slides. Platforms should highlight interest and qualifications. They should not include mention of whether a candidate is in the FT or EW MBA Program, unless the candidate is specifically running for a VP EWMBA position to represent interests of and messaging to EWMBA members of the club. Club leadership should then compile all platforms and distribute them via their club mailing list and the club’s private Facebook group page (if applicable).

Campaigning:
For all clubs running an election by club members, the following forms of campaigning are strictly prohibited by candidates, and can be cause for removal from the election process if the club’s executive committee deems appropriate and has stated clear written cause for removal.

Prohibited campaign activities:
- Facebook posts
- Mass e-mails
- Physical Posters
- Student Organization Endorsements
- Any other activity that would give that candidate a substantial advantage over other candidates.

Candidates are permitted to submit a short video clip of 2 minutes or less linked within their platform slide and only there.

Clubs may hold events, however, that allow all candidates to participate and give club membership an opportunity to speak to candidates about their platforms. Clubs should hold these events at times convenient to most candidates and membership. For example, if EW students are running for positions, make an effort to schedule such events during the EW break in the evenings or on Saturdays.

Election Types
Election by Club Members (required for Industry Clubs)
Under this method, the officers of the club will be elected by the membership of that club. There are several variants of this method that may be employed by the club. The variants the club decides to use must be clearly publicized to all club members and candidates before the week of November 10th, 2014.
Voting Variants

Method 1 (President and VP Positions): Highest number of absolute votes
Each candidate runs for a specific office (VP of Alumni for example). Officers under this method will be elected by receiving the most absolute number of votes. For example, if 100 votes are cast across 4 candidates, the single candidate with the most votes wins. This method prevents the need for election runoffs.

Method 2 (President and VP Positions): Simple Majority
Each candidate runs for a specific office (VP of Alumni for example). Officers under this method will be elected only if that candidate receives more than 50% of total votes. If a majority is not achieved in a round of voting, a runoff must be conducted between the top two candidates by absolute votes.

Method 3 (VP Positions): Consolidated Ballot
Each candidate will run generically for the Executive Committee (EC) of a club and all candidates will appear on a single ballot. If a club has 7 VP positions for example, the top 7 candidates by votes will be elected to the executive committee.

The newly elected Presidents reserve the right to appoint the newly elected EC to specific roles (VP Marketing, VP Alumni, etc.) based on that candidate’s interest, experience, and platform. The Presidents may work collectively with the newly elected EC to determine which EC member will fulfill each role. It is recommended that the newly elected Presidents look to the outgoing Presidents during this process for guidance.

In the event of a tie under any of these voting methods, clubs may choose to have a run-off vote for the top 2 candidates. Alternatively (or if the run-off method is not preferred), the current board may collectively serve as the tiebreaker and must inform the membership that this will be the method. It is left to club discretion whether to organize an additional event to allow final candidates to share additional information before a run-off or existing board tiebreaker.

Other Methods:
Other voting methods may be considered on a case-by-case basis, and should be agreed upon by the club, MBAA VP Clubs and the Program Office prior to elections.

Election by Executive Committee
Under this method, the club Presidents and Executive Committee members must collectively appoint the next generation of club leadership, and may use any of the voting methods described above. In some circumstances where there are enough leadership roles for all candidates, the outgoing club leadership can hold a collaborative workshop with candidates to determine which roles will go to which candidates.

Appointment by Club President(s)
For clubs with a small or no executive committee, the club Presidents may appoint the next generation of leadership. The Presidents must be prepared to justify his/her decision by proving that they publicized the opportunity to all club members and that the candidate showed extraordinary interest,
initiative, and involvement in club activities to warrants a leadership role. This may also be a collaborative process with interested candidates.

**Specific Requirements for Particular Roles**

**President**

While some clubs have a single President, most clubs have two Co-Presidents. This shared leadership structure works well for industry clubs, where the leadership responsibilities are most demanding. Clubs with Co-Presidents are encouraged to structure elections so that Co-President candidates run in pairs on shared platforms. This will help ensure that the elected Co-Presidents have set a shared strategic direction and work well together. Students from the Evening Weekend and Full-time MBA programs may pair up as Co-President candidates to form effective and representative teams. Clubs with shared Co-President platforms must hold events in the evening during the 7:30 - 8:15 p.m. time slot that allows all interested candidates to mingle, discuss goals, and pair up in creating their platforms.

**Specific requirements to run for President:**

1. **Evening & Weekend and Full-time MBA students** may run for Club President positions as long as they meet all requirements listed below. Students from the two programs are strongly encouraged to pair up as Co-President candidates to form effective and representative teams. Some club President responsibilities require knowledge of the Full-time MBA program and engagement with the Full-time MBA Program Office. (See addendum.) In the event two EW students are elected as Co-Presidents, the club will confer with the Full-time MBA VP Clubs and elect or appoint a 3rd Co-President from the Full-time Program.

2. **Candidates must be prepared to devote 5 – 20 hours per week (5-15 hours per week for non-industry clubs, 10-20+ hours per week for industry clubs) to club management activities for the entirety of the term (January 2015-January 2016).** Industry clubs generally require the most time commitment.

3. **Attendance is required at the Presidents’ Summit and Student Leaders Orientation held at the start of the Spring semester.**

4. **All Presidential candidates must meet with an outgoing President from the club to ensure that they understand the role and responsibilities.**

   **For industry clubs,** presidential candidates must be On Campus Recruiting (OCR) eligible. **For these same clubs,** Presidential candidates from the EWMBA Program must be OCR eligible (these requirements are in place because industry club leaders represent the Haas School in reaching out to recruiters and other Haas corporate partners) AND meet with Avni Kansara (Assistant Director) in the EWMBA Program Office to discuss responsibilities and time commitments. **This purpose of this meeting is to set expectations for leadership commitment and for candidates to succinctly make a case for why and how he or she is committed and available to completely fulfill and exceed expectations of that position.**

**VP Career, VP Firm Night, and Similar Roles**

These roles are common in industry clubs, and directly interface with their industry representatives in the Career Management Group (CMG). Many clubs have Co-VP Career roles to help more effectively represent and execute on the career interests of their clubs, and this structure is strongly encouraged.
Specific Requirements for VP Career, VP Firm Night, and Similar Roles

1. **Industry Clubs must have at least one Full-time MBA student as VP or Co-VP of Careers.**
   Ideally, Industry clubs will have Co-VPs of Careers, one to represent the career interests of the FT students and one to represent the career interests of the EW students. If there is no EW candidate for VP Careers, the FT VP Careers must collaborate with the club’s VP, Evening Weekend or EW members. If the VP EW position does not exist, it may be created. This will ensure the club represents both program’s career interests effectively.

2. **VP Careers must be available to engage with CMG during business hours to fulfill the responsibilities of the role.** This can be in person or by phone.

3. **Full-time MBA VP Career candidates for Industry clubs must be OCR eligible.** EWMBA VP Career must be OCR eligible. This is required because industry club leaders represent the Haas School in reaching out to recruiters and other Haas corporate partners.

### Full-time VP Academics and Similar

These roles are common in industry clubs, and have direct and substantial impact on the Full Time Academic Curriculum. The EWMBA Program has other roles available outside the club structure through which students can provide academic feedback.

Specific Requirements for Full-time VP Academics and Similar

1. **The Full-time VP of Academics must be a Full Time MBA student**
   Full-time VPs of Academics are the Full Time Program Office’s primary conduit for feedback from the Full Time class as well as the voice of the Full Time Program Office to the Full Time student body. These roles also organize and run the for-credit MBA 294 Industry speaker series courses, which require these VPs to be present and available on campus during business hours.

### VP Social, VP Events, and Similar

These roles are common to most clubs, and are generally responsible for much of a club’s quality of life. These leaders not only organize events, but are often in the trenches of event execution: carrying kegs, managing vendors, and arranging and participating in post event cleanup. These roles, when done well, tend to be very time intensive. Some clubs have multiple VPs of Social to help manage the workload.

Specific Requirements for VP Social, VP Events, and Similar

1. **All Clubs must have at least one Full-time MBA student as VP or Co-VP**
   Club events are a significant part of the Full-Time MBA culture and experience, and often serve as a major differentiating factor for prospective students considering Haas over other programs. Many of these events occur during business hours, requiring the VP Social to be present on campus.

2. **Clubs with greater than 50% EW MBA membership must have Co-VP Social positions, and strongly encourage EW MBA members to run for a Co-VP Social position**
   This is especially helpful for large clubs with large membership. A Co-VP structure that spans both programs will allow for robust programming that satisfies the needs of all club members.
VP EWMB

This role is common in industry clubs and clubs with large EWMB membership. Some clubs have a Co-VP EWMB. The roles and responsibilities of this position vary from club to club based on the specific needs of each club, and should be clearly defined by club leadership in conjunction with the elected VP EWMB officer.

Specific Requirements for VP EWMB

1. Only EWMB students may run for VP of EWMB
   By design, this liaison role is meant to help better represent the EWMB membership in club leadership, and to foster greater cooperation between the FTMBA and EWMB programs.

Election Checklist and Logistics

1) Pre-Election
   a. Distribute email with description of each role, any approved requirements for certain roles (e.g. OCR and CEC eligible where applicable), election type, the contact information for the current officer, and key dates for the election.
   b. Solicit platforms from candidates.
   c. Inform members that Full-time MBA students must be members of MBAA and all students, whether FTMBA or EWMB, must have paid club dues in order to be eligible for leadership positions.
   d. Share platforms with the entire club via email.
   e. Promote dates of Election events

2) Election Logistics
   a. Clubs must create their election forms by leveraging the Survey functionality in CampusGroups. In the settings of the survey, it is required to have the following settings enabled to ensure that only club membership cast a single vote in the election process. You may also specify a window of time that polls will be open

   Login required:  
   ![Login required button]
   By default your forms are filled in anonymously. But if you want to know who is filling it, we can require people to log on.

   Disable editing:  
   ![Disable editing button]
   If activated, users will not be able to edit their answer after submission

   Single answer:  
   ![Single answer button]
   If activated, users will not be able to submit several answers
3) Post-election Checklist
   
a. Announce the new leaders to all club members.
   
b. Formally transition
   
   i. Make sure that each outgoing officer has a transition meeting with each incoming officer
   
   ii. If feasible, the incoming officers should organize a retreat to set goals and engage in teambuilding
   
   iii. Outgoing officers should invite new officers to shadow them at meetings and events
   
   iv. Outgoing officers should begin to delegate responsibility to new officers
   
   v. Outgoing officers must make themselves available in the Spring to help new officers ramp up

**Election Best Practices**

- Share nominations in an open forum to ensure that all positions get filled.
- Provide a clear timeline for election and voting process.
- Invite candidates to make brief speeches at one meeting if all candidates can be present.
- Use CampusGroups Surveys for voting to ensure fairness.
- Industry clubs are required to hold formal elections, to ensure that there are clear winners and that everyone’s voice is heard. Solicit and distribute written platforms including plans for the year.
Addendum: Club President Responsibilities

Club Presidents take on significant responsibility in serving their members and representing the Berkeley-Haas brand. They are responsible for the success of the club and its executive team in planning and executing successful programs and events that meet the career, academic and social needs of their members. In order to do so, they must be available to work with key administrators during business hours. Among the responsibilities they must execute or oversee are the following:

- Confer and report as needed to the Full-time MBA Association VP Clubs and the Full-time MBA Program Office who jointly manage and advise the MBA Clubs. The FTMBA VP Clubs meets regularly with his counterpart in the EW MBA Association who advises regarding the needs and interests of EW MBA students.
- Collaborate and communicate with key administrative offices at Berkeley-Haas including the Dean’s Office, Marketing-Communications, Career Management Group, Development Alumni Relations, Facilities and others as needed.
- Attend the Presidents Summit and Student Leaders Orientation Sessions held during lunch at the start of the Spring Semester.
- Manage club membership lists along with collection of fees, communications and calendar via the CampusGroups platform and successfully use other campus technology resources such as the EMS event space management system.
- Accountability in terms of club finances and tax reporting, risk management and legal matters. This requires that Presidents confer with the Full-time MBA Program Office Student Affairs Team.
- Plan and execute on and off campus events from the strategic level to the logistical “heavy lifting” level: securing of space and catering, purchasing and transportation of supplies, and room set up, breakdown and clean up.
- Manage outreach to other clubs within the Haas community, and clubs at other top business schools for benchmarking, invitations to conferences and case competitions.
- Utilize club leadership to ensure that the Berkeley-Haas club structure and the student-initiated activities developed by clubs meet the changing needs of their constituencies and remain a distinguishing competitive advantage for the school brand. This is a key contributing factor to successful recruitment in the Full-time MBA Program.
- Respond to inquiries from prospective students, primarily those interested in the Full-time MBA Program, regarding club and student life.
- Manage outreach to recruiters, managers and senior executives to secure speakers and sponsorship.
- Provide feedback to the Full-time MBA Program Office in response to academic and workshop programming needs related to club industry or function.
- Manage and execute club election events at the end of the leadership term, including information sessions, platform collection, candidate mixers, and the election itself.