

McKendree University

**Homecoming Candidate
Information Packet 2014**

Student Homecoming 2014 – Tentative Schedule

September 11,15 – General Info Meetings

September 28 – Bearcat Award Games Meeting/Entry Forms Due at 6pm in PAC 220

September 29 – Homecoming Court Applications Due at 12pm

October 5 – Talent Show Auditions at 6pm (location TBA)

October 10, 12, 13 – Homecoming Court Interviews

October 19-25 – Homecoming Week/Bearcat Award Games

October 22 – McKendree's Got Talent Variety Show at 8:30pm in The Hett

October 25 – Homecoming Parade at 11am

October 25 – Homecoming Coronation at McKendree Football Game; 1:00pm

October 25 – Homecoming Post-Game Concert in the Quad at 5:00pm

***Some dates, events, locations and rules subject to change. A detailed schedule will be available soon**

For more information, please go to: www.mckendree.edu/studenthc

2014 HOMECOMING CANDIDATE GUIDELINES

Campus Activities Board's goal for the student Homecoming Royalty selection process is to create a sense of pride and fulfillment for those who are chosen to represent McKendree in the capacity of Homecoming King and Homecoming Queen. To further that effort, a book scholarship of \$500 will be awarded to those successful candidates. It is our hope that both the process and the resulting rewards spark competitive and institutional spirit within our McKendree community.

Homecoming Court Selection Process

Each year, McKendree men and women are chosen to represent McKendree University as members of the Royalty Court. The Royalty Court is selected from a group of nominees and applicants who are interviewed by a judging panel that may consist of staff, faculty, and alumni. Interview scores are based on candidates' ability to exemplify the qualities of leadership, spirit, integrity, and achievement through their involvement at McKendree University.

1. Five (5) men and Five (5) women will be selected as members of the 2014 Homecoming Royalty through the application and interview process. Should a tie exist for the final members, the panel will discuss the candidates who are tied and select the finalists for the Royalty Court. Two alternates will be chosen, but will not be announced unless a Royalty member cannot fulfill his or her obligations. A King and Queen will be selected from the Royalty Court individuals.
2. Candidates will be judged on the following:
 - a. Application Information (30 points)
 - i. Application – 5 points
 - ii. Resume – 5 points
 - iii. 4 Essay Questions – 5 points each
 - b. Interview (35 Points)
 - i. Appearance – 5 points
 - ii. Poise and Presentation Skills – 5 points
 - iii. 5 – Interview Questions - 5 points each
3. Final selection of the King and Queen will be based upon a student vote. If there is a tie, the highest interview score will determine the results.
4. Members of the Homecoming Royalty Court will each receive a \$50 Bookstore Gift Card and a Homecoming T-shirt.
5. **Prizes must be claimed before January 31, 2015.**

Candidate Nomination and Application Requirements

1. **Candidate must electronically submit a résumé (no longer than 1 page), business dressed-formal photo, and application to the Office of Campus Activities (campusactivities@mckendree.edu) by 12pm on September 29, 2014. Résumé can be added to the application document or as an email attachment. Photo should be a separate attachment.**
2. McKendree University students can only be nominated by one Registered Student Organization (RSO).
 - a. **An email from the RSO president or advisor stating the name of the group's Royalty Court nominee is required. This can be emailed to: cabtraditions@mckendree.edu**
3. One nomination is permitted per single-sex student organization. Co-ed organizations may nominate one male and one female.
4. The Office of Residence Life may nominate one candidate per residence hall per gender for a total of 2 candidates. Candidates must meet eligibility requirements.
 - a. **An official email of nomination from the Residence Hall Director verifying the candidate must be received by the Office of Campus Activities. This can be emailed to: cabtraditions@mckendree.edu**
5. Commuter students not belonging to a Registered Student Organization may apply to be a candidate for Homecoming 2014.
6. **To be eligible for King or Queen, all candidates must be currently enrolled as a full-time student, have a 2.5 minimum McKendree cumulative grade point average, accumulated a minimum of 60 credit hours at McKendree, and be in good academic and judicial standing with McKendree University. Candidates put on probation during the selection process will automatically be disqualified.**
7. Former McKendree Homecoming Kings or Queens are not eligible.
8. Candidates **MUST ATTEND** all scheduled activities designated for them through Homecoming week.
9. Registered Student Organizations or approved campus groups sponsoring a candidate must be registered and in good standing with the Office of Student Affairs and Campus Activities by the specified deadline for registration. Go to the Student Involvement section of the McKendree website. The renewal form can be found under Student Organization Resources.
10. **Candidates are required to promote themselves and the online voting process.**

Candidate Obligations

1. Appearances for the selected King and Queen will also be required at the following:
 - a. 2015 Lebanon Fireman's Picnic Parade – July 2014
 - b. 2015 Homecoming parade and festivities as Retiring Homecoming King and Queen.
 - c. 2015 Homecoming coronation of the King and Queen.
 - d. Any other McKendree-related activities as available.**Professional attire will be required for some appearances.**

2. Each applicant must understand that these appearances are mandatory and by accepting the court position, is also agreeing to fulfill them.

Important Dates:

1. **General Information Meetings**
2. These meetings are for all people interested in running for King and Queen, or those who want information on the Bearcat Award Games. They will cover many of the details and requirements for candidacy. **Nominees for king or queen are strongly encouraged to attend one general information meeting. If unavailable to attend the meeting an individual time may be set up by calling ext. 6856.**
 - a. **September 11, 15**
 - i. **12:00pm or 3:30pm in The Lair**
3. **Monday, September 29 at Noon – Application Deadline:**
 - a. All applications must be turned in electronically.
 - b. **Late and Incomplete Applications will not be accepted without prior approval from the Director of Campus Activities.**
 - c. Candidates sponsored by a registered student organization should have their application signed by their president, advisor, or chairperson.
 - d. Candidates are reminded to list all available interview times within their application.
 - e. Should the number of eligible candidates exceed available interview times, additional times will be added.
4. **October 10, 12, 13 – Homecoming Candidate Interviews**
 - a. **Candidates are expected to dress appropriately for an interview.**
 - b. Candidates are strongly encouraged to visit the Office of Career Services to hone their interviewing skills.
 - c. Candidates will get their picture taken for candidate publicity purposes. Those selected for Royalty will have their information posted on the Homecoming website and various campus bulletin boards.

Interviews

1. **Homecoming Royalty interviews will be held in Piper Academic Center – king candidates in one room, queen candidates in another. Interviews will last approximately 20 minutes.**
2. Each candidate will list available interview times on their application. Candidates will be contacted about their interview time before Wednesday, October 1.
3. The judging panel may consist of faculty, staff and alumni. The Royalty Court will be selected based upon these interviews.
4. Applicants will be expected to dress in proper business attire for the interview. Absolutely no jeans, t-shirts, or tennis shoes. Inappropriate dress will lessen your chances in becoming a finalist.
 - a. **If needed, please consult the Career Services Office for information in proper dress and interview information.**
5. Each applicant will have a photo taken of them prior to their interview. Please arrive early for your interview and please be prepared. The photo will be used in various promotions and publications regarding Homecoming.
6. **Candidates will be judged on the following (Total of 35 points):**
 - a. **Appearance – 5 points**
 - b. **Poise and Presentation Skills – 5 points**
 - c. **5 – Interview Questions - 5 points each**
7. After interviews have been completed, the judging panel will select no more than five (5) men and five (5) women to be the Royalty Court. Two male and female alternates will also be selected. **Royalty Court finalists will be listed by Student ID number on the Student Homecoming website: www.mckendree.edu/studenthc**
8. The decision of the judging panel is final.

Royalty Court Schedule

***Please note that some appearances may require professional attire.** Each applicant must understand that these appearances are mandatory and by accepting the court position, is also agreeing to fulfill them. In the event that a candidate is unable to fulfill the obligations of the below appearances, percentage points will be taken away from the candidate's final student vote total.

1. **Tuesday, October 14 (Time/Room TBA) – Royalty Court Meeting:**
 - a. This meeting will cover some of the additional rules and details of the competition. It is mandatory that the candidates attend this meeting.
2. **Thursday, October 16 at 7:00am – Campaigning Begins:**
 - a. Candidates are allowed to begin campaigning (see Campaigning and Promotion rules)
3. **Sunday, October 19 at (Time TBA) – Homecoming Week Kickoff**
 - a. Candidates are required to attend and be announced.
4. **Tuesday, October 21 at 12:00am – Active campaigning ends.**
 - a. All active and interpersonal campaigning must stop. Inanimate campaigning like sidewalk chalk, signs, etc. can remain through the week to help promote Homecoming spirit.
5. **Wednesday, October 22 at 12:00am – Online Voting Begins**
6. **Wednesday, October 22 at The Hett – McKendree's Got Talent Homecoming Variety Show:**
 - a. Attendance is required of all Royalty Court candidates. Candidates will be introduced during the event.
 - b. Event starts at 8:30pm, candidates announced at approximately 9:15pm

7. **Friday, October 24 at 3:00pm – Online Voting Ends**
8. **Saturday, October 25 at 11:00am – Homecoming Parade:**
 - a. Attendance is required of all Royalty Court members. All Court members are required to arrive early (10:15am) to get everything coordinated for parade line up.
9. **Saturday, October 25 at 1:00pm – Homecoming Football Game:**
 - a. Attendance is required of all Royalty Court members. Candidates will be announced during the pre-game ceremonies.
 - b. Retiring King and Queen will be in attendance.
10. **Saturday, October 25 at 5:00pm in (Location TBA) – Homecoming Post-Game Concert:**
 - a. Attendance is required of all Royalty Court members.

Campaigning and Promotion

1. Please read these Campaign Rules carefully. It is important to ask any questions you may have **PRIOR** to the commencement of the campaign. Lack of understanding or failure to read the campaign rules will not be a valid excuse for the candidate or the sponsoring group. We recommend that the entire group be aware of the campaign rules.
2. Candidates are allowed to verbally campaign only. Amplification devices are not allowed during the campaign and election. Microphone use is allowed in a closed room during an official meeting to which the candidate has been invited.
3. No candidate or their family and friends shall send mass emails to potential voters. This includes the use of the McKendree email system. Candidate campaigns are allowed to create Facebook groups with basic information to promote the candidates. Created groups should in no way discredit any other candidate. Office of Campus Activities and/or Office of Student Affairs must be allowed access to the promotion.

Voting Process

1. Once the Homecoming Court has been selected, a voting period will occur.
2. Students will be allowed to vote online using their BlackBoard accounts.
3. Students will be able to vote for 1 male candidate and one female candidate.

Publicity and Campaigning Rules and Guidelines:

General Philosophy:

1. Being named King or Queen should not be because of name recognition that stems from widespread advertising; it should be an acknowledgement of your previous campus involvements and connections with students on campus. Campaigning reminds people of who you are, informs them that you are a candidate, and encourages them to vote. Please keep in mind that the spirit of campaigning is to connect with students in a personal way.
2. Successful campaigning is done through being seen on campus at high-profile events and word of mouth through your friends and organizations.”

Guidelines:

Please read these Campaign Rules carefully. The following rules and guidelines are meant to aid you through the campaigning process. It is important to ask any questions you may have **PRIOR** to the commencement of the campaign. Lack of understanding or failure to read the campaign rules will not be a valid excuse for the candidate or the sponsoring group. Candidates are expected to know each of these rules and will be held accountable for them.

General Campaign Rules

1. Active campaigning begins on **Thursday, October 16 at 7:00am** and ends on **Tuesday, October 21 at 12:00am**. However, inanimate campaigning may remain up through the week.
2. You cannot ask/tell people to vote for you until the first day of campaigning; however you may inform them that you are an official candidate.
3. Candidate bashing is strictly prohibited.
4. Campaigning must focus only on the candidate and their quest to be Homecoming King or Queen, not on their personal beliefs.
5. No candidate or their family and friends shall send mass emails to potential voters. This includes the use of the McKendree email system, Blackboard, and other campus internet resources. Candidates are allowed to promote themselves on Facebook, however the Office of Campus Activities and/or Office of Student Affairs must be allowed access to the promotion.
6. Campaigning in Ames Dining Hall is allowed with permission from the venue manager.
7. Campaigning during class is allowed with permission of the instructor.
 - a. You are allowed to write on any classroom board with permission from the instructor, but you must erase the message at the end of class.

Campaign Advertising: Bulletin Board

1. The Homecoming Committee will create and produce an official King and Queen display which will include Royalty Court photos, sponsors, and five one-line bullet points of candidate's involvements. These will be sent through campus email.

Campaign Advertising: Painting

1. Candidates are allowed to promote themselves by painting car windows, as long as you have permission from the vehicle owner to do so.
2. Candidates are allowed to promote themselves by painting the windows of buildings, on or off campus, as long as you have permission from the building owner, manager, Hall Director, etc.
3. All paint on car windows or building windows must be removed by Monday, October 28, or as requested by the Building or Hall Director.
4. No paint is allowed on the walls of any building, inside or out

Campaign Advertising: Other Formats

1. **All posted materials must have the McKendree Homecoming 2014 website prominently displayed: www.mckendree.edu/studenthc.**
2. An advertisement will be sent to all students by the Office of Campus Activities prior to Homecoming voting that will feature the photos and involvements of each candidate.
3. Sidewalk chalk is permissible on campus on horizontal cement sidewalks only. Do not chalk on buildings, sculptures, brick walkways, walls, or any vertical surfaces.
4. No candidate or their family and friends shall send mass emails to potential voters. This includes the use of the McKendree email system, Blackboard, Facebook, and other internet resources.
5. Billboards are not allowed on campus.
6. Bulletin boards are allowed in residence halls with permission of the RA of that floor and the Hall Director.
7. Buttons are permissible but must be in good taste. The button design must be approved by the Office of Campus Activities before they are produced.
8. T-shirts are permissible, but must be in good taste. The T-shirt design must be approved by the Office of Campus Activities before they are produced.
9. Printed mailing labels are permissible. You can use them to stick on to giveaways such as pencils, candy, etc. Please do not stick labels on anything that does not belong to you or is not a giveaway.
10. All buttons, T-shirts and other forms of inanimate campaigning may remain through the week.

Rule Violations:

1. If any of the candidate rules are found to be broken (by candidate or someone from the candidate's campaign group), each violation will be documented and appropriate action will be taken, from the deduction of percentage points from the candidate's vote total, up to and including disqualification of the King or Queen candidate.
2. Candidates are also responsible for any misconduct that may occur by members of their sponsoring organizations. Please inform your sponsoring organizations that they may not violate any of the campaigning rules as stated in this packet.
3. Be advised that negative behavior from your sponsoring organizations during Homecoming Week activities may negatively impact your candidacy. Consult with your sponsoring organizations to make sure that they carefully follow the rules for Homecoming competitions in which they are participating. Misconduct by a sponsoring organization could lead to disqualification of their King or Queen candidate.
4. Reports of illegal campaigning and/or possible rule violations may be made to the Office of Campus Activities. Please include the date, time, and location of the violation, along with the candidate's name and the names and contact information for any other witnesses. Reports must include the name and contact information for the person reporting the violation, but this information will be kept as confidential as possible. To submit a report you can either:
 - a. Put the report in writing, enclosed in a sealed envelope with "ATTN: Campus Activities," and submit it to the Office of Campus Activities (Lower Level Deneen – The Lair).
 - b. Send an email to campusactivities@mckendree.edu.
5. In cases of an extremely severe misconduct made by the candidate or his/her sponsoring organization, the Office of Campus Activities has the authority to remove the candidate from the competition at any point during the competition.
6. Decisions made by the Office of Campus Activities are final.

Campaigning "Do's and Don'ts"

DO:

- Be creative with your advertising.
- Campaign in a variety of locations on campus.

- Encourage others to help you campaign, but be aware of what they are doing and make sure they follow the rules.
- Show respect for the other candidates.
- Act professionally at all events.
- Plan ahead and manage your schedule to attend the required events.
- Remember you are still a student! Keep up with your schoolwork and other responsibilities.

DON'T:

- Bash other candidates.
- Produce individual posters or flyers on or off campus.
- Skip classes to participate in Homecoming events.
- No candidate or their family and friends shall send mass emails to potential voters. This includes the use of the McKendree email system, Blackboard, Facebook, and other internet resources.