



McKendree University

**Homecoming Candidate
Information Packet 2023**

2023 HOMECOMING CANDIDATE GUIDELINES

2023 Homecoming Court Selection Process

The 2023 McKendree Homecoming Court selection process is a celebrated tradition that creates a sense of pride and fulfillment. In celebration of inclusivity and diversity, McKendree's Homecoming Bearcat Royalty will not feature the traditional titles of king and queen. Final Royalty Court will consist of the

Candidates must submit a detailed application, including a video essay. Applicant submissions are reviewed by a judging panel that may consist of staff, faculty, and alumni. Scores are based on candidates' ability to exemplify the qualities of leadership, spirit, integrity, and achievement through their involvement at McKendree University. Those chosen for Homecoming Court will then campaign for student votes and the selection of Bearcat Royalty.

A maximum of 14 students will be selected as members of the 2023 Homecoming Court through the application process. Should a tie exist for the final members, the reviewing panel will discuss the candidates who are tied and select the finalists. If available, two Royalty alternates will be chosen, but will not be announced unless a Court member cannot fulfill obligations.

1. Royalty Candidates will be judged on the following:
 - a. Application Information (60 points)
 - i. Overall Application – 0-20 points
 - ii. Campus/Community Involvement – 0-20 points
 - iii. Video Essay – 0-20 points
2. Members of the remaining Homecoming Court will each receive a \$25 Bookstore Gift Card.
3. Bearcat Royalty Court winners will receive a Book Store Gift Card of \$75 each, and a \$250 Campus Activities Office Impact Award towards their Registered Student Organization or University-sponsored group.
4. It is our hope that the process and the resulting rewards spark competitive and institutional spirit within our campus community.
5. **Prizes must be claimed before January 31, 2024.**

Candidate Application Qualifications/Requirements

A maximum of 14 students will be selected as members of the 2022 Homecoming Court through the application and interview process. Bearcat Royalty will be selected from the Homecoming Court individuals.

1. **To be eligible for Homecoming Court or Bearcat Royalty, candidates must:**
 - a. Be nominated by a Registered Student Organization or University-sponsored group (eg., Student Ambassadors, McKendree Cheer, Alpha Phi Omega, Psi Chi, etc.)
 - i. Organizations/groups may only nominate one candidate
 - ii. The nominee must be a current member of the organization/group
 - b. be at least a Sophomore, Junior, or Senior with a minimum of 30 credit hours or more accumulated at McKendree
 - c. currently enrolled as a full-time McKendree University student with a minimum of 12 credit hours
 - d. a 2.5 minimum McKendree cumulative grade point average
 - e. be in good academic and judicial standing with McKendree University. Candidates put on probation during the selection process will automatically be disqualified.
2. Former McKendree Homecoming Kings, Queens, or Homecoming Bearcat Royalty are not eligible.
3. Candidates are encouraged to attend all scheduled activities designated for them through Homecoming week.
4. **Candidates are required to promote themselves and the online voting process.**

Candidate Obligations (Professional attire will be required for some appearances.)

1. Appearances for the selected Bearcat Royalty will be required at the following:
 - a. Homecoming parade if applicable, tailgate, coronation, and festivities as Retiring Bearcat Royalty.
 - b. Any other McKendree-related activities as available.
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. **Wednesday, October 11 at 5pm – 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.**
2. **Thursday, October 12 – Application Reviews**

Homecoming 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. **Sunday, October 15 – Campus Email and McKendree Student Homecoming website – Homecoming Court selection**
2. **Monday, October 16 at TBA – Homecoming 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. Due to schedules, this may be a Zoom meeting.
3. **Monday, October 16 at 4pm – Campaigning Begins:**
 - a. Candidates are allowed to begin campaigning (see Campaigning and Promotion rules)
4. **Wednesday, October 18 at 4pm – 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 18 at 10:00pm – Online Voting Begins**
6. **Friday, October 20 at 8:00am – Online Voting Ends**
7. **Saturday, October 21 at 11:00am – Homecoming Tailgate**
8. **Saturday, October 21 at 12:25pm – Homecoming Football Game:**
 - a. Attendance is required of all Homecoming Court members at the bottom of the ramp to the field. Candidates will be announced during the pre-game ceremonies.

Voting Process

1. Once the Homecoming Court has been selected, a voting period will occur.
2. Students will be allowed to vote online using Microsoft Forms.
3. Students will be able to vote to select two (2) Royalty Court candidates.

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 social media groups with basic information to promote the candidates. Created groups should in no way discredit any other candidate or organization. Office of Campus Activities and/or Office of Student Affairs must be allowed access to the promotion.

Publicity and Campaigning Rules and Guidelines:

General Philosophy:

1. Being named to Homecoming Court 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:

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 **Monday, October 16 at 4pm** and ends on **Wednesday, October 18 at 4pm**. 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 for Homecoming Court or Royalty.
5. No candidate or their family and friends shall send mass emails to potential voters. This includes the use of the McKendree email system and other campus internet resources. Candidate campaigns are allowed to create Facebook groups with basic information to promote the candidates. Created groups and campaigns should in no way discredit any other candidate or group. Office of Campus Activities and/or Office of Student Affairs must be allowed access to the promotion.
6. Campaigning in Ames Dining Hall or 1828 Café 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 display which will include Homecoming Court information. These will be posted on the Student Homecoming website and posted electronically.

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 Friday, November 4, 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 2023 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.
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 Homecoming Court 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.
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.
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/Recreation (Intramural Gym at MPCC).
 - b. Send an email to croberts@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 and other internet resources.