

McKendree University

**2020 Virtual Student
Homecoming Candidate
Information Packet**

2020 HOMECOMING CANDIDATE GUIDELINES

The Covid-19 pandemic has provided a variety of challenges for the academic year in many areas. Student Homecoming and our process is no exception. The 2020 McKendree University Virtual Student Homecoming Selection Process will be based upon the 'current normal', given various restrictions during the pandemic. Plans are to return to pre-Covid19 Selection Process guidelines in 2021.

Our goal for this process is to continue to create a sense of pride and fulfillment for those who are virtually chosen to represent McKendree in the capacity of Homecoming Royalty. To further that effort, a \$100 Book Store Gift Card will be awarded to those successful candidates and \$100 will be deposited into the candidate's Registered Student Organization account. It is our hope that both the process and the resulting rewards spark competitive and institutional spirit within our McKendree community.

Important Dates and Deadlines:

1. **Friday, September 25 – Candidate Applications Available**
2. **Tuesday, September 29 – Candidate Applications are DUE by 5:00pm**
3. **Wednesday, September 30 – Candidate selections/Coronation Meeting (Times TBA)**
4. **Thursday, October 1 – Candidate Campaigning Begins (8:00am)**
 - a. **12:00pm – Online Voting Begins**
5. **Friday, October 2 – Candidate Campaigning Ends (12:00pm)**
 - a. **12:00pm – Online Voting ends**
6. **Saturday, October 3 – Homecoming Royalty Reveal**

Candidate Nomination and Application Eligibility Requirements

1. Candidate categories available: King, Queen
2. Candidates are required to complete the Homecoming Candidate online application/essay form.
 - a. **Candidate must electronically submit a business dressed-formal photo with the online application.**
 - b. **Form:**
3. All candidates must include the following:
 - a. **Must be currently enrolled as a full-time student in at least 12 credit hours**
 - b. **Have a 2.75 minimum McKendree cumulative grade point average**
 - c. **Junior or Senior standing**
 - d. **Accumulated a minimum of 60 credit hours at McKendree**
 - e. **Be in good academic and judicial standing with McKendree University.**
4. **Candidates put on probation during the selection process will automatically be disqualified.**
5. Former McKendree Homecoming Kings or Queens are not eligible.
6. **Candidates are required to attend (1) mandatory Homecoming Candidate Meeting on Wednesday, September 30 at (Evening Time TBA)**
 - a. Meeting will be presented on Zoom. Link provided prior to meeting.

Homecoming Court Judging/Scoring

The Royalty Court is selected from a group of applicants by a screening panel that may consist of staff, faculty, and alumni who will judge applications and essays.

1. Candidates will be judged on the following:
 - a. Application Information (50 points)
 - i. Essay – 40 points
 - ii. Form – 10 points
2. Five (5) King Candidates and Five (5) Queen Candidates will be selected as members of the 2020 Homecoming Royalty through the application 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.
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.

Candidate Obligations

1. Appearances for the selected King and Queen will also be required at the following:
 - a. 2021 Lebanon Fireman's Picnic Parade – July 2021
 - b. 2021 Homecoming parade and festivities as Retiring Homecoming King and Queen.
 - c. 2021 Homecoming coronation of the King and Queen.
 - d. 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.

Online Voting and Campaigning Info

1. Campaigning will run from 8am Thursday, October 1 through 12pm Friday, October 2, 2020. **All campaigning materials (paint, sidewalk chalk, flyers, Facebook) must be removed or deleted by 10pm on Friday, October 2, 2020.**
 - a. See below for campaigning information.
2. Thursday, October 1 at 12:00pm – Online Voting Begins
3. Friday, October 2 at 12:00pm – Online Voting Ends
4. **Currently enrolled McKendree University students are eligible to vote for King and Queen**
5. The King and Queen candidates receiving the highest application scores and highest voting score, will be crowned 2020 McKendree University Homecoming Royalty.

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.

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 1 at 8:00am** and ends on **Friday, October 2 at 12:00pm**.
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 by social media on Facebook only; 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: 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 10pm Friday, October 2, 2020 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 McKendree Homecoming 2020 prominently displayed.**
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 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, Blackboard, Facebook, and other internet resources.