



## Purpose

This document is intended to assist candidates for office for the Western District of the Institute of Transportation Engineers. It presents the suggestions and experience of persons who have campaigned for District office in the past. Hopefully, it will help candidates understand the process, make the most of opportunities, and take better advantage of the upcoming campaign.

For a description of the policies of the Western District regarding the nomination process, refer to the Election Policies document and to the District Bylaws.

## The Nomination Committee

Nominations for Western District Officers and for Western District International Directors are produced through the Nominating Committee that consists of ITE Western District Section Representatives. The District's International Director – Elect (incoming junior International Director or sitting junior International Director if the District does not have an incoming Director that year) chairs the Committee. The Committee's work is generally conducted between September and December of the year prior to the election. If you are interested in running for an officer or International Director position, you should contact a Nominating Committee member. The Committee members provide nominations of individuals whom they recommend as potential candidates for the offices of Secretary-Treasurer and International Director.

If your name has been submitted, the Nominating Committee Chair will contact you to verify that you are interested in running for the suggested office. If you are, you will be requested to send a letter of confirmation, an ITE-focused resume, information that is requested by the Committee pursuant to the District or the Committee's evaluation guidelines, and any other information that you may desire to provide.

The Nominating Committees list of candidates' names will be forwarded in rank order to the District Board at the mid-year meeting in late January or early February.

## State of Residency Guidelines

Candidates must reside within the District. To balance representation of District membership, candidates for each available position should alternate each year based on whether their residency is located within the Region 1 or Region 2 within the District. Region 1 is defined as the following Sections: Alaska, Washington, Oregon, Hawaii, Northern California, and San Francisco Bay Area. Region 2 is defined as the following Sections: Central California, Central Coast, Southern California, Riverside-San Bernardino, and San Diego.

The Section of residency is based upon a potential candidate's ITE mailing address effective January 1<sup>st</sup> of the election year.

## **Board Acceptance of List of Candidates**

The District Executive Board will meet to review the nominations and evaluations. The list of candidates is officially announced at the Mid-Year Board Meeting.

The candidates are typically listed in WesternITE in an order determined by a coin toss. The coin flip should be conducted to determine position in the newsletter. The junior International Director facilitates this coin flip at the Mid-year Meeting following the announcement of the slate of candidates. The winner of this flip has his/her choice of position in the newsletter and/or web page.

## **Key Contact Person with Board**

Through the election process and the preparation of candidate statements, a candidate's key point of contact for information regarding deadlines and process should be the incoming/sitting junior International Director of the Western District. If questions or issues arise regarding the campaign, they should be directed to the senior International Director and/or to the President for resolution.

## **Candidate Statements**

Following the Mid-year Board meeting, the junior International Director or his/her designee will contact the candidates indicating key action items with important deadlines:

- Submit a letter to the junior International Director with a copy to the Secretary-Treasurer and District Administrator accepting the nomination before the end of February; and
- Provide a 400-word or less candidate statement and photo to the junior International Director, WesternITE Managing Editor, and Website Manager by the end of March or other such deadline as provided by the junior International Director. The statement will typically appear at a featured location in the Spring edition of WesternITE, as a link on the website, and with the electronic ballot. No statements will appear in the WesternITE newsletter if not submitted by the stated deadlines. Statements that exceed the word limit will be reduced by the WesternITE Managing Editor.

## **Campaign Activities**

It is presumed that many persons reviewing this portion of the document have been nominated or qualified as candidates for Western District offices or International Director. Congratulations on getting this far and expressing your willingness to serve the District.

The level expended by candidates for District office varies greatly. In some years, campaigns have been very low key, with a minimum of publicity or personal appearances. In other years, campaigns have become quite active, including direct mail, email, and appearances at Section meetings. Each candidate must assess the situation and determine the level of effort that they are comfortable with. The District does not provide any compensation to candidates for campaign expenses, and the District does not expect or encourage local Sections to provide compensation to candidates for District offices. However, some Sections may choose to provide financial incentives to candidates. You may wish to consult personally with past candidates or officers for ideas, techniques, or procedures.

## **Endorsements**

ITE Western District Board Members are not allowed to support a candidate in any way; they must remain neutral. Candidates need to be cognizant of both direct and indirect forms of endorsements. In keeping with rules established by ITE International, photos of current District Board Members cannot be used in any campaign materials, and photos of any other ITE members may be used only with their permission.

## **Brochures**

Most candidates have prepared a tri-fold brochure or one-page bio including a portrait, resume, and campaign statement. Section leaders will normally assist you in distributing brochures at Section meetings that you are unable to attend. You will probably want to distribute the brochures on tables at any Section meetings that you attend.

## **Website Presence**

Announcements regarding candidates will be posted through the District's social media and website, and candidate statements will be provided in the WesternITE e-news and on the website. The District can also make a reasonable amount of website space available to candidates for District office. Please contact the District's junior International Director immediately following your nomination for information regarding website space. The candidate will be responsible for development of content for the candidate's website.

## **E-Mail**

The District will not furnish any email address lists to any candidate. Candidates will have to develop their own email lists from their own resources should they decide to use this means of communication. Remember that voting members do not include students. The email list from International ITE will not be made available to candidates from the Western District. However, the Western District generally issues one email before the ballots have been released to encourage members to vote.

The Western District Board would caution use of any more than one mass email from the candidate or his/her supporters during the campaign. While there are no limits on the number of pieces of email that can be sent to members, candidates are urged to use proper restraint. A limit could be placed in the future if members object to the amount of campaign email that they receive. It is certainly proper to distribute follow-up information to persons you meet and to select lists. It is not proper to Email the same brochure or similar materials repeatedly to all voting members as this probably will not gain votes.

## **Campaign Appearances**

Some candidates have used personal appearances extensively, while others have successfully won office without leaving their home Section. Each candidate must consider what the appropriate level of effort is for their campaign based upon their own desires and resources and the activities of other candidates.

There are some intangible benefits of campaigning. You will have opportunities to meet many ITE members from other areas and get a better understanding of the diversity of the District. You will also get to know the other candidates for both District and International office. Many professional

friendships and contacts have been developed through campaign tours. Also, each campaign seems to generate one or two special moments on the road that you will probably remember forever.

Candidates for District office are generally welcome at any ITE Section meeting, as are all ITE members. However, some Sections may more greatly appreciate your visits than others. International and District boards have requested that all Sections provide you with appropriate opportunities to address their membership and to waive meeting charges, though it is up to each individual ITE unit to determine what opportunities can be provided. You are urged to contact the Section President in advance to ensure that there are no misunderstandings about travel assistance, speaking arrangements, and logistics. You may also wish to contact present or past District Board members from the local area. They will usually be very willing to help as they have a greater understanding of the campaign process. The District website provides a list of all local Section web sites including officer lists, meeting schedules and key contacts. It is a good place to start your planning.

Two golden rules for making appearances at Section meetings:

1. Coordinate with the local Section President prior to making travel arrangements to confirm your intentions to appear.
2. Discuss with local Section meeting coordinators prior to the meeting the appropriate amount of time for any presentation/speech you may want to provide as each Section may have differing guidelines as to time availability for such activity.

With careful planning it is often possible to find two meetings on consecutive days separated by a convenient flight. You should always verify your plans with local leadership.

### **Other Campaign Techniques**

Many candidates have formed committees or recruited volunteers to assist in their campaigns. Typical activities may include letters of endorsement, direct mailings and/or e-mail messages. You may also have contacts who will be willing to speak on your behalf at meetings where candidates are normally welcomed. Some Sections allow brief candidate statements in their local Section newsletters and/or web pages. There is no consistency to this so coordination with local Sections is essential if you desire to use this approach. You may also be able to come up with a new approach that has not been used by other candidates in the past.

### **Ballots**

The electronic balloting begins at least 30 days prior to the Annual Business Meeting, usually in late May/early June, and most votes are made that same day or when a reminder email is sent approximately two weeks later. Upon request, the District Administrator will advise candidates of the planned date of e-balloting for the benefit of candidates who wish to time final campaign activities to this event. Ballots will be transmitted to the membership in accordance with the Bylaws.

### **Announcement of Election Results**

At the Western District Annual Meeting and Board Meeting, which is normally held in June or July, candidates for office will be introduced and recognized, however it is not traditional to allow campaign speeches since the majority of ballots will have been already cast. The election results will be announced at the Tuesday Annual Business Meeting luncheon. Newly elected officers will be

sworn in for District offices at Wednesday's Western States Luncheon; however they will not formally take office until the beginning of the next calendar year. A debriefing meeting will be held immediately following this Luncheon for the new Secretary-Treasurer and the other officers. Please plan on staying until mid-afternoon on Wednesday, if possible.

Upon request, the District Administrator will provide the election results for the race in which you were running.

## **Guidelines and their Application**

The Western District Board offers these guidelines for consideration by Candidates in running cost-effective and appropriate campaigns. The District requests that candidates follow the letter and/or spirit of these guidelines. The District is not able to enforce, penalize, regulate, or issue sanctions against candidates that do not follow these guidelines. The Board hopes that all candidates for District office will abide by these guidelines voluntarily and in the best interests of the District.

The Board reviews its election procedure from time to time, particularly regarding campaign conduct and costs. These reviews may result in modifications to guidelines; however, no such modifications will be considered nor will any specific campaign actions be judged by the Board while a campaign is in progress. Upon completion of the election, candidates may make suggestions to the Board regarding future additions or modifications to the campaign guidelines.

## **Conclusions**

The past and present members of the District Board wish all our candidates the best of luck and support in your campaigns. Please feel free to contact current or past board members to gain insights into their experiences. Your interest in serving as a District officer is most appreciated.

Unfortunately, there are both winners and losers in elections. Many past officers did not win their first election. Numerous candidates for District office have used their first campaigns to meet new acquaintances and friends, thereby improving their opportunity to run successfully in the future. Virtually all candidates, winners and losers, have generally remarked that they enjoyed their campaigns and found the process to be unique and rewarding. For most candidates, it will be the first time you have ever relied upon people who do not know you to vote for you. This is a good idea to keep in mind at all times.

Please contact the current District Board if you have comments or suggestions for this guide. And good luck with your campaign!

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