

BEECHTOWN HIGH STUDENT COUNCIL

HOLDING ELECTIONS

RAISE YOUR VOICE FOR THE RIGHT CHOICE!



CSS Edition

Cast your votes.



Are your executive board members graduating or phasing out of their term in office? If so you need to host an election!

Elections are a democratic process to elect individuals to represent your club and make sure things run smoothly. Members have the opportunity to cast a private vote on who they feel would best represent the organization professionally and continue running activities.

Types of Elections

When holding elections they can be done in many different ways. For CSS we observe 2 different types of voting: single choice vote or ranked choice voting. A chapter may select which type of voting works best for them.

Single choice voting is the system most students will be familiar with. This is how United States elections are held. Multiple candidates are nominated for each position and chapter members vote on whom they feel is the best candidate. The candidate with the majority of votes wins the position. In this model, candidates may run unopposed and win with the majority vote.

Ranked choice voting is used to allow voters the opportunity to rank candidates in order of preference. This system is more complex but ensures a fair election. Voters rank the candidates by choices: one, two, three, etc. If your first choice receives more than half of the votes they win. If there is no majority in the first round, then the candidate with the fewest votes is eliminated and voters who selected the eliminated candidate move their second choice candidate to first place. This process repeats until you have selected a candidate with the majority of votes.

Check out this short video on [What is Ranked Choice Voting](#) by [FairVote](#) for a visual of how the process works.

CSS COLLEGIATE SALES SOCIETY

Preparing for an Election

Consider your Questions: Who, What, Where, When, Why, How?



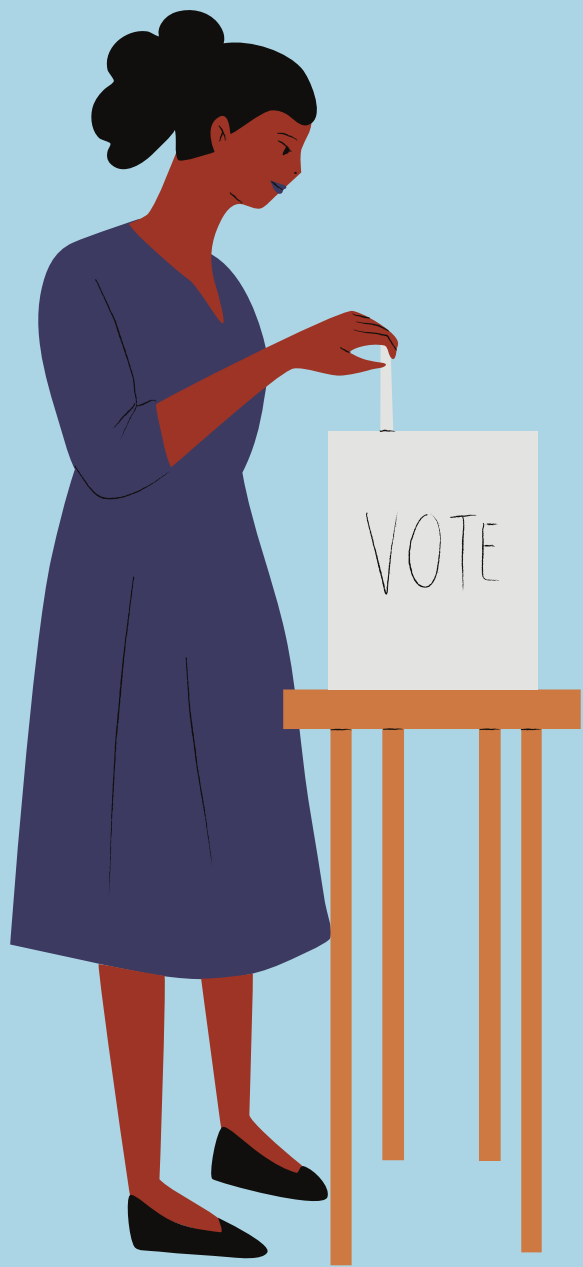
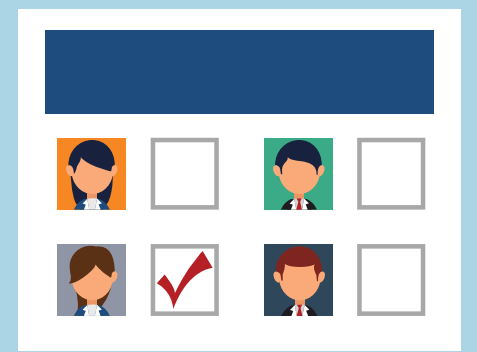
Who are your candidates?

Once you realize that you will need to hold an election, it is a good idea to take a look at your membership and be mindful of which members are especially involved and engaged in the organization. You can make an announcement at the beginning of one of your chapter meetings, letting everyone know that elections will be coming up. Make sure you give members enough time to decide if they would like to run and prepare for the election.

Make sure the opportunity to run for office and the necessary information is distributed evenly amongst all members to ensure a fair election. Send reminders out to club members and set a deadline for when members can expect to cast their votes.

What are the open positions candidates will be running for?

As the end of executive members' terms approach, talk to each member and find out if they would like to run to hold their position for the next term, if they would like to run for a different position, or if they are interested in becoming a general body member.



Where are you going to hold the elections? Online or in-person?

You may use either a regularly scheduled general meeting to hold your executive board election or you may choose to schedule a dedicated time and location for the event. Take into consideration what works best for your members. Online elections typically yield higher participation because of their flexibility, but in-person elections can be easier to facilitate.

When do you plan to have members vote?

It is important to make sure the entire club membership is provided with the details of your election. Create a timeline and advise members of any vacant positions, having them nominate candidates for office. Place a deadline around nominations and make sure to review requests and nominations during general club meetings.

Why are you holding an election?

Are you holding an election because your executives are graduating? Has someone resigned from their position? Regardless of the situation, you'll need to ensure you are following the guidelines set by your club constitution.

Why should members be interested in an officer position?

When encouraging members to run for office, it is important that they understand the added perks of being an officer. Highlight the added experience that being an officer provides. For example, students interested in marketing should consider the VP of marketing position because handling the chapter's social media and student outreach strategies make great additions to a resume or LinkedIn profile. You can also highlight the opportunities to expand your professional network that come with being an officer, such as reaching out to sales professionals and joining the CSS national executive meetings.

How are you going to vote?

Select from one of the two voting systems previously mentioned. If you plan to run your election during a regularly scheduled in-person meeting, make sure you and your members are aware a week or more in advance. If your club meets virtually, you may consider selecting an online platform to host your election. Free services like [Doodle](#) allow students to cast a single vote anonymously. Note, online platforms may restrict you to single-choice voting.

How will the members compare the candidates?

One way to allow your members to make an educated decision is to have the candidates put together a very short presentation on their qualifications and why they wish to hold an officer position. You can also prepare a shortlist of questions to ask each candidate, to give members a feel for each candidate's ideas and leadership style.