

WILFRID LAURIER UNIVERSITY  
**STUDENTS'  
UNION**

A stylized eagle logo in dark blue, positioned to the right of the word 'UNION'. The eagle is facing right, with its head and neck forming a sharp, downward-pointing curve. The eye is visible, and the beak is pointed.

**NOMINATION PACKAGE**  
**STUDENTS' UNION**

PRESIDENT & CHIEF EXECUTIVE OFFICER

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## What Position Am I running For?

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The Students' Union is a **not-for-profit organization** governed by a **Board of Directors**. The elected **President and Chief Executive Officer (CEO)** leads the operation of the organization and manages a staff team comprised of paid employees and volunteers. The President and CEO is tasked with developing programming and initiatives that advance the Mission, Vision, and Guiding Principles of the Students' Union. The Students' Union aims to provide undergraduate students with a holistic university experience where students benefit from:

- An organization that advocates for an affordable, accessible, and high quality academic experience.
- A safe, sustainable, and empowering environment.
- Diverse and inclusive social interaction.
- Products and services that cater to the financial needs of students.

Once elected, the incoming President and CEO hires an Executive Leadership Team that will also serve a one-year term. Collectively this team represents the student-driven organizational emphasis of the Students' Union.

In conjunction with the Executive Director who oversees the continuing staff team, the President and CEO will lead the creation of an annual plan early in their term. **As you consider your campaign platform**, this annual plan model serves as a useful guide for conceptualizing what projects, initiatives, and programming you intend to pursue if elected. This often requires finding a balance between aspirational change and practical problem solving.

The specific full-time **job-related duties** of the President and CEO include:

- Acting as the official Students' Union spokesperson and advocate.
- Demonstrating operational and financial compliance to organizational standards and best practices established by the Board of Directors, the Students' Union bylaws, and all policies and regulations of the corporation.
- Managing a staff team.
- Overseeing the Students' Union financial management in conjunction with the Executive Director.
- Overseeing the Students' Union business operations in conjunction with the Executive Director.
- Membership on a variety of Students' Union and Wilfrid Laurier University committees.
- Participating in municipal, provincial, and federal stakeholder relations activities.

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## Key Dates:

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- **Nomination Packages due** – January 12, 2025, at 11:59pm
- **All Candidates Meeting** – January 13, 2025, at 7:00pm.
- **Campaign period** – January 20, 2025, at 8:00am to January 28, 2025, at 7:30 am
- **Pre-Campaign Period Marketing Material Approval** – January 15, 2025, to January 19, 2025.
- **Voting Days** – January 28, 2025, at 8:00am to January 30, 2025, at 8:00pm.
- **Annual Meeting & Results Night** – January 30, 2025, at 9:00pm.

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## Expenditures and Reimbursements:

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Candidates for Students' Union President and CEO are limited to expenses, sponsorships, and gifts-in-kind totalling **\$700**. A maximum of **3 trips** between the Brantford and Waterloo campus are eligible for an additional mileage reimbursement.

The Chief Returning Officer or their designate must approve in advance all promotional materials used for campaigning, regardless of the medium.

Candidates will be reimbursed for 100% of approved campaign expenses, unless the maximum allowable limit is surpassed.

Candidates are required to submit receipts in order for campaign materials to be reimbursed.

Candidates who wish to utilize posters on campus for campaigning are limited to **50** copies (You are responsible for following Laurier's poster policy and for removing all posters following the election).

All social media platforms (accounts) intended for campaigning and promotional use must be declared, approved, and registered with the Chief Returning Officer, or their designate prior to use.

**\*\*It is your responsibility to review the 2025 Election Policy in detail to understand all campaigning and expenditure guidelines, and the process for demerits and appeals\*\***

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## Required Documents:

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In this package you will find the documents that you are required to complete and submit in order to fulfill your nomination and qualify as a candidate:

- Nomination Form**
- Proof of Registration**
- Proof of Age**
- Signature Page**
- Choice of Agent**
- Proof of Registration – Agent**
- Scrutineer Registration Form (optional)**

In addition, you are required to read the **2025 Elections Policy** and utilize it as your guide for campaigning.

To better understand the Students' Union and the Board of Directors you are strongly encouraged to familiarize yourself with:

- Students' Union Constitution
- Students' Union Mission, Vision, and Guiding Principles
- Policy Manual 2024-2025
- Policy Governance Guide

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## Frequently Asked Questions

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### **Is the Students' Union a student government?**

No, the Students' Union is a non-profit organization with a membership that includes all Wilfrid Laurier Undergraduate students.

### **Is the President and CEO role full-time?**

Yes, the President and CEO is a full-time one-year position with an expectation to work 40 hours a week commencing May 1<sup>st</sup> following election and concluding April 30<sup>th</sup> the following year. The traditional hours of operation of the Students' Union are between 8:30am and 4:30pm, Monday to Friday, with regular responsibilities outside of those standard office hours.

### **Who can run for Students' Union President and CEO?**

All students registered in an undergraduate program at Wilfrid Laurier University are eligible to run, however because it's a full-time position most individuals do so in their last term of study.

### **Can I run for more than one position?**

If you are running for Students' Union President & CEO you are not permitted to also run for the Board of Directors.

### **Can individuals who are interested in being elected President and CEO speak with current Students' Union staff members?**

Yes, Students' Union staff members are generally available to chat with you about their roles.

### **Does the President-Elect receive training prior to starting the role?**

Yes, the President-Elect will participate in an extensive transition period in the months leading up to the May 1<sup>st</sup> start.

### **Does the President-Elect choose their executive team members?**

The President-Elect will participate in an extensive hiring process that follows human resources best practices.

### **How does voting work?**

Voting is conducted by electronic ballot with your Laurier student credentials.

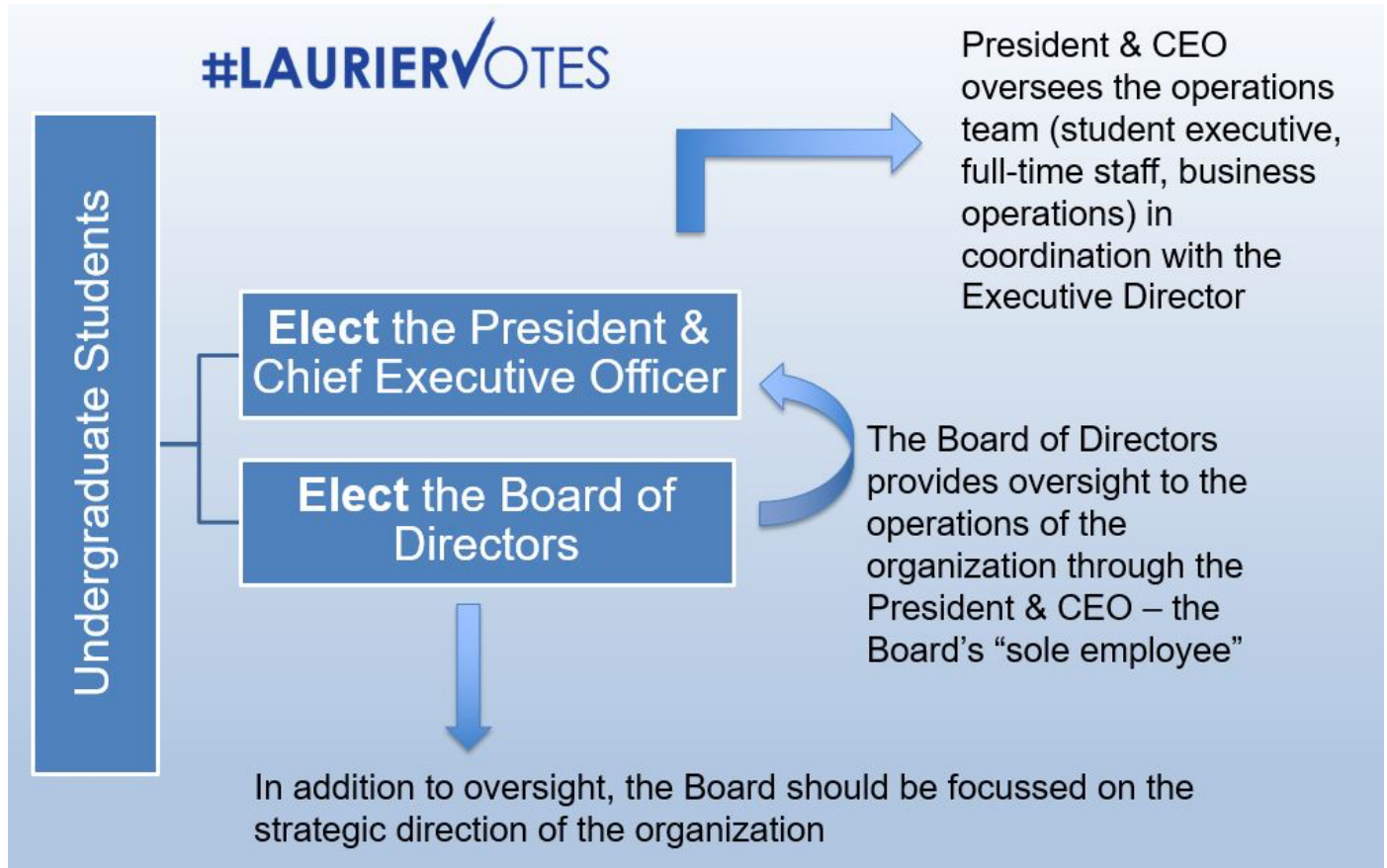
## What is a “CRO”?

The Chief Returning Officer (CRO) oversees the general conduct and execution of the elections on behalf of the Students’ Union Board of Directors.

## What is the purpose of the Board of Directors?

The Board of Directors is the Students’ Union’s governance body, based on [Policy Governance](#) system (the Carver Model). The role of the governing body is to:

- Represent the interests of the undergraduate students at Laurier.
- Determine the overall strategic purpose and value of the Students’ Union.
- Monitor the performance of the organization through the President & CEO as instructed by the guidelines outlined in the Students’ Union Policy Manual.
- Self-monitor the Board’s own performance and adherence to the governance practices set out in the Policy Manual.
- Continually assess the suitability of the Policy Manual as a set of operating instructions provided to the President and CEO as the sole representative of the operations team, and the Board for its own self-governance.





## Nomination Form

Candidate Name: \_\_\_\_\_

Seeking Election for Students' Union President

WLU Student #: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Local Phone Number: \_\_\_\_\_

I, \_\_\_\_\_, hereby declare my candidacy for Students' Union President. I understand and will comply with the Election Policy, and all other relevant policies and procedures of the Students' Union and Wilfrid Laurier University. In support of my candidacy, I have completed and submitted the required documents contained in this nomination package.

Signature of Candidate: \_\_\_\_\_

Date: \_\_\_\_\_

*All Presidential Nominations must be accompanied by 25 signatures*

**THIS FORM MUST BE RETURNED IN PERSON TO THE SU DESK AT THE STUDENTS' UNION OFFICE IN BRANTFORD OR WATERLOO (ATTN: CHIEF RETURNING OFFICER) OR BY EMAIL TO [sucro@wlu.ca](mailto:sucro@wlu.ca) AND [suboardchair@wlu.ca](mailto:suboardchair@wlu.ca) BY JANUARY 12, 2025 at 11:59pm.**



## Proof of Registration

Candidate Name: \_\_\_\_\_

WLU Student ID: \_\_\_\_\_

I, \_\_\_\_\_, understand and will comply with the Election Policy and all other relevant policies and procedures of the Students' Union and Wilfrid Laurier University. **By signing this document, I allow the Students' Union to confirm with Wilfrid Laurier University that I am currently a registered undergraduate student at Wilfrid Laurier University and will remain registered for the Winter 2025 academic term.**

Candidate Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## Proof of Age

I, \_\_\_\_\_, will be the age of 18 on or before January 28, 2025.

Signature of Candidate: \_\_\_\_\_

Date: \_\_\_\_\_

*\*This form must be submitted with a copy of government identification bearing the Candidate's name and date of birth.*

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## SIGNATURE PAGE

This form must be endorsed by 25 members of the Students' Union. It is recommended that you get more signatures than required, as some students may not qualify (e.g., Graduate Students).

***We, the undersigned, nominate \_\_\_\_\_ (name of the Candidate) for the position of President & Chief Executive Officer.***

	Printed Name	Student Number	Signature
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**ALL SIGNATURES MUST BE FROM CURRENT LAURIER UNDERGRADUATE STUDENTS.**



## Choice of Agent

I, \_\_\_\_\_ choose

\_\_\_\_\_ to represent me as my official Agent in the 2025 Students' Union Annual General Meeting. As official Agent, the above person has my permission to act on my behalf if need be. I understand that I am responsible as a Candidate for the actions of my Agent and will be accountable for their behavior on my behalf during the campaign period.

Signature of Candidate: \_\_\_\_\_

Date: \_\_\_\_\_

I, \_\_\_\_\_, accept the position of

Official Agent for the campaign of \_\_\_\_\_.

As official Agent, I understand that I am bound by the same rules, regulations, policies and procedures as the above-named Candidate.

Signature of Official Agent: \_\_\_\_\_

WLU Student ID Number: \_\_\_\_\_

Date: \_\_\_\_\_

*Proof of Registration for the official Agent must be submitted with this form. Any incomplete submissions will not be honored.*

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## Proof of Registration - Agent

Agent Name: \_\_\_\_\_

Candidate Name: \_\_\_\_\_

Agent's WLU Student #: \_\_\_\_\_

I, \_\_\_\_\_, understand and will comply with the Election Policy and all other relevant policies and procedures of the Students' Union and Wilfrid Laurier University. **By signing this document, I allow the Students' Union to confirm with Wilfrid Laurier University that I am currently a registered undergraduate student at Wilfrid Laurier University, and will remain registered for the Winter 2025 academic term.**

Agent Signature \_\_\_\_\_

Date \_\_\_\_\_

***THIS FORM MUST BE RETURNED IN PERSON TO THE SU DESK AT THE STUDENTS' UNION OFFICE IN BRANTFORD OR WATERLOO (ATTN: CHIEF RETURNING OFFICER) OR BY EMAIL TO [sucro@wlu.ca](mailto:sucro@wlu.ca) AND [suboardchair@wlu.ca](mailto:suboardchair@wlu.ca) BY JANUARY 12, 2025 at 11:59pm.***



## Scrutineer Registration Form (Optional)

Candidates may choose to select up to 10 Scrutineers who are students attending Wilfrid Laurier University. All Scrutineers must be registered with the Chief Returning Officer by **January 19, 2025**.

Please be reminded that a candidate is responsible for the actions of their Scrutineer(s), and any violation of the Election Policy by the Scrutineer(s) will result in a violation for the candidate.

**We, the undersigned, understand and will comply with the Election Policy and all other relevant policies and procedures of the Students' Union and Wilfrid Laurier University.**

	Printed Name	Student Number
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The portion below is to be filled out by the candidate.

I, \_\_\_\_\_, hereby submit for approval the application of the above members of the Corporation as **Scrutineers** for my campaign.

Signature of Party Chair: \_\_\_\_\_

Date: \_\_\_\_\_

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**ALL SIGNATURES MUST BE FROM CURRENT LAURIER UNDERGRADUATE STUDENTS.**