


A dark blue circular logo containing the text 'Baruch College' in a serif font, 'SERC' in a large, outlined sans-serif font, and 'Student Election Review Committee' in a smaller sans-serif font below it.

Baruch College

SERC

Student Election Review Committee

A photograph of a multi-story brick building with many windows, likely a Baruch College building. The image is slightly faded and serves as the background for the text.

Student Government Election Guide 2023-2024

IMPORTANT DATES & DEADLINES

All students interested in running for student government elections must complete the Intent to Run registration form. Application link can be found on the [Student Life website](#). If you do not receive a confirmation email after submitting your online application, please contact Richard Suarez at richard.suarez@baruch.cuny.edu.

Election Timeline:

- **Feb 24, 2023, 12:01 a.m.**
The Intent to Run Registration goes live.
- **March 7, 2023, 09:00 a.m.**
The Intent to Run Registration form deadline. No new submissions will be allowed.
- **March 9, 2023, 09:00 a.m.**
Declaration of Candidacy and Nominating Petition Forms will become available.
- **March 24, 2023, 09:00 a.m.**
Declaration of Candidacy, Nominating Petition, and Referenda Forms' deadline. No new submissions will be allowed.
- **March 24, 2023**
Certification of all applications by the Student Elections Review Committee (SERC).
Email notification to candidates of eligibility followed by the certification of candidates.
- **March 30, 2023, Mandatory Student Government Elections Orientation (in person)**
All students interested in running for student government elections must attend.
- **March 30, 2023, through April 26, 2023, 12:00 p.m.**
All students interested in running for student government elections may begin campaigning after Orientation. The candidates may also request to tables on our 2nd floor lobby for campaigns by emailing Richard Suarez at richard.suarez@baruch.cuny.edu.
- **April 6, 2023, 5 p.m., Referenda must be filed with SERC**
Referenda must be reviewed before petitions may be circulated for signatures.
- **April 24, 2023, at 9:00 a.m. through April 26, 2023, until 12:00 p.m.**
Student Government Elections (Online Voting)
- **April 26, 2023, by 4:00 p.m.**
SERC will certify the election results.
- **April 26, 2023, by 7:00 p.m.**
Meeting with candidates to discuss the election results.
- **April 27, 2023, by 12:00 p.m.**
All election appeals in writing via email to SERC's chairperson, Richard Suarez
richard.suarez@baruch.cuny.edu
- **April 27, 2023 – Spring Fling**
Official results announced during Spring Fling.

Note: All times indicated are Eastern Daylight Time

STUDENT GOVERNMENT AT BARUCH COLLEGE

WHAT DOES STUDENT GOVERNMENT DO?

- Host and cosponsor various large-scale events.
- Create initiatives and programs to fulfill the needs of currently enrolled students.
- Fund, regulate, and support Baruch student organizations.
- Represent student interests on various college-wide committees with faculty and administration.
- Advocate on behalf of Baruch and CUNY students to elected officials.

DID YOU KNOW?

In 2022, The Princeton Review ranked Baruch College:

- #1 Best Value College in the Northeast
- #8 Best Value College in the U.S.
- #15 Best Value Colleges Without Financial Aid
- #19 Best Alumni Networks



WHAT IS USG?

The governing body representing all **undergraduate** students at Baruch College.

USG was established to broaden the educational opportunities available to Baruch students, to facilitate extra-curricular activities and to represent, promote and protect the interests of the Undergraduate Students at Baruch College.



WHAT IS GSA?

The umbrella organization that oversees all graduate student clubs at Baruch College. Each graduate student is a valuable member of this dynamic group. Through leadership, they promote and advocate the diverse interests of Baruch College's graduate student community. They provide a forum to network, exchange ideas and unite as one voice.

ELECTED POSITIONS AVAILABLE

UNDERGRADUATE STUDENT GOVERNMENT

- President (1 position)
- Executive Vice President (1 position) Treasurer (1 position)
- Secretary (1 position)
- Representative Senator (15 positions)
- Vice President of Academic Affairs (1 position) Vice President of Campus Affairs (1 position) Vice President of Legislative Affairs (1 position) Vice President of Student Affairs (1 position)
- University Student Senate Representatives (2 positions)
- University Student Senate Alternate Representatives (2 positions)
- Board of Directors, Baruch College Association, Inc. (4 positions)
- Board of Directors, Auxiliary Enterprises Corp. (3 positions)
- Faculty/ Student Disciplinary Committee (3 positions)
- Athletic Board, Baruch College Association, Inc. (3 positions)
- Communications Board, Baruch College Association, Inc. (3 positions)
- Student Center Board, Baruch College Association, Inc. (3 positions)
- Student Media Council (3 positions)
- Student Building Fund Committee (3 positions) Student Programming Board (4 positions) Health Advisory Board (2 positions)

GRADUATE STUDENT ASSEMBLY

- Graduate Student Assembly Members (9 positions)
- University Student Senate Representative (1 position)
- University Student Senate Alternative Representative (1 position)
- Faculty/Student Disciplinary Committee (3 positions)
- Communications Board, Baruch College Association, Inc (1 position)
- Student Center Board, Baruch College Association, Inc (1 position)
- Student Media Council (1 position)

ELIGIBILITY REQUIREMENTS

UNDERGRADUATE STUDENT GOVERNMENT

1. All candidates must be currently enrolled and registered at Baruch College for the Spring 2023 semester.
2. No student shall run for or hold more than one elected position. (*An exception shall be made only in the case of a student who wishes to run for and hold the positions of University Student Senate Representatives in addition to one other elected position.*)
3. All candidates for executive board positions in the Undergraduate Student Government must be registered for a minimum of **9** credits; all candidates for Senate must be registered for a minimum of **6** credits.
4. All candidates must have achieved an overall grade point average (GPA) of at least **2.5** at the time of candidacy. The minimum 2.5 GPA must be maintained throughout their term of office. In order to serve each semester, students must have completed and earned passing grades in at least 50% of the credits in which they registered the prior semester, but in no event, less than the 3 credits.
5. Second semester Freshmen and Transfer students will be allowed to run on their previous scholastic achievement that enabled them to enroll at Baruch.
6. Candidates for all elected positions must have eligible GPA and available to serve the complete term of office for academic year Fall 2023–Spring 2024—no exceptions.
7. Candidates for all elected positions will be subject to a community standards and disciplinary check in order to determine eligibility for candidacy.

GRADUATE STUDENT ASSEMBLY

1. All candidates must be currently enrolled and registered at Baruch College for the Spring 2023 semester.
2. No student shall run for or hold more than one elected position. (*An exception shall be made only in the case of a student who wishes to run for and hold the positions of University Student Senate Representatives in addition to one other elected position.*)
3. All candidates for executive board positions in the Graduate Student Assembly must be registered for a minimum of **6** credits.
4. All candidates must have achieved an overall grade point average (GPA) of at least **3.0** at the time of candidacy. The minimum 3.0 GPA must be maintained throughout their term of office. In order to serve each semester, students must have completed and earned passing grades in at least 50% of the credits in which they registered the prior semester, but in no event, less than the 3 credits.
5. Candidates for all elected positions must be eligible and available to serve the complete term of office for academic year Fall 2023–Spring 2024—no exceptions.
6. Candidates for all elected positions will be subject to a community standards and disciplinary check in order to determine eligibility for candidacy.

POLITICAL PARTY AFFILIATIONS

1. Political parties should complete an application on the [Student Life website](#) as soon as possible to be recognized by the Student Election Review Committee and to claim a party name.
2. Candidates choosing to indicate a party affiliation on the ballot shall indicate such on the application.
3. If there are two or more student groups who wish to use the same party designation, the group led by the candidate who ran under that party designation in the previous election shall be entitled to use the party designation. Any conflicts arising from the above shall be resolved in favor of the party with the earliest original date of registration with the Office of Student Life.
4. Party ballot placement shall be determined by the Student Election Review Committee.

REFERENDA

1. **Referenda must be filed with SERC no later than April 6, 2023, at 5:00 p.m.**, to Richard Suarez at Richard.Suarez@baruch.cuny.edu for review and clarification before petitions may be circulated for signatures. The link to the referenda petitions form can be found on the [Student Life website](#).
2. SERC may extend the deadline date, at its discretion, upon filing, prior to the deadline date of an e-mailed request from a Baruch e-mail address only.
3. No expenses whatsoever, related to a referendum, its publicity, information or dissemination may be paid from student activity fee nor activities sponsored through student activity fee.
4. All referenda must be petitioned by at least 10% of the undergraduate student body. Signatures will not be considered valid unless the respective student's PRINTED NAME, EMPLID and SIGNATURE are completed on the electronic form.
5. The text of a referendum must appear on the same form in which students are providing their information. Any referendum proposing modification of student activity fees must indicate both the present and proposed fee structures, highlighting the proposed changes(s).
6. A referendum proposing modification of student activity fees shall be considered ratified when a majority of the students voting approves it, and it receives the recommendation of the President of Baruch College and the approval of The City University Board of Trustees.

CAMPAIGNING 101

1. Official campaigning begins **on March 30, 2023, through April 26, 2023, 12:00 p.m., in** accordance with the rules and regulations set forth by SERC.
 - a. Any marketing materials publicly disseminated prior to the date established by SERC is a violation of the elections' guidelines.
2. Campaigning should be governed by standards of ethical conduct as befit leaders seeking elected office. These include those set forth by United States Supreme Court in *The New York Times v. Sullivan* (84 S.C. 710) governing libel and slander.
3. SERC is to receive and approve copies of all campaign materials before they are virtually posted. All campaigning applications and marketing materials will be kept on file in Student Life and made available for review if needed.
 - a. Candidates are solely responsible for all information on their flyers, social media accounts and all marketing materials. Candidates cannot use the Baruch logo on any campaign materials. Absolutely no stickers should be purchased as a marketing tool.
 - b. Candidates may not include any profanity in their campaign materials.
4. Campaign materials are allowed on all designated bulletin boards on the campus except those dedicated to departments. Any campaign materials placed on walls, elevators, turnstiles, doors, scaffolding, in the library, computer labs are prohibited and will be removed. No candidate shall deface college property at any time. Breaking any of this may result in penalty.
5. There is absolutely no campaigning, electioneering, rallying or demonstrating permitted on the first floor of the NVC, the Newman Library, Residence Hall or Computer Center Facilities—no exceptions.
6. Flyers can be issued in the hallways of NVC starting on the 2nd floor; however, this must be done in an orderly and respectful manner. As a point of public safety, the escalators and hallways are considered as special space that must be kept clear for emergency access. Noise must be kept at a minimum in the hallways so that the business of the college can be carried out uninterrupted.
7. The use of amplified sound devices or other audio-visual devices are prohibited within all Baruch buildings.
8. Candidates may not send mass emails for campaign purposes. Emailing campaign information to a student organization's mailing list may only be done with written permission from that organization's executive board. Email correspondence is an acceptable form of written permission.

- a. A candidate who is a member of a student organization's executive board must still receive approval from the executive board before sending campaign emails to the organization.
9. Endorsements are the responsibility of the candidate and fraudulently using the image, likeness, or statement of others in the Baruch College community without their consent is subject to penalty.
10. Campaigning is not allowed in any academic setting, such as in an in-person or online class.
11. For the purposes of the Spring 2023 election, different types of campaigning categorized below are prohibited. This list is not exhaustive, and SERC may determine what category different campaign actions fall under.
- a. **Prohibited Campaigning** is not allowed at any time and includes, but is not limited to, the following actions:
 - i. Direct-messaging people who have not “subscribed” to the social media account of the campaigner.
 - 1. For example, you cannot use Facebook messenger to direct-message someone who is not Facebook friends with you.
 - 2. Campaigning in official class Facebook pages.
 - 3. Sending mass emails for campaign purposes (see Rule #8 above).
 - 4. Campaigning in an academic setting (see Rule #10 above).
 - b. **Private Campaigning** includes actions that are meant to prepare a candidate for public campaigning, such as building a team of campaign assistants and creating campaign materials. It is allowed at any time including before the campaign period, and includes but is not limited to the following actions:
 - i. Direct-messaging individuals who have “subscribed” to the social media account of the candidate.
 - ii. Creating campaign materials before publishing them.
 - c. **Public Campaigning** includes actions that are meant to reach several voters to convince them to vote for a candidate. It is allowed only during campaign period from **March 30, 2023, through April 26, 2023, 12:00 p.m.**, and includes but is not limited to the following actions:
 - i. Posting on any social media about someone’s candidacy.
 - ii. Publicizing a **non-interactive** campaign website.

- iii. Publicizing a campaign-specific (i.e., created for the purposes of campaigning only, not a candidate's private account) social media profile, non-interactive website, or social media event.
- iv. Posting in public forums to which message recipients have voluntarily subscribed and to which members may unsubscribe.
- v. Eliciting endorsements and using student organization mailing lists (see Rules #8 and #9 above).

12. Campaigning on Social Media:

- i. Facebook Groups and Events are permitted as part of the campaign. However, the wall **MUST BE DISABLED** so that people cannot leave comments. No more event invitations can be sent after elections end.
- ii. Digital platforms such as Facebook, Instagram, Twitter, and Snapchat are permitted.
- iii. Where possible, candidates should disable comments on any social media post, group, or event.

13. No student activity fees, or offices supported by student activity fees may be used toward campaigning or otherwise during elections. Electioneering is prohibited within any office supported by Student Activity Fees unless otherwise stated.

- a. **Clubs are prohibited from donating club funds to a candidate's campaign. Endorsement is fine but cannot include any student activity funds.**
- b. **Campaigning is not allowed at events funded by student activity fees unless all parties are given equal opportunity to present their case to the audience.**

14. Elections are only for currently enrolled Baruch students, and they are the only ones who can vote. All faculty, staff and others are expected to honor the internal affairs of the student election process and should not inject themselves into campaigning activities. Non-students may not be involved in any campaigning or in elections for any student slate or candidates on the Baruch campus. All students participating in student election campaigning efforts must have a valid Baruch ID while assisting with campaigning.

15. During elections, one or more debates and/or forums may be held among the candidates under the oversight and guidance of SERC and The Office of Student Life. Each candidate is encouraged to participate. Candidates must refrain from personal references and only comment on the issues at hand.

16. Candidates may reserve space for the purpose of rallying or demonstrating support at the discretion and the approval of the Office of Student Life. Candidates may utilize virtual platforms such as *Zoom* for the purpose of rallying or demonstrating support at the discretion and the approval of the Office of Student Life. For additional resources on how to set up a Zoom event properly, please visit the [Student Life website](#).
17. There will be a **mandatory candidate workshop** for all parties and individuals. Each party/individual is required to send at least 2 candidates running for executive board and at least 50% of each party's candidates. This workshop takes place on **Thursday, March 30 at 1:00 p.m.**
18. All application materials are due **March 24, 2023 by 9:00 a.m.**
 - a. All candidates are responsible for obtaining their own signatures for the student petition and writing their own essays.
19. All campaigners must comply with SERC's Official Election Guidelines outlined in this document.

CAMPAIGNING VIOLATIONS

1. Any complaints regarding alleged violations of campaign rules and regulations must be submitted to SERC in email to, Richard Suarez at richard.suarez@baruch.cuny.edu no later than 24 hours after the alleged occurrence.
2. Violations to the rules and regulations governing the election process may result in penalties to either individual candidates or to the entire slate. Please be advised that disqualification is possible for any illegal behavior during and until the last minute of the election. At the time of the violation SERC will determine if the penalty is to an individual or slate.
3. All candidates have the right to request an appeal regarding a SERC decision. Candidates are given the opportunity to share their concerns with the committee and SERC will review any new evidence presented. SERC will issue a new decision or stay with the initial decision.
 - i. All appeals must be accompanied by supporting evidence to substantiate the appeal.
4. The Student Election Review Committee reserves the right to determine if a complaint shall be resolved through hearing. The committee reserves the right to determine the procedures for holding said hearing. The hearing format shall be presented to disputing parties, in writing via email, at least two (2) days before an actual hearing date.

5. After hearing of the charges made against a candidate or party, and upon presentation of evidence and a finding by the committee that a party or candidate violated election procedures or Baruch College regulations governing student behavior, the committee may disqualify a candidate or a party from the election.
6. The Student Election Review Committee may forward, at its discretion, charges to the Dean of Students office for appropriate discipline action warranted.