



## ACS Guidelines on Campaigning and Communication

### **Process & Activities**

- To ensure fairness, the campaign period for ACS National elections shall be limited in time and begin on the same date for all candidates. Therefore, no candidates for President-Elect and the ACS Board of Directors may begin campaigning earlier than one week after the ACS spring Council Meeting. No petitions will be certified earlier than the date falling one month after the ACS spring Council Meeting. If petitions are received prior to that date, every effort will be made to certify them on that date. Petition candidates, whose petitions were received and certified after this date, may begin campaigning once their petition has been certified. Nominees, and those seeking to become candidates through the petition process, may not actively campaign.
- Candidates for President-Elect and the ACS Board of Directors shall provide the ACS Chief Executive Officer the following for posting on the ACS website: photo, ACS-style biography, candidate statement, contact information and, if desired, the URL to the candidate's personal website. The ACS logo is prohibited on a candidate's personal website. Petition candidates may provide the same information within two weeks of filing valid petition papers with the ACS Chief Executive Officer. In addition to the website, ACS will communicate the candidates' position statements and biographical information to the Society membership by including these materials in C&EN, and in the ballot materials to members.
- Candidate position statements should address their qualifications and/or past or future ACS Position Statements, policies, or actions.
- Candidates shall receive equal consideration in Society publications. Paid advertisements at commercial rates are exempt from this space restriction. Candidates are encouraged to share information via the ACS Network in accordance with current guidelines.
- Membership lists for a select group of ACS members are available from the Chief Executive Officer free of charge to the candidate. Candidates must abide by the ACS usage restrictions associated with the release of membership lists. The mailing of campaign materials other than those sent by the Society, including mass emails, should be used judiciously, as many members consider this type of activity bothersome and intrusive.

### **Campaigning**

#### **Incumbents**

The Committee on Nominations and Elections (N&E) has determined that it is permissible for a candidate who holds ACS office to engage in certain activities, and for there to be references to the individual's involvement in these activities in ACS publications, if:

- The activity directly relates to the customary official duties of that particular incumbent and their involvement in the activity is an appropriate exercise of those duties;
- Their involvement in the activity is not discretionary, i.e., a substitute could not effectively take their place in the activity;

- Their involvement in the function is timely and could not reasonably be scheduled before or after the campaign period; and
- They will neither make nor exhibit any reference to their candidacy or campaign views during the activity.

It is requested that a candidate who is an incumbent submit to N&E for approval any paper or column for publication in C&EN (or other editorial publication related to ACS governance) prior to submission of the paper or column for publication. It is anticipated that no paper or column will be approved for publication within two months of the ballot mailing date through the end of the election period. Submission of the paper or column to N&E should be through the ACS Office of the Secretary. The Chair of N&E will respond to the candidate within one week by phone or email.

### **Non-Incumbents**

N&E has established the following guidelines for determining if an activity by a non-incumbent nominee or candidate could present an election violation.

The general question asked is: Will participation in the activity provide the nominee or candidate with an unfair advantage in the election?

Specific questions to assess whether the participation should be allowed include:

- Audience: Is there overlap with the electorate for that particular race? If so, to what degree?
- Timing: How close is activity to the vote in that race's election, either to select candidates or the fall general election?
- Nature of participation: Absent invitation to all candidates, no candidate can participate in a campaign event put on by an official ACS entity, but what will the participation involve? For example, is it a speech about their career path or policy issues that could easily be a proxy for campaigning?
- Publicity: Will the event generate publicity for the nominee/candidate? Can that publicity be limited/controlled?
- Is the nominee/candidate's personal involvement important to the activity's success or can another individual be substituted without weakening the activity?
- Office sought: Activities involving prospective President-Elects receive a slightly higher degree of scrutiny than Board races, given the prestige of the president position.

### **Finances**

- No Society funds, including Local Section or Division funds, or in-kind contributions (office space, supplies, etc.) may be used to support or oppose the election of a candidate except to cover the routine travel expenses required for the fulfillment of their governance responsibilities at the spring ACS national meeting, if applicable.
- All expenses incurred in the creation, production and distribution of a website and materials or literature to be used for promotion by the candidate shall be borne personally by the candidate, however, the use of personal funds for campaigns should be prudently limited. Solicitation of campaign funds by a candidate or his/her supporters is strongly discouraged.

## **ACS Meeting Activities**

- Candidates may not make campaign statements at any ACS Regional meeting, Councilor Caucus, Division or Local Section meeting, or related meeting without the other candidates for that office being invited to be present and accorded equal time to speak.
- Meeting planners (specifically Regional meeting planners) should be familiar with and follow N&E guidelines that restrict ACS entities from publishing photos of or comments from candidates in their agenda books or other materials. In addition, there should be no reference to any such person as being a candidate for national office.
- Regional meetings should be discouraged from hosting candidate forums. However, if a regional meeting does include a candidate forum; it should only be held if all candidates agree to be present (emergency cancellations should not necessarily cancel the forum).
- Local Sections and Divisions requesting candidates' Position Statements shall make such requests to the Secretary of the Society to ensure that all candidates are concurrently informed of the request.

## **Endorsements**

Members of the Board of Directors, the ACS Chief Executive Officer, Secretary, Treasurer, Elected Officers of the Society, Members N&E, and all others having a similar status in the Society shall not endorse, support or oppose candidates, nor campaign on behalf of candidates for President-Elect and the ACS Board of Directors.

The endorsement of a candidate for an elected national ACS position by a Local Section, Division or national committee officer, and/or Councilor, must carry a disclaimer that it does not imply the endorsement of any ACS entity.

Suggested disclaimer for use by a candidate: "An endorsement by a Local Section, Division or national committee officer, and/or Councilor, solely represents the individual, and is not an endorsement of any official ACS group."

## **Actions Resulting from Violation(s)**

Any violation(s) can be reported to the ACS Committee on Nominations and Elections for review and discussion, and significant infractions that are verified by N&E will be reported to the ACS electorate and/or submitted to the Council Policy Committee for investigation.



## Frequently Asked Questions on ACS Campaigning and Communication

### 1. When does campaigning begin for candidates for President-Elect and the ACS Board of Directors?

- Candidates for President-Elect and ACS Board of Directors, including certified petition candidates, may begin campaigning no earlier than one week after the ACS spring Council Meeting. Petition candidates certified after this date may begin campaigning once their petition has been certified by the ACS Chief Executive Officer.

### 2. What is the difference between a Nominee and a Candidate?

- A nominee is a member whose name appears on an earlier ballot from which Councilors select candidates. A candidate is a member whose name appears on the final ballot that elects a person to office.

### 3. Can nominees campaign?

- Nominees are expected to refrain from active campaigning. “Active campaigning” is not defined, but can be interpreted to include any campaign communications initiated by the nominee.

### 4. Are ACS candidates for national office permitted to receive financial support from the Society?

- No Society funds, including local sections or divisions, or in-kind contributions (office space, supplies, etc.) may be used to support or oppose the election of a candidate except to cover the routine travel expenses required for the fulfillment of their governance responsibilities at the spring ACS national meeting, if applicable.
- All expenses incurred in the creation, production and distribution of a website and materials or literature to be used for promotion by the candidate are borne by the candidate. Solicitation of campaign funds by a candidate or his/her supporters is strongly discouraged. (And the candidate’s own expenditures should be prudently limited.)

### 5. Are candidates permitted to use the ACS logo?

- The ACS logo may not be used on any materials used for campaign purposes, including the candidate’s website.

### 6. Are candidates permitted to make campaign statements at ACS venues (regional meetings, Councilor caucus, division or local section meetings)?

- Candidates may not make campaign statements at any ACS Regional Meeting, Councilor Caucus, division business meeting, local section meeting, or related meetings, without the other candidates for that office being invited to be present and accorded equal time to speak.

**7. How is a request to run information on a candidate in a local section or division publication handled?**

- Equivalent consideration in Society publications shall be given to all candidates. Local Sections and Divisions requesting candidate Position Statements shall make such requests to the
- Secretary of the Society at ACS Headquarters to ensure that all candidates are concurrently informed of the request.

**8. Is there a charge for mailing lists for campaign purposes?**

- Membership lists for a select group of ACS members are available free of charge to the candidate from the Chief Executive Officer of the Society. Candidates must abide by the ACS usage restrictions associated with the release of membership lists.

**9. Are there are restrictions regarding the use of email for campaigning?**

- The mailing of campaign materials other than those sent by the Society, including mass e-mails, is considered supplementary, but can be used judiciously, as many members consider this type of activity intrusive or bothersome.

**10. What are the rules for campaigning by incumbents?**

- N&E has determined that it is permissible for a candidate who holds ACS office to engage in ACS-related events as follows, if:
  - the activity directly relates to the customary official duties of that particular incumbent and their involvement in it is an appropriate exercise of those duties;
  - their involvement in the activity is not discretionary, i.e., a substitute could not effectively take their place in the activity;
  - their involvement in the function is timely and could not reasonably be scheduled before or after the campaign period; and
  - they will neither make nor exhibit any reference to their candidacy or campaign views during the activity.

**11. Can a candidate present an award at the ACS Awards banquet?**

- Candidates should not present awards at the ACS Awards banquet; a substitute should be identified.

**12. Can a candidate teach a leadership course or present an invited talk at a regional meeting?**

- Situations of this nature are reviewed by N&E and the opposing candidate's input is often sought as to whether there are any concerns. Once N&E has collected the information, a decision is communicated to the candidate.

**13. Is an incumbent permitted to write an article to be published in C&EN, or a local section or division newsletter during the campaign period?**

- Requests to publish newsletter articles and C&EN comments are reviewed by N&E. The committee will determine if the request requires an exception from the general prohibition against such articles and comments by any single candidate. Prior to submitting the request, the incumbent should attempt to identify a substitute to write the article, as such an action will minimize an unfair advantage to the other candidate. However, if a substitute cannot be identified and N&E believes an exception is warranted, the committee will contact the opposing candidate for their input. If the opposing candidate is amenable to the article being published, then N&E will weigh the request and communicate a decision.

**14. What are the guidelines in regards to communications?**

- The Society will communicate the candidates' position statements and biographical information to the membership by including those materials on the ACS website, in *Chemical & Engineering News* and in the ballot materials sent to members. Candidates are urged to focus on their qualifications and/or address past or future ACS Position Statements, policies, or actions in their own statements to the ACS membership. Candidates and their supporters are strongly discouraged from engaging in any activities that could be interpreted as negative campaign tactics.

**15. Can candidates use the ACS Network for posting campaign materials and for discussion?**

- Yes, candidates are strongly encouraged to use the ACS Network for campaigning, as long as the ACS campaign guidelines are observed.

**16. Can a candidate serve as an ACS Tour Speaker?**

- It is permissible for a candidate to serve as ACS Tour Speaker if he/she was on the schedule prior to becoming a nominee or candidate. However, the candidate is expected to refrain from campaign while participating on the tour. (Nominees are never allowed to campaign.)

**17. Can a candidate serve as an ACS Career Consultant during the campaign?**

- It is permissible for a candidate to serve as an ACS Career Consultant during the campaign.
- However, it is expected that a candidate should avoid active campaigning while serving as a career consultant.

**18. Can a table or booth be provided to candidates at regional meetings for campaigning?**

- If a candidate would like an exhibit booth at a Regional meeting, he/she must present the request and pay for it through the Regional meeting organizers. For a table to be used at the hotel outside of a meeting, the candidate must discuss this with the hotel.

**19. Can members of the Board of Directors endorse candidates?**

- Members of the Board of Directors, the ACS Chief Executive Officer, Secretary, Treasurer, Elected Officers of the Society, Members of N&E and all others having a similar status in the Society shall not endorse, support or oppose candidates, or campaign on behalf of candidates for President-Elect, Director-at-Large or District Director.

**20. When the campaign guidelines are violated and what is the recourse?**

- Any violation(s) may be reported to the N&E for review and discussion, and significant infractions that are verified by N&E will be reported to the ACS electorate and/or submitted to the Council Policy Committee for investigation.

---

For additional information, refer to the ACS Governing Documents (Standing Rule IV, “Elections Function”) and the ACS Guidelines on Campaigning and Communication.

Revised Nov. 2019

## Frequently Asked Questions by – Candidates Running for ACS President-Elect

### 1. Will my full-time job interfere with my term in the Presidential Succession?

No. There are different models of successful presidencies. ACS has been served by many individuals throughout their term in the Succession that have held full time positions: within industry, academia and government. You will have many resources to assist you with your responsibilities as ACS President.

### 2. Will I travel around the US and internationally during my term in the Presidential Succession?

Although there will be travel during your three years, it is highly coordinated, and ACS presidents cannot travel to any international destination they choose. There is an Officers' Summit held in December every year that includes the Presidential Succession, Board Chair, Secretary & General Counsel, and Chief Executive Officer. The purpose of this meeting is to organize all domestic and international travel for all officers for the incoming year, to ensure ACS will have representation at various meetings and events, and to ensure no one Officer will exceed their budget due to travel.

### 3. How do I handle all requests when asked to attend local section, regional and international meetings?

Within the Officers' Summit, there is a defined order as to who gets first option to select all trips to represent the Society: President, President-Elect, Immediate Past President, Board Chair or their designee, then Chief Executive Officer. For domestic travel, if you are unable to attend an invited event, you make look to other members of the Succession to represent the Society, or you may ask a Board colleague within a particular District if that is appropriate. You do not need to attend all events in which you are invited, and ACS entities are especially aware of the demands of the President.

### 4. This seems a bit overwhelming. Will I get any support? Do I have to relocate to Washington DC to serve?

There are dedicated ACS staff members whose role is to support the individuals within the Presidential Succession. Yes. ACS has staff members within the Office of the Secretary and General Counsel who work directly with members of the Presidential Succession to assist them with fulfilling their ACS duties and responsibilities. This support includes, but is not limited to, travel arrangements and itineraries; planning Presidential Symposia; hosting



special meetings at the request of the President; managing and updating their ACS budgets; and assisting in coordinating with ACS and external entities that wish to plan or meet with the members of the Succession. The responsibilities of the Succession may be limited to several hours a week, and therefore there is no need to relocate to Washington, DC and work out of the ACS building.

**5. How can I fulfill all my initiatives in three short years?**

Members of the Succession have worked within the existing ACS structure to utilize ACS programs, committees, divisions, and local sections to help support their initiatives. A successful model is one whereby a President will meet with an ACS unit, and specifically request their help with a certain initiative. Staff are able to help Presidents navigate the best groups or individuals that may be able to plan an event, organize symposia, collect data, or provide input and guidance.

**6. Can I create new ACS programs?**

Members of the Succession have worked within the existing ACS structure to utilize ACS programs, committees, divisions, and local sections to help support those initiatives. A successful model is one whereby a President will meet with an ACS unit, and specifically request their help with a certain initiative. Staff are able to help Presidents navigate the best groups or individuals that may be able to plan an event, organize symposia, collect data, or provide input and guidance.

**7. What funds will be available to me to support my initiatives?**

The President-Elect and the Immediate Past President are provided a budget of \$40,000, and the ACS President is provided \$175,000 to support their initiatives. The Presidential Succession typically allocates their budget for travel, registrations for various meetings and events, and sponsorship of many different ACS programs. The budget for President is much greater to allow for reimbursement of Presidential symposia speakers, increased domestic and international travel, and any specific meetings they wish to hold during their Presidential year. The ACS Board of Directors must approve in advance any single expense, or expenses related to a single program, over \$10,000.

All ACS volunteers, including the Presidential Succession, operate under the same financial responsibilities and limitations as ACS staff. This includes the submission of all receipts for reimbursement, coach travel when traveling domestically, and business class only when flying greater than eight hours internationally.