

## Emergency Nurses Association

### Board/Governance Policy

#### 3.12 National Candidate Publicity and Campaigning

- ENA believes that the candidates for ENA national office must have equal opportunity to access the entire membership. In order to maintain a professional atmosphere and in fairness to all candidates, as well as to prevent divisiveness during the campaigning process, ENA believes that all campaign activities other than those sanctioned by the National organization be limited to the spoken word.
- ENA is a professional member organization whose goal is to provide for all eligible members an equal opportunity to run for national office.
- It is expected that all candidates will conduct themselves and their campaigns in an honest and ethical manner, with particular consideration for the rights and privileges of fellow candidates.
- A process is needed to ensure the integrity of the Emergency Nurses Association and its election process, to provide an environment of neutrality, and to remove any real or perceived impropriety regarding elections.
- All candidates will be treated equally and fairly during the election process, will not be discriminated against for any reason, and will not be provided an advantage through the use or publication of any electronic or written ENA resources.

*Revised and Approved 10/09*

*Revised and Approved 10/08*

*Approved 5/06*

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#### Policy

Campaign rules and regulations are established to minimize possible conflicts of interest. It is the ENA member's sole responsibility to know and abide by these rules.

Upon ratification of candidates for National ENA elected positions, the following procedures will be adhered to. These activities are considered permissible and are not in violation of this policy:

- 1.1 Photographs of the candidates may be published, at any time, in any ENA local, regional, state or national publication whether electronic or written without reference to their personal candidacy or campaign. The use of the candidate's employer related or promotional logos is prohibited.
- 1.2 Candidates may submit articles or reviews at any time, in any ENA local, regional, state or national publication whether electronic or written, as long as there is no reference to their personal candidacy or campaign.
- 1.3 Candidates who continue to contribute in an official capacity in the production and content of ENA written publications and journals, may be acknowledged and appear in the masthead of these publications throughout the year, and are not subject to removal during the election cycle.
- 1.4 At the appropriate time during the election cycle, all national candidates will be highlighted in ENA national electronic and written publications. Personal and professional demographics, photographs and biographies will be published and presented to the membership as they were written and received from the candidates.
- 1.5 Candidates who are invited to speak on behalf of ENA at local, regional, state or national conferences at any time may do so without reference to their personal candidacy or campaign within their formal presentation. Their presentation and name with current professional titles may be listed in any official advanced program without reference to their candidacy.
- 1.6 Candidates may address their platform and goals for seeking office with individuals on an informal basis.
- 1.7 Any ENA member running for an ENA national office position may be identified as a candidate at any local, regional, state or national ENA function or activity by wearing an official ribbon or pin provided by National ENA indicating that they are a candidate for election.

- 1.8 A one-page written statement prepared by the candidate will be distributed in a selected randomized order, in its original form, to all State Councils. No other written campaign documents may or will be distributed or altered by or on behalf of any candidate.
- 1.9 The Candidates Election Forum is an annual program designed to afford each ENA Board and Officer candidate a platform to present their candidacy and answer questions. Each candidate will appear in the same randomized order during this program and in every electronic or written publication, including ballots. Nominations Committee election candidates will also be offered exposure during this event.
- 1.10 An audiovisual presentation of the Candidates Election Forum held at the annual Leadership Conference will be prepared and distributed to all State Councils and available to all members on the ENA National Web site. A disclaimer will be noted on each individual Board Candidate audio/video content and the Candidates Election Forum DVD that ENA is not responsible for the accuracy of statements made by the candidates. No other documents or materials shall be distributed or altered by or on behalf of any candidate.
- 1.11 An area designated as ENA Campaign Headquarters will be located in a common area where candidates may exhibit a promotional poster and meet with attendees of the annual Leadership Conference. Candidates are invited to meet and mingle with the attendees in this designated area in a campaigning role during designated times.
- 1.12 Each candidate will have one promotional poster created by ENA which will have uniform format determined by the Nominations Committee based on materials submitted in the final candidate application packet. The poster may only be displayed in ENA Campaign Headquarters at the Leadership Conference.
- 1.13 Except as specifically set forth herein, no ENA candidate or member is permitted to distribute or display campaign items.
- 1.14 The Nominations Committee will collaborate with the appropriate departments to determine the venue availability and budgetary restraints on an annual basis pertaining to all items contained within this policy.

### **Standards/Criteria**

- 2.1 Candidates may not promote any other professional affiliation through the ENA election process other than ENA.
- 2.2 No member of the ENA Board of Directors, ENA National Office or the Nominations Committee is permitted to endorse any candidate at any time. Chapter and State Leaders must abide by the content of this policy and present all candidates in a fair and unbiased fashion.
- 2.3 During the campaign period, candidates who are invited to speak on behalf of ENA at local, regional, state or national conferences may not address their candidacy or campaign as a component of their presentation in any way. Candidates may only address their platform and goals for seeking office with individuals on an informal basis.
- 2.4 Candidates must abide by the content of ENA Bylaws, Policies and Procedures and conflict of interest statements that they have signed and agreed to adhere to as part of the application process.
- 2.5 No member may use any ENA membership list (i.e., state, chapter, etc.) to distribute campaign materials for or on behalf of any candidate.

### **Operational Procedure**

- 3.1. The Executive Director will appoint appropriate staff to monitor all ENA national publications whether electronic or written and other ENA resource materials as necessary to ensure that this policy is followed.
- 3.2. Violations of this policy by any ENA member are subject to disciplinary guidelines adopted by the ENA Board of Directors. Any alleged violations of ENA's publicity and campaigning procedures must be in writing and will be reported to the Nominations Committee chairperson.

- 3.3 Written complaints submitted to the Nominations Committee chairperson will be reviewed by the Nominations Committee and submitted to the ENA Board of Directors or their designee(s) with the Nominations Committee's recommendation for action, if any.