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TO: Board of Directors
FROM: Gloria Zamora
DATE: 11 February 2008
RE: Candidate Campaign Opportunities

Purpose:

- Establish additional opportunities for interactions between SLA Board candidates and SLA members, both during and after the annual conference.
- Enhance the candidates' campaign experience, creating an opportunity for positive personal and professional growth with mentoring and coaching from current Board members as well as from SLA staff.
- Expand the use of current technologies while ensuring equitable utilization within established financial boundaries.

General statements:

- While encouraging the use of additional opportunities and technologies the Association wants to ensure a level playing field for all candidates.
- The candidates are not required to participate in every activity, but are **highly encouraged** to take advantage of as many opportunities as possible in order to meet as many members as possible and discuss their ideas on the future of SLA.
- Members of the Board of Directors are encouraged to assume a larger mentoring role in preparing the candidates for the election.
- These opportunities will be implemented for the 2008 election

Opportunities:

- Candidates are encouraged to consider the following opportunities as ways to introduce themselves to the SLA membership.

❖ **Speeches:**

- Speaking before a live audience allows candidates to demonstrate their ability
 - ◇ to speak publicly
 - ◇ to organize and present their thoughts effectively
 - ◇ to manage their time
- Candidates will present a speech; 8 minutes for president-elect candidates and 5 minutes for all other positions.
- Speeches will be videotaped on Saturday afternoon, preceding the conference, with a limited audience.

- The speeches will be available during the conference on video monitors located throughout the hall.
- Following the conference the videotaped speeches will be uploaded to the SLA website
- Speeches will also be presented live following LDI on Sunday afternoon.
 - ◇ LDI ends at noon.
 - ◇ LDI participants will be asked to take a 30 minute break during which they can get their own lunch "to go" from one of the nearby facilities.
 - ◇ LDI participants will be asked to return for a "Brownbag lunch with the Candidates," from 12:30 to 2:00 PM
 - ◇ This session will be open and advertised to all conference attendees.
 - ◇ It is not a no-conflict time.

❖ **LDI:**

- Chapter and Division cabinet chairs and chair-elects will be asked to develop a short session on elections for LDI.
- Purpose is to promote both the candidates and the tools available from SLA for chapter and division elections
- Additional purpose – stress the importance of Board elections and membership participation

❖ **INFO/EXPO:**

- Candidates will be introduced during the box lunch period in the INFO/EXPO hall on Monday.
- Introductions will be based on the configuration and sound in the hall.
- Candidates will then circulate and talk with people attending the lunch.
- Members of the current Board of Directors may accompany candidates to introduce them.
- This candidate opportunity will be noted in the conference program

❖ **Division Open Houses:**

- Divisions will have the opportunity to select a particular time for candidates to be present at one of their open houses.
- Times will not conflict and should be approximately one hour to allow candidates to move easily between events
- This is an informal networking opportunity
- This is optional for Divisions.
- Division responsibility is to make a time available, advertise to division members and introduce candidates
- Division Cabinet Chair and Chair-elect will coordinate the division schedule

❖ **Annual Membership Meeting:**

- Candidates will be introduced at this meeting

❖ **Information Outlook:**

- Candidates will submit their answers to questions for publication in the election issue of I/O
- Questions will be revised from those asked previously

❖ **Social Networking Opportunities – You Tube:**

- On Saturday prior to the conference, each candidate will record a short (1 minute) video for submission to You Tube
- The topic will be something like "Why I want to serve on the SLA Board." Staff will develop the question.
- These videos are in addition to candidate speeches also recorded on Saturday.

❖ **Candidate Call-in Forums:**

- There will be 4 call-in forums immediately before balloting begins, one for each set of candidates
- The current Board of Directors will host these forums, i.e. President-elect hosts President-elect candidates and moderates the session rather than SLA staff
- The forums will be limited to either 15 or 30 minutes
- The forums will be promoted to the membership through the leadership list.
- Additional opportunities for social networking tools, such as blogs and a presence in Second Life, will be reviewed for future elections.

❖ **Candidate Identification:**

- Explore the idea of a different identifying ribbon for Board candidates to increase visibility