AAPP 2017 BOARD OF DIRECTORS SPECIAL ELECTION
GENERAL INFORMATION FOR CANDIDATES

IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Action(s)</th>
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<tbody>
<tr>
<td>July 24</td>
<td>• 2017 BOD Special Election process launch</td>
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<tr>
<td></td>
<td>• Candidate application link available on website</td>
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<tr>
<td>August 3</td>
<td>• Deadline for receipt of candidate applications and all supporting</td>
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<td>documents/information/reference letters</td>
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<tr>
<td>August 7-9</td>
<td>• Nominating Work Group (NWG) conducts candidate interviews</td>
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<td>August 10 or 11</td>
<td>• Candidates will be informed of their NWG endorsement status</td>
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<tr>
<td>August 11</td>
<td>• 2017 BOD director-at-large candidates announced to AAPA membership</td>
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<td>• Individual candidate webpages with platform statements go live on AAPA’s website</td>
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<td></td>
<td>• Campaigning may begin</td>
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<td>August 11 –</td>
<td>• Campaign period</td>
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<tr>
<td>September 19</td>
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<tr>
<td>August 24</td>
<td>• Deadline to be a current AAPA Fellow member in order to be eligible to vote in this election</td>
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<tr>
<td>September 8</td>
<td>• Voting commences (6 a.m. EDT)</td>
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<tr>
<td>September 19</td>
<td>• Voting concludes (5 p.m. EDT)</td>
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<td></td>
<td>• Candidates apprised of results by BOD President</td>
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<td></td>
<td>• Election results announced via social media</td>
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<tr>
<td>September 20</td>
<td>• Election results announced in Medical Watch</td>
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<td>October 20-22</td>
<td>• Fall BOD Meeting, Alexandria, VA</td>
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<td>TBD</td>
<td>• Winter BOD Meeting, Alexandria, VA (late February or early March)</td>
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<tr>
<td>May 18, 2018</td>
<td>• AAPA Annual Conference BOD Meeting, New Orleans, LA</td>
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CAMPAIGN MATERIALS
A copy of any campaign materials sent to voters must be sent to Tom Shoemaker, Director, Governance and House of Delegates Relations. The materials do not need to be approved prior to distribution. However, all information must be truthful and accurate, and it is expected that all campaign materials will reflect a professional business tone. The penalty for falsification of campaign information or uncivil/inflammatory communications by candidates will be disqualification from the election, or forfeiture of office if elected.

A mailing address request form and instructions are available on the last page of this communication. Before you order a large number of labels and incur the cost of a mass mailing, you should know that past voter surveys demonstrate that receiving individual mailings from...
2017 Special Election Procedures & Guidelines

candidates did little to influence voter decisions. Candidate platform information posted on AAPA’s website has been the most influential and effective communication vehicle. AAPA will not provide member e-mail addresses to candidates. We will, however, announce the slate of candidates via social media and include the announcement in one email during the campaign:

1. On August 11, an announcement of the slate of candidates running in the special election, with a link to individual candidate webpages and platforms on AAPA’s website will be shared via social media.

2. On August 14, an announcement will be included in the daily Medical Watch email sent to members.

You are prohibited from utilizing current AAPA group email lists to send any election related communications.

MEETING ATTENDANCE
Academy leaders are not restricted from performing their usual duties when running for office. If you are funded by AAPA to attend meetings on Academy business, you may not participate in any formal campaigning or “meet the candidates” forums unless all other candidates running for the same position are attending that meeting. The display of campaign paraphernalia by any candidate is prohibited when on official Academy business. AAPA publications and web postings currently existing will not be altered or removed specifically because of an individual’s candidacy. However, no new content associated with a candidate will be added during the election cycle (August 11-September 19) with the exception of individual candidate web pages and other official election-related postings.

COMMUNICATION
- AAPA will robustly promote the election through its various communication channels to encourage membership participation.
- To increase visibility for the campaign, AAPA has created an election landing page within the AAPA website (www.aapa.org/election) which will house all information pertaining to the election, including links to individual candidate pages.
- AAPA encourages each candidate to connect with PAs through AAPA’s Facebook page and the Huddle.

Facebook
- Once a candidate has created her/his profile, the candidate is permitted to post one time each Thursday between August 11-September 19.
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- Please keep posts relatively short in length and direct interested members to your candidate page on the AAPA website or any personal avenues you have established for more information on your candidacy.
- Your continued professionalism is expected when responding to any comments/posts you may receive.
- The focus of your postings should be on your candidacy and your platform.
- Candidates should refrain from commenting on or referencing other candidate posts/platforms in their messaging.
- AAPA reserves the right to remove any posts to its Facebook page deemed unprofessional or inappropriate.

**Huddle**

- As AAPA members, you engage on the Huddle. However, until the slate of candidates has been officially announced on August 11, please refrain from referring to yourself as a candidate for the 2017 Board of Directors Special Election.
- Your continued professionalism is expected when responding to any comments/posts you may receive.
- Candidates should refrain from commenting on or referencing other candidate posts/platforms in their messaging.
- AAPA reserves the right to remove any Huddle posts deemed unprofessional or inappropriate.

**Other Online Promotional Options**

- Candidates are permitted to create their own Facebook page or website to promote their candidacy. These must be shared with Tom Shoemaker at the time they are created.

**GENERAL ELECTION**

- On September 8, each eligible voter (current Fellows as of August 24) for whom AAPA has an email address will receive a personalized email from AAPA’s independent election vendor containing a personalized link to the ballot and their login credentials.

- Voting/Ballot Information
  - Voting commences on Friday, September 8, 2017 at 6:00 a.m. EDT.
  - Voting ends at 5:00 p.m. EDT on Tuesday, September 19, 2017.
  - Candidate names will appear in a random order on the ballot each time the ballot is accessed by a voter.
o Write-in candidates are permitted.
   - Should the write-in candidate receive enough votes to win the election, AAPA staff will confirm the individual’s eligibility, as all eligibility requirements must be met to hold office.

o A mistake in voting, such as misspelling, does not invalidate a vote/ballot if the intent of the voter is clear.

- Tabulation of Ballots and Results

  o Ballots are tabulated and results are certified by AAPA’s independent election vendor. A formal tabulation memo is received from the vendor accounting for all ballots cast. The number of votes received by each candidate and the number of write-in votes for any member, eligible or ineligible, are included in the report. Write-in candidates are named in the report.

  o The AAPA President will contact each candidate regarding results the evening of August 10 or the morning of August 11.

  o In the case of a tie vote, the House of Delegates shall vote to decide the election from among the candidates who tied.

If you have any questions, please contact Tom Shoemaker (tshoemaker@aapa.org), Director, House of Delegates and Governance.
MAILING ADDRESS ORDER FORM  
2017 AAPA GENERAL ELECTION

AAPA will provide you mailing address lists in a Microsoft Excel chart for eligible voters upon request. Allow up to 5 business days for fulfillment of your request. Before receiving the file(s), you must complete and return a data usage agreement declaring you will delete the list after one use and not share the list. Please note that any violation of this data usage agreement may disqualify your candidacy. You are responsible for the adherence to this policy by any independent contractor you use. There is no charge for this service, but you will be responsible for the security and proper use of the list(s) at all times, printing the labels and/or securing a vendor for mailing if desired, postage or any other costs associated with your mail campaign.

Before you incur the cost of a mailing, keep in mind that there are several other vehicles for promoting your candidacy. E-mail addresses are not available.

Please check the lists you wish to receive.

Leadership Lists

☐ Constituent Organization (chapter, specialty organization, and caucus) Officers (president, president-elect, vice president, secretary, treasurer, secretary/treasurer)
☐ Volunteer Leadership (combination of AAPA Board, PA Foundation Board, Commission/Work Group Chairs and Members, Delegates to the 2017 and 2018 HOD)
☐ By State (Please indicate states)

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____________________________________________________

☐ By Specialty (Please indicate specialties)*

____________________________________________________

*Only those members who have designated their specialty to AAPA will be included in the addresses you receive.

Only those members who have consented to receive mail from AAPA will be included in the addresses you receive.
Please indicate if you want the above lists grouped (one document). You will not be able to tell what position that individual holds, but there will be no duplication of names. Duplication occurs if the lists are sent separately; each list will be labeled "constituent organization officers," "volunteer leaders," etc.

☐ Group the above lists ☐ Don’t group

Contact Tom Shoemaker at tshoemaker@aapa.org if you would like approximate member counts for lists you are considering or have any other questions on the process.