

**AAPA 2018 BOARD OF DIRECTORS ELECTION
GENERAL INFORMATION FOR CANDIDATES**

IMPORTANT DATES

Date(s)	Action(s)
January 22	<ul style="list-style-type: none"> • 2018 BOD election process launch • Candidate application link available on website
February 23	<ul style="list-style-type: none"> • Deadline for receipt of candidate applications (both parts) and <u>all</u> supporting documents/information
March 1-9	<ul style="list-style-type: none"> • Nominating Work Group (NWG) conducts candidate interviews
March 14-15	<ul style="list-style-type: none"> • Candidates will be informed of their NWG endorsement status
March 16	<ul style="list-style-type: none"> • 2018 BOD candidates announced to AAPA membership • Individual candidate webpages with platform statements go live on AAPA's website • Campaigning may begin
March 16 – April 16	<ul style="list-style-type: none"> • Campaign period
March 22	<ul style="list-style-type: none"> • Deadline to be a current AAPA Fellow member in order to be eligible to vote in this election
April 6	<ul style="list-style-type: none"> • Voting commences (6 a.m. EDT)
April 16	<ul style="list-style-type: none"> • Voting concludes (5 p.m. EDT) • Candidates apprised of results by BOD President
April 16-17	<ul style="list-style-type: none"> • Election results announced to AAPA membership
May 18	<ul style="list-style-type: none"> • BOD Meeting, New Orleans, LA
May 19-23	<ul style="list-style-type: none"> • AAPA Annual Conference, New Orleans, LA <ul style="list-style-type: none"> ○ HOD Meeting – May 19-21
July 20-22	<ul style="list-style-type: none"> • BOD Orientation & Summer Meeting, Alexandria, VA
October/November (dates TBD)	<ul style="list-style-type: none"> • Fall BOD Meeting, Alexandria, VA
TBD	<ul style="list-style-type: none"> • Winter BOD Meeting, Alexandria, VA
May 17, 2019	<ul style="list-style-type: none"> • AAPA Annual Conference BOD Meeting, Denver, CO
May 18-22, 2019	<ul style="list-style-type: none"> • AAPA Annual Conference, Denver, CO

CAMPAIGN MATERIALS

A copy of all campaign materials sent to voters must also be sent to [Tom Shoemaker](#), Director, Governance and House of Delegates Relations. All information must be truthful, accurate and reflect a professional business tone. The penalty for falsification of campaign information disseminated 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, know that past voter surveys demonstrate that receiving individual mailings from 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 may not provide member e-mail addresses to candidates. However, on March 16th, an email will be sent to all AAPA members announcing the slate of candidates running in this year's election, with a link to individual candidate webpages and platforms on AAPA's website.

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 (March 16 – April 16) 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.
- On April 6, each eligible voter (current Fellows as of March 22) for whom AAPA has an email address will receive an email from AAPA's independent election vendor containing a personalized link to the ballot and their individual login credentials.
- 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 March 16th and April 16th.
- 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 have access to member only conversations on the Huddle. However, until the slate of candidates has been officially announced on March 16, please refrain from referring to yourself as a candidate for the 2018 Board of Directors' elections.
- 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 other website to promote their candidacy. Please share all independent channels with Tom Shoemaker.

GENERAL ELECTION

- Voting/Ballot Information
 - Voting commences on Friday, April 6, 2018 at 6:00 a.m. EDT.
 - Voting ends at 5:00 p.m. EDT on Monday, April 16, 2018.
 - Candidate names will appear in a random order on the ballot each time the ballot is accessed by a voter.
 - 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.
 - 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

- 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 AAPA President will contact each candidate regarding results the evening of April 16th.
- 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
2018 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 will 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 2018 HOD)
- By State (Please indicate states)

- 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.