

## **Guidelines on ASHP Election Communications**

### **Preface**

As a society of professionals, ASHP elections should be conducted in a fair and ethical manner. It is the responsibility of ASHP governance to provide all candidates running for office with an opportunity to communicate with members on an equal basis. Nominees whose names appear on ballots are expected to refrain from active self-promotion or campaigning. The purpose of this document is to provide guidelines governing the election process to ensure the fairness and integrity of the election.

### **Purpose and Scope**

The purpose of the ASHP Election Communications Guidelines is to assure that:

- All candidates are treated fairly and equitably
- All parties understand and abide by appropriate election activities and required actions
- ASHP members have sufficient access to information to make informed choices in elections
- ASHP elections are conducted in a manner befitting a professional society
- ASHP provides clear guidance to members in order to facilitate awareness and active participation in ASHP elections.

These guidelines apply to all ASHP elections including those for ASHP Officers, Board of Directors, and Sections and describe appropriate activities for:

- Candidates (i.e., members whose names appear on the final election ballot)
- Individuals, organizations, or other entities acting on behalf of nominees and candidates

### **Committee on Nominations**

To ensure that all willing and qualified potential nominees are considered for candidacy to ASHP elective office, the Committee on Nominations is charged with assembling a roster of nominees who are recommended by ASHP members and affiliated state societies. ASHP will issue a “Call for Nominations” via various channels, to encourage affiliated state societies, and individual or groups of ASHP members to submit their recommendations at appropriate times. These may include but are not limited to:

- Communications from ASHP to the membership
- Communications to affiliated state societies
- Notices in ASHP publications including newsletters, email news services, social media, Midyear Clinical Meeting publications, and other ASHP communication vehicles

In addition to reviewing suggestions received from ASHP members and affiliated state societies, the Committee on Nominations will also review various membership volunteer rosters for potential candidates, particularly rosters of policy councils, Pharmacy Practice Sections, committees, and other ASHP leadership bodies. Nominees will be contacted by the Committee on Nominations and will be provided with additional information about holding elective office, and will be given an opportunity to formally accept or decline nomination.

Typical qualifications of a successful candidate include, but are not limited to:

- Demonstrated leadership qualities and exemplary practice
- Active interest in the affairs of ASHP
- Experience as chair or member of ASHP councils, committees, or Sections
- Experience as an officer or director of an affiliated state society
- Other relevant experience

## **Conflicts of Interest and Professional Conduct**

Individuals who are candidates for ASHP office are expected to protect ASHP's brand and image, not to engage in any activity which might bring discredit to ASHP, and not to participate in discussions or votes if a personal conflict of interest is involved. These individuals are advised to review the "[ASHP Policy on accepting Corporate Support and avoiding Conflicts of Interest](#)" and the "[ASHP Policies on Conflict of Interest, Disclosure, and External Business/Professional Activities for Board of Directors](#)". Prior to finalizing the slate of candidates all candidates must complete a conflict of interest disclosure. Any potential conflicts of interest that are identified will be discussed and resolved prior to publication of the final slate of candidates. In addition, candidates will sign a [Code of Professional Conduct](#) agreeing to comply with these election guidelines.

## **ASHP Dissemination of the Official Slate of Candidates**

Once the slate of candidates has been finalized it will be disseminated to ASHP members via the following communication channels:

- Published on the ASHP website and disseminated in various ASHP communications vehicles. These vehicles may include but are not limited to ASHP social media as well as press releases, NewsLinks, and at ASHP meetings.
- Distributed to ASHP state affiliates
- Distributed to all Delegates and presented at the ASHP House of Delegates
- Distributed to members of ASHP Sections

## Opportunities for Members to Learn About the Candidates

ASHP provides a number of opportunities for members to learn about the candidates and their views on the profession and ASHP.

- The slate of candidates is announced at the ASHP House of Delegates
- A meet the candidates session is held during the ASHP Pharmacy Futures meeting each year for ASHP Board and Officer positions where attendees can ask questions of all of the candidates and learn more about their vision for ASHP and the profession.
- A recording of the meet the candidates session is hosted on the ASHP website. Members are informed of the recording via various ASHP communications channels.
- ASHP may host an election community on ASHP Connect where members can submit questions of the candidates in advance to learn more about their views.
- An ASHP elections website is developed and disseminated. The elections website contains at minimum the following information for each candidate:
  - Candidate's name, photo, and site of practice
  - Candidate's brief biography summarizing their career
  - Candidate's statement of philosophy

## Dissemination of the Slate of Candidates

ASHP encourages its members and other parties to assist in raising awareness of the slate of candidates for ASHP Elections through its communication vehicles such as social media, emails, meetings, and publications. ASHP state affiliates, employers, and others can help to raise awareness of the candidates and encourage ASHP members to exercise their right to vote in the election. When disseminating the slate, other entities should communicate the slate of candidates in its entirety. While it is acceptable to note that a candidate is also a member of an organization or shares an affiliation with various entities, specific endorsement of any individual candidate or self-endorsement by a candidate is prohibited. Endorsement or self-endorsement of a candidate would include elaboration of one's specific credentials, experience, or perspectives that may influence bias towards one candidate. Under no circumstances should candidates or others acting on their behalf engage in efforts to discredit another candidate. Efforts to campaign for an individual candidate or to attempt to influence votes to alter the outcome of the election are not acceptable. Staff and those serving in elected positions at ASHP may not endorse or recommend specific candidates under any circumstances. The purpose of the dissemination of the slate of candidates is to raise awareness of ASHP elections and the elections website. The ASHP elections website and ASHP-managed elections activities (e.g. Meet the Candidates live session and ASHP Elections Connect Community) serves as the primary source of candidate credentials, experience, and statements of philosophy.

The definition of endorsement of a prospective candidate includes but is not limited to:

- Mailings, emails, texting, phone calls, or other forms of communication soliciting support or encouraging voting for a specific candidate;
- Web and social networking sites promoting supporting or voting for a specific candidate;
- Communications elaborating on a specific candidate's qualifications which may include their credentials, experience, and perspectives;
- Soliciting support of or votes for a specific candidate at local, state and national meetings.

## **Election Communication Violations**

Members are encouraged to report any suspected violations of these guidelines to the ASHP Chief Executive Officer.

- Any alleged infractions that are reported will be referred to the ASHP Executive Committee of the ASHP Board of Directors for review and discussion.
  - The Board Executive Committee will seek to apply the guidelines with a goal of ensuring the election is conducted in a fair and equitable manner.
  - The Board Executive Committee shall have broad latitude in these matters and actions which may include but are not limited to:
    - Notifying the individual, group, or organization that violated the election guidelines of ASHP's awareness of the infraction and subsequent actions, if any
    - Requesting removal of content or endorsements
    - Reporting significant infractions to the electorate
    - Informing all candidates of infractions that have been reported
    - Preparing documentation enumerating the relevant individual, group, or organization's infractions and providing copies to nominations or awards committees for current and future consideration.

## **Additional Information**

Any questions regarding the ASHP Guidelines on Election Communications or the interpretation of these guidelines should be directed to the ASHP Executive Office.



## Frequently Asked Questions

### Guidelines on ASHP Election Communications

1. [Why did ASHP create new guidelines on election communications?](#)
2. [What is ASHP's position on election campaigning and what is the definition of campaigning?](#)
3. [Someone I know and support is slated for elected office. How can I raise awareness of the slate?](#)
4. [Who is effected by these guidelines?](#)
5. [What is new and different than before?](#)
6. [How will alleged violations be managed?](#)
7. [What are some sample communications that are allowed vs. not allowed?](#)
8. [Who can I contact for more information about these guidelines?](#)

#### ***Why did ASHP create new guidelines on election communications?***

---

The ASHP Board of Directors encourages members to raise awareness of the slate of candidates for ASHP elections. ASHP elections, including the communication of election slates, should be conducted in a fair and ethical manner. In a recent survey, ASHP delegates indicated that more clarity around ASHP's guidelines on campaign communications is needed. In response to this need, the ASHP Board of Directors created these new guidelines to ensure fairness and integrity in the election processes.

#### ***What is ASHP's position on campaigning?***

---

As a professional Society, ASHP seeks to maintain an election that is based on individual assessments of each candidate's potential to serve the organization. ASHP is committed to facilitating more opportunities for members to gain information about the candidates and to learn firsthand about each candidate's vision for the profession, ASHP, and its members. Overt campaigning, endorsements, and efforts by individuals or groups to influence the results of the election are not consistent with ASHP's culture and values.

Nominees whose names appear on ASHP election ballots are expected to refrain from active self-promotion and campaigning actions. Slated candidates will sign a Code of Professional Conduct agreeing to comply with these election guidelines. In addition, ASHP members and "other parties" are also expected to refrain from the specific endorsement of any individual candidate. "Other parties" may include, but are not limited to employers, state affiliates, groups and organizations, and/or personal and professional networks. Under no circumstances should candidates or others acting on their behalf endorse, discredit another candidate, or attempt to influence votes to alter the outcome of the election beyond the intent of these guidelines.

#### ***Someone I know and support is slated for elected office. How can I raise awareness of the slate?***

---

ASHP encourages dissemination of the slate of candidates to raise awareness and stimulate participation in the elections process. When sharing the slate of candidates, members and other parties should communicate the full slate of candidates and not just a specific candidate. It is acceptable to note that a candidate is a member of an organization or shares an affiliation with a specific entity, however endorsement or encouragement to vote for any individual candidate is prohibited.

### *What is the definition of campaigning?*

---

Endorsement of a specific individual candidate is considered campaigning. Endorsement of a candidate may include but is not limited to soliciting votes or supporting a specific candidate through emails, texts, phone calls, mailings, and use of web and/or social media sites. Soliciting votes or support for a specific candidate at local, state, and national meetings is considered campaigning. Discrediting other individuals on the election slate is considered negative campaigning and is therefore prohibited.

### *Who is affected by these guidelines?*

---

The guidelines outline appropriate activities for candidates, individuals, organizations and others acting on behalf of nominees and candidates. ASHP staff and those serving in elected positions at ASHP such as the Board of Directors and Section Executive Committee members also may not endorse specific candidates under any circumstances. The guidelines apply to all ASHP elections including those for the ASHP Officers, Board of Directors, and Section Executive Committees.

### *What is new and different than before?*

---

- These guidelines establish policy around election communications and provide greater transparency and a defined process for dealing with alleged violations.
- ASHP's position on campaigning is clear and defined.
- Candidates will sign a Code of Professional Conduct agreeing to comply with the guidelines.
- Social media is addressed in the guidelines. Social media may be used to promote the full slate of candidates, however endorsement of a specific candidate through social media is prohibited.
- Social media channels may be used and managed by ASHP to allow members to pose questions to the candidates.
- The guidelines provide clarification of allowable communication vs. communication that is prohibited.

### *How will alleged violations be managed?*

---

- Members are encouraged to report any suspected violations of these guidelines to the ASHP Chief Executive Officer ([ceo@ashp.org](mailto:ceo@ashp.org)).
  - Any alleged infractions will be referred to the Executive Committee of the ASHP Board of Directors for review and discussion.
  - The Board of Director's Executive Committee may take action against confirmed violations. Potential actions may include, but are not limited to, formally notifying the individual, group or organization that violated the guidelines of ASHP's awareness of the infractions, to removing the endorsement where possible, reporting infractions to the electorate, informing infractions to all candidates, and/or noting infractions to nominations or awards committees for current and future consideration.
-

### *Samples of Acceptable and Prohibited Communications*

---

#### **Acceptable:**

Social media acceptable:



Newsletter acceptable:

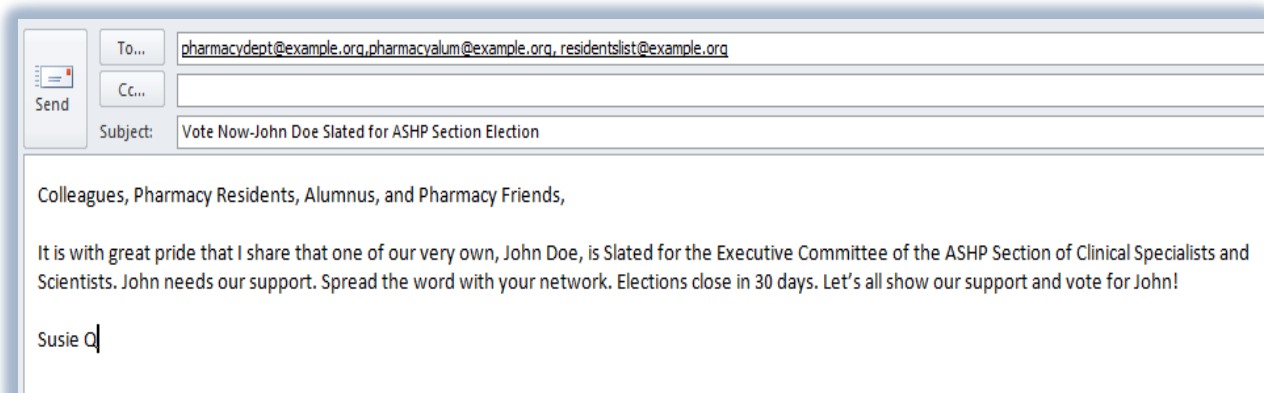


### Unacceptable

Social Media Unacceptable:



Email Unacceptable:





### *Summary*

---

The Guidelines on ASHP Election Communication's primary purpose is to assure that ASHP elections are fair and equitable, that members can make informed choices in elections, that all parties understand and abide by appropriate election activities, and that ASHP provides clear guidance to members to facilitate awareness and active participation in ASHP elections.

### *Who can I contact for more information about these guidelines?*

---

Questions may be referred to the ASHP Executive Office ([ashpeo@ashp.org](mailto:ashpeo@ashp.org)).



## Guidelines on ASHP Election Communications

### Code of Professional Conduct

#### *Principles*

---

- ASHP elections, including the communication of the election slates, should be conducted in a fair and ethical manner in order to ensure the integrity of the election process.
- Elections should be conducted in a manner befitting a professional Society and in keeping with the culture and values of ASHP.
- Elections should be conducted in a manner that facilitates the active participation of all ASHP members.

#### *Rules of Conduct*

---

1. Candidates for ASHP office agree to comply with the Guidelines on ASHP Election Communications.
2. Candidates will refrain from active self-promotion and campaigning.
3. Candidates will not solicit or accept funds in connection with the ASHP election process.
4. Candidates and their supporters will not engage in endorsement, electioneering, discrediting other candidates or attempting to influence votes in connection with individual candidates with the intent to effect the outcome of the election process.
5. Candidates and their supporters will refrain from making phone calls, sending letters, emails, text message, utilizing social media communications or other communications on behalf of individual candidates.

I have read and understand the Guidelines on ASHP Election Communications (the “Guidelines”) and the associated Code of Professional Conduct. By signing below, I affirm that I will abide by the Guidelines and the Code of Professional Conduct.

---

Name

---

Date

---

Signature