

# CMA Election Principles and Guidelines for President-Elect Nominees

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## Overall CMA election guiding principles

The Canadian Medical Association (CMA):

- partners with ScytL Canada, an expert in election procedures and best practices, to manage its electronic elections platform and ensure it is accessible, efficient, auditable and secure;
- collaborates with the provincial and territorial medical associations (PTMAs) associated with the elections for the nominations process;
- does not demonstrate preference or bias toward candidates and works closely with associated PTMAs to ensure this practice is supported at the provincial/territorial level; and
- along with its members, expects all candidates to maintain collegiality, respect and decorum during the electoral process.

## 2018-2019 timelines for President-Elect nominee elections

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|---------------------------------------------------------------------|----------------------------|
| • Call for Nominations issued                                       | October 30                 |
| • Expressions of Interest received                                  | November 30                |
| • Overview of presidential role, process with interested candidates | November 30 to December 14 |
| • Final candidate applications received                             | December 14                |
| • Election period with electronic voting                            | February 6                 |
| • Close of election                                                 | February 27                |
| • Results declared                                                  | February 28                |
| • Ratification of President-Elect nominee by CMA General Council    | August 11                  |

## Candidate preparedness

- A subcommittee of the CMA Nominations Committee will interview all interested candidates, providing information and answering questions on the roles and responsibilities of the CMA President. This ensures interested members are well-informed about the requirements of the role, as well the electoral process, before submitting a formal application.
- The CMA Nominations Subcommittee, along with appropriate CMA staff, will review the CMA's spokesperson policy, strategic plan and key policy positions with interested candidates.

## CMA promotion of the electoral process

The CMA will promote the electoral process, providing members with access to candidate information through various channels noted below, but not limited to:

- publication of all electoral timelines and candidate information as outlined on the "CMA Elections" site on [cma.ca](http://cma.ca)
- direct emails to eligible CMA voters, including reminders announcing the timelines for the elections and providing access to information related to all candidates
- publicity in various media outlets as determined appropriate (Canada Health Care Network, etc.)
- PTMAs associated with the CMA elections are also encouraged to publish election timelines and candidate information on the PTMA website and in PTMA communications

## Campaign guidelines for candidates

All candidates are responsible for their respective campaigns, including maintaining the integrity and spirit of the campaign and respect for the elections. It is the responsibility of the candidate to understand the following campaign guidelines, and ensure all others involved in promoting their candidacy also observe the guidelines.

### Promotion of candidates

- The CMA supports equal promotion of all candidates via the "CMA Elections" site on [cma.ca](http://cma.ca). Once accepted under the nomination guidelines, candidates must submit a one-page message of intention and a one-page résumé with a high-resolution headshot photo. These documents will be posted on the CMA website and constitute the voting information package available to all members.
- Candidates must not include the CMA logo or other third-party logos on election campaign materials.
- Candidates must use the appropriate title, provided by the CMA, for the position they are seeking. For example, the candidate is running for "CMA President-Elect Nominee."
- Election period timelines are posted on the "CMA Elections" site on [cma.ca](http://cma.ca) and in the CMA's Call for Expressions of Interest. All candidates must respect these timeframes when carrying out their campaign activities.

### Use of social media

- Candidates are personally responsible for developing their social media competencies and platforms. The CMA is not responsible for developing candidate websites or providing training on how to use social media tools.
- The CMA may use various social media tools (CMA Facebook, CMA Twitter, etc.) to promote the electoral process only. The CMA will not retweet, repost or comment on candidate posts, or member support posts, on social media.
- For the President-Elect nominee elections only, the CMA will host a social media platform (e.g., Ask Me Anything hosted by the Rounds) to facilitate questions and answers from all CMA members with the purpose of helping CMA members understand each candidate's platform.
- PTMAs associated with elections (jurisdictions where there are vacancies) also have the option to organize an open forum(s) providing equal opportunity for candidates to highlight their platforms and respond to members' questions.

### Funding

- Election best practice guidelines assert it is appropriate to permit individual candidates to raise reasonable funds for election campaigns.
- The CMA will not provide funding to candidates.
- The CMA recommends that PTMAs and its CMA affiliates also not provide separate individual funding to candidates for campaign-related activities

### Membership voting data

- The CMA will not share membership lists with candidates.
- PTMAs associated with the electoral process will be asked not to share provincial membership lists.
- In accordance with best practices, the CMA will not share voting data (e.g., participation rates) with candidates and eligible voters.
- Through CMA's electoral provider, ScytI Canada, the CMA maintains voter anonymity, PIN security and the full auditability of the elections.

### Other

Regulations related to campaigning at the time of General Council are provided in the [CMA's Operating Rules and Procedures](#).