

March 10, 2023

## **Election Administrator's Decision**

Decision #2023/3

The appellant, who wishes to remain anonymous, is appealing Election Administrator's Decision #2023/1. Although the appeal was not filed on the official form but in an email to me (attached as Annex A), I have accepted it in the interest of efficiency.

The appellant argues that that use of a logo associated with the University or related organization by a candidate for election should be forbidden under the rules without regard for whether that use suggests that the candidate has been endorsed by the organization.

The appellant did not directly address section of Election Procedure BD-06.1 quoted in Decision 2023/1, namely:

1. The following forms of campaigning are prohibited:

(d) Using the logo of the Capilano Students' Union, Capilano University, or a national or provincial student organization, or of any of their services, divisions, departments, or student groups, **so as to suggest an organization's endorsement of the candidate's campaign** [emphasis added]

Whether this rule is desirable as a matter of policy is debatable, but the meaning of the section as written is clear: if the use of a logo does not suggest endorsement, then the rule is not violated. In making my decision on the original complaint, I found that the candidate wearing a t-shirt with the logo of the Capilano University sports team did not under the circumstances suggest endorsement by the team. I dismissed the complaint on that basis.

As the appellant has not pointed to any error in the original judgement but merely disagreed with the Procedure governing the election, the appeal is dismissed.

If the appellant wishes to pursue this issue further, I would encourage him to raise the issue with the CSU board, which has the authority to amend the Procedure governing elections.



David Ennis  
CSU Election Administrator

## ANNEX 1 – TEXT OF THE APPEAL

On Thu, Mar 9, 2023 at 3:48 AM [name redacted to preserve anonymity] wrote:

Dear sirs,

I am writing to express my opinion regarding the emphasis on endorsement in the decision made by the election administrator. In my view, the restrictions placed on the use of logos by certain organizations, such as the CSU and university, is justified and should be followed at all times whether or not the candidate is truly endorsed by that organization.

While it is clear that the CSU will never endorse any candidate running for an election, the rules still prohibit the use of their logo. I wonder and question the need for this restriction if there is no endorsement being made. Similarly, there may be cases where university logos or sports team logos are used on election posters, but there is no clear endorsement being made by the organization. However, the use of such logos still impact the attraction of votes, as the voters, the students assume that the candidate is endorsed by the organization after looking at the logo.

As a concerned member, I believe that it is important to ensure that the election process is fair and unbiased. Whether or not the candidate is truly endorsed by an CSU or CapU, if rules say no logo means no logo. Therefore, I am unhappy with the decision and I am appealing for reevaluation after considering my above mentioned facts or if decision is going to remain unchanged then I suggest that the rules regarding logo usage be re-evaluated to ensure that they are truly necessary and use of CSU logo should be permitted to all as CSU is not and will not endorse any candidate for sure.

Thank you for your attention to this matter.

Sincerely, [redacted]

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**From:** David Ennis <[elections@csu.bc.ca](mailto:elections@csu.bc.ca)>  
**Sent:** Wednesday, March 8, 2023 10:42:15 AM  
**To:** [redacted]  
**Subject:** Election Complaint

Dear [redacted]

Please see the attached decision on your election complaint, which will also be published on the CSU website.

David Ennis  
CSU Election Administrator