Winter 2024 Elections Report

Presented to Legislative Council: April 18, 2024

2024 Executive Elections

- 4306 members voted for a total of 19.1% (up from 16.7% last year)
    - Extended campaign/polling period in comparison from last year.
- 2 out of 7 position **did not have candidates**, while only 2 of the 5 positions that appeared in the ballot were contested
    - Even less candidates and contested positions than last year
- Promoted
    - Online, across Instagram and Facebook
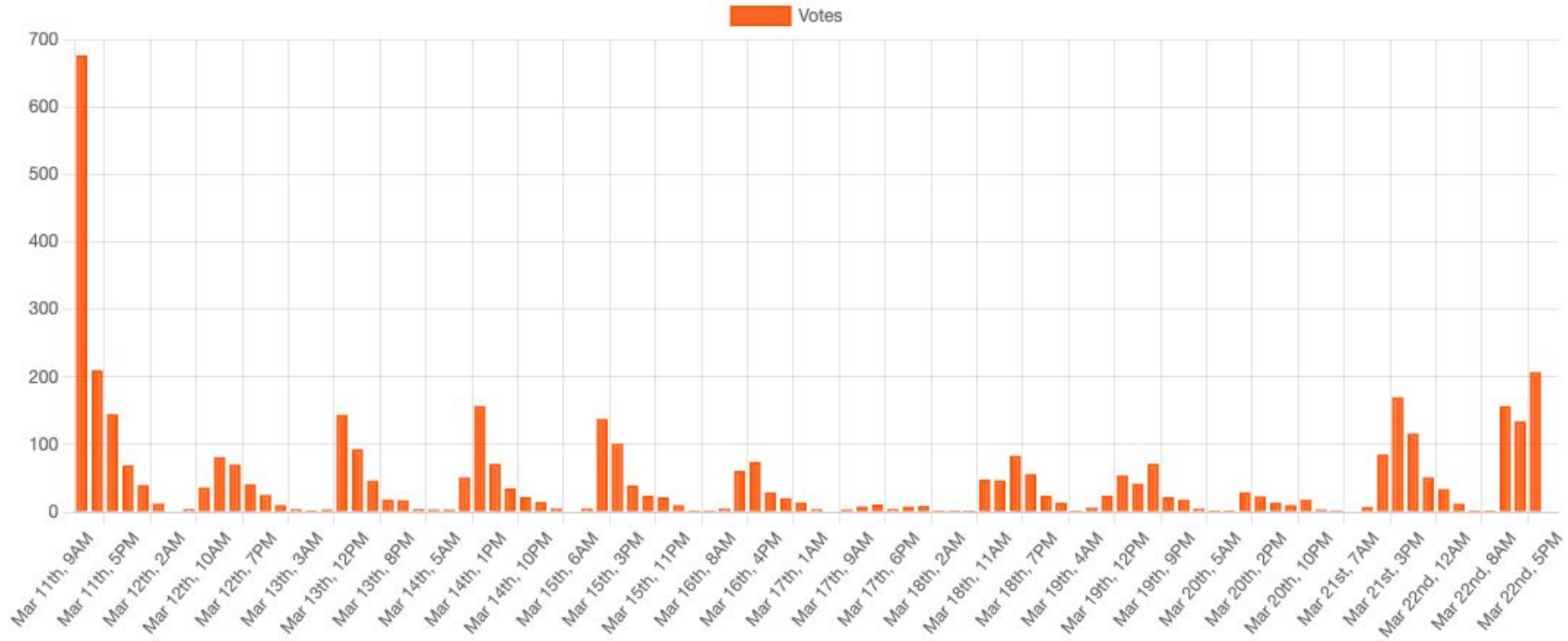   - Through campaign chairs

For the Future - Issues with turnout and voter apathy

- *Very* high abstention and no rates

As the Executive Election and the Winter Referendum were on different ballots, participation went up while abstentionism didn't increase.

Importance of Email Blasts (Executive Elections)

Turnout Chart (4302 electors voted)

Winter 2024 Referendum

- 4332 overall votes cast, with a total turnout of 19.2% (From 16.7% in previous year)
- Many questions: 19 questions: 18 fee questions, 1 plebiscite question
- Questions passed:
    - Queer Equity Support Fee Increase (53.6% yes)
    - SSMU Walksafe Fee Increase (65.9% yes)
    - Black Students' Network Service Fee Increase (61.2% yes)
    - (1) Legal Information Clinic Fee Renewal (72.0% yes)
    - (2) Legal Information Clinic Fee Increase (59.4% yes)
    - Club Fee Increase (52.3% yes)
    - (1) Campus Life Fee Renewal (60.0% yes)
    - (2) Campus Life Fee Increase (50.2% yes)
    - Student Academic Support Services Fee Increase (62.6% yes)

- **Questions passed (continued):**
    - Arab Student Network Fee Increase **(56.1% yes)**
    - Library Improvement Fund Fee Renewal **(67.9% yes)**
    - keep.meSAFE Fee Renewal **(64.4% yes)**
    - Creation of Student Rights Fee and Fund **(58.5% yes)**
    - Nomination of Auditor for 2024 Fiscal Year Referendum Question **(71.4% yes)**
    - Student-initiated question: Mustbus Opt-Outable Fee Increase**(51.1% yes)**
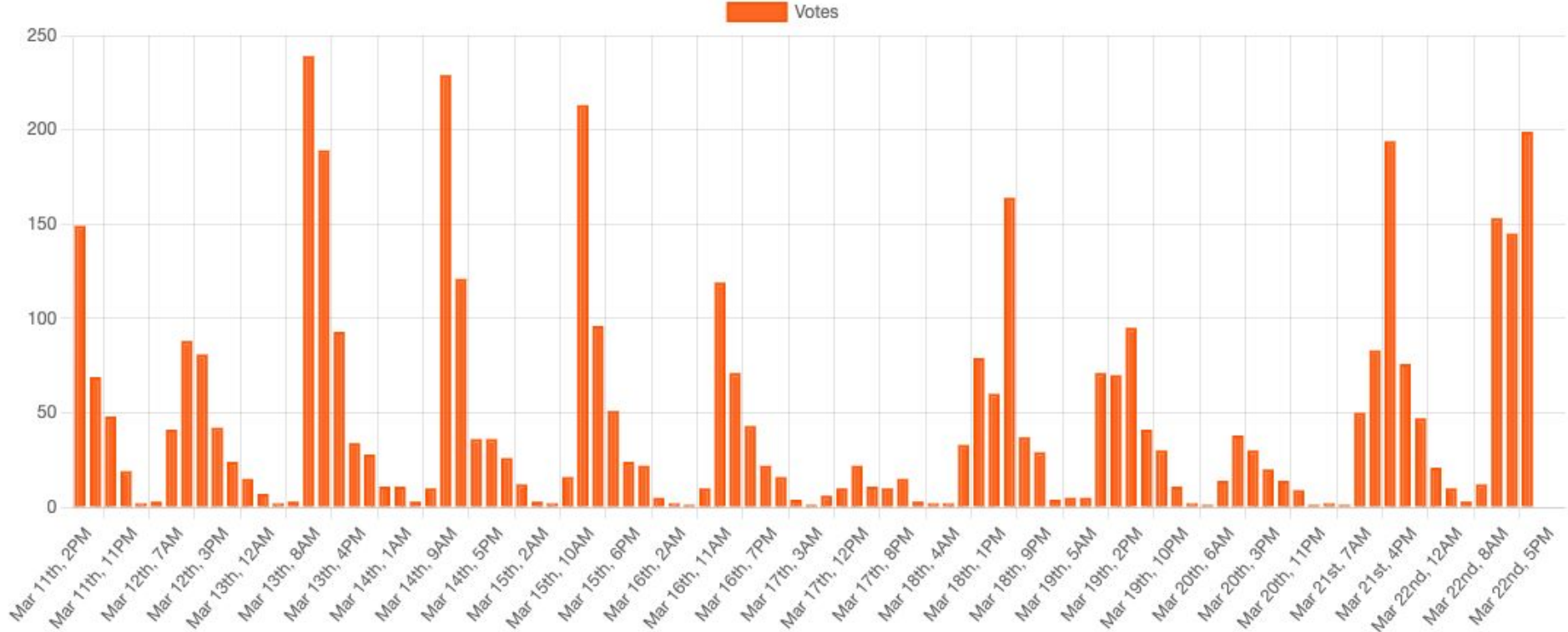   - Student-initiated question: Student Support Fee **(57.6% yes)**

Questions Failed:

- SSMU Membership Fee Increase **(58.3% no)**
- Referral Services Fee Increase **(54.6% no)**
- Reinstatement of First-Year Fee **(51.9% no)**

https://elections.ssmu.ca/announcements/#:~:text=2024%20Winter%20Referendum%20results

Importance of Email Blasts (Referendum)

Turnout Chart (4332 electors voted)

Issues

- Too many referendum questions
- Many uncontested candidates
- Low voter engagement and turnout
- Odd transition period between departure of previous CEO and training of current CEO.
- Lack of norms and regulations for online campaigning.

Potential Solutions

- Changes to the Internal Regulations
- More work on in-person initiatives
- Dividing referendum questions into different referendums;
- having ISG-related questions in independent ballots.

Proposed IR Changes

Preparation of a motion to be presented in Fall 2024 concerning

- Establishment of online campaign regulations,
- Adjustment of outdated norms,

Among other things.

Questions?