



## REPORT

From the office of the...

**Election Department**

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TO: Members of the Student Representative Assembly

FROM: Brenda Lin, Chief Returning Officer & Dalia Zubashev, Deputy Returning Officer

SUBJECT: Presidential Elections Report

DATE: Feb 19, 2024

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### **Hello Members of the Assembly,**

We are excited to present our report on the results of the First Year Council Election. As per Bylaw 7 - Elections 2.1.5, the elections department is required to relay to the SRA the results of each electoral period, including recommendations of the Elections Committee.

We are pleased to say that the Presidential Election ran successfully without any major issues. We were especially happy with the voter turnout this year as well as overall engagement in the election. We hope to carry on this trend with our future elections for future years to come.

Should you have any questions or concerns please do not hesitate to reach out.

Best,

**Brenda Lin (she/her)**

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McMaster Students Union

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**Dalia Zubashev (she/her)**

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## Results

Please select your choice of the next MSU president for the 2024-2025 term

Votes required to elect an option: 2149

ROUND 1	
Popovic, Jovan	1714 votes
Bernardini, Luca	1521 votes
Hu, Jialiang (Kevin)	780 votes
Ahsan, Muhammad Ammad	281 votes
Eliminated Ahsan, Muhammad Ammad due to: lowest 1st preference	
ROUND 2	
Popovic, Jovan	1781 (+67) votes
Bernardini, Luca	1595 (+74) votes
Hu, Jialiang (Kevin)	851 (+71) votes
Exhausted votes	69 (+69) votes
Eliminated Hu, Jialiang (Kevin) due to: lowest 1st preference	
ROUND 3	
Popovic, Jovan	2094 (+313) votes
Bernardini, Luca	1922 (+327) votes
Exhausted votes	280 (+211) votes
Eliminated Bernardini, Luca due to: lowest 1st preference	
ROUND 4	
Popovic, Jovan	3620 (+1526) votes
Exhausted votes	676 (+396) votes
Elected Popovic, Jovan due to: highest 1st preference	
ROUND 5	
Popovic, Jovan	Elected 3620 votes
Exhausted votes	676 votes

### VOTER SUMMARY

Total	4469
Abstain	173 (3.9%)

Please see this link for more detailed stats:

<https://mcmaster.simplyvoting.com/index.php>

Congratulations to **Jovan Popovic** for his re-election in the 2024 MSU Presidential Election.

### Faculty Breakdown of Candidates\*

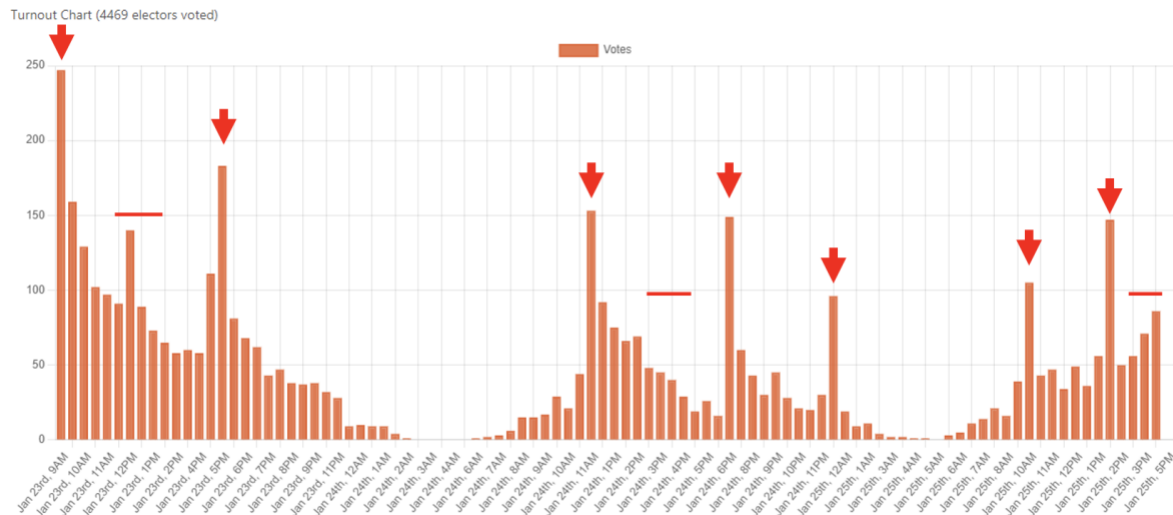
Faculty	# of Candidates
Arts and Science	0
Business	1
Engineering	1
Heath Sciences	0
Humanities	0
Science	2
Social Science	0
TOTAL	4

## Voter Turnout

Overall, the voter turnout increased significantly from last year, from 10.5% to 16.4%. This represents a **56% increase in voter turnout**. While this turnout is significantly greater than last year, the COVID-19 pandemic was a major disruption to student life and the turnout for post 2020 elections have not yet climbed back to those previous numbers. However, with all of the promotional efforts put into the election this year that will be carried on into future years, we hope to continue to see further increases in election engagement.

One statistic that has been overlooked since 2019 is the inclusion of voter statistics in the data. With the ability to view results by segments, it was an oversight on our part to not include faculty data or separation of electors by year of study in the elector lists. The department will strive to include this data for elections in future years.

**4469 (16.4%) of 27213**



The red arrows represent hours where email blasts were sent. The red lines represent the hours where the Elections Department was promoting the elections period at Campus Connect.

## Promotional Events & Strategies

### Nominations/General Promotion

This year, the nomination period for the MSU FYC Election ran from November 30<sup>th</sup>, 2023 until January 12<sup>th</sup>, 2024.

We ordered a Digital + Print package to promote through online and on campus channels, including a window banner and MUSC banner. On Instagram, Facebook, and Twitter, graphics detailing the positions available and important nomination/voting dates were circulated during the first week of nominations. In the second week, social media stories and emails were used to communicate the upcoming deadline and encourage the submission of nomination forms. Printed posters were put up around campus, primarily in MUSC. Finally, campus media screens also displayed information about the FYC elections.

In terms of promoting the election after campaigning began, we brought back t-shirts promoting the elections, which were worn by staff at TwelvEighty, The Grind, and Union Market throughout the election period. We also had staff at The Grind, TwelvEighty, and Union Market put stickers with the polling dates on takeout cups and boxes.

### Events

Several events were held throughout this election period by the Elections Department, including:

- A candidate Meet & Greet @ TwelvEighty
- The Presidential Debate (livestreamed on Facebook)
- Tabling at Campus Connect on all polling days

Rave cards, free MSU merch, and election buttons were handed out at each of these events to incentivize student engagement.

Additionally, the Sil made promotional efforts of their own. Their promotions included:

- Candidate “hot takes” on TikTok
- Candidate platform overviews, published in print and online
- Candidate platform critiques, published in print and online

Please note that everything listed above is in addition to the campaigns that the candidates themselves deliver.

## **Updates**

### **Rule Changes/Clarifications**

The Elections Committee voted on changes to several rules that they felt were outdated or no longer necessary. The wording for some rules was also changed to improve clarity. Additionally, the fine amounts were increased from a \$10 standard/\$20 severe fine to a \$15 standard/\$30 severe fine.

### **Challenges**

It was somewhat difficult to get students to actually vote in the election, despite making our presence well-known throughout the election period. This is something that has always been difficult, and we are always looking for novel ways to improve student engagement.

### **Successes**

This election has overwhelmingly been a success for both the Elections Department and engagement with the MSU in general. Compared to last year, many more students attended both the candidate Meet and Greet and Presidential Debate. Additionally, the candidates themselves were very motivated to campaign in the election.

### **Next Steps**

All appeals have been finalized and all reimbursements have either been issued or are being processed by the MSU Accounting Department, which marks the end this year's Presidential Election.