PASS Board of Directors Elections Overview and Application Guidance

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Minimum Requirements

Applicants must meet minimum criteria. Applicants who do not meet the listed minimum requirements will not be considered. **All applicants must:**

- be a member of PASS for one year minimum with current eligible voting status.

- have direct volunteer experience with PASS. Experience can be in the form of service on a committee, service as a Regional Mentor or Local Group Leader, leading a SQLSaturday event, etc. Speaking at a conference is not sufficient volunteer service.

- work with at least one of the Microsoft data platform technologies to be considered eligible.

- be free of conflicts of interest that would affect eligibility (Section VI.3 of the PASS Bylaws).

- agree to the time and travel commitments required to serve on the PASS Board of Directors outlined below (your employer should also agree that you can meet these requirements).

- be fluent in written and spoken English (as outlined in the PASS Bylaws, Section VI.2).

- submit three references with a statement of support.

References

Applicants must provide three references illustrating the range of their network and how it relates to leadership experience. This can include other Boards they are currently sitting on or have sat on in the

past. At least one reference **must** be from a PASS volunteer. References from current PASS members are valued above other references.

Ideal Candidate Description

The following qualities describe what the Nominations Committee (NomCom) and PASS Board are looking for in the ideal candidate. It is not expected that every candidate will have each quality as it is described. To see the full evaluation of each quality please review the Ideal Candidate Description on the [NomCom website](#).

- Experience with PASS

- Strategic Vision for PASS

- Understanding of PASS

- Other Board Experience

- Written and Verbal Communication Skills

- Leadership/Management Skills

- Financial/Budget Experience

- References

- Influence

- Time Management Skills

Required Time Commitments

These are the time commitments you will be expected to maintain as a PASS Director. Please note that the time required fluctuates and some weeks will be more or less busy than others.

- Commit time required to the term of office set by the [PASS Bylaws](#) (two years).

- Attend one PASS conference per year, typically held in early November.

- Attend two to three in-person Board meetings per year, consisting of two days of in-person meetings during weekdays for each meeting. This can add up to a minimum of six full days of meetings, plus travel time. In-person Board meetings are in late January/ early February June, and

one during PASS Summit. These are subject to change.

- Be available to participate in one one-hour call on the second Thursday of each month from 12:00 to 1:00 pm Pacific Time.

- Weekly commitment for projects/discussions – average of two or three hours per week.

- Attend special conferences or meetings called by the PASS President.

Weighting of Applicants

Applicants must meet the minimum qualification criteria (see page 1) to be eligible to move forward in the election process and will be notified on or before October 13, 2020, if they are moving forward to the interview round.

Each application will be reviewed by the NomCom to ensure the minimum requirements are met. In the event that the number of eligible candidates exceeds three times the number of vacant seats, the NomCom is charged with reducing the slate. This requires the NomCom to weight the applications and determine a ranking to present to the community.

The NomCom will measure the strength of all interviewed applicants based on the Ideal Candidate Description outlined in this document. Candidates will be rated on a scale of 1 to 4 – Weak (1), Acceptable (2), Strong (3) or Very Strong (4) for each category by each member of the NomCom. Once all candidates have been scored and weighted, the applicants will be notified of their candidacy and aggregate score. Upon campaign opening, each candidate's aggregate score will be published to further support educated votes from the electorate. Applicants may choose to opt-out of the process and have their scores go unpublished.

PASS Board of Directors Elections: Process for Awarding Seats

There are three full-term (two-year) seats up for election for the 2020 PASS Board of Directors election. All seats are open with no regional restrictions. All elected Directors start their two-year term on January 1, 2021.

The voting ballot this year will be much the same as previous years; a single ballot listing all candidates. Anyone eligible to run in the election is eligible for any seat.

Community members who are eligible to vote will be granted as many votes as there are seats up for election and may vote for whomever they choose. Once all of the votes are in, seats will be awarded to the three candidates with the most votes.

For example, if the following were the results from the 2019 Election:

Candidate	Seat Eligibility	Number of Votes
Candidate A	Open	500
Candidate B	Open	550
Candidate C	Open	375
Candidate D	Open	600
Candidate E	Open	450

For this example, Candidates D, B, and A would be awarded seats as there are three seats up for election this year.

Two Company Rule

The PASS Bylaws require that no more than two people from the same employer serve on the Board at the same time. The table below outlines the Board of Directors who will be serving their second term in 2021.

Board of Directors by Company

Company	Number of Members on Board
Republic Bank	1
Red Gate Software	1
SalesForce	1
MINDBODY	1
Curnutt Data Solutions	1
Pure Storage	1
Microsoft	2

* Microsoft is a founding member and has two seats on the Board filled by appointment.

If two applicants come from any company listed above, only one of the applicants could serve on the Board for the upcoming term. If this occurs, the following would apply:

- The NomCom would inform both applicants of the situation. Applicants would be encouraged to resolve the issue, with only one applicant continuing through the process and the other withdrawing.
- If both applicants decide to go forward, the NomCom would allow both candidates to continue through the application process.
- The above scenario would result in one of the outcomes below:
  - If one applicant from the same company scores higher than the other, the lower scoring applicant will be removed from the proposed slate, even if their score is higher than other candidates' scores.

o If there is a tie in scoring between applicants of the same company, the NomCom will vote on which applicant will be recommended to move forward. In case of a tie vote, the Chair of the NomCom's vote will count as the deciding vote.

Campaign Rules

Campaigning opens on November 6, 2020. All candidates are expected to be available for one of two official campaign events (times and details TBD). Voting opens on November 11, 2020. Candidates may campaign until voting officially closes at 12:00pm Pacific Time on November 17, 2020.

PASS has established campaign rules for candidates. The candidate's rules provide for an environment that supports a fair campaign for the Board seats up for election. The consequences for not following these rules are outlined in the Campaign Accountability section.

All campaigning must promote PASS in a positive manner. Campaigning that breaks the stated rules or brings PASS into disrepute may be challenged by any PASS member. Complaints may be reported to the NomCom Chair or to PASS Governance.

1. Candidates cannot demand election support from PASS community members as a condition of employment, nor can such conditions be implied.

2. Candidates may not make use of mailing lists acquired from third parties and/or not compiled by the candidate themselves. The PASS Board of Directors and/or the NomCom reserves the right to challenge a candidate's use of mailing lists if it feels such use violates the spirit of the elections process, or if such use brings PASS into disrepute.

3. The candidate may ask a Group Leader to send their candidate information to the Group's email list. Doing so is at the discretion of the Group Leader. The Group Leader must accept responsibility for member feedback if they choose to send the information.

4. Candidates who hold leadership positions within PASS (Board members, Group Leaders, etc.) may not use the email lists held by PASS for personal campaigning. This allows all candidates equal ground by eliminating such an advantage that those in a leadership position would have over other candidates. Rule 5 below provides an exception for candidates who are also Group Leaders.

5. In order to not penalize candidates who are Group Leaders, the exception for using email lists held by PASS are as follows: Candidates who are Group Leaders can use the Group email list for campaigning if they also provide list access to all other candidates. Each Group Leader understands their Group's tolerance for email, and it is up to their discretion as to how to implement this access. The PASS NomCom believes that the candidates who hold leadership positions within PASS have achieved this position by serving the community. We expect they will honor the spirit of this rule.

6. An individual's campaign is subject to all the applicable rules and regulations of the jurisdiction in which they reside, including city, county, state, province, country, or any other form of legal jurisdiction. An individual's campaign must also follow the applicable rules and regulations of the state of Illinois, where PASS is incorporated. Such rules and regulations trump and supersede any of the campaign procedures outlined in this document.

If you are planning a campaign but are unsure about the legitimacy of any piece of your campaign, please do not hesitate to contact PASS Governance. Your message will be forwarded to the NomCom Chair, who will be happy to provide counsel.

Campaign Accountability

Transgressions of campaign criteria should be reported to the NomCom Chair or to PASS Governance. The deadline to report suspected transgressions is 12:00pm Pacific Time on November 17, 2020. when voting closes.

The NomCom will meet to review each reported case and, depending on the severity of the circumstances reported, suggest a remedy to the Board of Directors with a written explanation of their reasoning. Due to time limitations, reported cases may not be reviewed in full until after the election. Should a candidate be successful in the election but be found in violation of the campaign rules, remedies may include, but are not limited to, a request for the Director's resignation from the PASS Board. Candidates found in violation of the campaign rules prior to the election may be asked to withdraw their candidacy.

Campaign Materials Requirements

During the campaign, each candidate will receive their own profile on the PASS Elections website. Candidates are required to provide the information specified below, and PASS will create each campaign page. All materials are due on or before October 26, 2020.

1. **Photo (300 KB max):** Candidates must provide at least one photo clearly depicting their face. Candidates may provide up to two additional photos of any type. Please format/crop photos to a 4:3 height: width ratio. Each photo must be 300 KB or less in size.

2. **Campaign Bio (250 words max):** Candidates must provide a biography explaining their qualifications for election to the PASS Board of Directors. This bio must not be longer than 250 words. Bios longer than 250 words will not be posted.

3. **Career Highlights (five bullet points):** Candidates must provide a bullet-point list outlining a maximum five applicable career highlights.

4. **Campaign Platform (250 words max):** Candidates must provide a concise platform explaining how their vision aligns with the PASS goals. Campaign platforms longer than 250 words will not be posted.

5. Candidates may provide up to three URLs related to themselves or their campaigns. These URLs will be posted on the individual candidate website as links for further reference.

All information requested above will be posted on the PASS website the day campaigning officially begins. Candidates are free to link to the campaign page URL at any point but should be aware that the URL will not be live until the official start of campaigning. The URL will remain live until voting closes.

Nothing in the rules precludes a candidate from setting up a personal campaign website, blogging about the campaign, or using other forms of social media networking to campaign for their cause. In fact, campaign engagement with the wider PASS community is encouraged.

Board of Directors **Elections Timeline**

September 28	Board of Directors Election Announced with Ideal Candidate Description
September 28 *(opens at 12:00pm)*	Board Applications Open
October 9 *(closes at 12:00pm)*	Board Applications Close
October 13	Successful Candidates Notified
October 14	Candidate Interviews Begin
October 23	Candidate Interviews End
October 26	Candidates Notified of Position
October 26 *(by 12:00pm)*	Opt-Out Deadline
October 29	Current Board Ratifies Slate
November 2	Candidates Notified
November 6	Candidates Announced/Campaigning Opens
November 11 *(opens at 11:30am)*	Balloting Goes Live
November 17 *(closes at 12:00pm)*	Voting/Campaign Closes
November 17	Candidates Notified
November 18	Election Results Announced