2024 Homecoming Royalty Packet
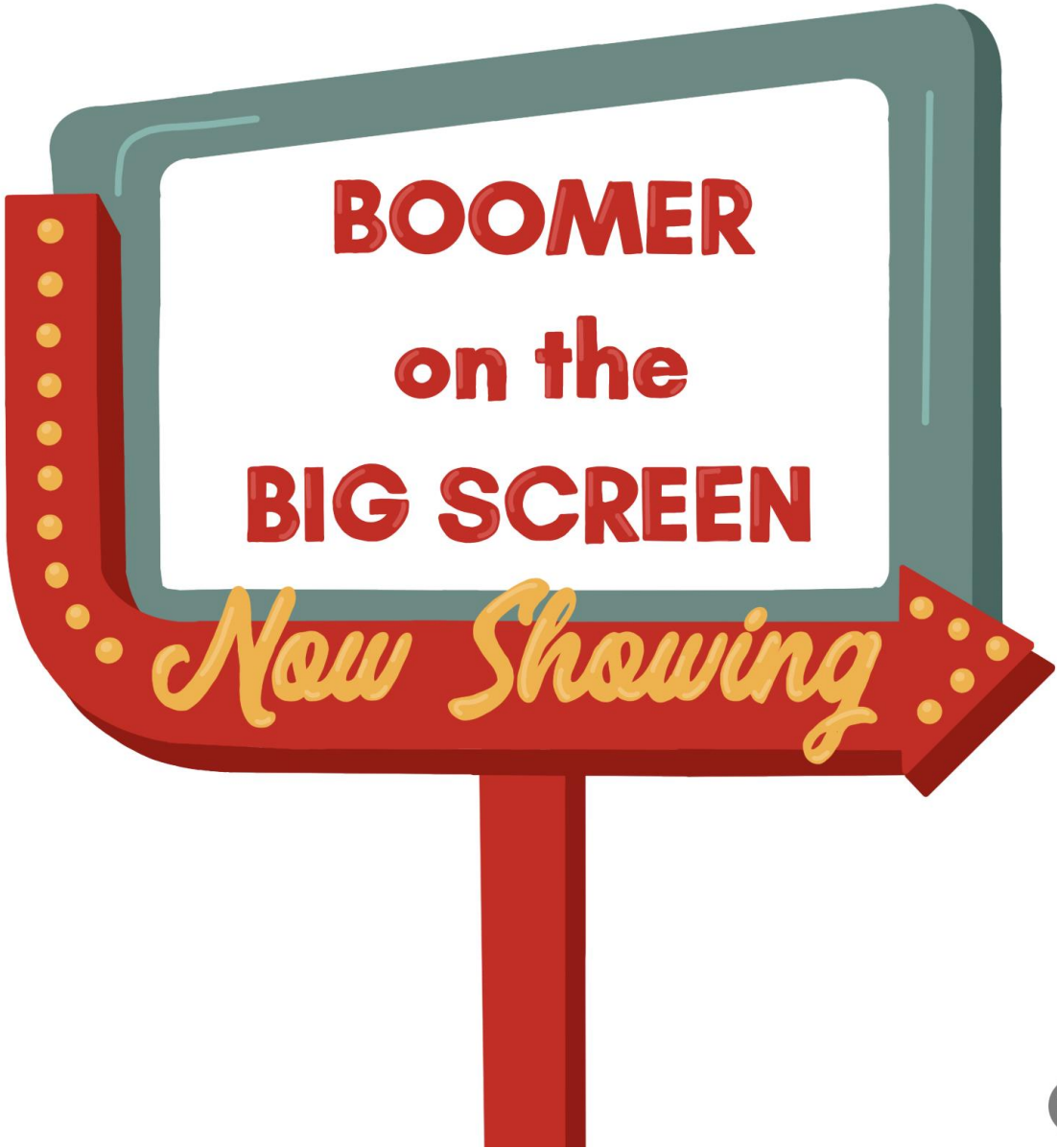
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Definitions

Applicant: Any Missouri State student who has applied for Homecoming Court.

Candidate: Applicants who have made it to the interview round.

Court (i.e. court members, members of court): Candidates who have been selected for Homecoming Court and are officially running for King or Queen.

Sanction: Point deduction or penalties given to court members for failure to meet the following procedures and guidelines.

Section A: Filing Procedure

Eligibility Requirements

- All applicants for Homecoming King and Queen must adhere to all Homecoming guidelines, including the following requirements:
    - Enrolled as a full-time student during the 2024-2025 academic school year (Undergraduates: 12 credit hours; Graduates: 6 credit hours)
    - Maintain a minimum cumulative GPA of 3.0
    - Accumulated a minimum of 60 credit hours (Undergraduate Students) or 12 credit hours (Graduate Students) from Missouri State University
    - Cannot have been elected to a previous Homecoming Court
    - Have an expected graduation of/after May 2025
- All Royalty applicants must be sponsored by a registered student organization to run for Homecoming Court.
    - Candidates can only choose to participate with one (1) sponsor organization in events for the entire week of Homecoming.
- **Any applicant unable to meet these requirements will be ineligible to run for Homecoming Court.**

Required Deadlines

- All King and Queen applicants interested in applying are ***required*** to attend one of two Informational Meetings.
    - Meetings will take place on September 4 and September 5 from 6-8 p.m. in PSU 317.
    - All applicants and their campaign managers (if applicable) can attend. Failure to attend this meeting will result in disqualification and the candidate will be ineligible to run for court.
- Applications are due via BearLink by September 6, 2024 at 11:59 p.m.

- o Eligibility requirements will be verified by the Homecoming Committee Advisors and Royalty Coordinator.
  - o There are no exceptions to the application deadline.
- King and Queen candidate interviews will be held on separate days.
  - o King candidates will be interviewed on September 11, 2024 from 4-9 p.m. in PSU 310.
  - o Queen candidates will be interviewed on September 12, 2024 from 4-9 p.m. in PSU 310.

Required Attendance

- The ten selected *court members* must attend all meetings with the Homecoming Committee Advisors and Royalty Coordinator. Refer to Section I for the dates, times, and locations of these meetings.
- All court members will be **required to attend** the following events*:*
  - o Informational Meetings: (one of two meetings are required)
    - ▪ September 4, 2024; 6-8 p.m. in PSU 317
    - ▪ September 5, 2024; 6-8 p.m. in PSU 317
  - o Royalty Finalist Meeting #1: September 17, 2024; 6-8 p.m. PSU315A
  - o Royalty Finalist Meeting #2: October 8, 2024; 6-8 p.m. in PSU315A
  - o Decorate Downtown: October 13, 2024; 10-11:30 a.m.
  - o Royalty Blitz: October 13, 2024; 9-11 p.m.
  - o Chalk-N-Rock: October 14, 2024; 3:30-4:30 p.m.
  - o PSU Window Painting: October 14, 2024; 5-6 p.m.
  - o Rockstar: October 15, 2024; 7 p.m.
  - o Field Day: October 16, 2024; 4 p.m.
  - o MO State Live: October 17, 2024; 7:30 p.m.
  - o Headphone Disco: October 17, 2024; 10 p.m.
  - o Maroon and White Night: October 18, 2024; 4 p.m.
  - o Coronation Practice: October 18, 2024; 6:30 p.m.
  - o Homecoming Parade: October 19, 2024; 9 a.m.
  - o Football Game and Coronation: October 19, 2024; 2 p.m.
  - o Any other functions held in conjunction with Homecoming: (TBD)

Section B: Royalty Application

- The Royalty Application must be submitted online via BearLink by 11:59 p.m. on September 6, 2024.
  - o The application is available on the Homecoming Committee BearLink page.

- The Royalty Application consists of the following sections:
  - General demographic information
  - Two (2) essays that do not exceed 500 words each
    - Essays should be saved as a PDF file
  - One (1) letter of recommendation from a faculty or staff member at Missouri State University
    - Recommendations should be saved as a PDF file

Section C: Interview Panel

- King and Queen candidates will be interviewed by two panels of faculty and staff representatives from Missouri State University and Springfield community members, chosen by the Royalty Coordinator. Each panel will select up to five (5) finalists for both King and Queen.
- Two different panels will conduct King and Queen interviews.
- Candidate interviews will be judged on the following criteria:
  - Activities and University Involvement
  - Community Involvement and Service
  - Knowledge of Public Affairs Mission
  - Personal Presentation
  - Personality and Communication Skills
  - Scholarship
  - *Essay*
- Candidates will be scored by each judge. Candidates with the top five scores from each King and Queen panel will be selected *as members* for the Homecoming Court.
  - In case of a tie for fifth place, the judges will discuss those two candidates and select the fifth *member* for court.

Section D: Campaign Procedure

Candidate Meetings

- The finalists for royalty will be posted on September 13 outside of the Office of Student Engagement (PSU 127), and online via Homecoming's social media.
- The Royalty Coordinator will hold two mandatory meetings with the finalists and their campaign managers—attendance at both meetings is required.
  - Meeting #1: September 17, 2024; 6-8 p.m. in PSU 315A
    - Finalists will draw for their partner *and* draw for the Homecoming events they will sponsor throughout the week.

- **The details for their drawn events must be included on all posters, fliers, and banners the finalist distributes.**
        - Meeting #2: October 8, 2024; 6-8 p.m. in PSU 315A
            - Ensure all finalists are ready for all homecoming events the following week.
- Candidates may have a maximum of one (1) campaign manager.

Campaign Restrictions

- There will be a limit on campaign expenditures. **No candidate may exceed $300 in campaign expenses.** This limit will include donations, gifts, services, etc. and must be evidenced with proof of receipts.
    - All campaign expenses will be funded by the individual candidate. The Homecoming Committee is not responsible for financing any campaign expenses.
- Candidates may have access to paint and other supplies through their organizations, and campus organizations may supply materials to be used, but they must be reported in the expense report with an estimated cost as part of the $300 limit. It is the responsibility of the candidate to accurately price the donated items.
- An expense report must be submitted by 11:59 p.m. on September 25, 2024 via BearLink. If an expense report is not filed, filed incorrectly (including not documenting all expenditures), or exceeds the $300 limit, the candidate will be sanctioned.
    - The Royalty coordinator has final say in determining the value of donated items and reserves the right to override the estimated cost if it is not accurate.
- No campaign publicity materials (candy, buttons, signs, posters, nametags, badges, etc.) may be distributed on the days of the elections on October 13, 2024 through October 19, 2024. This includes campus mail and door-to-door solicitation within or around the university and residence halls.
- No candidates or campaign managers, or their names and likeness, may appear on television or radio unless under the authorization of the Homecoming Committee.
- "All calls" (announcements over the residence halls public address system) are not permitted.
- No tabling will be permitted to campaign.

Beginning of Campaign

- Candidates can begin campaigning on September 30, 2024. This includes:

- o Posting on social media accounts
- o Attending organizational meetings
- o Distribution of publicity
- o Hanging fliers in approved academic and residential buildings
- Candidates may choose *any* form of publicity they would like to use for campaigning. Publicity includes but is not limited to:
  - o Posters
  - o Banners
  - o Buttons
  - o Stickers
  - o T-shirts
- Publicity items must be included in the $300 budget.
- Candidates should list their finalized campaign items in the Microsoft Form by 11:59 p.m. on September 25, 2024.

End of Campaign

- All candidates are responsible for cleaning up their campaign materials around campus by October 18, 2024 by 11:59 p.m.
- **Failure to do so may result in immediate disqualification of the candidate.**

Section E: Marketing

Posters

- Candidates are allowed to hang posters in academic and residential halls. Posters should be no larger than 11" x 17" and may not be displayed any sooner than September 30, 2024.
- No more than *200* total posters may be printed. A maximum of 100 posters can be distributed to Residence Life (Hammons House 101), for posting within residence halls. No more than *100* posters can be posted on designated campus bulletin boards outside of residence halls.
  - o Fliers must be sorted and bundled for each residence hall. The number of flier per residence hall can be found here.
  - o Use the distribution list guidelines from the OSE for further information.
  - o All postings must follow the Solicitation and Advertising Policies of the University, which can be found here.
- A copy of the poster intended for distribution in academic and residence halls must be submitted by the Royalty Coordinator no later than 11:59 p.m. on September 25, 2024 via BearLink for approval. Once the poster is approved, copies may be made and distributed.

- o All posters must display the candidate's sponsored event and the organization sponsoring the candidate.
- Posters may be displayed on departmental bulletin boards with written permission from each department head.
- Posters may not be displayed on any glass, marble, trees, sidewalks, painted walls, or painted poles at any time during the campaign. Posters and signs are not allowed to be staked into the ground.
- Permission granted by faculty or administrators to supersede these guidelines will not be recognized or allowed by the Homecoming Committee.
- Any posters that become disfigured, torn, or stolen may be replaced with approval via email from the Royalty Coordinator.

Banners

- Banners must be designed on a regular sized twin flat sheet (66" x 96") or smaller.
    - o All banners must display the candidate's sponsored event information and sponsoring organization on them.
- Candidates can display no more than seven (7) banners.
    - o No more than three (3) of these banners may be hung off-campus.
    - o Candidates must receive permission from the administrator of any building they intend to hang a banner on.
- Off-campus banner locations must be approved by the Homecoming Committee Advisors with proof of permission from the location by September 25, 2024, via BearLink.
- Additional banner details will be discussed at the informational meetings.

Royalty Blitz

- Heres a blitz definition!
- The Royalty Blitz will begin at 9 p.m. on October 13, 2024. All Royalty candidates are required to check in at the North Mall by 8 p.m. with approved banners and any additional materials (chalk, zip ties, scissors, etc.). All candidates must return to the North Mall to check out with the Royalty Coordinator by 10 p.m.
- Candidate supporters must meet at the North Mall by 8:15 p.m. prior to the distribution of materials.
    - o Candidates are limited to a maximum of twenty-five (25) supporters to help them advertise. Every supporter will be given an identifier.
    - o Candidates and supporters will display banners and chalk around campus based on a first come, first served basis.

- Sidewalk chalk is permitted as a form of advertising. No chalking on vertical surfaces or underneath overhangs. Only washable sidewalk chalk is allowed on campus (see Missouri State University's Advertising on Campus Policy, Op5.12-1).
- Any form of publicity may be removed if they are in bad taste as deemed by the Homecoming Committee and Homecoming Committee advisors. The Committee reserves the right to remove any banners or chalk that violate these guidelines and may result in a sanction as decided by the Homecoming Chairs and Royalty Coordinator.

Presentations

- Candidates may meet with up to twenty (20) student organizations officially recognized by the Office of Student Engagement to gain support.
  - A list of organizations should be given to the Royalty Coordinator and Advisors by 11:59 p.m. on September 25, 2024, via BearLink.
  - Candidates can begin meeting with organizations on September 30, 2024.
    - At each meeting, candidates may distribute campaign publicity and candy items as approved by the Homecoming Committee Advisors.
    - Campaign materials MUST advertise both the Homecoming event the candidate is sponsoring and their sponsoring organization.
    - Candidates cannot make any announcements to any group of students gathered for academic reasons. This includes meetings and practices for university athletic teams and musical groups, including Pride Band.

Social Media

- Candidates may produce multiple official campaign videos. The campaign videos must be 2 minutes or shorter, and must mention Missouri State University Homecoming, the candidate's sponsoring events, and the candidate's sponsoring organization.
- Candidates may only have one official campaign account per social media platform. **Candidates cannot use preexisting or personal social media accounts; new accounts must be created.** Candidates can start posting on social media platforms on September 30, 2024. Candidates may also publish a campaign website.
- All handles or links for official campaign accounts must be submitted by 11:59 p.m. on September 25, 2024, via BearLink.
- **Video Guidelines**

- Videos must represent Missouri State University in a positive manner and exclude the use of profanity, drug/alcohol use, or any other inappropriate content.
- Official campaign videos may only be posted on official campaign social media accounts of the candidate. Supporters can like, share, favorite, retweet, etc. the video but cannot upload it onto their personal accounts.
- All videos must be posted to the social media platform, i.e. "grid posts."
  - Videos uploaded to "stories," including lives, are prohibited.
- **Candidates are not allowed to appear in any other candidates' videos.** Candidates can only appear in their own campaign videos.
- Candidates are not allowed to feature Missouri State faculty or staff in their campaign videos.
- Videos can be altered to fit the dimensions and/or posting guidelines of the desired social media platform.
- Prop materials used for video purposes only do not need to be listed on the submitted expense report.
  - If props are used outside of the video for any other purpose, their cost must be reported.
- The Homecoming Chairs and Royalty Coordinator reserve the right to deny any video deemed inappropriate.
- If any video uploaded to an official campaign account breaks these guidelines, the candidate must remove the video **within 24 hours**.
  - Failure to do so will result in a sanction as decided by the Homecoming Chairs and Royalty Coordinator.

Section F: Election Procedure

- The election will be held during Homecoming Week – October 13, 2024, to October 18, 2024.
- Polls will open at 12 a.m. on October 13, 2024 and close at 11:59 on October 18, 2024.
- The election will follow the online election procedures based on the Election Bylaws of the Student Government Association (see SGA's Election Code for more information). Any current Missouri State student is allowed to vote.
  - Each voter is allowed to vote for one (1) queen candidate and one (1) king candidate

Section G: Sanction Guidelines

- Sanctions may be assigned to any court member at any time for violating any of the guidelines listed in the Royalty packet. All sanctions are subject to the discretion of the Royalty Coordinator and the Homecoming Committee.
- All sanctions will result in a **minimum** deduction of 10 points.
- Any infraction must be witnessed by a Homecoming Committee representative to initiate a sanction.
- All candidates must check in with the Royalty Coordinator (or assigned Homecoming committee member) at the beginning of each event. Specific check-in times will be sent to the *Court* once determined by Royalty Coordinator and Advisors.
  - Tardiness by a candidate to any required Homecoming event will result in a 10-point deduction.
    - Tardiness is defined as coming to an event ten (10) or more minutes after its specified start time.
- Candidates are expected to attend class if it conflicts with an event.
  - Skipping class to attend a Homecoming event will result in a deduction of all attendance points and participation points (if applicable) for that event.
  - Class schedules for each candidate will be submitted as part of the Royalty Application.
- Sanctions may be imposed by the Homecoming Committee if any of the following actions are taken during a King or Queen's candidacy:
  - Spending over $300 on campaigning
  - Inappropriate publicity
  - Illegally placed publicity
  - Too many posters
  - Inappropriately sized publicity
  - Lying on an application or interview
  - Inappropriate behavior at sanctioned Homecoming events (i.e., intoxicated at the Homecoming parade)
  - Failure to turn in requested items on time (i.e., poster list, proposed budget of expenses)
  - Appearance in unauthorized TV/radio spots publicizing candidacy
  - Early or late campaigning with student organizations
  - Campaigning within or immediately outside of Residence Halls
  - Tabling to campaign

Section H: Point System

- Candidates will be scored by a combination of voting, interviews, and participation in events.

- **Total Score Breakdown:**

Student vote	30% of your total score
Participation in weeks events	40% of your total score
Interview	30% of your total score
Total	**100%**

- Points may be awarded based on both attendance and participation in the events.
- **Points Breakdown:**

Participation in weeks events	Points Possible for Candidate
Window Painting/Chalk-N-Rock/Banner	50 (Attendance) 50 (Participation)
Headphone Disco	50 (Attendance)
Rockstar	100 (Attendance) 100 (Participation)
Decorate Downtown	50 (Attendance) 50 (Participation)
Mo State Live	100 (Attendance) 100 (Participation)
Maroon & White Night	50 (Attendance) 50 (Participation)
Field Day	100 (Attendance) 100 (Participation)
Mandatory Informational Meeting	50 (Attendance)
Royalty Finalist Meetings (2)	100 (50 for Each Meeting)
Other Events determined by the Homecoming Committee (including	Points will be determined and given at informational meetings

additional Royalty or Homecoming Meetings)	
Overall Points Total Possible	**1,100 Points**

- Participation Points
  - o Candidates will be awarded full points based on participation, NOT the success of the organization the candidate is sponsored by.
    - ▪ To participate in an event, the candidate must attend the event's audition, if applicable (Rockstar and MO State Live).
- Attendance Points
  - o Candidates need to check **IN and OUT** with the Royalty Coordinator to ensure they receive full points.
    - ▪ Previously approved class conflicts will result in the points for the missed event to be dropped from the candidate's total score.

Section I: Important Dates and Deadlines

Royalty Packet and Application Released	August 1, 2024	(BearLink)
Homecoming Court Applications Open	August 19, 2024	(BearLink)
Mandatory Informational Meeting	September 04, 2024	PSU317; 6:00-8:00pm
Mandatory Informational Meeting	September 05, 2024	PSU317; 6:00-8:00pm
Homecoming Court Applications Close	September 6, 2024 (11:59 pm)	(BearLink)
Homecoming Court Interview Notifications	September 09, 2024	
King Interviews	September 11, 2024	PSU310; 4:00-9:00pm
Queen Interviews	September 12, 2024	PSU310; 4:00-9:00pm
Homecoming Court Announced	September 13, 2024	
Royalty Finalist Meeting #1	September 17, 2024	PSU315A; 6:00-8:00pm
List of Organizations Due	September 25, 2024	BearLink
Social Media Handles Due		

Banner Locations Due		
Poster Designs Due		
List of Planned Campaign Items Due		
Campaigning Begins	September 30, 2024	
Royalty Finalist Meeting #2	October 08, 2024	PSU315A; 6:00-8:00pm
Visiting Organizations Ends	October 09, 2024	
Band of Bears Homecoming Parade	October 19, 2024	
Coronation and Football Game	October 19, 2024	Plaster Stadium