



**ELECTED OFFICIAL
AND CANDIDATE PROTOCOL
REFERENCE GUIDE**

July 2021

University of Missouri-Kansas City
External Relations & Constituent Engagement

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UM System Government Relations UMKC External Relations & Constituent Engagement

The UM System Office of Government Relations is responsible for strategic communications, government relations, and external affairs at the national, state and local levels. The Office is committed to ensuring the citizens of Missouri and the elected officials who represent them understand, appreciate, and support the unique role and value of the four-campus system in advancing Missouri's future.

The Office leads a statewide-integrated marketing communications effort, including internal and external constituent outreach, media relations, executive communications, web development, advertorials and a variety of social media initiatives. The Office is also responsible for fostering relations between the local, state and federal government and the UM System and developing legislative priorities and action agendas.

UMKC External Relations at UMKC is responsible for strategic communications, government relations, and external affairs at the state, local, and federal levels for UMKC. The team also leads a communications effort, including internal and external constituent outreach and is responsible for promoting the legislative priorities and agendas of the University of Missouri System.

Importance of Protocols & Processes

The university forges relationships with many stakeholders. Those meaningful connections enable the university to make an impact beyond its borders. UMKC External Relations manages constituent relationships for the campus including the Board of Trustees, state government, and legislative bodies.

UMKC External Relations developed this document to serve as a resource for protocols related to various types of events, speaker requests, and campus visits for elected government officials and campaign candidates. It is crucial the university abides by these protocols, because not doing so could put the university at legal risk. These protocols are in place to safeguard not only the university but also students, faculty and staff. This reference guide provides answers to most questions or issues. However, not every scenario can be addressed in the guide, so please contact UMKC External Relations if you have any questions or need clarification regarding a protocol.

UM System Workplace Policy

The University of Missouri System has strict policies related to Political Activity. **Refer to the UM System Collected Rules and Regulations 330.05 Political Activities. Website: Workplace (HR-500) <http://umsystem.edu/ums/rules/hrm/hr500> Policy: HR 509 Political Activity**

- A. Regulations
 - 1. Activity in Political Party Organizations.
- B. Election to or Holding Public Office

If you have questions, please contact the UMKC Human Resource Department.

Free Speech Zone

Senate Bill 93 - This act creates the “Campus Free Expression Act” to protect free expression on the campuses of public institutions of higher education.

This act designates the outdoors areas of campuses of public institutions of higher education to be traditional public forums. Public institutions of higher education may maintain and enforce reasonable time, place and manner restrictions in service of a significant institutional interest **ONLY** when such restriction employs clear, published, content and viewpoint-neutral criteria and provide for ample alternative means of expression.

Any such person may freely engage in noncommercial expressive activity so long as the person’s conduct is not unlawful and does not materially and substantially disrupt the institution’s functioning.

“Clean Missouri” – Engaging State Elected Officials

Missouri Ethics Laws Amendment 1, “Clean Missouri”

The amendment creates a \$0 limit on gifts that state legislators and their employees can accept from paid lobbyists or the lobbyists’ clients. Prohibit political fundraising by candidates for or members of the state legislature on State property;

Protocols by Topic

Faculty and staff are always free to engage with elected officials or participate in the political process as a private citizen. When doing so it is crucial that signify that distinction. Any engagement with an elected official or political process outside of official university business must be done outside of your work time and on your own personal devices. Use of university letterhead, email, phone, social media accounts, or any other university resources is strictly prohibited.

There may also be times that you engage with elected officials or engage in political processes as part of your role at the university. The following protocols provide guidance on necessary approval processes, notification requirements, etc. This is by no means an exhaustive list and could not address the myriad of ways that we may engage in the political process. The following will outline the most common examples. If there is no guidance provide on a particular question or issue, please contact the External Relations and Constituent Engagement Office so we can discuss the specific situation.

For more information contact:

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Engagement and Outreach

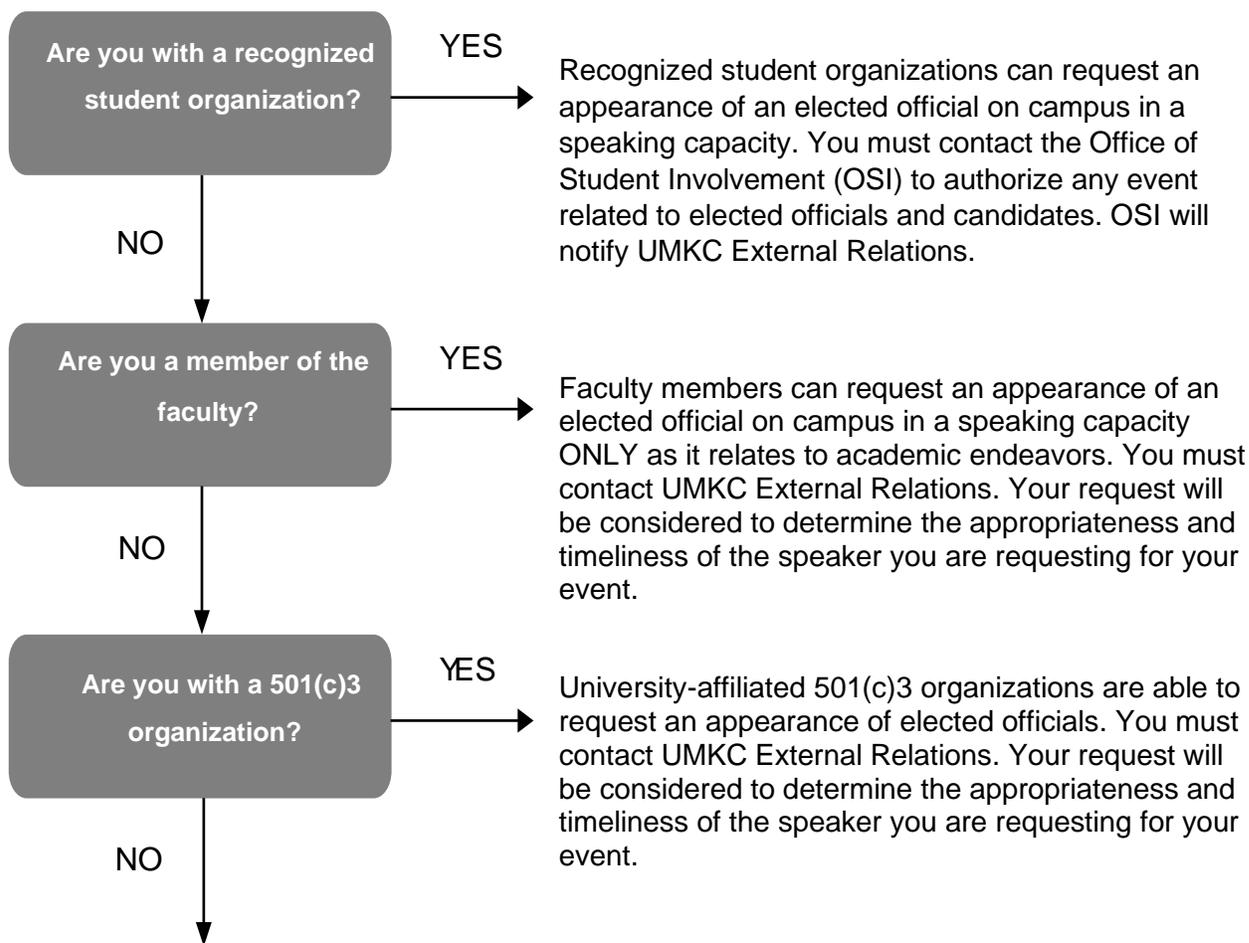
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ENGAGING WITH ELECTED OFFICIALS

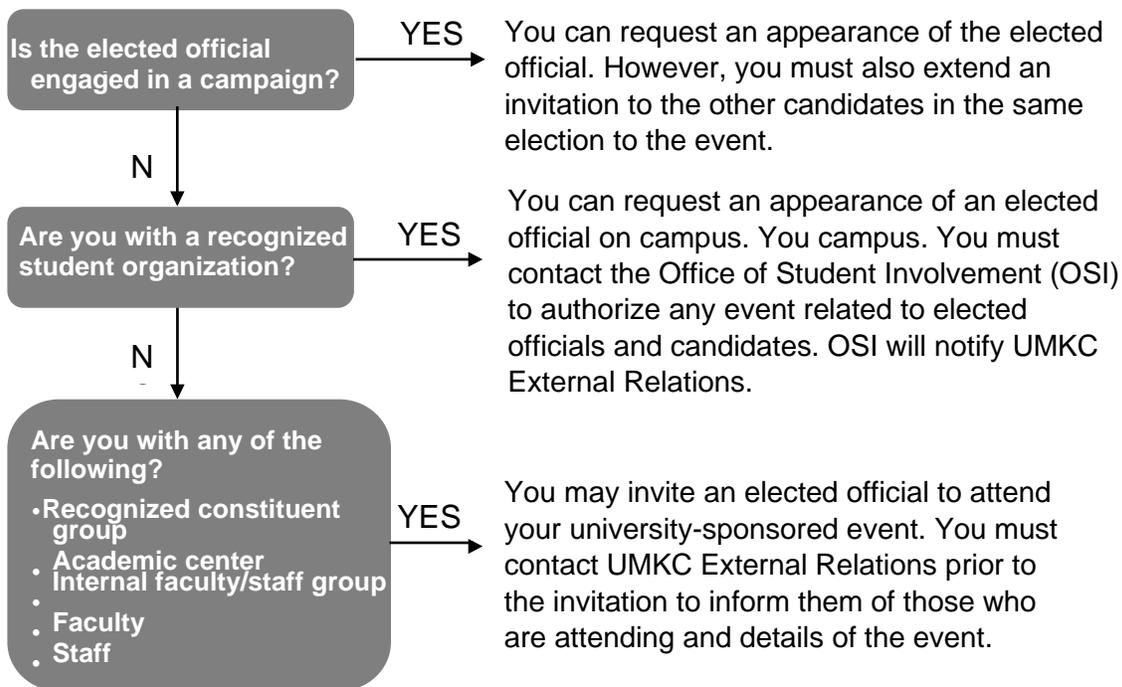
1. Requesting an appearance of an elected official to speak on campus.

The university cannot host an elected official on campus who is currently engaged in a campaign. This gives the appearance of partisanship and that we are favoring one candidate over another. However, hosting all of the candidates involved in the same campaign may be possible. In this case, contact UMKC External Relations.



Request must receive approval through UMKC External Relations. Staff will forward the request to the appropriate parties to obtain approval.

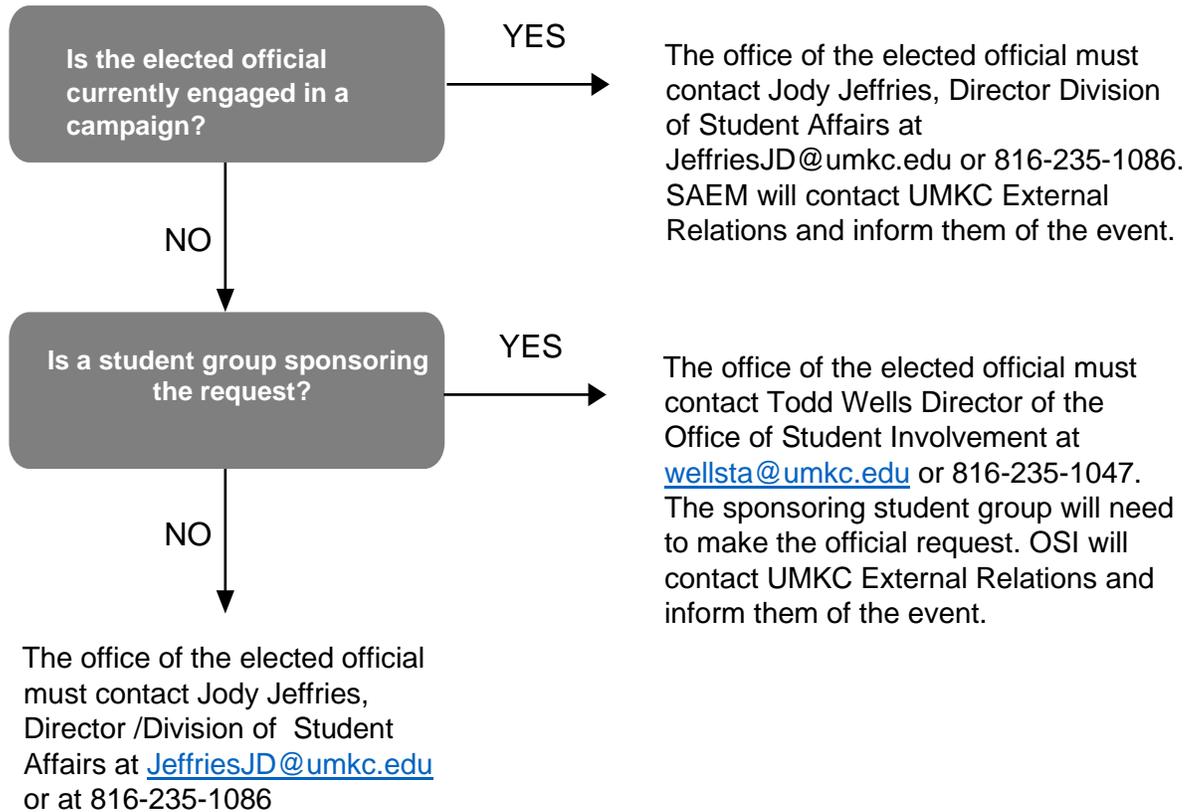
2. Inviting an elected official to a campus event as an attendee (no speaking role).



3. Responding to a request from an elected official to visit campus.

When you receive a call, email or communication requesting an elected official visit students or your department, you must notify UMKC External Relations. We will assist you in the appropriate direction depending on the specific nature of their visit and ensure the appropriate protocols are followed. A team member with UMKC External Relations will make every effort to be in attendance when an elected official is on campus depending on the specific event.

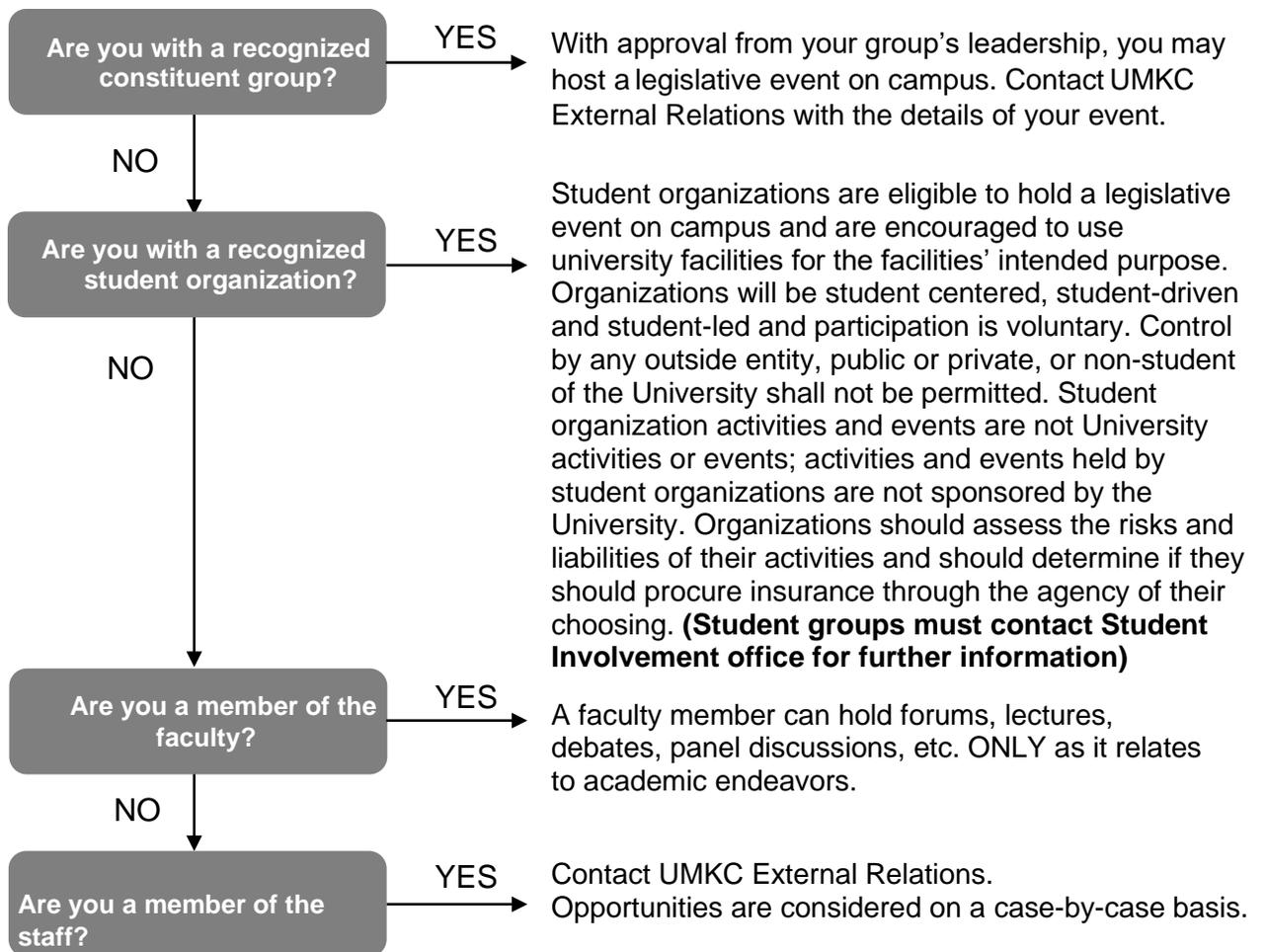
4. Responding to a request from an elected official to use space on campus.



5. Hosting a legislative event on campus (e.g., rally, town hall, issue forum).

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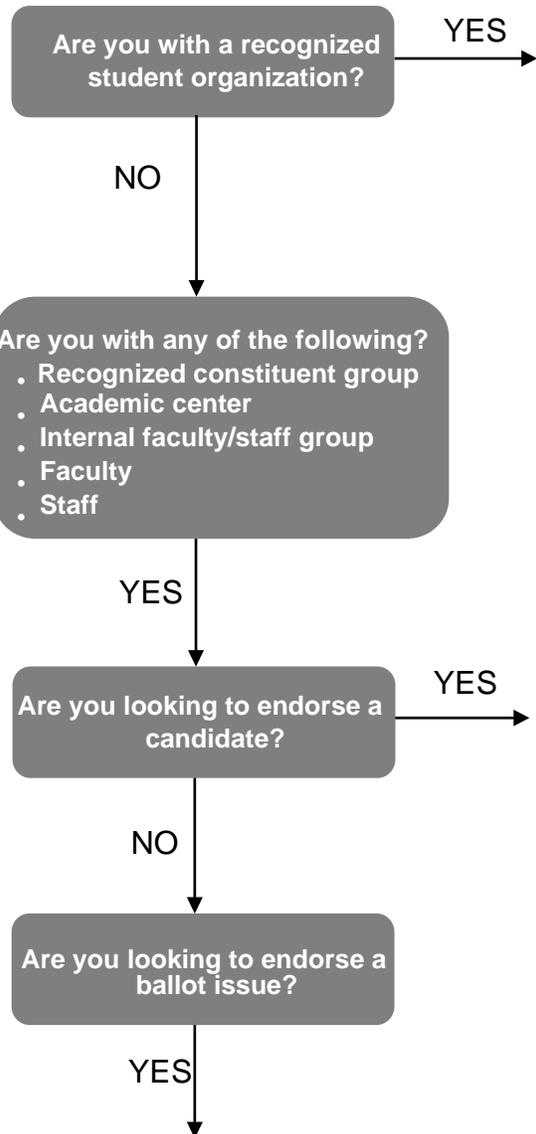
Events intended to explore any issues, campaigns or ballot initiatives must ensure all perspectives are represented in the discussion/discourse.



NOTE: Fundraiser and endorsement events are prohibited.

PARTICIPATING IN CIVIC/POLITICAL ACTIVITIES

1. Endorsing candidates for office or ballot issues.



Student organizations may endorse candidates for office or ballot issues. It is incumbent on the student group to make sure any letters or marketing collateral developed for the campaign clearly communicates that the support is strictly an initiative of the student group and not the university. Any endorsement or support must NOT be issued on university documents such as letterheads, websites, social media, fliers, ads w/university logos, newsletters, etc. Organizations will be student-centered, student-driven and student-led and participation is voluntary. Control by any outside entity, public or private, or non-student of the University shall not be permitted. Student organization activities and events are not University activities or events; activities and events held by student organizations are not sponsored by the University. **(Student groups must contact Student Involvement office for further information)**

These groups are PROHIBITED from endorsing any candidates in their organizational capacity. The university is a public institution. Any PERSONAL endorsement or support must NOT be issued on your university email address or on university documents such as letterheads, websites, social media, fliers, ads w/university logos, newsletters, etc. As a voter, you personally have the right to endorse a candidate or a ballot issue. Such activity, like any other personal, nonofficial undertaking, must be done on your own time and should not interfere with University duties.

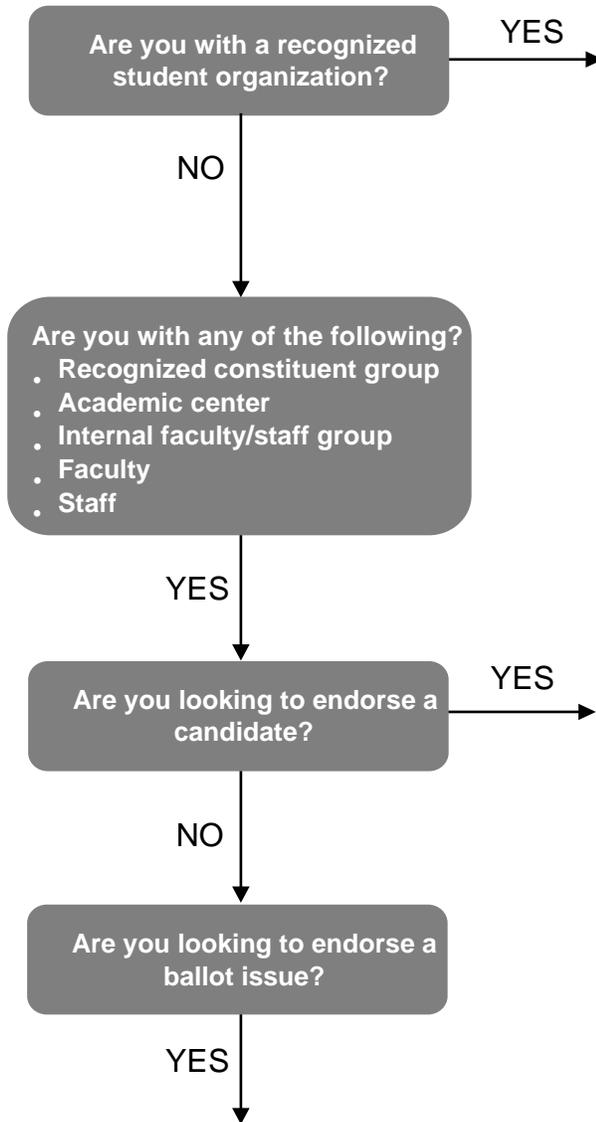
In addition, under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Individuals of a 501(c)(3) organization as a voter, personally have the right to endorse a candidate or a ballot issue.

These groups may endorse ballot issues related to the university. However, approval must be obtained from the Chancellor. Contact UMKC External Relations to seek approval.

Please refer to the UM System Collected Rules and Regulations 330.05 Political Activities. Website: Workplace (HR-500) <http://umsystem.edu/ums/rules/hrm/hr500> Policy: HR 509 Political Activity
If you have questions, contact the UMKC Human Resource Department.

NOTE: Any endorsement of a ballot issue by a campus organization must be approved by the Chancellor. Any endorsement of a ballot issue by the university requires approval from UM System.

2. Initiating or participating in writing campaigns.



Student organizations may initiate or participate in writing campaigns. However, you must notify UMKC External Relations prior to distributing any materials related to the writing campaign. UMKC External Relations has important up-to-date information that may require you to re-evaluate the campaign.

It is incumbent on the student group to make sure any letters or marketing collateral developed for the campaign clearly communicates that the support is strictly an initiative of the student group and not the university. Any endorsement or support must NOT be issued on university documents such as letterheads, websites, social media, fliers, ads w/university logos, newsletters, etc.

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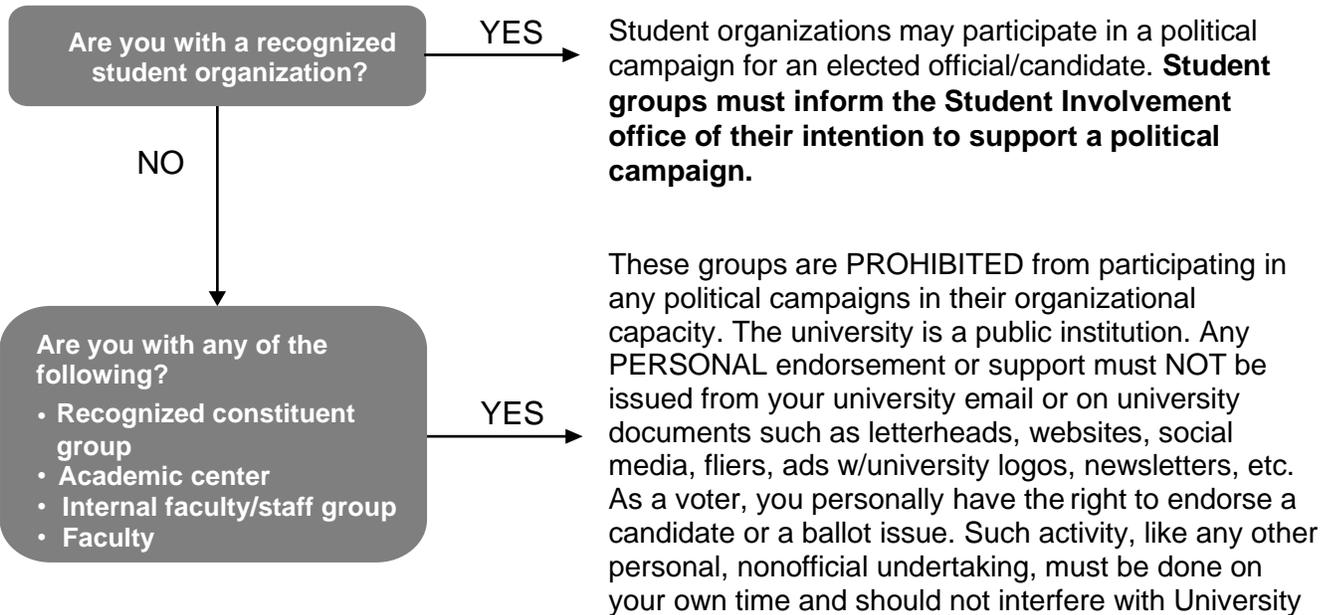
Please refer to the UM System HR Policy Manual website: Please refer to the UM System Collected Rules and Regulations 330.05 Political Activities. Website: Workplace (HR-500) <http://umsystem.edu/ums/rules/hrm/hr500> Policy: HR 509 Political Activity

If you have questions, contact the UMKC Human Resource Department.

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3. Getting involved with a political campaign for an elected official/candidate.



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Please refer to the UM System HR Policy Manual website:
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Policy: HR 509 Political Activity

If you have questions, please contact the UMKC Human Resource Department.

4. Attending a fundraising event for an elected official/candidate.

You are allowed to attend the fundraising event and may also contribute personal funds on behalf of the candidate. Such activity, like any other personal, nonofficial undertaking, must be done on the individual's own time and should not interfere with University duties.

5. Conducting a voter registration activity on campus.

Can faculty and staff participation in voter registration on campus? (i.e. recruit colleagues to register, use social media, register individuals etc.)

Yes, so long as it is done on the **employee's own time** and does not interfere with University duties. This is consistent with Collected Rules and Regulations CRR 330.050, which states that "[e]mployees may engage in lawful political activities" and states that "[s]uch activity, like any other personal, non-official undertaking, must be done on the individual's own time and should not interfere with University duties."

A department or academic unit cannot extend special support or endorsement for activities by a particular political candidate or party. Collected Rules and Regulations CRR 170.040 prohibits promotional use of the University without Presidential approval.

Can an outside group or organization hold a voter registration on campus?

Outside groups wanting to do voter registration on campus may have access to campus facilities on the same terms as other outside organizations under the campus policies concerning reservations and use of facilities. If a candidate or party wants to reserve space on campus in the same way and on the same terms as a non-political outside organization may reserve space, they can do so.

Student organization can host voter registration on campus at any time.

6. Running for public office while employed at the university.

The following refers to the UM System Collected Rules and Regulations 330.05 Political Activities. Website: Workplace (HR-500) <http://umsystem.edu/ums/rules/hrm/hr500> Policy: HR 509 Political Activity

- A. Regulations -- The following are the regulations concerning political activity and holding of public office by University employees:
 - 1. Activity in Political Party Organizations:
 - a. Employees may engage in lawful political activities:
 - (1) Of organizations of political parties qualified to place candidates on the ballot in accordance with Missouri Statutes or of political parties seeking such qualification.

- (2) Of nonparties or bipartisan groups seeking the election of candidates to public office or the approval or disapproval of issues which are or may be submitted to the voters for approval, or
 - (3) On behalf of individual candidates for public office, including candidates for membership of any political committee established pursuant to Chapter 115 or 130, R.S.Mo.
 - b. Such activity, like any other personal, non-official undertaking, must be done on the individual's own time and should not interfere with University duties.
 - c. Employees may contribute funds to the above parties, groups or candidates or expend funds on behalf of the above parties, groups, candidates or issues, subject only to State and Federal laws which regulate political contributions.
2. Election to or Holding Public Office -- Any employee before he or she announces officially as a candidate for or accepts any public office must inform his or her superior officer of such intention and such officer must make the fact known to the President of the University through appropriate channels. If the regulations permit, the President will offer no objection to the candidacy provided it does not require time or attention that should be given to University duties.
- a. Subject to the requirements of Notice to the President, an employee may, without permission of the President become a candidate for and hold a part time position of public office, provided that such activity must be conducted on the individual's own time and shall not interfere with University duties. In case of doubt, the President shall decide if the candidacy is permissible under these regulations.
 - b. Any University employee seeking election to any full time public office in local, county, state or the federal government or exploring whether to seek such an office must resign or be granted a leave of absence as of the earliest of the following dates: the date of registration of an exploratory committee with the appropriate local, state or federal campaign finance authority; the date of registration of a candidate committee with the appropriate local, state or federal campaign finance authority; or the date of filing in the primary. Before accepting such an office, a person is required to resign from the University as of the first day in public office if the person has not already done so. The holding of such public office is forbidden while the person is employed by the University.

If you have questions, contact the UMKC Human Resource Department.

Addressing Elected Officials and Diplomats

Most elected officials are addressed using the title, “**The Honorable**” and/or title. Whether it is written in a letter, on a nametag, a place card or in person, UMKC External Relations can assist you with the proper title.

► Names, Titles and Forms of Address

Refer to *Honor & Respect: The Official Guide to Names, Titles, and Forms of Address* by Robert Hickey for details on all official titles, names and forms of address.

<http://www.formsofaddress.info>

► The Honorable

On a Letter Address Block or Envelope:

Technically, anyone elected to office in the U.S. in a general election is entitled to be addressed as “The Honorable.” In practice however, while some members of local councils are addressed as The Honorable, many (perhaps most) are not.

For those who are not addressed as The Honorable, address them as Dear Mr./Ms./Mrs./Dr. and identify them by their office.

The only way to be certain of the tradition in your community is to call the office of your local council or board.

Local Officials

Mayor of U.S. City

Envelope, official:

The Honorable (full name)
Mayor of (municipality)
(Address)

Letter salutation:

Dear Mayor (surname):

Mayor Pro Tem

Form of address is the way a group identifies among its members – and to the public – the hierarchy in the room and in the city. If the council elects the mayor pro tem, then it is a functionary role within the council not an elected office comparable to being mayor or council member. So technically, it is a role and not an office.

You may want to address the mayor pro tem verbally as such during a meeting to be clear you are not addressing the person as a council member.

Councilman and Councilwoman

In a Salutation or Conversation:

Members of U.S. councils and boards are most formally addressed as Dear Mr./Ms./Mrs./Dr. (Surname) or verbally as Mr./Ms./Mrs./Dr. (Surname).

Councilman/Councilwoman are not formally used as honorifics in a salutation or in direct oral address. However, the staff of a council member may use the terms as honorifics when answering the phone “Councilman/Councilwoman (surname)’s office” rather than “Mr./Ms. (surname)’s office” or when referring to the member in the third person as “the Councilman/Councilwoman will be returning in ten minutes.”

While Councilman/Councilwoman (surname) may not be the most traditional, it may be the preferred honorific of a particular member, so follow the preference of the bearer.

State Officials

Governor

The Honorable is the most frequently used courtesy title for governors. However, Massachusetts, New Hampshire, and South Carolina officially and traditionally address their governor as Your Excellency.

Envelope, official:
The Honorable (full name)
Governor of (state)
(address)

Letter salutation:
Dear Governor (surname):

Former Governor

Envelope, official:
The Honorable (full name)
(address)

Letter salutation:
Dear Mr./Ms. (surname):

Members of State Legislature

Senator

State senators use Senator as an honorific: addressed in writing and verbally as Senator (name).

Representative

Most formally use Mr./Ms. (name) and identify as a member of the state legislature to which they belong.

Congressional Officials

U.S. Senator

The Honorable (name) is the official form of his/her name. Use it in writing on a letter's envelope or in the address block of a letter. You would use this also if you were to acknowledge his/her presence in the audience, and you would introduce the Senator to everyone else in the audience from the lectern.

Senator (surname) is the conversational form of his/her name. Use it in conversation or in a salutation. You also would use this form in a one-to-one introduction of two people when you are providing the conversational forms of both their names. In that introduction as mentioned above, from the lectern, you would refer to him/her this latter way in subsequent references.

U.S. Representative

While Representative (name), Congressman (name), and Congresswoman (name) are not traditional honorifics used in direct address for members of the House of Representatives, they are informal honorifics often used in the media to refer to a member or to address a member to emphasize the office the individual holds.

On the other hand, just to make sure everyone knows who they are, current members do not object to being addressed as Representative (name). This is more as a "practice." It is unofficial, not exactly the most formal and done at the preference of the individual.

If you know that the individual member prefers Representative (name) or Congressman/Congresswoman (name), use the preferred form in conversation.

However, to use the most formal form of address for members in a letter's salutation as Mr. (name) or Ms. (name) as noted below.

Other Titles and Forms of Address

Spouse of an Elected Official

Spouses of officials do not receive any special form of address based on their husband or wife's office.

The husband of an official is addressed as:

Mr. (full name)

Or if he/she has some special form of address based on his/her own merits, he/she would be addressed that way:

Dr. (full name)

General (full name)

The wife of an official would be addressed as:

Mrs. (last name)

Ms. (full name)

Dr. (full name)

Do You Know Missouri?

State Government/Voices of the Missouri People

Missouri's state government has three branches: the legislative, the executive, and the judicial. These branches distribute powers equally among state officials, so the citizens are represented fairly. Our federal and state governments are democracies, meaning the authority to govern lies with the people.



The Legislative Branch

The Capitol is home to the legislative branch. The legislative branch writes and passes our state laws. Our legislature is bicameral, meaning that it is made up of two chambers, the 163member House of Representatives and the 34-member Senate. No one may serve more than eight years in either chamber. Together, they are known as the General Assembly. In both houses, the districts are divided according to population.

The General Assembly is required by the Missouri Constitution to convene:

- Regular Session on the first Wednesday after the first Monday in January each year; (four and one-half months for a regular session).
- September for a veto session. The only other time the legislature meets is if the governor or General Assembly calls for a special session. These sessions only deal with specific legislation and cannot last more than 60 days.

Senate

Senators are elected for four-year terms. They must be at least 30 years old, have been a qualified voter in the state for three years, and a resident of the district for one year.

House of Representatives

Representatives are elected for two-year terms. They must be at least 24 years old, have been a qualified voter in the state for at least two years, and a resident of the district for at least one year.

Governor

Governors must be at least 30 years old, have been a U.S. citizen for the past 15 years, and a Missouri resident for the past 10 years. They can pardon people who have committed crimes and have the power of commander-in-chief of the state militia. They also have the power to veto a bill, which can stop it from becoming a law. No person can be in this office more than twice. The General Assembly has the power to override the veto, if they can get a two-thirds majority in both chambers.

The Executive Branch

It is the duty of the executive branch to enforce and administer the laws. As the chief executive of the state, the governor is the leader of this branch. He is assisted by all elected officials and various departments. Another important piece of the executive branch is that all six officers are elected individually and independently of one another, which means that the governor has no basic control over the five other executive officials.

Legislative Committees

House and Senate members work in specialized, bipartisan committees that consider the need for a particular bill. Committee chairs are appointed by the Speaker of the House, who presides over the House, and the President Pro Tem, who heads the Senate. The committees are set up by subject matter. When a committee gets a bill, the members study it carefully and then hold public hearings. It is during these hearings that citizens have the opportunity to speak for or against a particular bill. Decisions concerning the bills are always reached by a majority vote. Citizens can and should attend these hearings if they have an interest in a bill. After the bill has passed out of the committee, the citizen's only option is to contact his or her state senator or representative.

The Judicial Branch

The third branch is the judicial. This branch is composed of the state court system, who interpret the laws. This branch is divided into three levels, from lowest to highest: the circuit and associate circuit courts, the court of appeals, and the Supreme Court. The judicial branch decides if laws are unconstitutional. It deals in two areas: criminal – cases that cause injury to the state or society; and civil – cases of disagreement between persons over the law.

United States Government

Federal Government/Voices of the American People

U.S. Congressional Representatives

Missouri, like all other states, selects citizens who travel to Washington, DC, to represent the state in the United States Congress. The United States Congress is the legislative branch of the federal government, and it works in conjunction with the country's executive and judicial branches to exercise the sovereign power of the people of the United States. Congress is divided into two distinct branches, which are called the Senate (Upper House) and the House of Representatives (Lower House). Its two-year sessions last from each odd-numbered year to the next odd-numbered year.

U.S. Senate

Missouri is represented in Washington by two senators who are elected to six-year terms. These officials provide a smaller body of more experienced lawmakers to counterbalance the workings of the shorter-term (two-year) House members. Senators must be at least 30 years old, have been citizens of the United States for at least nine years, and be residents of the state in which they are elected. The terms of one-third of the members of the Senate expire every two years.



U.S. House of Representatives

Missourians who represent the state in the United States House of Representatives are elected to two-year terms from state districts that are drawn up according to population. More heavily populated states have more representatives, and a state's representatives will increase or decrease in proportion to the state's population after each census.



Members of the House of Representatives must be at least 25 years old, have been citizens of the United States for seven years, and be residents of the state in which they are elected. Because members of the House are elected for shorter terms than senators, they are intended to be the true "voice of the people" in Congress. Their actions generally reflect the wishes of their constituents more directly than those of senators.

This handbook is to assist you when inviting, writing and or speaking with an official. It will not address all of your answers, but it will give you a better understanding of the protocols to follow when elected officials are at the university.

For more information contact:

Troy Lillebo

Associate Vice Chancellor
External Relations
(816) 235-6585 lillebot@umkc.edu

Nate Addington

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Engagement and Outreach
(816) 235-5644 nattington@umkc.edu



External Relations and Constituent Engagement

Making connections with UMKC experiential, enduring and extraordinary.