



Dear Homecoming Royalty Applicant,

As we begin another semester and prepare ourselves for one of the most exciting weeks at Missouri State, I encourage you to reflect as you respond to this unique opportunity to represent our campus. The title of Homecoming King and Queen is an extraordinary one! It is a calling to exemplify not only our student body but also our esteemed faculty, staff, and administrators, in addition to the cornerstone of our university—the Public Affairs Mission.

As Royalty Coordinator, I'm incredibly excited for the opportunity to guide a truly gifted and influential group of student leaders through this week. Though only two applicants can be crowned, it is an honor to know that you have decided to take advantage of this opportunity to represent your university. It is my hope that as you move through the process you look to your experiences, relationships, and values as inspiration.

Finally, know that as you have taken on many responsibilities within our campus and community, you have gained the knowledge of what it sincerely means to be a Missouri State Bear. Homecoming is yet another chance to show your already evident devotion to the passion you've followed and the place you've found here at Missouri State University!

Best of luck,
Rendi Welker

2021 Homecoming Committee
Royalty Coordinator





Homecoming Calendar of Events

Thursday, August 26, 2021

Homecoming Packet & Royalty Packet Released on CampusLink

Rockstar Audition Sign Ups Available

Link in CampusLink Entry form

Homecoming Event Entry Form Available

Link in CampusLink Entry Form

Tuesday, September 7, 2021

Mandatory Royalty Candidates Informational Meeting

PSU 312

5:00 pm - 6:15 pm

Sunday, September 12, 2021

Royalty Application deadline

CampusLink

7:00 pm

Royalty Interview Signups Due

7:00 pm

Tuesday, September 14, 2021

Royalty Interviews for Queen Candidates

PSU 310

6:00 pm – 9:00 pm

Wednesday, September 15, 2021

Royalty Interviews for King Candidates

PSU 310

6:00 pm – 9:00 pm

Friday, September 17, 2021

Homecoming Royalty Announcement

Outside of the Office of Student Engagement, Plaster Student Union 101

12:00 pm

Monday, September 20, 2021

First Royalty Finalist Meeting

PSU 312

6:00 pm – 7:30 pm

Friday, September 24, 2021

All Final Entry Forms Are Due

Applications submitted on CampusLink

5:00 pm

Monday, September 27, 2021

MO State Live Auditions

Hammons Student Center

6:30 pm – 10:00 pm

Tuesday, September 28, 2021

Rockstar Auditions

PSU 315

7:00 pm - 10:00 pm

Wednesday, September 29, 2021

Campus Wide Mandatory Homecoming Meeting

Hill Hall 0001

8:00 pm



Homecoming Calendar of Events

Thursday, September 30, 2021

Rockstar Auditions
PSU 315

7:00 pm - 10:00 pm

Tuesday, October 5, 2021

Second Royalty Finalist Meeting
Location TBA

5:30 pm - 7:00 pm

Wednesday, October 7, 2021

Spirit Banners Due
Office of Student Engagement

4:00 pm

Sunday October 10, 2021

Decorate Downtown Competition
Downtown Businesses. Check in at Square downtown

10:00 am - 1:30 pm

Kick Off - Window Painting/Chalk-N-Rock Competitions
PSU North Mall and Trottier Plaza (Bear Head)

2:00 pm - 7:00 pm

Royalty Blitz
PSU North Mall

11:00 pm - 12:00 am

Monday October 11, 2021

King and Queen Elections Available Online
Can We Build It Competition
Trottier Plaza – Bear Head (Rain location: PSU Ballroom West)

12:01 am

4:00 pm - 5:00 pm

Tuesday October 12, 2021

King and Queen Elections Available Online
Rockstar
Hammons Student Center

7:00 pm

Wednesday October 13, 2021

King and Queen Elections Available Online
Field Day
Foster Recreation Center

4:00 pm - 6:00 pm

Thursday October 14, 2021

King and Queen Elections Available Online
MO State Live
Hammons Student Center
Homecoming Dance
Plaster Student Union Ballroom West

7:00 pm

9:00 pm - Midnight

Friday, October 15, 2021

King and Queen Elections
Marron and White Night
PSU North Mall
Coronation Practice
Plaster Stadium

Voting Ends at 5:00 pm

5:00 pm - 7:00 pm

After M&W Night



Homecoming Calendar of Events

Saturday, October 16, 2021

Bands of Bears Homecoming Parade

John Q. Hammons Parkway

Bear Fest Village Tailgate

Trottier Plaza

Bears Homecoming Football Game

Homecoming Royalty Coronation

9:00 am

11:00 am

2:00 pm



COVID-19 RULES

In order to help ensure the health and safety of Missouri State University campus community and the public, face coverings are required to be worn on site at MSU during all Homecoming events.

We will be following masking guidelines set by Missouri State University.

If face masks are required during Homecoming week, a face covering must:

- Fit snugly against the sides of the face
- Completely cover the nose and mouth
- Be secured with ties, ear loops, elastic bands, or other equally effective method
- Include at least one layer of cloth, although multiple layers are strongly recommended

Disclaimer:

These guidelines are subject to change based upon the release of updated COVID guidelines from the CDC, state of Missouri, city of Springfield, or Missouri State University.



Royalty Candidates Guidelines

Section I: Filing Procedure

- A. All candidates for Homecoming King and Queen must follow all Homecoming guidelines which include the following requirements:
- Be enrolled as a full-time student.
 - 12 credit hours for undergrads, 6 credit hours for graduate students
 - Have a minimum cumulative GPA of a 3.00 from Missouri State University classes only.
 - Graduate students must have accumulated a minimum of 12 credit hours at Missouri State only.
 - Undergraduate students must have accumulated a minimum of 60 credit hours at Missouri State University only.
 - Must not have been on the Homecoming Court any previous years.
 - Must graduate in May 2022 or later.
 - Know and adhere to the information presented in this packet.
- B. **Royalty candidates are no longer sponsored by an organization when they run for Homecoming Court.** Candidates will represent themselves on homecoming court and can compete with as multiple organization in order to gain their attendance and participation points. For example, you can compete with your FSL organization for Rockstar, and then compete with your residence hall for Skits.
- C. A **Mandatory** Informational Meeting for all King and Queen Candidates interested in applying will be on **Tuesday, September 7, 2021 at 5:00 pm**. This meeting will take place in location TBA. The royalty candidate is required to attend if they wish to run for court, and if they have a campaign manager, they can come if they wish.
- D. Candidate Applications are due via CampusLink, **by 7:00 pm on Sunday, September 12, 2021**. All requirements will be verified by the Homecoming Committee Advisor. There are no exceptions to this deadline.
- E. Applicants must make an appointment for an interview at the time the application is submitted. Deadline for interview sign-ups is **Sunday, September 12, 2021 at 7:00pm**. There will be a link to a sign-up genius in the CampusLink Application.
- F. The King and Queen interviews will be held on two different days. Interviews for Queen Candidates will be on **Tuesday, September 14, 2021 from 6:00 to 9:00 pm** TBA. The interviews for King Candidates will be on **Wednesday, September 15, 2021 from 6:00 to 9:00 pm** TBA.

**IMPORTANT NOTES**

- A. The ten finalists are required to attend all meetings with the Homecoming Committee advisors and Royalty Coordinator. Please refer to the calendar of events for dates, times, and locations.
 - a. The finalist is not required to have a campaign manager. You may have a maximum of one (1) if you choose to.
- B. The ten finalists are required to attend all activities during Homecoming Week which include: Decorate Downtown, Window Painting/Chalk 'N Rock, Royalty Blitz, Can We Build It, Rockstar, Maroon & White Night, Pep Rally, Skits, the Homecoming Dance, Community Service, Field Day, Coronation Practice, Parade, and the Tailgate and Football Game.
- C. The ten finalists are required to wear a mask to all Homecoming Weeks events.

Section II: Interview Panel

- A. Candidates for both King and Queen shall be interviewed by faculty/staff representatives from Missouri State and the Springfield community members chosen by the Royalty Coordinator. The panel will then select five (5) finalists for both King and Queen.
- B. The interview process shall be as follows:
 - a. There will be two different panels. One to select king candidates and one to select queen candidates.
 - b. Each candidate will be interviewed by their corresponding panel.
- C. The interview panels shall judge candidates on the following criteria:
 - a. Activities and University Involvement
 - b. Community Involvement and Service
 - c. Knowledge of Public Affairs Mission
 - d. Personal Presentation
 - e. Personality and Communication skills
 - f. Scholarship
 - g. Essay
- D. Each judge will score all the candidates they interview. The candidates with the top five scores from each interview panel (King and Queen) will be selected for the Homecoming Court. In case of a tie for fifth place, the judges will discuss those candidates tied and select the fifth member of court.



Section III: Election Procedures

- A. The election will be held throughout Homecoming Week. The election will take place **October 11, 2021 through October 15, 2021**. The polls will open at **12:01 am on October 11, 2021**, and close at **5:00 pm on October 15, 2021**.
- B. The election shall follow online election procedures based on the Election Bylaws of the Student Government Association. Any current Missouri State student shall be allowed to vote. Voting is accessed through <http://elections.missouristate.edu/>.
- C. Each voter may vote for one (1) candidate in each category in the election.

Section IV: Campaign Procedure

- A. The finalists for royalty will be posted **Friday, September 17, 2021 at 12:00pm** outside of the Office of Student Engagement, PSU 101. The Royalty Coordinator will hold a meeting with the candidates and their campaign managers **Monday, September 20, 2021, from 6:00 pm – 7:30 pm in TBA**.
- B. During the royalty meeting, each candidate will draw for their homecoming partner and the Homecoming event they will sponsor. The details of this event must be included on all posters, fliers, and banners.
- C. Candidates are able to begin campaigning on **Thursday, September 23th**. This includes posting on campaign social media accounts, attending organizational meetings, distribution of publicity, and hanging of fliers in approved academic and residential halls.
- D. Candidates may choose what forms of publicity would like to use for campaigning. Publicity includes buttons, stickers, posters, t-shirts, but is not limited to this. Publicity items will be counted in the \$300 budget. Candidates should list their planned campaigned items in the CampusLink form due **Thursday, September 23th**.
- E. Candidates are allowed to hang posters in academic halls and residence halls. These posters shall not be bigger than 11"x17" and may not be displayed any sooner than **Thursday, September 23, 2021**. No more than fifty (50) posters on designated campus bulletin boards not including residence halls. A maximum of 94 posters (in addition to the 50 posters for campus distribution) may be distributed to Residence Life, Hammons House 101, for posting in the residence halls.
- F. A copy of the poster intended for distribution in the Residence Halls and campus bulletin boards must be submitted to the Royalty Coordinator by no later than **Sunday, September 26, 2020 at 4:00 pm via CampusLink** for approval although they may be submitted earlier if a candidate wishes to have them hung up sooner. If the poster is approved, copies may be made and distributed.



- G. If at any time a poster is disfigured, torn, or stolen, it may be replaced with approval via email to the Homecoming Committee Chair and Royalty Coordinator.
- H. Posters may be displayed on departmental bulletin boards with written permission of the department heads. All postings must follow the Solicitation and Advertising Policies of the University, which can be found on-line at https://www.missouristate.edu/policy/Op1_01-commercial-advertising-sales-solicitation-facilities-usage-policy.htm.
- I. Posters may not be displayed on any glass, marble, trees, sidewalks, painted walls, or painted poles any time during the campaign. Posters and signs are not allowed to be staked in the ground. Permission granted by faculty or administrators to supersede these rules will not be recognized or allowed.
- J. “The Royalty Blitz”, will begin at **11:00 pm on Sunday, October 10, 2021**, the evening before elections begin. All Royalty candidates and their supporters must meet in the North Mall area at 10:30 pm prior to distribution of materials. All Royalty candidates and supporters must wear a mask. Candidates are limited to a maximum of fifteen (**15**) (subject to change) supporters to help them advertise throughout the entire Blitz. Every supporter will be given an identifier to indicate they are there to help a candidate. Candidates and supporters will be allowed to display banners based on a first come-first serve basis. They are also allowed to chalk around campus at this point. These forms of publicity may be removed if they are in bad taste as deemed by the Homecoming Committee or the Homecoming Committee Advisor.
- K. Sidewalk chalk is permitted as a form of advertising. No chalking on vertical surfaces or underneath overhangs and only washable sidewalk chalk is allowed on campus. Boundaries will be announced before Royalty Blitz. Please refer to the chalking policy at <http://www.missouristate.edu/StudentConduct/23800.htm>. The 2020 Homecoming Committee have the authority to remove any chalk that violates the rules in the link above.
- L. No campaign publicity materials (candy, buttons, posters, nametags, badges, etc.) may be distributed on the days of elections, **October 11, 2021 through October 15, 2021**. This includes through campus mail, through door-to-door solicitation within university, residence halls, or immediately outside of residence halls.
- M. There will be a limit on campaign expenditures. No candidate may exceed \$300 in campaign expenses with proof of receipts. This limit will include donations, gifts, services, and other expenditures. Candidates may have access to paint and supplies through their organizations, and campus organizations may donate supplies to be used, but they must be reported in the expense report with an estimated cost. It is the responsibility of the candidate to accurately price the donated items. 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. An expense report must be turned in **by 4:00 pm on Wednesday, October 13, 2021 by 4:00 pm via CampusLink**. If an expense report is not filed, is filed incorrectly (including not documenting all expenditures), or if a candidate exceeds the limit, the candidate will be sanctioned.

- N. No candidates or campaign managers or their names and likenesses may appear on television or radio unless under the authorization of the Homecoming Committee or the Missouri State News Services Office.
- O. Candidates may produce one official campaign video. The campaign video must be 2 minutes or shorter, must mention Missouri State University Homecoming and the candidate's sponsoring event, and must be made in generally good taste with appropriate content. These videos must be submitted to the Royalty Coordinator for approval before being posted via **Missouri State OneDrive** and shared with the Royalty Coordinator's email (Hawks524@live.missouristate.edu). The Homecoming Chairs and Royalty Coordinator reserve the right to deny any video that is not seen as appropriate. The official campaign video may only be posted on the official campaign social media accounts for the candidate. Supporters are allowed to like, share, favorite, retweet, etc., these videos, but are **not allowed to upload the videos onto their personal accounts** or other social media pages. Candidates are not allowed to appear in any **other candidates' videos**. Candidates are only allowed to appear in their campaign video. Candidates are not allowed to feature Missouri State faculty or staff in their campaign videos. Candidates may use GIFs when campaigning, but GIFs that include the candidate may not be used unless that is their official campaign video.
- P. Candidates may meet with up to fifteen (15) student organizations that are officially recognized by the Office of Student Engagement in an attempt to gain their support starting **Thursday, September 23, 2021 to Wednesday, October 6, 2021**. A list of the different organizations should be given to the Royalty Coordinator and Advisor by **Thursday, September 23, 2021 via CampusLink**. At these 15 organization meetings, candidates may distribute campaign publicity and candy items deemed appropriate by the Homecoming Committee Advisor. These campaign materials may contain candidate information but **MUST** advertise the university Homecoming event (such as the parade or football game) that the candidate is sponsoring. Candidates cannot make any announcements to any group of students who are gathered for an academic reason. This does include meetings and practices for university athletic teams and musical groups, including Pride Band.
- Q. Candidates may only have one campaign account per social media platform. Candidates may choose to use their existing social media accounts or create new accounts. Candidates can start posting on Social Media (Instagram, Facebook, and Twitter) starting on **Thursday, September 23, 2021**. Candidates may also make a candidate supporting website if they so please.



- R. Banners must be designed on a regular twin size sheet or smaller and hung on buildings with zip ties and duct tape. Candidates can display no more than seven (7) banners. No more than three (3) of these banners may be hung off-campus. You must receive permission from the administrator of any building that you will be hanging a banner on. Banners may be put back up if any part of the banner is still attached to the object it is being hung from. **If the banner is completely off, the banner is not able to be re-hung.** Banner details will be discussed and further explained at campaign meetings.
- S. Off-campus banner locations must be approved by the Homecoming Committee Advisor and candidates must provide proof of permission from the off-campus location by **Tuesday, October 5, 2021 via CampusLink**. All banners must have the sponsoring event information on it. NO banner will be allowed to be posted without the event information on it. Fraternity and Sorority Houses are considered off campus. A letter by the Chapter President must be submitted for banner hung on house.
- T. “All calls” (announcements over the residence halls public address system) will not be permitted.
- U. No tabling will be permitted to campaign.
- V. The candidates must clean up their campaign materials around the campus by **8:00 am on Saturday, October 16, 2021**. Failure to do so may result in IMMEDIATE DISQUALIFICATION OF THE CANDIDATE.



Royalty Sanction Guidelines

Section V: Enforcement

- A. All finalists will be required to attend and/or participate in the following events:
- a. Window Painting
 - b. Chalk-N-Rock
 - c. Decorate Downtown
 - d. Royalty Blitz
 - e. Can We Build It?
 - f. Rockstar
 - g. Maroon & White Night
 - h. Pep Rally/Mo State Live
 - i. Homecoming Dance
 - j. Community Service Day
 - k. Field Day
 - l. Coronation Practice
 - m. Homecoming Parade
 - n. Football game and Coronation
 - o. Candidate meetings
 - p. Any other functions being held in conjunction with Homecoming that may be requested by the Homecoming Committee.
- B. Tardiness to a required Homecoming event will result in a ten (10) point deduction. You must check in with the Royalty Coordinator (or assigned Homecoming committee member) at the beginning of each event. Tardiness is defined as coming to an event ten (10) or more minutes after it has begun.
- C. If you have class during an event, you are expected to attend class. 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 Royalty Candidate is provided to the Royalty Coordinator and are due **Thursday, September 23, 2021 on CampusLink**.
- D. Violations of these policies and applicable provisions of the elections guidelines may result in the disqualification of the candidate. These decisions are at the discretion of the Homecoming Committee. Appeals will be heard by the Homecoming Committee Advisor.



If a rule is violated in the course of a King or Queen's candidacy, the following sanctions may be imposed by the Homecoming Committee. All sanctions will result in a minimum deduction of 10 points. However, this is only a guideline and is subject to the Homecoming Committee's interpretation. Please note that one of the Homecoming Committee representatives must PERSONALLY see an infraction happen.

- Spending over \$300 for campaigning
- Inappropriate (i.e., vulgar, etc.) publicity
- Attending a Homecoming Event without a mask
- Illegally placed publicity
- Too many posters
- Inappropriate/unauthorized posting, (i.e. chalking where not authorized)
- Early posting
- Inappropriately sized publicity
- Lying on an application or interview
- Inappropriate behavior at sanctioned Homecoming events, (i.e. intoxicated at the Homecoming parade)
- Not turning in requested items on time, (i.e. poster list, proposed budget of expenses)
- Appearance in unauthorized TV/radio spots publicizing candidacy
- Early or over-campaigning with student organizations.
- Campaigning within or immediately outside of university residence halls
- Tabling to campaign

The appeals process will be handled through the Office of Student Engagement, PSU 101. Anyone wishing to file an appeal must fill out a general grievance form which is available online. All grievance forms must be typed and submitted to the Office of Student Engagement within 24 hours of the infraction.



Royalty Application & Point System

The Royalty Application **MUST** be submitted **online via CampusLink** no later than **7:00 pm on Sunday, September 12, 2021** for a candidate to be eligible. The application is available on the Homecoming CampusLink page. The following application is provided to help candidates gather necessary information for completing the online official Royalty Application.

In addition to the Royalty Application, the potential candidates must also submit a headshot of themselves and two (2) essays that do not exceed 500 words each. The essays should be saved as a PDF file and submitted online at the end of the Royalty Application. Essay questions can be found on the application. The final portion of the Royalty Application will include a letter of recommendation from a faculty or staff member, that must be submitted as a PDF file with the rest of the application.

Candidates will not only be scored on voting and interviews, but also on participation in events. Below is a table of how each candidate will be scored and will determine who the 2020 King and Queen will be. Points may be awarded based on both attendance and participation in the events.

Total Score Breakdown

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

**Points Breakdown**

Participation in weeks events	Points possible for Candidate
Window painting/Chalk-N-Rock/Banner	50 (Attendance) 50 (Participation)
Decorate Downtown	50 (Attendance) 50 (Participation)
Homecoming Dance	50 (Attendance)
Rockstar	50 (Attendance) 100 (Participation)
Can We Build It	50 (Attendance) 50 (Participation)
Pep Rally Mo State Live	100 (Attendance) 100 (Participation)
Maroon & White Night	50 (Attendance) 50 (Participation)
Field Day	50 (Attendance) 100 (Participation)
Community Service Day	50 (Attendance)
Homecoming meetings (2)	100 (50 for Each Meeting)
Other Events determined by the Homecoming Committee (including additional Royalty or Homecoming Meetings)	Points will be determined and given at informational meetings
Overall Points Total Possible	1,100 Points

Participation Points: Candidates will be awarded full points based strictly on participation, not the success of organization the candidate participates with.

- Since candidates are not sponsored by an organization, they can participate with any campus organization. They are not limited to participating with just one (1) organization for the entire Homecoming Week. If a candidate wishes to participate with different campus organizations throughout the week, they may. For example, if a candidate wants to participate with an organization in the FSL category for one event and with their residence hall, for the residence hall category, for another event, they may.
- **In order to participate in an event, the candidate MUST be in attendance at the event's audition if it has one (Rockstar and MoState Live).**



Attendance Points: Candidates need to check in and out with a Homecoming Committee member to ensure that they receive full points.

- **If a conflict with class exists and is proven by providing a schedule to the Royalty Coordinator via CampusLink no later than Thursday, September 23, 2021. The event which the candidate cannot attend will be dropped from their total possible points (thus resulting in the remaining events being weighted more).**

If you have additional questions, this point system will be explained in more detail at the royalty meeting.