



ESA Elections: Tips for Effective Candidate Bios and Statements

When you apply or are nominated as a candidate for an elected volunteer position with ESA or its Sections or Branches, you are asked to provide a short bio, a summary of past volunteer activity, and a statement about your vision for serving in the role. This helps ESA members decide how to vote, so it's wise to put some care and effort into the info you provide. Think of it as your "elevator pitch" for why ESA members should vote for you. Good luck!

Substance

- **Convey your leadership qualities.** Remember you're running for a nonprofit volunteer leadership position. Share what makes you a great fit for that role, not what makes you a great scientist.
- **Explain how you can advance ESA.** Share some clear ideas or a guiding philosophy for what you hope to accomplish as an ESA volunteer leader and how you intend to serve fellow members.

Simplicity

- **Use plain language; avoid jargon.** Though the audience is fellow scientists, many may occupy different specialties, career levels, or geographic origins. Simple language is always a good idea!
- **Don't try to cram in your entire CV.** Focus on what matters and pick your most relevant activities or accomplishments. Again, think "elevator pitch."
- **Be concise, but clear.** Don't sacrifice clarity in trying to meet the word limit. For instance, you can save space by omitting specific years served in volunteer positions. On the other hand, it's wise to spell out names of organizations, groups, and programs on first mention—don't assume readers already know those acronyms.

Style

- **Mind character limits and first/third-person.** ESA requests the candidate biography and the past volunteer activity sections to be written in third-person (he/she/they) and the candidate statement in first person (I/me). Each section may be 750 characters max (spaces not included). These criteria ensure readability for voters and fairness among candidates.
- **Draft your text first, then submit.** Write your bio, activity, and statement in a program like Word or Google Docs first so you can save and come back to it. Then, when you're ready, copy and paste it into the ESA election nomination form.
- **Don't forget a good photo!** Help fellow ESA members put a face to a name. Portrait style is best, with a clear view of you facing the camera. Avoid photos with hats or sunglasses or images cropped from group shots.