# **SU ELECTIONS 2020 CANDIDATE HANDBOOK**

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### INTRODUCTION

Thank you for showing an interest in being a University of Chichester Students' Union Officer and running in our elections!

Elections are an exciting time for the Students' Union. Over the next few weeks, you'll get the chance to run a campaign, develop skills, get your message out to students and if elected, have a say in how the Students' Union is run!

This handbook, the website and the Election Bye-Law(s) outline the role of the positions available, what you should do to get elected, the election rules and important key contacts and dates.

Most importantly the elections are run as a free and fair competition for eligible candidates to become the Students' Union Officers. The best and most effective elections are those that are run in a spirit of friendly competition and mutual respect. The election regulations are strictly enforced and failure to comply may result in candidates not being eligible to stand or being excluded from the election.

IGNORANCE IS NOT A DEFENCE FOR FAILING TO COMPLY WITH REGULATIONS OF THE ELECTION.

For more details about the elections please see <a href="https://www.ucsu.org/elections">www.ucsu.org/elections</a>

If you have any questions about the elections please contact <a href="mailto:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a>

Happy campaigning!

# **KEY DATES**

Nominations Open – 3<sup>rd</sup> February 2020, 9am

Nominations Close – 11th March 2020, 5pm

Candidates Meeting BOC - 12th March 2020, 5pm

Candidates Meeting BRC - 12th March 2020, 6.30pm

Candidates Declared – 17th March 2020, midday

Campaigning Begins – 19th March 2020, 10am

Voting Opens – 19th March 2020, midday

Question Time on BOC – 19th March 2020, 6pm

Question Time on BRC – 20th March 2020, 6pm

Voting Closes – 26th March 2020, 5pm

Results Announced & results party – 26th March 2020, 8pm onwards

# **POSITIONS AVAILABLE**

There are two paid Full Time Officer roles and 9 voluntary, part-time roles available in this election. If elected you will be in the role from 1st July 2020 – 30th June 2021 (full time officers start in mid-June shadowing the current President/Vice-President).

Full Time Officers (also known as Sabbaticals or Sabbs) – full-time positions attract a salary of £18,500+ for the year.

Full Time Officer positions can be either taken as a break from study or immediately after you expect to complete your studies (you must be a student at the time of running for election).

Full Time roles are:

- President
- Vice President

Voluntary Roles – part-time positions taken on alongside your studies. To be eligible for these roles, you must be a current student and a student in the 2020/2021 academic year:

- Academic Officer BOC
- Academic Officer BRC
- Activities Officer
- Ethnic Minorities Officer
- LGBTQ+ Officer
- Disabilities Officer
- International Officer
- Sustainability Officer
- Chair of Student Council

In addition, to the Officer Roles, as we are affiliated to the National Union of Students (NUS), there is an opportunity for an additional NUS delegate to be elected to attend the NUS National Conference which takes place between 31st March and 2nd April in Liverpool. NUS Conference is where students from across the UK come together and vote to make change. Due to NUS requirements that 50% of delegates must self-define as women – this year the NUS Delegate opportunity in this election is open only to students who self-define as a woman.

NUS Delegate

For more details on these positions and their role descriptions, please see www.ucsu.org/elections.

# **ELECTION CHECKLIST**

# ✓ Tick off the steps as you complete them

Read and understand the Candidate Handbook, Officer Roles and Elections Bye-Law (F).

Available at www.ucsu.org/elections

Nominate yourself & submit your completed candidate support form before the deadline of Wednesday 11<sup>th</sup> March at 5pm.

You can nominate yourself online at <a href="www.ucsu.org/elections">www.ucsu.org/elections</a>. If you have any problems accessing the nomination form email <a href="studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a>

To nominate yourself you will need:

- Your basic contact information.
- Your name as you would like it to appear on the nomination form and ballot.
- Your Slogan.
- Who your Supporters and Campaign Agents are (candidate support details).

If at the close of nominations any of the required items have not been submitted, those sections will be left blank. You can edit your nomination up until the close of nominations but not after this. Any nomination forms submitted after the deadline will not be accepted.

Make sure that you read the election rules before submitting your nomination!

If you are planning on nominating yourself for a sabbatical officer position (President or Vice President), if elected you will also be a Company Law Member and Trustee. In addition to the online nomination form, you <u>MUST</u> also download and complete/submit by 11<sup>th</sup> March the Register of Interest and Fit & Proper Persons Form.

# Attend the Candidates Meeting.

BOC - 12th March 2020, 5pm & BRC - 12th March 2020, 6.30pm

The meeting will brief you on the election rules and give you an opportunity to meet the other candidates.

**Submit Your Statement and Photo by Wednesday 13th March at 3pm** Send your Statement and Photo to studentsunion@chi.ac.uk

Your photo must be a high-resolution photo of yourself as a .jpeg.
 Do not take this straight from Facebook as it will not be of a good

enough quality to be featured on our website or in printed materials. Please submit a photo with a plain background, and ensure the file size is at least 1MB in size. The Students' Union will be running photoshoots for any candidates who would like a photo taken to use for the election after the candidates meeting.

 Your 150-word statement should explain why you are running in the election. You might want to consider including your motivation or key things you want to change and your election pledges. Students will see this statement on the candidates' page before they vote.

Any photos or statements submitted after the deadline will not be accepted. If your statement is over 150 words it will be cut off midway through the sentence. If you do not submit a photo or a statement before the deadline, you may appear with a placeholder generic image and no statement on our publicity materials online and around campus.

# Submit your manifesto (recommended) and a campaign video (if you feel this is required) by Sunday 15<sup>th</sup> March at 5pm

Your manifesto (JPEG/PDF) and video (YouTube link) need to be emailed to <a href="maileo:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a>. You should also submit a text version of your manifesto for accessibility purposes. Submitting a manifesto/video is optional.

Here are some of the requirements:

- Your manifesto cannot exceed one A4 page.
- Your manifesto must be submitted in jpeg/PDF format.
- Your manifesto can be in colour and have pictures.
- Your manifesto needs to be emailed to <a href="mailedtostudentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a>
  by this deadline.

Your manifesto will be made available online for students to read so please ensure you make the text large enough and it is accessible, and use a clear font that is easy to read.

# Your video:

You have the opportunity to create a campaign video. If you want to submit a video here are some points to note:

- You must upload it to YouTube and send in the YouTube link by the deadline.
- The Students' Union will put this on your candidate page on the Students' Union website (if deemed appropriate and in line with the Students' Union values.

The link to your YouTube video needs to be emailed to <a href="mailto:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a> by this deadline.

Please note this does not stop you from creating other videos past this point, these will just not be made available for viewing on the Students' Union website.

Remember you are responsible for your campaign as a whole and all content.

# Start campaigning from Thursday 19th March 2020, 10am

Campaigning is anything you do to encourage people to vote for you. You cannot start campaigning (including campaigning on social media) until Monday 19<sup>th</sup> March 2020, 10am.

# Attend the Candidates' Question Time on Thursday 19<sup>th</sup> March (BOC) and Friday 20<sup>th</sup> March 2020 (BRC)

Candidates are requested, but not required, to attend the Candidates' Question Time to summarise why you want to stand for a certain role and answer questions from students. Candidates should inform the Deputy Returning Officer on <a href="mailto:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a> if they are unable to attend, stating their reasons for non-attendance before the beginning of the event. The candidate may appoint a nominee to speak on their behalf if they are not present. The nominee cannot be a candidate for any other position in the election

# Tell people to vote (midday Thursday 19th March – 5pm Thursday 26th March)

All current UOC students, who are members of the SU, will be eligible to vote by clicking on a link sent in an email on the first day of voting. Alternatively, they can vote by going directly to <a href="https://www.ucsu.org/elections">www.ucsu.org/elections</a> or at polling stations across campus.

As a candidate, you should vote as early as you can so you have a clear idea of how the online system works. You can vote for yourself!

# **HOW TO WRITE YOUR MANIFESTO & STATEMENT**

Your manifesto states what your policies and proposals are and how you would like to take the Students' Union forward. Your manifesto must be submitted as a JPEG/PDF and cannot exceed one A4 page. Your manifesto can be in colour and have pictures. You should also submit a text version of your manifesto for accessibility purposes. Your manifesto will be made available online for students to read.

Also, you need to submit a short statement (150 words MAX) which will go on the SU Elections Voting System. This statement should be a summary of who you are, or why you are running or the details of your manifesto. If you exceed the word count your statement will be cut short at the 150 word point.

# Think about who you are representing

Every student has a different experience during their time at University. Think about what issues are currently important to students and to you. Start by thinking what you have in common with other students, then think about a broader range of issues that affect different people.

What issues might be important?
Think about why you are standing Take some time to think about why you want to run, what you would do for students at Chichester, and how you plan to convey your message. Contact friends with different perspectives and run your ideas past them.
I need to speak to

# Think about your key policies

After you have talked to different types of students and understand the issues that affect them you can start to develop key policies for your campaign.

You should aim for around four or five policies that are:

- The most important
- Most appealing to students

Original and creative ideas will set you apart from the other candidates. The more distinctive you are, the more recognisable your campaign will be. Make sure you research your ideas to check they have not already been implemented!

The best policies strike the balance between what students want and what is achievable in a year.

Based on yo	our research,	what will yo	our achiev	able polici	es be?	
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### **HOW TO CAMPAIGN**

### CAMPAIGNING MUST NOT START BEFORE THURSDAY 19TH MARCH 2020, 10AM.

Being elected isn't all about knowing the most people or printing the most posters. You can succeed by campaigning in creative ways and speaking to as many students as possible. A key element to a successful campaign is the publicity – how you tell students about your ideas and persuade them to vote.

Any physical publicity for your campaign **must be approved and stamped** prior to reproduction and/or display/circulation. All promotional material must include where, when and how to vote. Campaign material can be approved at the SU offices on either campus.

# Campaign theme

Campaign themes come in all shapes and sizes. Themes have been linked to names or a character that will appeal to students. Students' Union campaign themes have included famous films, funny puns on people's names or a focus on key policies and ideas.

# Remember to keep you campaign appropriate

### Campaign slogan

Many candidates choose a catchy, memorable phrase across their campaign to attract students, give a feel of their campaign and set them apart from other candidates.

Tips for a strong slogan:

- Research slogans from past elections
- Link it to your name to help students remember who you are
- Make it short, snappy and original
- Link it to something memorable
- Think about if you could use humour / puns

# Translate your message

We are an international campus, so why not translate your message so it reaches students more effectively! Remember that we are an International University, with students from all around the world who can also vote in the election.

Slogan/the	me ideas	<b>:</b>				

### **CAMPAIGN BUDGET**

During the campaign, the Students' Union will allocate you a budget so you can purchase campaign materials. You cannot spend any more than this amount on your election campaign. Candidates who are part of a slate will have the budget reduced for every additional candidate.

# **Individual Candidates:**

Full Time Positions (Contested) – up to £20 each Part Time Positions (Contested) – up to £15 each If positions are uncontested (either FT or PT) – up to £10

# Candidates on a Slate/Team:

Full Time Positions (Contested) – up to £15 each Part Time Positions (Contested) – up to £12.50 each If positions are uncontested (either FT or PT) – up to £7.50

# ALL EXPENDITURE MUST BE APPROVED BY THE DEPUTY RETURNING OFFICER.

You must keep all your receipts and keep a log of all your expenditure on the Candidate Expenditure Form available at <a href="www.ucsu.org/elections">www.ucsu.org/elections</a>. This must be submitted to Deputy Retuning Officer by 5pm on Thursday 26<sup>th</sup> March, or it will no longer be payable to the candidate. If you have not spent anything please send in a blank form with your details on.

Spending idea	as		
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Items used in campaigning that a candidate or supporter already owns can be valued using a minimum value list available from the appropriate staff member, but will not be reimbursed. All campaign materials must be available to other candidates at the same price. If materials are purchased from outside the UK, it is the responsibility of the candidate to provide a quote from a UK company demonstrating their value as if they were purchasing them in the UK. Only the UK value for all products will be accepted.

### **CAMPAIGN MATERIALS**

In order to ensure that the Election Regulations are being adhered to the Returning Officers approve all publicity before it can be printed. You should bring in the original copy to the Students' Union for stamping BEFORE you have it photocopied/printed – the Deputy Returning Officer will not stamp 200 copies of the same poster!

### **Posters**

- Make it eye catching and distinct through comedy, colour, shape and size
- Keep the poster in line with your campaign brand
- Don't overcomplicate your design
- It should include your name, a photo, key policies and slogan
- Posters and other campaign material may not use the University,
   Students' Union or affiliated logos to endorse their campaign
- Spell check and proof read or get someone to check it for you a great design won't matter if it's full of spelling mistakes

### Leaflets

- Put voting information on them
- If double sided have something that is eye catching on one side and then your policies on the other

# **Video**

- Making a video is great to interact with those that don't read a leaflet or don't come onto campus very often
- Previous videos have been scenes from a film, songs and raps
- If you want to submit a video to be put on the Students' Union website, you must upload it to YouTube and send in the link to studentsunion@chi.ac.uk

### Social Media

If you are intending to use Social Media to promote your campaign you must adhere to the following guidelines. Failure to do so may result in penalties or withdrawal from the election.

- If you post to a page you must ensure that all other candidates also have the opportunity to do so. There must be no postings to closed groups/pages.
- You are responsible for any posts made on your behalf, so warn your agents and supporters that anything they post you may also be held accountable for.
- Any posts made can only be about your campaign, you must never mention any opponent or candidate unless you are commenting

- about another candidate with whom you are running as part of a slate.
- Your comments must not bring the SU or the University into disrepute. Raising a point for debate can be acceptable but negative comments or criticising of Opponents, Students or Staff will not be accepted.

It is accepted that your friends may specify they have voted for you and support your campaign - this is ok as we have no control over what your friends post. You are however responsible for postings made by your campaign agents.

REMEMBER YOU CAN'T DO WHAT ANOTHER CANDIDATE DOESN'T HAVE THE SAME OPPORTUNITY TO DO.

Think about where to put posters and leaflets to allow them to have maximum impact. Candidates must not prevent free and easy access to and within the Students' Union and University buildings when campaigning, including positioning posters on doors. Any candidate who wishes to place campaign publicity in buildings shall be responsible for obtaining permission from the appropriate authorities where required. No permanent adhesive or stickers shall be used in any circumstances. No publicity may be affixed in such a way as to interfere with the publicity of another candidate, and no candidate or supporter may remove or deface the publicity of another candidate.

MAKE SURE YOU TAKE YOUR POSTERS DOWN AFTER CAMPAIGNING HAS FINISHED!

### **EFFECTIVE CAMPAIGNING**

A crucial part of a successful campaign is a good campaign team who will help you distribute leaflets, put up posters and spread the word about your campaign.

Good people to ask are:

- Housemates
- Friends from courses

These people are most likely to be your campaign supporters and agents.

Try to hold a training session where you familiarise them with your policies. Put together a rota so that your friends know how much of a commitment it will be. Tell them how you would like to campaign and go through the rules which all candidates and campaigners must abide by. Candidates must take reasonable steps to ensure that the actions of their supporters comply with the Election Bye-Laws at all times and must be able to demonstrate this in the event of a complaint against them.

Make sure you keep your team updated. Spread people out across the different campuses. Encourage them to engage with students that you have not persuaded to vote yet. It doesn't matter if your friends can't commit a lot of time, they are doing you a huge favour so remember to thank them – a little gesture goes a long way.

My Campai	gn Team				
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Here are a few tips to give you ideas about what you can do:

# Campaign manager

Appointing a close friend as a campaign manager can be useful to reduce the pressure of the election as it will allow you to talk to as many students as possible. Choose someone who is a good organiser and someone who is committed to making you win. Make sure they have the time to do it and thank them at the end.

# Talking to students

The best way to guarantee a vote is to talk to the student, not just hand them a flyer. Try to be brief and to the point – make sure it will be something that they will remember. Have a good icebreaker to hand and then ask them a

couple of questions before you start to talk about yourself. Focus on the changes that are relevant to them – remember the elections are about the voters.

# **Lecture shout-outs**

This is a very important part of campaigning. For a minute or two, you have access to lots of students, all in one place, ready to listen to you. It can be a bit daunting walking into a lecture theatre with people you don't know; start with your own lectures. Try and arrive 10 mins before the lecture starts in order to get permission from the lecturer. Keep your pitch to a minute, especially if it's at 9am. If using whiteboards to campaign, please ensure you use a whiteboard marker, rather than a permanent one, to prevent complaints from academic staff.

# Get yourself as Second Preference

If you don't manage to convince someone to vote for you directly ask them to put you as their second choice. With the voting system used, the second choice can be as important as the first, and results have been known to change dramatically after the first round of counting. This is a vital tactic for ensuring a good total each round of the count and to improve your chance of winning.

# **Using sweets**

This can be a good way to start a conversation with a potential voter. Please be aware of all allergens.

# Flash mob

This can attract attention to your campaign during a busy time of voting.

### Campaign launch party

Having a launch party on the first night of voting can be a good idea. Invite your friends, their friends and get people along to celebrate the launch of your campaign.

# Be yourself

You don't have to be a 'politician' to get elected in the Students' Union. You should just be yourself – if people think that the persona you are using to get votes is false, then they will be less likely to vote for you.

# Don't take it all too seriously - Remember your degree is your priority.

This is not the election for US President so don't get too stressed about it all. At the end of the day life will go on if you're not elected and the experience of running a campaign is a great learning curve. Above all do not let running in the election interfere with your studies or jeopardise your grades.

### **CAMPAIGN PLANNER**

It's a busy job doing your university work, planning a campaign and balancing your other commitments. Our Campaign Planner below will help you plan out your time and resources effectively to make the most of the final voting week. Remember to look after yourself and take regular breaks, drink lots of water, eat and sleep! You can start campaigning from Thursday 19th March, 10am. Voting takes place from midday Thursday 19th March – 5pm Thursday 26th March.

# Campaigning/Voting Week Planner

Thurs	TIME?	WHERE? (e.g. which campus, LRC, lecture rooms)	WHO? (who do you have helping?)	WHAT? (What are you doing/do you need resources)
		campus, LRC,		doing/do you
			neipings	need resources)
		lecture rooms)		<u>neea resources)</u>
Friday 20 <sup>th</sup>				
Saturday 21st				
Sunday 22 <sup>nd</sup>				
Monday 23 <sup>rd</sup>				
Tuesday 24 <sup>th</sup>				
Weds 25 <sup>th</sup>				
Thurs 26th				

### SUPPORT AVAILABLE TO CANDIDATES

The Students' Union wants running in this election to be a fun experience where you feel supported and informed. This is why we have provided the following opportunities for you to find out more. If you are unsure about running and would like to find out more please visit ucsu.org/elections or get in touch via studentsunion@chi.ac.uk

# Speak to a current Officer

The Students' Union's Officers all know what it is like to be a representative and will be able to help you with any questions you have. Please feel free to contact any of the current officers directly – details of all current officers are on the website or you can make contact through the President/Vice President:

- Moyin Ekundayo (President 19/20) supresident@chi.ac.uk
- Joe Paveley (Vice President 19/20) <a href="mailto:suvpresident@chi.ac.uk">suvpresident@chi.ac.uk</a>

If you are considering running for either of the sabbatical officer positions we strongly recommend you also speak with both Anne Elliott (General Manager & Deputy Returning Officer) for a more detailed discussion about the roles.

# Speak to a member of staff

The elections are overseen and supported by the staff within the Students' Union. At any time before, during or after the elections process, feel free to get in touch about your campaign and get support. Staff are also the first point of call should you have a problem or need to raise a complaint. You can contact a member of staff at: <a href="mailto:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a> or by visiting our SU offices.

The Deputy Returning Officer is the person who makes sure the election is run fairly and will deal with any disputes and anyone who breaks the election rules. The Deputy Returning Officer is Anne Elliott and can be reached at studentsunion@chi.ac.uk

# Looking after yourself

- Don't be put off if a student is disinterested or rude to you, the majority will be interested.
- Take some time out and grab a drink or some food to re-focus.
- Don't overwork yourself or your team
- Try and take care of as much life admin before voting opens e.g. cook yourself some meals in advance or ask a friend to help you with some specific tasks.

- It might also be worth planning your work, studies and commitments around the voting week so you have a lot of free time to chat to students.
- Ask your friends and course mates for help and advice it can be fun and exciting to help someone else with their campaign, so don't be afraid to ask!
- Plan something nice to do at the end of the voting period. Even if you're not elected, you have achieved a lot.

### **FAQS**

# What is the Election Bye-Law?

Bye-Law F sets out the rules which state what candidates can and cannot do when running in the election.

You can find the election rules here at <a href="www.ucsu.org/elections">www.ucsu.org/elections</a>. Please read them before submitting your nomination.

# Who is the Returning Officer and Deputy Returning Officer?

The Returning Officer and Deputy Returning Officer have the responsibility to uphold the Election Regulations. The Returning Officer will be representative from NUS, and the Deputy Returning Officer is Anne Elliott, General Manager. The Deputy Returning Officer will be the person you deal with on a day to day basis, and they will be in contact with the Returning Officer as required.

# What should I do if I want to make a complaint about the Election?

A complaint may be made about the actions of candidates, supporters or election officials. Complaints must be submitted using the Complaints Form <a href="https://www.ucsu.org/elections">www.ucsu.org/elections</a> and sent to <a href="mailto:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a>

Grounds for complaint are that one or more of the election rules have been broken, or that one or more Students' Union policies or regulations have been breached. The complaint must make clear which rule or rules have been broken, by whom and when and must be supported by evidence. Evidence might be, but is not restricted to, the following: documents; photographs or video clips; screen shots of web pages; copies of e-mails or written statements from staff or students. Complaints about campaigning must be submitted not more than one hour after the close of polling. Complaints about the count must be made within 24 hours of the declaration of results. Complaints received after these deadlines will not normally be considered.

### Can I use a nickname as a candidate?

When you nominate yourself, you are able to set a display name that will appear on the ballot paper. This could include using a nickname. This name will appear on the ballot and the Students' Union website. You could use a nickname for campaigning purposes or because it is the name that students know you by. We would recommend that your election material includes your name as it will appear on the ballot paper.

# Can I campaign as a group with other people/What is a slate?

You can choose to be part of a group of candidates (known as a 'slate') who campaign together. Candidates in a slate share a common group name, which will appear on the ballot. If you are running as a slate, you need to fill in the group name in the relevant part of the nomination form. A slate cannot have more than one candidate for each position. If you are part of a

slate you are allowed to share publicity and campaign for each other. However, to ensure a level playing field the candidate budget is reduced for every additional candidate who is part of your group.

# Slate Budget:

Full Time Positions (Contested) – up to £15 each Part Time Positions (Contested) – up to £12.50 each If positions are uncontested (either FT or PT) – up to £7.50

Please remember if you run as part of a slate it does not mean that all candidates will have the same outcome.

# How does the voting work?

The voting system the Students' Union uses is called Single Transferable Vote (STV). Voters are asked to rank the candidates in order of preference. Voters can select candidates they want in the order they want them (1,2,3 etc) and it builds their vote. Once they're happy they can submit their vote. Voters may express as many or as few preferences as they wish, but cannot mark more than one candidate with the same number.

Within every post there will be a candidate option called a RON (Re-Open Nominations), which allows voters to choose/rank RON in preference to the candidates.

More information about the voting system and an example please visit ucsu.org/elections.

# Voting from mobile devices (e.g. phones, tablets or laptops)

For the purposes of our elections, when someone is voting using a mobile device, that device becomes a polling station. Candidates, and those campaigning for them, are not allowed to be present when a vote is being cast on a mobile device. Failure to comply with this ruling will be treated as a breach of the Election Bye-law.

# What should I do if I don't want to be a candidate anymore?

Should you wish to withdraw from being a candidate during the election process, please let the Students' Union know by emailing <a href="mailto:studentsunion@chi.ac.uk">studentsunion@chi.ac.uk</a>

### Use of social media

Due to the vast number of social media platforms it is no longer possible for the Deputy Returning Officer to monitor candidates' use of social media. Candidates and their supporters are reminded that offensive or intimidating behaviour, or language, whilst participating in Students' Union activities (e.g. elections) may be considered misconduct, or gross misconduct and be dealt with under the Students' Union's Disciplinary Procedure.