Warwick SU
Autumn Elections 2019
Candidate Guide

7 steps to becoming an SU Representative

1. Decide your role
Check out the roles at warwicksu.com/elections, or speak to friends, the current officer, or SU Democracy staff to see which one is right for you!

2. Nominate yourself
Follow the online instructions to nominate yourself before the deadline of **1pm** on **11th October**.

3. Gain the knowledge
Read the Candidate Guide and find out about the rules, timeline and advice. Also, be sure to receive a **COMPULSORY** Candidate Briefing!

4. Write your Manifesto
Who are you, why are you running, and what will you do if elected? Remember to upload your manifesto by **11am** on **14th October**!

5. Plan your Campaign
Are you going to run a digital campaign, or hand out information and run marketing stunts? Make sure all spending remains under the election budget you're given!

6. Prepare to launch
Organise your team and get any assignments done in advance. Don't forget to rest before the big week!

7. Run your election campaign
Run your election campaign from **9am Tuesday 15th October**, get stuck in and wait for the result!

For more information on how to run as an international student or student with disabilities, come and speak to the **SU Democracy Team**.
democracy@warwicksu.com

Posts to be Elected

Part-Time Officers

International Students' Officer (EU)
International Students' Officer (non-EU)
Part-Time & Mature Students' Officer
Women's Officer

SU Exec Members

Democracy Exec Member X6
Development Exec Member X6
Postgraduate Experience Exec X6
      X2 Postgraduate Taught Members
      X2 Postgraduate Research Members
      X2 Postgraduate Open Spaces
Welfare Exec Member X8
      X6 Welfare Exec Members
      X2 Mental Health Awareness Representatives
Sports Exec Member X8
Societies Exec Member X8

Faculty Representatives

Faculty of Arts Representative X5
Faculty of Science, Engineering and Medicine Representative X6
Faculty of Social Science Representative X5

NUS National Conference Delegates

X6 elected delegates, with at least half of delegates defining as a woman

Timeline

WEEK	DATE	DAY	TIMELINE
-2	16th September	Monday	**Nominations Open:** 12 midday
2	11th October	Friday	**Nominations close:** 12 midday
2	11th October	Friday	**Compulsory Candidate Briefing:** 5pm, MR2
3	14th October	Monday	**Manifesto Deadline:** 11am **Final Candidate List Publicised**
3	15th October	Tuesday	**Voting and Campaigning begins:** 9am
3	18th October	Friday	**Voting and campaigning ends:** 1pm
3	19th October	Saturday	**Compulsory Exec Training Day:** 10am-3pm, MR2
4	21st October	Monday	**Submission deadline for motions to Student Council:** 12 midday
6	5th November	Tuesday	**Student Council Meeting:** 4pm, MR2
7	11th November	Monday	**All Student Vote Meeting:** 5pm, SU Atrium
7	12th-15th November	Tuesday-Friday	**Voting in the All Student Vote**

Nominating yourself

Nominations take place online at www.warwicksu.com/elections/nominate-yourself

You can follow the on-screen instructions. If you have any difficulty, email democracy@warwicksu.com with a screenshot of the problem.

Self-Definition

To nominate yourself for the following positions you will need to self-define:
Women's Officer, Disabled Students' Officer, LGBTUA+ Students' Officer, Trans Students' Officer, Ethnic Minorities Officer, Part-Time & Mature Students' Officer.

To self-define, go to your voting profile and tick your identities, then save. In order to vote for these positions, voters will also need to self-define, so make sure you let students who you speak to about voting know that they will need to do so.

Compulsory Candidate Briefings

This is where you will find out about the dos and don'ts during the election, including the estates guidance (info on where you can campaign), expenses and any other information important to candidates. If you cannot attend the date advertised, please contact the Democracy Team and we will arrange a time to go through it with you.

Your Manifesto

Your manifesto is your statement to students explaining why you are the best candidate, what your aims and promises are, and why students should vote for you.

This is the online manifesto which any Union website user will be able to view, and importantly, can be viewed at the point of voting.

Why is a manifesto important?

- In an exit poll ran in the Spring Election 2018 vote that asked the question: "*what factor influenced you most when voting?*" 45% of voters answered "a candidate's manifesto and ideas", closely followed by face to face interaction with a candidate
- It helps convince students to vote for you
- It sets students' expectations of what you hope to achieve
- if you are successful, it helps set your priorities for the year ahead

What content should go in a manifesto?

- What do you want students to know about you? (who you are, your experience, what you believe, what you want to change, your ideas). Introduce yourself well and be personable!
- What do students want you to promise?
- The content of your manifesto will depend on which position you are running for as the priorities you set out will relate to that area. Think of your priorities and stick to a few keys points
- Don't just rely on what you think you know – speak to your friends, course mates and the wider student body about what they care about
- When thinking about what to pledge to students:
  - Be realistic, and be precise: you will only have 1 year to implement these promises so you want to make sure they are achievable and believable
  - Be evidence based: there are survey findings from the SU, University and other HE bodies that show the current views of students on a huge range of topics
  - Look at the SU strategic plan and current policies on the Democracy pages to help you
- Be SMART:
  - SPECIFIC: clear about the goal/ promise
  - MEASURABLE: is there a way to measure whether the goal/ promise has been successful?
  - ACHIEVABLE: could it happen?
  - RELEVANT: are students bothered about this?
 - TIME-BOUND: when will it happen?

Other tips:

- Proof read! Check you have not made any spelling or grammatical mistakes, and get a friend to read it out loud to you so you can hear how it sounds
- Focus on yourself and why you are the best candidate, not your opponents
- Don't waffle to fill space – try to keep it to one side of A4
- Don't forget to add your social media profiles to your manifesto

What do students want?

During the Something for You fair last year, we asked students "what one thing would you like to see at the University?" and received a snapshot of answers (this list is not exhaustive and is only a small number of student responses, so remember to do your own research too)

Reduced library fines
more events for all students
food prices reduced
More parking availability
More transport options and safe night time services
Scrap tuition fees
More study space
More module choices
Sleeping pods
Careers
better, more affordable housing
More recycle bins on campus
Better buses
Lecture capture
early exam timetable
More PG events
Reduced societies membership
more non Eurocentric modules
More vegan and vegetarian food options

Also think about the current issues in your area and how they affect students – e.g. student mental health crises, NUS changes, brexit uncertainty, PG pay, HE sector reviews such as Augar, possibility of a General Election, and Warwick specific current issues and events
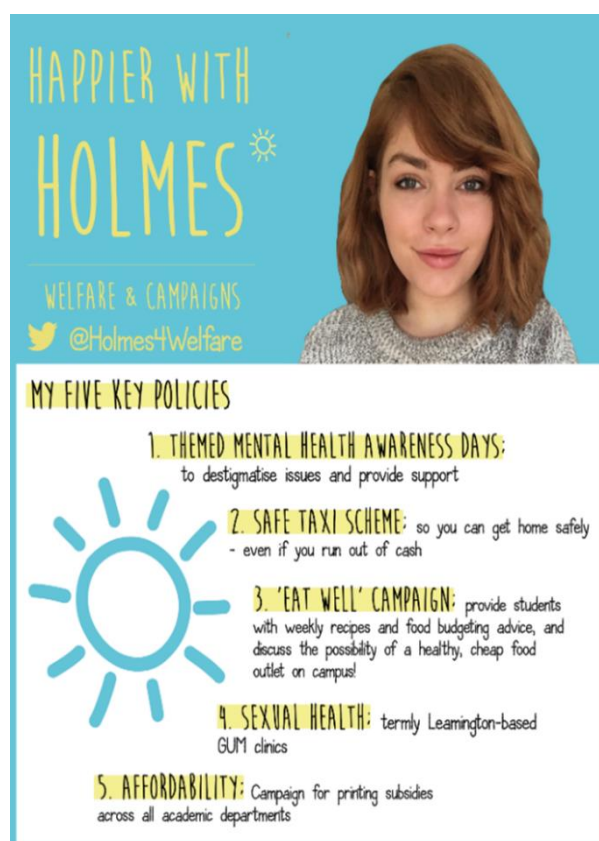
Designing your manifesto

- Must be easy to read, clear and have text colours that do not contrast with the background. You can use colour contrast checkers online to check your information can be easily read, such as https://contrastchecker.com/
- Make sure each section is clearly defined so students can identify things quickly and easily when skim reading
- Use Photoshop or Publisher and save your design as a picture so that you can upload it easily

Structuring your manifesto

Typically, manifestos will have the following sections in the following order:

- ➢ Your name, picture, plus any slogan you are using
- ➢ Who you are, why you are running and your experience
- ➢ A list of your top priorities and why
- ➢ How you will tackle these priorities (short bullet points work best)
- ➢ Your social media links
- ➢ The voting link
- ➢ Your plain text manifesto
- Short, snappy and to the point works best
- Focus on no more than 5 priorities

Uploading your manifesto

- You upload your manifesto online after nominating yourself – you don't have do it straight away after nominating
- **The deadline for uploading your online manifesto is 11am, Monday 14th October.**
- You can amend your online manifesto until this deadline.
- Any manifesto not written in the English Language must have a translation provided directly underneath

- You can upload pictures, images and graphics in your manifesto, but please note:

  You must upload a plain text version of your manifesto as well. Please do not bold or underline the text in this manifesto, or use coloured text or pictures. Do not use excessive capital letters when writing this manifesto. It must have exactly the same word content as your original manifesto. Manifestos will not be uploaded if there is no plain text manifesto provided.

- If you hold a position already, and have access to resources through that position, these resources **must not** be used for your campaign. **If in doubt, ask the Democracy Team.**

Remember: don't leave uploading your manifesto to the last minute – you may experience technical difficulties and once 11am strikes there is no possibility of uploading your manifesto yourself. If you miss the deadline, the Returning Officer will only consider uploading the manifesto on your behalf if you have mitigating circumstances. If you experience technical difficulties let us know in good time to help.

Upload candidate photo here

Your photo will appear on the Candidate List and your manifesto page.

Choose file | No file chosen   Upload

Photo should be a picture of you (NOT your manifesto), ideally sized at 200 pixels x 200 pixels. It will be displayed on the right hand size of your manifesto page.

Click here to upload your photo manifesto (don't forget to write your plain text underneath)

Format | Format

Campaigning at Warwick

- Campaigning is the period of time you spend speaking with students to encourage them to vote for you, explaining why you are the best candidate, online and in person
- You can be as creative as you like with your campaigning as long as you and your campaign team follow the candidate rules for campaigning – rules are detailed below under the rules and regulations section – you MUST familiarise yourself with these
- Speak to the Democracy Team about how they can ensure campaigning is accessible for you
  - E.g. if you are a student with a disability, our Democracy Assistants can help you put posters up
- **What does a typical campaign at Warwick look like?**
  - Firstly, many candidates gather a campaign team. See whether any of your friends would be interested in helping out, how much time they could commit and what sort of thing they would be interested in helping with. E.g. if you have an artistic friend they may want to help design posters and paint cardboard signs, but may not want to speak face to face with students. If you have a really outgoing friend they may want to speak with students about your campaign. If you have only just joined the University it is an ideal way to meet people and make friends
  - Draw up a campaign plan – who is doing what when? Look at the lecture timetables on central timetabling to create a schedule of lecture shout-outs and find out where is going to be busy by checking events pages on the Warwick Uni and SU websites
  - Make sure your campaign team are behaving appropriately – they are representing you. Do not let them pressure anyone into listening to them or voting for you. You

should prepare what to say with your team before going out and speaking to students
- Keep it brief but something they will remember
- Have a good ice-breaker and ask questions about them before you start your promotion – it will help you tailor your points to what they might care about
  - There will be temporary display cages dotted around campus for you to pin publicity to so get creative! Make it eye-catching, use a funny slogan, think about where you will put it, but only campaign in places you are allowed – the rules on where you can campaign are in the Estates guidance
  - Social media also plays a big part in campaigning at Warwick – create your own facebook like page or event, a twitter hashtag or a video to let students know about you and your ideas
  - If conducting lecture shout-outs:
    - Always ask the permission of the lecturer
    - Keep it less than a minute
    - Begin and end with your name and the position you are running for
    - 2-3 of your manifesto promises
    - Tailor it to your audience – what will the students in that lecture care about?

- Campaigning quick tips:
  - Keep it on point
  - Keep it entertaining
  - Keep it realistic
  - Keep it simple
  - The hardest part is getting students to vote in the first place, getting them to vote for you is the next step
- You will encounter many different groups of student in your campaign – try to think about how you are the right candidate for them, e.g. if you only care about creating a new club night for undergraduate students, mature parents and carers may not see why they should vote for you.

Campaigning Rules and Regulations

Candidate Behaviour:
- **Absolutely no campaigning, in any form until 9am on Tuesday 15th October.** This means you can declare you are running and for what position once, but you cannot say what your experience is, why you would make a good candidate, or what you will do if elected.
- The actions of candidates and their campaign teams must abide by the SU and University Code of Conduct and SU Equal Opportunities By-Law found on www.warwicksu.com/your-union/how-the-su-works/governingdocuments
- You are responsible for the actions of anyone helping with your campaign. If they break the rules on your behalf, it is you that will be penalised.
- Candidates may refer to positions they hold or have held themselves
- Candidates may declare a political affiliation in their candidate manifesto or publicity
- You will be responsible for the cost of cleaning or repair of any damage to Students' Union or University property caused as a result of your campaign.
- No negative campaigning - Campaign in the spirit of fair play. There is **zero tolerance for negative campaigning** and action will be taken against you. Negative campaigning can take the form of smear campaigns, comments about other candidates that have no basis, excessive and malicious complaints about candidates, and a campaign focusing on other candidates rather than concentrating on gaining votes for your own campaign. This extends to digital campaigning as well as physical. This sort of behaviour is unacceptable and discredits yourself more than the other candidates.
- The production of campaign videos must be carried out responsibly
- No candidate or campaign group may use their personal or University email accounts to promote their candidacy or campaign
- You cannot campaign inside the library or any study space. This includes leaving any campaign materials in these spaces, e.g. leaflets, flyers, cardboard.
- HALL TOURING – Is allowed, but appreciate you are going into what is effectively people's homes, keep noise and disruption to a minimum – Hall touring is under review and may well change for future elections
- Candidates and campaigners cannot pressure students to vote, bribe them to vote or force them to vote for any particular candidate. Campaigners must not stand near students who are voting

Publicity and Distributing Publicity
- Your publicity must not violate the Students' Union's policies or governing documents, including the code of conduct (visit Democratic Services in SUHQ for further information or www.warwicksu.com/your-union/how-the-su-works/governingdocuments)
- Your campaign materials should be accessible in the English Language, so please accompany your publicity with a translation if not in the English Language.
- Do not deface, cover up or remove any other candidate or election publicity
- You must abide by the Estates agreement when affixing publicity

- All publicity must be printed via Warwick SU print at the SU reception (email print@warwicksu.com)
- The display and distribution of publicity off-campus is subject to local council by-laws
- The use of private vehicles to promote your campaign is prohibited – you cannot have any publicity posted on or within a vehicle
- You must not use any form of tape unless provided to you by a member of the Democracy Team
- The Students' Union may be postering its own elections materials across campus in various popular locations. Do not remove these materials or poster over them. They will be promoting the elections and encouraging people to get voting!
- Make sure you have taken all of your publicity around campus down by Sunday 20th October 2019

Slates and Endorsements

- Slates (running together on the same platform of ideas, e.g. the same manifesto) are not allowed; candidates will naturally support one another and most likely be friends with one another but explicitly standing on the same platform is prohibited. This means candidates cannot pool their resources, appear in each other's publicity, have identical or almost identical publicity / manifesto content, or endorse other candidates.
- Societies and clubs, exec members, SU representatives, and staff cannot endorse candidates, and candidates cannot claim the support of any society, sports club, exec member, SU representative or staff member.

Using Resources

- If you are already a Union representative, including a sports or societies exec member, it is important that you do not use ANY facilities which your position gives you special access to for your campaign.
- If you work for the Students' Union or University, it is important that you do not use your position(s) or any of the privileges your position(s) gives you for your campaign.
- External campaign support from any person who does not currently attend the University of Warwick will not be permitted. All physical campaigning must be done by members of Warwick SU. Social media endorsements by outside supporters in the form of likes or supportive comments are permitted, but any deliberate attempt to solicit for external support is not permitted.

<u>Social Media and Online Campaigning</u>
- You must abide by the SU and University code of conduct when posting to social media and online– the rules regarding candidate behaviour apply online as well.
- Candidates can only campaign in groups on social media that all other candidates would have the opportunity to post in, meaning admins must be willing to permit posts from all candidates regardless of their own preferences. Communications will be sent to club and society admins about these rules.
- Candidates cannot use their admin rights in a group to their advantage e.g. pinning, promoting and deleting posts, unless it is their dedicated campaign page
- Posting on social media and group chats will be subject to the same rules as physical campaigning therefore you must not violate the SU or University Code of Conduct or SU Governing Documents
- Candidates CAN post on SU social media but not repeatedly with the same post

<u>Expenses:</u>
- All candidates will work within the budget set by the Democracy and Development Officer
- All candidates will declare their expenses, including all materials bought, hired or otherwise obtained with the exception of:
    - Transport solely for the purpose of moving items or people
    - Materials used to affix publicity
    - Pens, pencils, paint and drawing material
    - Any materials freely obtained and feely available to the opposing candidates and have no monetary worth, e.g. non-reinforced cardboard
- You must not spend money on alcohol, drugs or tobacco to promote your campaign

Expenses and Campaign Materials

- The amount you can reclaim in expenses will be communicated at the candidate briefings. This will be the amount you can spend on your campaign and the amount you can reclaim back from the SU. You MUST NOT overspend on this budget, and will be disqualified if you are found to have overspent. This is to make the election affordable and fair for all candidates.
- Candidates will be able to reclaim most campaign materials at cost. If you are using things you already owned, we will apply a reasonable cost to the item for you to declare and reclaim, unless available to all candidates for free. For printing campaign materials, ALL materials MUST be printed via SU Print, which you can do by visiting SUHQ reception or emailing print@warwicksu.com.

Complaints

- Sadly some people do try to do something that is against the rules. Inevitably when this happens they get caught out.
- Sometimes rule breaking is deliberate and sometimes it is accidental. There is, however, no distinction; if you break the rules we will take action against you. Campaigning should be in the spirit of fair play.
- Negative campaigning is not acceptable.
- If a candidate breaks any of the rules that have been communicated, sanctions will be taken.
- When a complaint is submitted, the Adjudication Panel (made up of the Democracy & Development Officer, the Returning Officer and the Chair of Council) will meet to review the complaint. They will make a ruling on the complaint which will be communicated to the candidate it refers to. The complaint and ruling will then be anonymised where necessary and a summary of action taken will be emailed to all candidates.
- **If in doubt ask the Democracy Team before you act.**

How to make a complaint:

- Email democracy@warwicksu.com with your complaint and accompanying evidence. The adjudication panel will convene at set times each day to consider candidate complaints, implications and decide penalties
- Penalties can range from a formal apology published on the website to a timed campaign ban to complete disqualification
- **Some advice about complaining:**
  We will not take action in the event of complaints that have no basis. For example if you come to us with the complaint "lots of my posters have been removed, but none of candidate X's have – it must be them doing it", this is an accusation with no grounds and we are unlikely to be able to do anything but dismiss the complaint. If you come to us and say "at 3:30pm on Monday I saw a member of candidate X's campaign team remove one of my posters" with accompanying photo evidence we may be able to take action.
- Do not complain merely for the sake of complaining or to try to get someone into trouble so you can benefit. Negative campaigning can also take the form of excessive complaining and trying to trip other candidates up, and if you are found to be doing this action will be taken against you. If somebody does something wrong report it and we will take action, but above all focus on why you are the best and what is good about you and your campaign, not on somebody else's.

Candidate Welfare

- Take care of yourself and your team – eating, drinking, taking time off, speaking to friends, visiting the Democracy Team
- Don't force yourself to do something you don't want to do
- The same methods don't suit everyone, everyone has their own style, and you don't have to do what other candidates are doing
- If you have an issue, contact the Democracy Team or speak to the advice centre, we are here to help you!

Voting

- Voting will take place online from 9am Tuesday 15th October and closes at 1pm Friday 18th October
    - o For SU Exec positions, any student can vote
    - o For International Officer (EU), only EU International students can vote
    - o For International Officer (non-EU), only non-EU International students can vote
    - o For Part-Time and Mature Students' Officer only Part-Time or Mature students can vote
    - o For Women's Officer, only self-defining women can vote
    - o For Faculty and Course Reps, only students within that Faculty or Course can vote

Who are your voters?
- Warwick has 26,000 students
    - o Approx. 30% are international students
    - o Approx. 40% are Postgraduate students
- The course with the highest voter turnout in Spring 2019 was Economics followed by History
- Courses with the lowest voter turnout were Drama and Theatre Education and Italian

- The Department with the highest voter turnout was History and the lowest was MOAC Doctoral Training Centre
- Only 0.55% of voters were Part-Time students

Results
- The results count will take place on the same day as voting closes, and be published on the SU website around 3:30pm on October 18th 2019
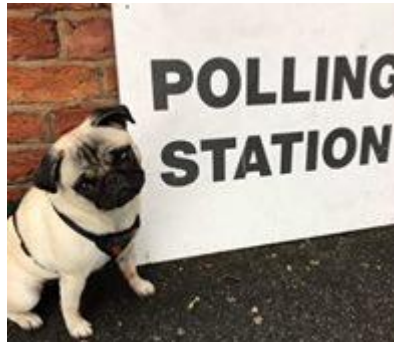
GOOD LUCK TO ALL CANDIDATES AND ENJOY THE EXPERIENCE!

GLOSSARY OF TERMS:

<u>Self-definition:</u> The definition of one's identity, usually in relation to a liberation group they define into e.g. woman

<u>Estates Guidance:</u> The agreement that the University send us regarding where candidates can campaign, including agreed areas for postering

<u>Expenses:</u> The amount of money that the SU will refund you for your campaign, and the amount you can spend up to on your campaign. If you overspend you will be disqualified

<u>Adjudication Panel:</u> The decision making body for election complaints. It is made up of the Democracy and Development Officer, Chair of Council and Returning Officer, with the final decision lying with the Returning Officer. The panel review complaints received regarding candidate behaviour and make decisions on whether it was a rule breach, what impact it might have had, and what the appropriate sanction will be.

<u>Returning Officer:</u> The Officer responsible for ensuring the election is free and fair. The Returning Officer approves candidates and manifestos, is the final decision maker for candidate complaints, and witnesses results counts.

<u>STV:</u> or single transferable vote. It is the way votes are counted to determine the winner. Voters rank the candidates in the order of how much they support them.

<u>Motion:</u> a proposal from a student to make a change / improvement / stance on an issue directly impacting students

<u>Student Council:</u> the SU's decision making body. Receives Officer reports, has questions to Officers, votes on motions or refers them to all students, and renews / lapses current policy, among other things. Happens at least twice a term.

<u>All Student Vote (ASV):</u> A vote open to all students to have their say on motions that have been referred to all students from student council. Happens once a term.

Find out more about democracy: www.warwicksu.com/student-voice/