**Warwick SU 2020 – Spring Election Candidate Guide**

Introduction

Thank you for wishing to be a University of Warwick Students’ Union Representative and running in this Spring Election!

If you wish to get more details about the elections, please see <https://www.warwicksu.com/student-voice/elections/nominate-yourself/>

If you have any questions about the elections please contact [democracy@warwicksu.com](mailto:democracy@warwicksu.com)

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**steps to becoming an officer**

# 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!

# Nominate yourself

Follow the online instructions to nominate yourself before the deadline of **12pm Noon** on **11th February**. Remember to complete the Trustee Declaration Form if you are going for a Full-Time Officer role!

# Gain the knowledge

Read the Candidate Guide and find out about the rules, timeline and advice. Also, be sure to attend the **COMPULSORY** Candidate Briefing!

# Write your Manifesto

Who are you, why are you running, and what will you do if elected?

Remember to upload your manifesto by **12pm Noon** on **19th February**! Manifesto training available.

# 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! Campaign training available.

# Prepare to launch

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

# Run your election campaign

Run your election campaign from **9am Monday 24th February**, with voting open from **12pm Noon**, 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**

**Positions available**

**SU Sabbatical Officers**

President

Education Officer

Development and Democracy Officer

Societies Officer

Welfare & Campaigns Officer

Sports Officer

Postgraduate Officer

**Part-Time Officers**

Women’s Officer

Disabled Students’ Officer

Ethnic Minorities Officer

LGBTUA+ Officer

Environment and Ethics Officer

Trans Students’ Officer

**Faculty Representatives**

Faculty of Arts Representative x5 (x3 Open Place positions to be filled, x1 Postgraduate Research position to be filled and x1 Postgraduate Taught position to be filled)

Faculty of Science, Engineering and Medicine Representative x6 (x3 Open Place positions to be filled, x1 Postgraduate Research position to be filled, x1 Postgraduate Taught position to be filled and 1x Postgraduate position to be filled)

Faculty of Social Science Representative x5 (x3 Open Place positions to be filled, x1 Postgraduate Research position to be filled and x1 Postgraduate Taught position to be filled)

**Key dates**

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Date | Day | Activity |
| Term 2 Week 2 | 13/01/20 | Monday | Nominations Open: 12pm |
| Term 2 Week 6 | 11/02/20 | Tuesday | Nominations Close: 12pm |
| Term 2 Week 6 | 13/02/20 | Thursday | Compulsory Candidate Briefing (1): 5pm Kevin Gately Room, SUHQ |
| Term 2 Week 6 | 14/02/20 | Friday | Compulsory Candidate Briefing (2): 5pm Kevin Gately Room, SUHQ |
| Term 2 Week 7 | 17/02/20 | Monday | Candidate Workshops (1) – Sustainability at Warwick: Greener Manifestos, 4-5pm Kevin Gately Room, SUHQ |
| Term 2 Week 7 | 18/02/20 | Tuesday | Candidate Workshops (2) – Effective Campaigning 4.30-5.30pm, Kevin Gately Room, SUHQ |
| Term 2 Week 7 | 19/02/20 | Wednesday | Candidate Workshops (3) – Public Speaking 2-3pm, Kevin Gately Room, SUHQ |
| Term 2 Week 7 | 19/02/20 | Wednesday | Spring Election Manifesto Deadline: 12pm |
| Term 2 Week 7 | 19/02/20 | Wednesday | Hustings (PTO): 4pm-6pm (SU Atrium) |
| Term 2 Week 7 | 20/02/20 | Thursday | Candidate Workshops (4) – Open Workshop 4-5pm, Kevin Gately Room, SUHQ |
| Term 2 Week 7 | 21/02/20 | Friday | Spring Election Final Candidates List: 12pm |
| Term 2 Week 8 | 24/02/20 | Monday | Spring Election Campaigning begins: 9am |
| Term 2 Week 8 | 24/02/20 | Monday | Spring Election Voting begins: 12pm |
| Term 2 Week 8 | 24/02/20 | Monday | Hustings (FTO): 5pm-7pm (SU Atrium) |
| Term 2 Week 8 | 25/02/20 | Tuesday | Hustings (FTO): 5pm-7pm (SU Atrium) |
| Term 2 Week 8 | 28/02/20 | Friday | Spring Election Voting closes: 7pm |
| Term 2 Week 8 | 28/02/20 | Friday | Spring Election Results Night: 8pm The Dirty Duck, Warwick SU |
| Term 2 Week 10 | 06/03/20 | Monday | Complaints Deadline: 12pm (Midday) |

**Nominating yourself**

Nominations take place online at [www.warwicksu.com/elections/nominate-yourself](http://www.warwicksu.com/elections/nominate-yourself)

You can follow the on-screen instructions to nominate! Any difficulties, email [democracy@warwicksu.com](mailto:democracy@warwicksu.com) with screenshots of the problem.

**Self-Definition**

To nominate yourself for the following positions you will need to self-define for that role. 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 speak to you about voting know that they will need to do so.

The positions are:

* Women’s Officer
* Ethnic Minorities Officer
* Disabled Students’ Officer
* LGBTUA+ Students’ Officer
* Trans Students’ Officer

**Compulsory Candidate Briefings**

This is scheduled on the 13th and 14th of February 2020 from 17:00 until 18:00 in the Kevin Gately room. This is where you will be able to find out about the dos and don’ts during the election, including the estates guidance (info on this can be found under the rules & guidance webpage), 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 this with you.

**Optional Training Sessions**

This year, the SU will be running some workshops for candidates to take part in to better support them in their candidacy.

* Sustainability at Warwick: Greener Manifestos workshop (17th February 2020 – 4-5pm): how to run a sustainable campaign and incorporate environmental issues in to your manifesto
* Effective Campaigning Workshop (18th February 2020 – 4:30-5:30pm): open to candidates and their campaigning teams to provide tips and guidance on running your campaign.
* Public Speaking (19th February 2020 – 2-3pm): facilitating you to speak 1:1, to small groups, and to much larger groups passionately, clearly and concisely – this will be really helpful for Candidate Question Time, hall touring and lecture shout-outs!
* Open Workshop (20th February 2020 – 4-5pm): how to stand out, what should you include, designing and uploading your manifesto

**Manifesto**

A manifesto is your statement to students explaining why you believe you are the best candidate, your aims and promises and why students should vote for you. Your manifesto can be submitted as a JPEG and include colour/pictures but must include plain text version of your manifesto for accessibility purposes. This will be made available online for students to read. It is important to do a manifesto as it helps convince students to vote for you and give you priorities for the year ahead. It also sets students’ expectation of what you hope to achieve.

**Contents in a manifesto**

* What do you want students to know about you? (relevant experience, what you believe, what you want to change, your ideas)
* Stick to a few key points/priorities!
* 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 are only elected for 1 year to implement these promises so you want to make sure they are achievable and believable
  + Be evidence based: use survey findings from the SU, University and other higher education (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/priority
  + MEASURABLE: is there a way to measure whether the goal/promise has been successful?
  + ACHIEVABLE: could it happen? Outline when and what success looks like
  + RELEVANT: are students bothered?
  + TIME-BOUND: when will it happen?
* Proof read and get others in your campaigning team to read it through
* Focus on yourself not others
* Don’t feel the need to write loads – quality over quantity
* Don’t forget to add your social media profiles to your manifesto

**Designing your manifesto**

Your manifesto should 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, Publisher or Canva and save your design as a picture so that you can upload it easily.

Also see the website on structuring your manifesto - <https://www.warwicksu.com/student-voice/elections/rules-guidance/manifesto-guide/>

**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**

Remember 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. This year we will be holding a manifesto workshop to help guide candidates in writing their manifestos.

* You upload your manifesto online
* **The deadline for uploading your online manifesto is 12:00pm, Wednesday 19th Feb.**
* You can amend your online manifesto until this deadline.
* 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. An example of a point from an appropriate plain text manifesto is as follows:

‘I promise to turn the democracy hamster into a democracy gorilla and make a new gorilla suit for the DDO to wear at election time.’

* + All campaign material must be printed via **SU Print at reception**

(print@warwicksu.com)

**The Boar Paper Manifesto**

* + Candidates will have the opportunity to appear in the boar newspaper for the elections edition
  + Candidates should send a photo, their campaign colour and slogan, and a 100 word (max) personal statement to democracy@warwicksu.com along with answers to the following questions:
    - Why are you running for this role? (80 words max)
    - What, in your opinion, most needs to change at Warwick? (80 words max)
    - What has been your favourite memory from your time at Warwick? (80 words max)

**You should send this by midday on Monday 17th February**

**How to campaign**

Campaigning is the time you spend speaking with students to encourage them to vote for you, explaining why you are the best candidate online and in person. Your image and publicity is key to winning any election!

Do speak with 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)

**Campaign Theme**

Have a theme running through your campaign that makes your candidacy memorable. Themes can be linked to names or a character that is relatable to Warwick students and have included funny puns on people’s names or a focus on key ideas

**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

What does a typical campaign at Warwick look like?

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.

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 (see rules and regulations on campaigning)

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?

**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](mailto:print@warwicksu.com).

***Full-Time Officer candidates can spend £50 in expenses***

***Part-Time Officers and Faculty Representatives candidates can spend £30 in expenses***

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.

Items will be able to be reclaimed 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.

For props, e.g. hats and fancy dress, candidates can claim back £5

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. **NO printing will be available until 24th February**.

You should send a draft campaign budget to democracy@warwicksu.com by **Thursday 20th February**

**Things you don’t need to declare:**

* Transport solely for the purpose of moving items or people.
* Any materials used that were free of charge to obtain, have no monetary worth and are freely available to the opposing candidates (such as non-reinforced cardboard).

**Things you can’t use:**

* Any of the materials which were free of charge to obtain must be available for ALL candidates to access and if they are clearly of higher quality, so much so that they are deemed to have monetary worth, (which will be judged by the adjudication panel) they must either have been included in declared expenses or have been offered to other candidates to freely use as well. Any materials which violate these conditions cannot be used by candidates.
* You must not use any private vehicle to promote your campaign, or have any publicity posted on or within a vehicle so that it is on display.
* You must not spend money on alcohol, drugs or tobacco to promote your campaign

**Distributing Publicity**

* Do not place publicity in areas that you are not allowed (follow the estates guidance).
* The Students’ Union may be postering its own election 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 do not cover up another candidate’s publicity.
* Do not remove another candidate’s publicity.
* Do not deface another candidate’s publicity.
* Please read the SU and University agreement about where you can post publicity
* **Make sure you have taken all of your publicity around campus down by Sunday 2nd March.**

**Candidate Welfare**

* Take care of yourself and your team – eating, drinking, taking time off, speaking to friends, visiting the Democracy Team
* The Democracy Team will be giving out your bread oven vouchers daily.
* Make use of the Candidate Welfare Room:
  + Monday 24th February: Kevin Gately Room
  + Tuesday 25th February: Kevin Gately Room
  + Wednesday 26th February: Kevin Gately Room
  + Thursday 27th February: Kevin Gately Room
  + Friday 28th February: Kevin Gately Room
* There is strictly **NO CAMPAIGNING** allowed in the welfare room
* There will be various candidate welfare events taking place across the campaigning week including a table tennis pop up and doggy de-stress (TBC!)
* 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!

**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. Criticising policies is allowed, but not people. Though you should always endeavour to keep the campaign positive. What is great about your manifesto rather than why someone else’s is bad.
* If a candidate breaks any of the rules that have been communicated, sanctions will be taken.
* When a complaint is submitted, the Adjudication Panel will meet as soon as possible to review the complaint. They will make a ruling on the complaint which will be communicated to the candidate it refers to, and then sent to all candidates and published on the website.
* If in doubt, ask the Democracy Team before you act.
* **The deadline for complaints is the 6th March 2020 at 12:00pm (Midday)**

**How to make a complaint?**

* Email democracy@warwicksu.com with your complaint and accompanying evidence (including a time stamp). The adjudication panel will then convene as soon as practical and make a ruling on the complaint.
* Please note that there is little the Adjudication Panel can do overnight.
* The Candidate Briefing allows candidates to talk to each other about their campaigns in a safe space. However, if you believe that someone is not playing fair, then you are entitled to submit a formal complaint.
* ***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”, along with a picture, 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.

**Campaigning Rules and Regulations**

Candidate Behaviour:

* **Absolutely no campaigning, in any form until 9am on Monday 24th February. 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.**
* There will be campaign training available for students who want further guidance on running a campaign.
* Your campaign materials should be accessible in the English Language.
* 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.
* Your publicity must not violate the Students’ Union’s policies or governing documents (visit Democracy in SUHQ for further information or www.warwicksu.com/democracy/documents/).
* Social media: you must abide by the SU and University code of conduct when posting to social media – the rules regarding candidate behaviour apply to social media as well. Guidance will be sent out to SU Clubs and Societies regarding allowing candidates to post in groups.
* Candidates can post in groups on social media that all candidates would have the opportunity to post in.
* 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. Candidates can be out in public with each other but can’t endorse or directly support each other’s election campaign (e.g – giving each other leaflets to hand out)
* Societies and clubs, SU representatives, and staff cannot endorse candidates.
* If you are already a Union Officer, 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.
* 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.

* You must abide by the Estates agreement when affixing publicity – this will be shared to all candidates prior to campaign week
* All actions must abide by the Unions Equal Opportunities By-Law which can be found on the Democracy webpages.
* Do not defame the character of any other candidate. You may criticise another candidate’s policies, but attacks must NEVER be of a personal nature. Consistent comments of this nature will be sanctioned
* No negative campaigning: 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.
* You cannot campaign inside the library or any study space. This includes leaving any campaign materials in these spaces, e.g: leaflets, flyers etc.
* Social Media pages that have previously been used to run campaigns cannot be used again as this will create a disadvantage for students running for their first time in the elections.
* You can create a private page now but can’t be made public until campaigning starts
* External campaigners are not allowed on campus. Only SU members can form part of you campaign teams and campaign on your behalf. It is reasonable to have “likes” on social media from people outside the SU (e.g – friends & family), but they can’t be solicited.

**Voting and Results**

* Voting will take place online from 12 midday Monday 24th February until 7pm Friday 28th February
* The results count will take place immediately after this, and candidates will be informed of the results in The Graduate position by position
* The provisional results are then publicly announced in the Dirty Duck from 8pm
* The results are only final after the complaints deadline has passed at 12pm on Friday March 6th.



(picture of a dog next to a sign saying polling station)

**GOOD LUCK TO ALL CANDIDATES AND ENJOY THE EXPERIENCE!**

**Checklist**

* Nominate yourself online at: [www.warwicksu.com/elections](http://www.warwicksu.com/elections) (don’t forget to self-define)
* Complete the online trustee declaration form before the close of nominations if you are running for a Full Time Officer position
* Attend one of the Compulsory Candidate Briefings
* Come to the optional training workshops set up to support candidates this year
* Begin planning your campaign – gather your team, consider how you will market yourself, attend the campaigning training
* Send your paper manifesto answers for the Boar before 17th February. Send to [democracy@warwicksu.com](mailto:democracy@warwicksu.com)
* Upload your online manifesto before the deadline at 12:00pm on Thursday 20th February 2020
* Begin campaigning, 9am, Monday 24th February and don’t forget to vote!
* Attend the Candidate Question Time events and other events put on for candidates
* Take time to recover – book something nice to do at the weekend after voting
* Attend the candidate debrief sessions to give feedback on your elections experience If you have any problems please email us at democracy@warwicksu.com