



UM ABER SU



**CROESO**  
WELCOME

# Candidates Briefing

## 2017 Officer Elections

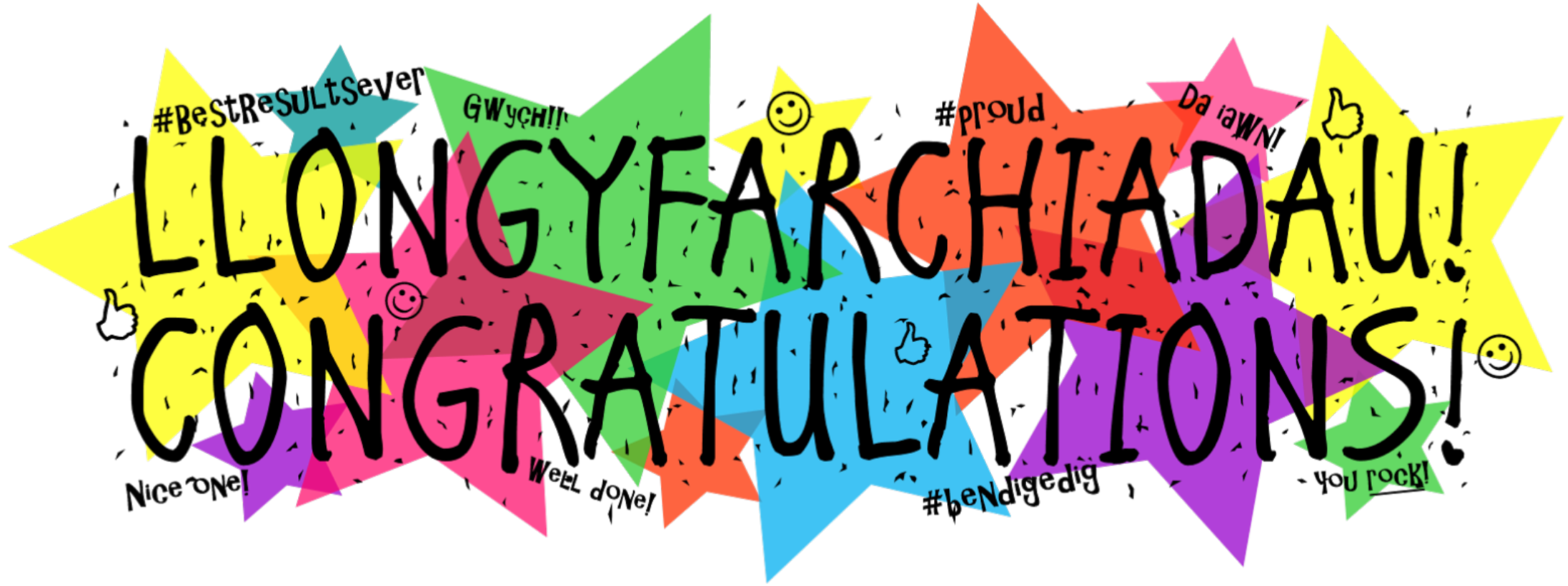
Martin Dodd: Deputy  
Returning Officer





# Congratulations!

Congratulations on standing for election!!!





# Introductions

- What is your name?
- What position are you standing for?
- What made you decide to stand?





# Coming up...

- Background to Students' Union Elections
- The Election Process
- Key information on promoting yourself
- Answering your questions



# Why is it important?

- Students' Unions have more elections than any other organisation
  - Elections offer important experience of democracy
  - Elections promote the work of the Students' Union
  - Fairness between candidates must be ensured
  - Fairness to the electorate must be ensured
  - A legal necessity
- 
- However voting is a unique experience for many





“The purpose of representation is to secure social, educational and institutional change – large or small, grand or gracious, collectively or individually. The best officers see this and work on all levels to **change** things for the better.”

Digby Jacks (NUS President '71-'73)



# Elected vs Selected

## Selected

- Best Person for the Job
- Skills and Knowledge
- Experience
- Selection by experts
- Best fit to job

## Elected

- Most popular
- Policies and ideas
- Credibility
- Selection by “the people”
- Best fit to the students



# Rules

- Rules are there to create a “level playing field”
- Attempt to control behaviour and use of resource without stifling creativity
- The Law, University and Union rules all count and become election rules.
- A sense of fair play and friendly competition reflects best on your and the process as a whole – and gets more voters!







# The Rules – Key Principles

- Do only what other candidates have an equal opportunity to do;
- Treat all students, candidates and staff members with respect.



# The Rules – What not to do

- Use University or Students' Union resources including email lists (except where explicitly permitted by the Returning Officer);
- Deface, tamper or interfere with another candidates publicity.
- Bribe voters or election officials
- Threaten or harass voters or election officials





# The Rules – What not to do

- Produce offensive or defamatory publicity
- Prevent the free and confidential exercise of a vote by voters, including the improper use of devices
- Compromise or interfere with the integrity of the election.





# The Rules – Current FT-Officers

- Must take leave if they wish to undertake campaign during normal office hours.
- May not use any of the resources of their current position to assist any election campaign.





# The Rules – Campaigns Team

- Campaigns Team = “Campaigners who assist you during the election”
- Campaigner = “Someone who would be reasonable thought to be acting on behalf of a candidate to further the election of that candidate”
- You are responsible for their actions





# In summary...

- Fair – The election will be by secret and consenting ballot
- Independent – AberSU will not endorse any candidate
- Respect – AberSU expects all students and staff to be treated with respect
- Fun and positive – We want it to be an experience everyone enjoys





# Complaints

- Must be submitted using the complaints form on the elections pages of the SU website. We CANNOT accept complaints in person
- If necessary the DRO will investigate to obtain further evidence
- The RO will rule upon complaints
- Can't count votes until all complaints have been dealt with
- Complaints must be timely and in good faith – deadline for all complaints is 4pm 17<sup>th</sup> March.





# Results, penalties and appeals

- If no penalties are applied to any candidates:
  - Count can only commence when all complaints are resolved
  - Results will be announced on the evening of March 17<sup>th</sup>
  - The elections results will be placed up on a board
- Where penalties have been applied:
  - Results will not be announced until all appeals have been resolved
  - Disqualified candidates will be informed first
  - Candidates for each position will be informed privately







# Appeals

- Must be submitted in writing by email to [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk)
- Where it relates to a candidate only someone in receipt of a penalty can appeal.
- Must specifically state the ground on which the appeal is being made
- Must be submitted no later than 12pm on the day after the RO has ruled on a complaint
- A panel will be convened including the University Secretary and two independent members
- The appeals panel's decision is final



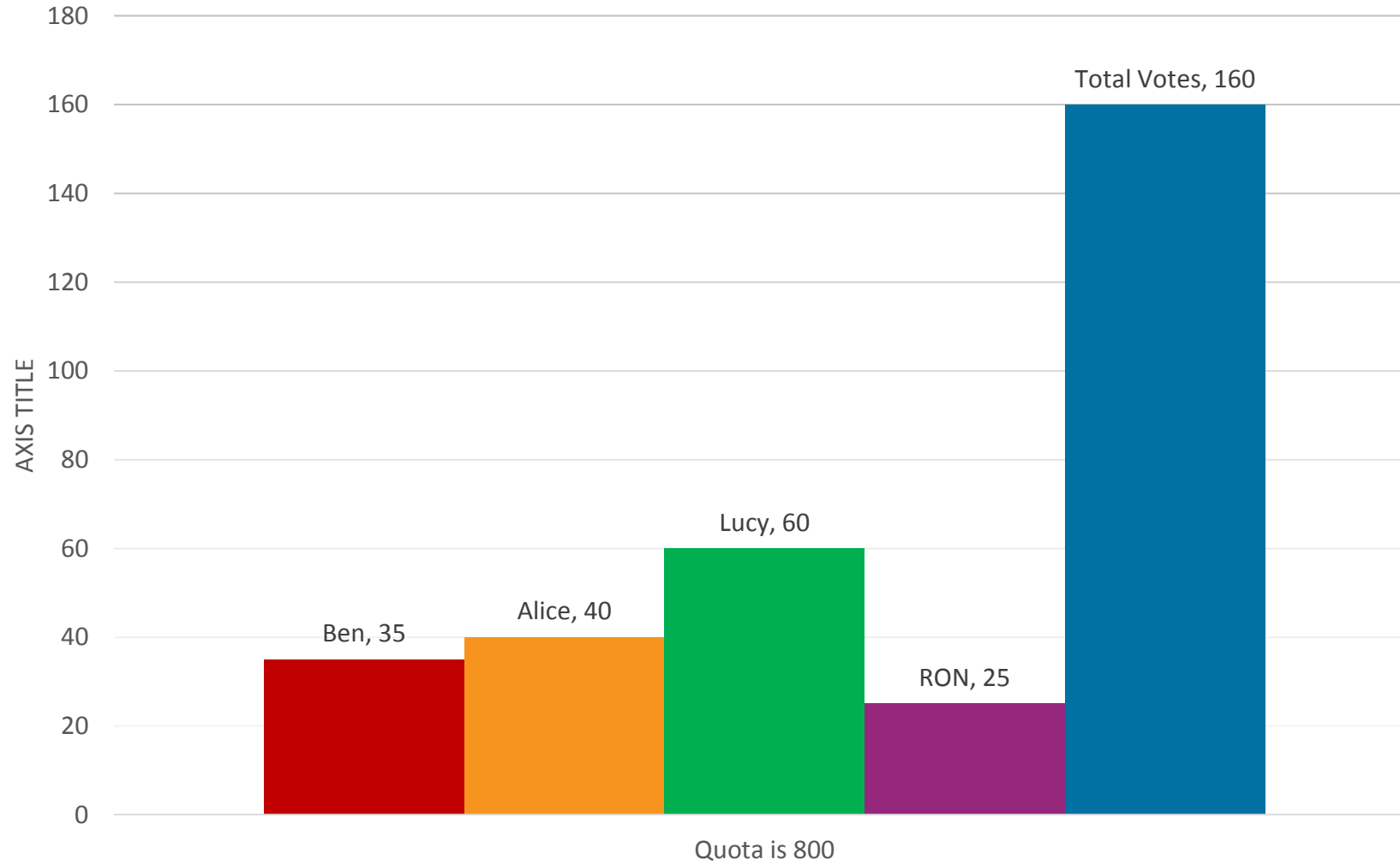
# The wonders of transferable votes

- Elects the “least unpopular” candidate
- Voters rank their candidates in order of preference
- If I can't have Jane (#1), I'll have Tom (#2), if neither Alan (#3).
- Sometimes called Single Transferable Vote (STV) or Alternative Transferable Vote (ATV).



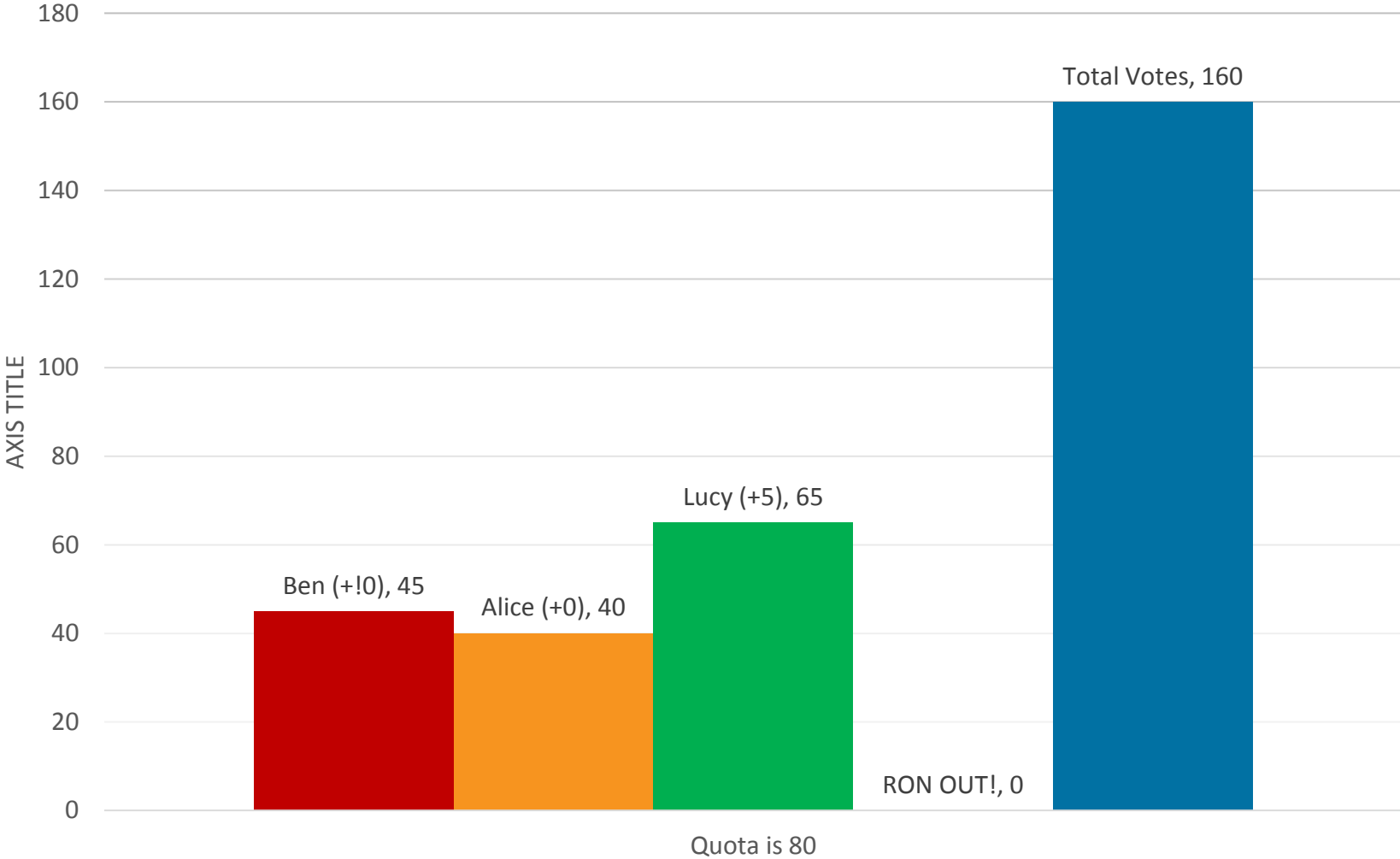


# ROUND 1 - EVERYONE LOVES LUCY



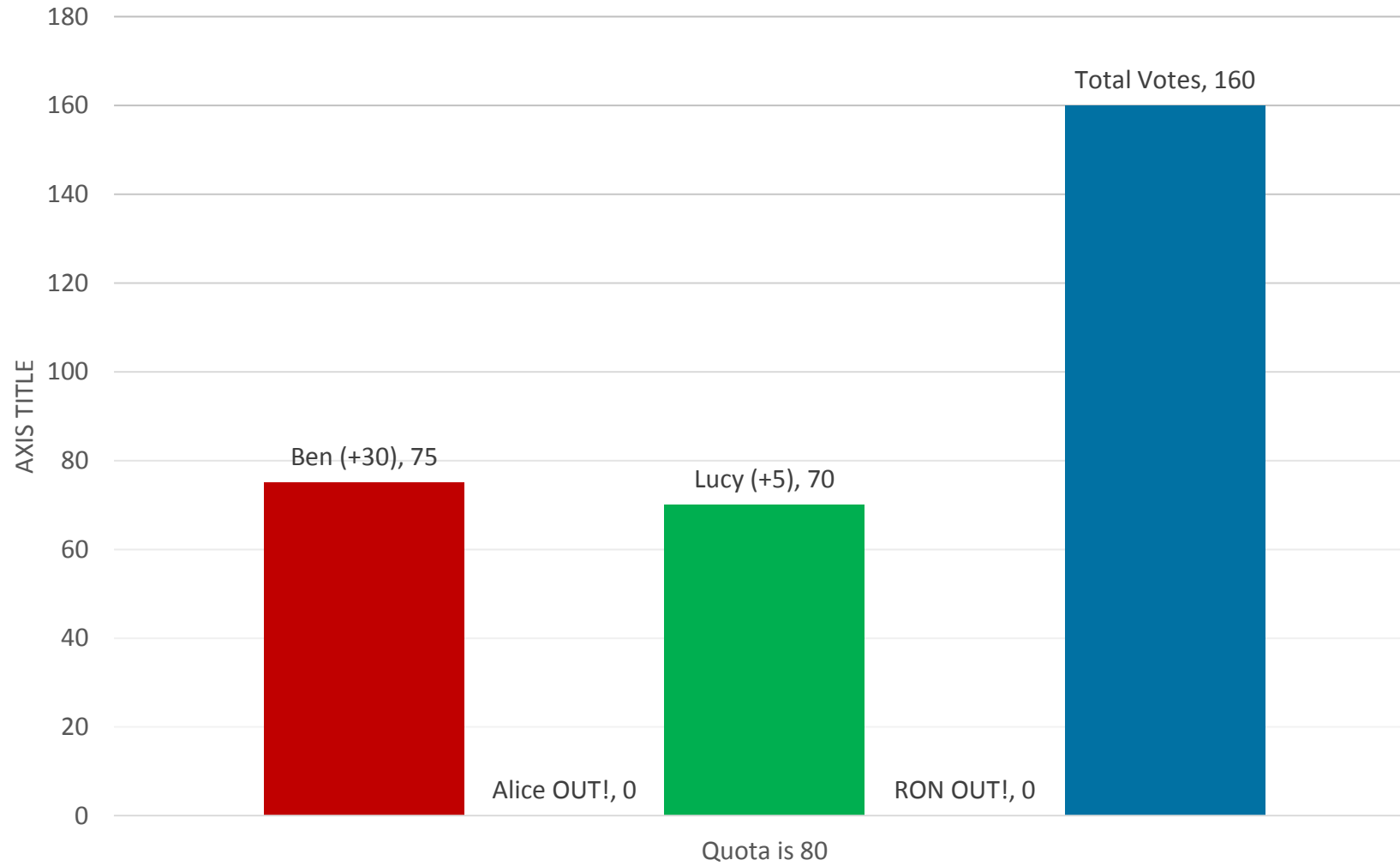


# ROUND 2 – HERE COMES BEN





## ROUND 3 – POOR LUCY!





# Campaign Expenses

- Maximum spend £25 all positions
- All receipts submitted by 4pm on the 17<sup>th</sup> March (proforma to be circulated voting week)





# Campaign Expenses - Printing

- Free black and white printing – A6, A5, A4 and A3
- Submit requests to [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk) before noon for collection next working day.
- Colour printing can be taken from the budget
- Banner making equipment
- You can decorate up to 5 t-shirts without cost





# Campaign Teams

- You are responsible for their actions
- Gather a wide range/strong personalities
- Do you allocate responsibilities or tasks?
- Make sure they aren't just leaflet shovers
- Have regular meetings with them
- Support them, encourage them and thank them!
- Remember the Campaign Team that stays together risks losing together!





# Sports Clubs and Societies

- Sports Clubs and Societies can support you
- Cannot spend money or resources on your campaign
- No conflicts of interest – remember to only do what others have the opportunity to do
- Endorsement must be done in accordance with Clubs and Society's usual processes and you must be able to evidence if asked
- It is in your interest to ensure processes are followed





# Slates and joint campaigning

- Slates are OK!
- Joint publicity is OK!
- No combined spending
  - No pooled items
  - No bulk discounts more than an individual could get





# 5 Quick Campaigning Tips

1. Attend Candidates Academy 2pm Friday 3<sup>rd</sup> March
2. Campaign on your merits - don't be negative about others, it will just get you and voters down
3. Prepare for life after election
4. Map out your connections and campaign through them
5. Make elections a positive experience, for you, campaigners and voters – if you win then positive feeling for the Union will help if you are elected





# Manifesto

- “I read their manifesto” biggest reason why voters voted
- 200 word limit and 20 word summary
- Simple, specific and structured – the rule of three
- Get feedback
- Learn it in full
- Able to update until 12pm Thursday 2<sup>nd</sup> March!





# Tell them what they need to know

- Your name, the position
- To vote you #1
- Where and how they can vote
- The dates





# Speak to students

“Voters contacted face-to-face were 21 percentage points more likely to vote for the candidate after speaking with them for fewer than 10 seconds, compared with those left alone”

“The experiment found that voters called on the phone or sent postcards were not noticeably more likely to vote than those sent nothing. But canvassing was different. Just one in-person conversation had a profound effect on a voter’s likelihood to go to the polls, boosting turnout by a whopping 20 percent (or around 9 percentage points)”

“We find that a brief visit by the candidate dramatically increases the support for the candidate regardless of the nature of the message delivered. The actions of candidates seem to speak louder than words”

Royal Economic Society





# Self care is crucial

- Make sure you get 7-8 hours sleep a night
- Plan rewards and times to switch off from elections
- Eat properly – consider pre-made meals and freeze them or packed lunches.





# Self care is crucial

- Complete urgent work before voting opens so that you can prioritise your campaign during voting week
- Plan to win but be prepared to lose – plan post elections
- **Ground Floor Meeting Room G3** will be allocated for candidates to destress with tea, coffee and fruit!







# Results

- Candidates Tea-Party 3.00pm Friday 17<sup>th</sup> March (Picture House)
- Results Evening 8.30pm Friday 17<sup>th</sup> March (Main Room)
- Prior to announcement on stage, candidates (or their nominee) who wish to know the results in advance can be informed of the results.





# Questions?





**Email:**

**[union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk) or  
[mmd11@aber.ac.uk](mailto:mmd11@aber.ac.uk)**

**Ground Floor Office G9**

