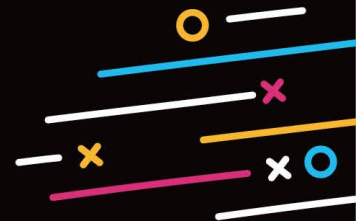


Please note that we'll be recording the meeting.

You are welcome to turn your camera off, and you can type your questions in the chat.





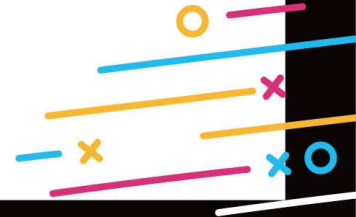
# STUDENTS' UNION ELECTIONS

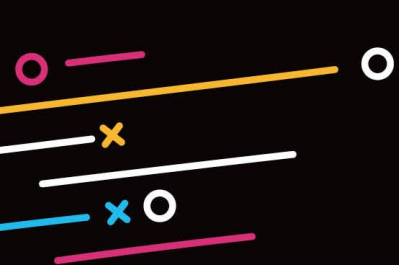
## Candidates Meeting Spring 2021

Marianne Melsen (Student Voice and Insights  
Manager) and Brad Coales (Secretary and  
Governance Advisor)

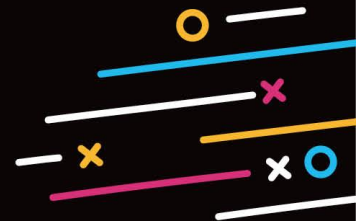
# Agenda

- An introduction to Students' Union elections
- Finalising your nomination
- Campaigning rules
- Campaigning top tips
- Voting
- Results and next steps
- Key deadlines and dates



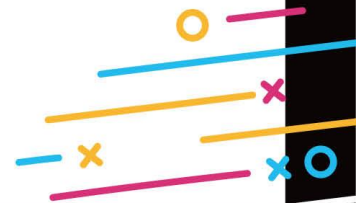


# Introduction



# Queen Mary Students' Union 101

- The Students' Union is a democratic membership-led organisation.
- All students automatically become members of the Students' Union when they enrol, but they can opt out if they no longer want to be members.
- The Students' Union is a registered charity, and we're a separate organisation from the university (but we work with the university).
- Elected students lead the Students' Union, decides on the Students' Union priorities and sets the Students' Union's policies.
- The day-to-day operations are run by the staff team.



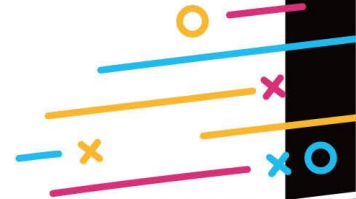
# What are elections?

- In simple terms, elections mean that candidates put themselves forward for the positions and students vote for the candidate they prefer.
- Elections are a core part of the Students' Union.
- Elections are used to ensure that members can decide who they want to lead the Students' Union.
- An advantage of elections is that the elected candidates will be the best fit for the students they are going to represent.
- Elections are a legal requirement, and as stated in the Education Act, all students are able to vote for all full-time positions. Staff must ensure that the elections are conducted fairly and properly.



# The role of staff

- The elections are facilitated by the Elections Team, which is made up of staff members from the Students' Union.
- Staff must remain neutral. We will not support any specific candidates.
- We will promote the elections in general, including promotion of specific roles. We will not promote specific candidates.
- We are here to help!
- Student staff and Executive Officers can campaign in their own time.

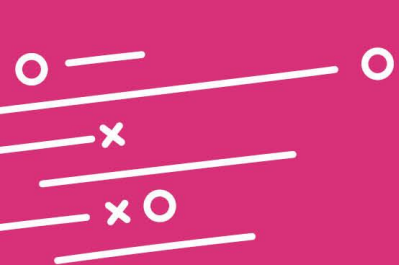


# The Returning Officer

- **The Returning Officer ensures the election is run fairly and smoothly:**
  - Handles complaints and disputes
  - Interprets the elections rules and regulations
  - May issue rulings and clarifications
- **The Returning Officer is the National Union of Students (NUS).**
- **The Returning Officer can appoint deputies and officials.**
- **The Deputy Returning Officer is Brad Coales from the Students' Union.**





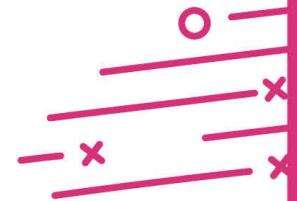


# Nominations



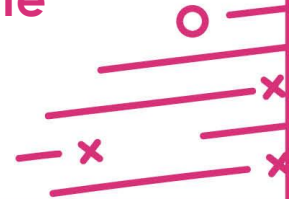
# Complete your nomination

- If you've been invited to the Candidates Meeting, you have submitted your online nomination form.
- In addition to the online nomination form, you **MUST** submit a photo and a 50-word statement no later than 12pm (noon) on Thursday 10<sup>th</sup> February.
- Without the photo and statement, your nomination will not be valid, and you will no longer be a candidate.
- Submit your photo and statement online through the nominations form (statements go in the box called 'Slogan').
- Contact [su-elections@qmul.ac.uk](mailto:su-elections@qmul.ac.uk) immediately if you experience a technical issue.
- Late submission **CANNOT** be accepted.



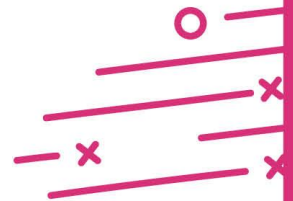
# Photo Rules & Guidelines

- Your photo must show yourself (not your dog, please).
- A selfie is fine! (Taken with a phone, not a web cam)
- These pictures will be used in our marketing and should:
  - Should be a JPG or PNG
  - Ideally landscape and just contain your head and shoulders, rather than your whole body
- Please do not send in an edited photo, or a one saved from the internet as the quality will be too low
- Please do not include any logos or slogans in your candidate photo.



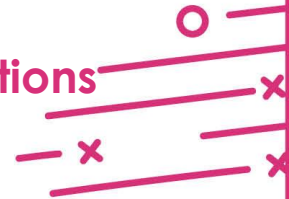
# Statement Rules

- The statement should be no more than 50 words. It's fine if the statement is shorter.
- If your statement is too long, we'll only display the first 50 words. We use MS Word to count words.
- Don'tcheatandwriteyourstatementwithoutspaces.Itisreallyannoying to read, and we will not accept it.
- Your statement can explain who you are and what your key ideas are.



# Manifesto rules

- It's optional to submit a manifesto, but we recommend that you submit one.
- The deadline is the same as the deadline for your photo and statement (Thursday 10<sup>th</sup> February at 12pm (noon)).
- A manifesto is a one-page document that outlines your plans, ideas, experience and other relevant information.
- If you submit a manifesto, you must submit a plain-text version for accessibility reasons. Without the plain-text version, your manifesto will not be displayed.
- You can (if you want to) also submit a fancy version with photos, colours, different fonts etc.
- You submit your manifesto by uploading it through the nominations form on the website (where it says 'Manifesto').



# Manifestos

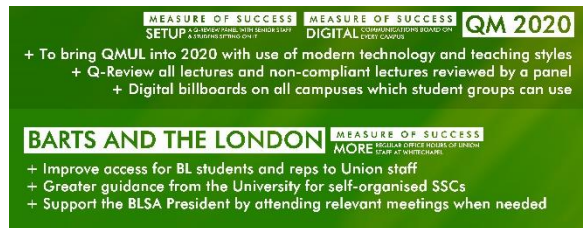
## Your Voice

- A range of students in all university meetings
  - Give course reps more power via more training and more representation
  - Course reps as the physical point of contact for the Union and University
  - Measure of Success - 80% of university meetings have at least 1 student rep
- This is the plain-text version
  - Must have the exact same text as the image manifesto (if you have one)
  - Type this into the box that says 'Manifesto'
- Sabbatical officers have a dedicated weekly time slot talking to students
  - A more inclusive university for students of any demographic, campus or level of study
  - Measure of Success - 80% of SU communications are from students and reps
  - Measure of Success - Sabbs talking to students for at least 1 afternoon per week

QM 2020

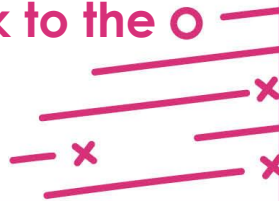


- This is the image version
- Must have the exact same text as the plain-text manifesto
- Upload this as an image in the box that says 'Manifesto'



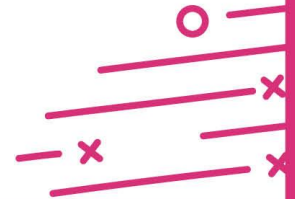
# Can you link to my social media profiles?

- If you're planning to use social media profiles in your campaign, we recommend that you set these up before the photo, statement and manifesto deadline, so you can include them in your manifesto or statement.
- You are welcome to create new profiles or use your existing social media profiles.
- You can include your social media links/usernames/hashtags on your manifesto or statement.
- If you are planning to do a campaign video, you may also want to link to this on your manifesto (if the video isn't ready yet, link to the place where it will be uploaded).



# Candidate videos

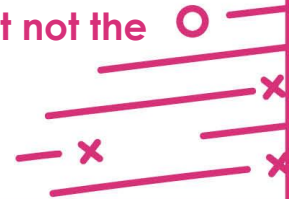
- Our Comms & Marketing Team have put together some tips and guidance on creating video content. This will be uploaded to the Candidates Hub
- Last year we also featured some separate Instagram videos on specific Students' Union channels e.g. Volunteering Candidates on their Social Media page as well as Exec Candidates on the central SU pages.
  - We will contact relevant candidates separately about this.





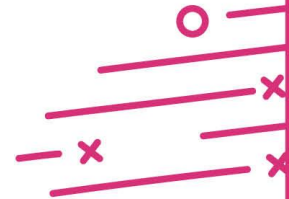
# Slates and joint tickets

- **Slates** refer to two or more students that are running for multiple positions.
  - Candidates running on a slate support each other, and often, slates share a slogan and brand.
  - There is no guarantee that all members of a slate will get the same outcome in the elections.
- **Joint tickets** refer to two candidates that are running jointly for the same position.
  - If the candidates get elected, they will share the role. They only have one vote in meetings.
  - Students are voting for the joint ticket (i.e. they can't vote for one person but not the other).
  - It is not possible to run on a joint ticket for NUS Delegate roles.



## What about roles that haven't received any nominations?

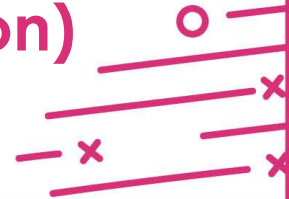
- For roles with no nominations, we will automatically set up a new election.
- We refer to these elections a RON Elections (RON means Re-Open Nominations).
- We'll advertise the RON Elections with a new set of deadlines for nominations. Don't get confused – stick to the deadlines we're telling you in this presentation.
- If you are a RON Elections candidate watching this presentation as a recording, please stick to the RON deadlines.

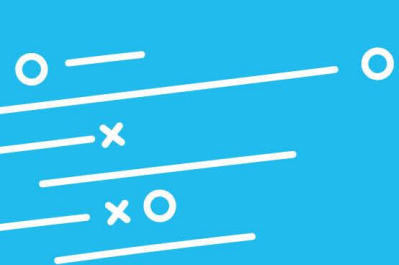


## Nominations checklist

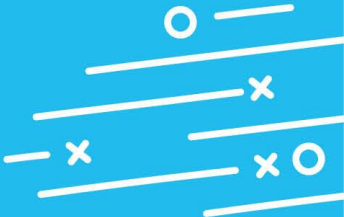
- ✓ Submit your online nomination form
- ✓ Submit your photo
- ✓ Submit your 50-word statement
- ✓ Submit your manifesto and a plain-text version (optional for everyone)

**Deadline: Thursday 10<sup>th</sup> February at 12pm (noon)**



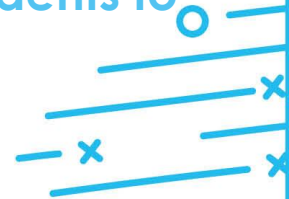


# Campaigning and voting



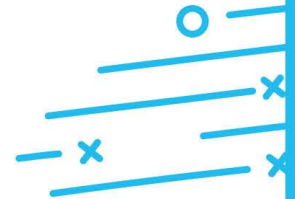
# Campaigning – the basics

- Campaigning refers to all the things you're going to do to make students aware of the election and convince them to vote for you.
- To ensure campaigning is fair for all candidates, you must follow the rules for campaigning (as outlined in this presentation and in the Elections Bye-Law).
- Campaigning can begin after this Candidates Briefing.
- You can campaign right up until the end of voting.
- It's the responsibility of candidates to campaign. The Students' Union will facilitate campaigning, but it's your job to get students to vote for YOU.



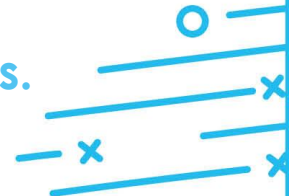
## What will the Students' Union do to promote the elections?

- We'll promote the elections in general on social media, in Your Union and the BL Bulletin and printed materials on campus. We will not promote individual candidates.
- We'll run two official debates, where students can learn more about candidates' ideas and ask questions.
- We'll organise a campaigning kick-off on campus, which is the perfect opportunity for you to start your on-campus campaign.
- We'll organise two events during the voting period to raise awareness about elections and encourage students to vote. We'll not be promoting individual candidates at these events.



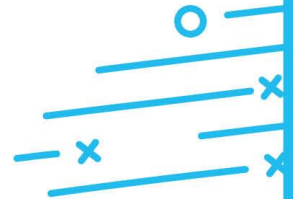
# Don't break the rules

- If you want to clarify a rule or think someone has broken the rules, you should contact [su-elections@qmul.ac.uk](mailto:su-elections@qmul.ac.uk) as soon as you can.
- Formal complaints must be submitted using the complaints form, and you must provide evidence (e.g. screenshots).
- Rulings will be made public within a reasonable time.
- Complaints about a candidate or the elections must be submitted by the end of the voting period (3<sup>rd</sup> March at 4pm).
- Complaints about the results must be submitted within one working day of the announcement of the results.
- Not knowing the rules is not an excuse for breaking the rules.



# Campaigning rules

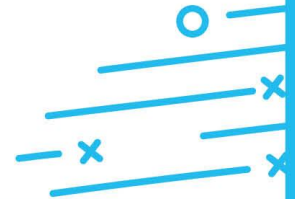
- Only do what others have opportunity to do. If an opportunity is offered to you, check that other candidates for the same role have been offered the same opportunity.
- You must not use Students' Union resources to promote your campaign, unless agreed and made available to all.
- The normal rules and expectations for behaviour also apply to elections (this includes the Students' Union's rules and the university's rules).
- The rules also apply to your supporters, and their behaviour may have consequences for you.





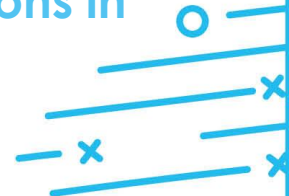
# Campaigning rules

- Candidates are not allowed to be present when students are casting their votes.
- You are allowed to create promotional resources in addition to your official photo, statement and manifesto, but these will not be displayed on the Students' Union website.
- You can't use logos associated with the Students' Union and the university on your campaigning materials.
- Don't campaign in the libraries, and don't annoy people. Be respectful of other people – you would probably also find it annoying if someone kept on talking to you while you were studying, for example.



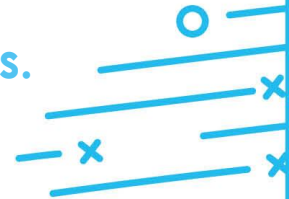
# Campaigning rules

- **Affiliated Student Groups (e.g. societies, sports clubs, volunteer groups etc..) are not allowed to endorse candidates.**
  - You can't use a student group's mailing lists, Whats App groups, social media platforms, website or activities to promote yourself. Not even if you are a member or a committee member.
  - Members and committee members are allowed to express personal opinions about elections candidates, but it must be clear that they aren't acting on behalf of the student group or in an official capacity.
  - Student groups may invite candidates to take part in an activity, but all candidates for a position must be given the same opportunity.
- **Affiliated Student Groups are allowed to promote the elections in general (e.g. 'Voting is now open').**



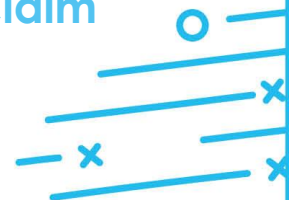
# Campaigning budget

- In the interest of fairness, there is a limit to the amount you are allowed to spend on your campaign.
- You must include all materials used for your campaign in your campaign budget (including items you already own).
- If you have access to free resources that aren't available to other candidates, you will have to estimate the value of these and include them in the budget. The estimate should normally be based on publicly available rates.
- Budgets can't be exceeded.
- Candidates are not permitted to do give-aways/prize draws.



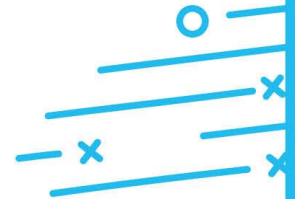
# Campaigning budget

- **The budget limits are:**
  - Running by yourself: £50
  - 2 people on a slate: £75
  - 3 people on a slate: £87.50
  - More than 3 people on a slate: +£12.50 per additional person
- **You are required to submit an Expenditure Form to show that you haven't exceeded the budget. The form must be submitted by 3pm on Thursday 3<sup>rd</sup> March.**
- **The Students' Union will refund a portion of your budget (usually 50%).**
- **To get your expenses refunded, you must submit an Expense Claim Form and receipts for your purchases.**
- **The forms are available on the website in the Candidates Hub.**



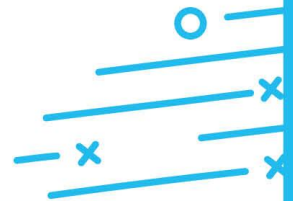
# Campaigning during covid-19

- Due to the pandemic, some students are still studying remotely or coming to campus infrequently, so you are strongly encouraged to do some online campaigning.
- If you want to, you may also decide to campaign on campus. It is not a requirement to campaign on campus, so please only do this if you feel it is safe.
- Rules and guidance from the Government and the university also apply to campaigning. Breaking these rules may be ground for a complaint to the university or the Students' Union.
- Please pay attention to signage on campus and follow any instructions from staff (uni staff or Students' Union staff).



# Campaigning during covid-19

- Respect other people's personal space and preferences. Remember that some people are still observing social distancing and/or taking other precautions.
- If you have covid symptoms, test positive or get told that you have to self-isolate, you must not campaign on campus. Please be prepared to move your campaign online if this happens.
- If you want to give out sweets or other food/drinks items, you are encouraged to give out individually wrapped items.

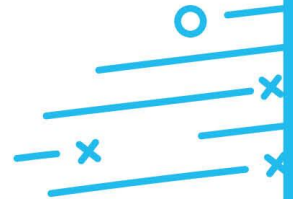


# UCU Strikes

Dates of the planned UCU Industrial Action:

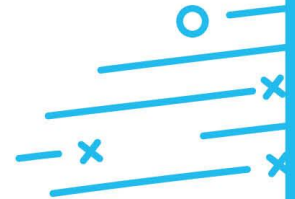
- 14<sup>th</sup> to 18<sup>th</sup> Feb
- 21<sup>st</sup> & 22<sup>nd</sup> Feb
- 28<sup>th</sup> Feb to 2<sup>nd</sup> March (During voting)

Our update FAQ will be going live on the website this week.



# Online campaigning top tips

- Create a manifesto and submit it by the deadline to get it featured on the Students' Union website.
- Use different social media platforms to reach different groups of students.
- Create a coherent brand to make it easy for students to recognise your campaign across different platforms (we recommend Crello).
- Do online lecture shout-outs (remember to ask the lecturer for permission).
- Think about ways to make your campaign interactive.
- Get a team of supporters to help you.





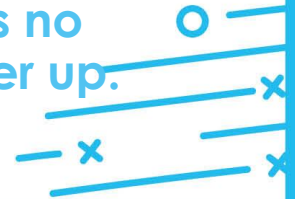
# On-campus campaigning top tips

- Consistent branding is also important for on-campus campaigning!
- Be where students are – consider where your target group might be on campus.
- Prepare a very brief pitch – a lot of students are busy and don't have a lot of time to hear about all of your ideas in detail.
- Don't take it personally if someone ignores you or declines to hear about your ideas.
- Don't rely too much on on-campus campaigning – a lot of students are only on campus occasionally and some are studying remotely.



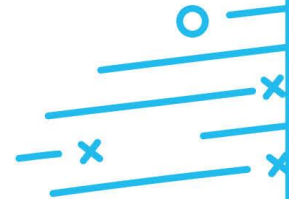
# Posters on campus

- Candidates are welcome put posters up in various spaces on campus.
- You can use your official manifesto or design new posters.
- The Students' Union is not able to help with printing – remember that printing costs must be declared on your Expenditure Form.
- Please only use blu tack to put your posters up – do not use sellotape or glue.
- Do not put stickers on any furniture or buildings.
- Do not remove or cover other candidates' posters. If there is no more space in an area, find another place to put your poster up.



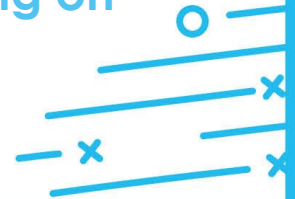
# Spaces for posters

- The windows in Ground
- The Students' Union Hub – windows in Blomeley Room 2 and outside the Exec Office
- The BLSA Building
- Village Shop windows
- Union Shop windows facing Godward Square
- Posterboards in the Graduate Centre Foyer and Bancroft Foyer
- Schools may also permit you to put posters up on noticeboards – please ask your school for permission



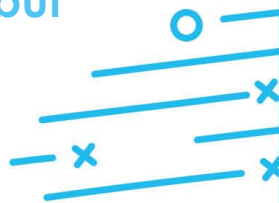
# Social media

- You are welcome to campaign on social media.
- You can use your existing profiles or create new ones.
- If you have access to student group profiles, please remember that these can't be used for campaigning (e.g. if you are on the committee for a society, you can't use the society's social media profiles for your campaign).
- You can include links to your social media profiles in your manifesto.
- All the normal campaigning rules also apply to campaigning on social media.



# Candidate Debates

- The Students' Union organises two official debates, where students can ask questions and learn more about the candidates.
- **BLSA Debate**
  - Friday 25 February at 6pm
  - Milton Lecture Theatre, Garrod Building
  - Candidates for all BL Student Council Roles & VP BL. Rest TBC
- **Exec Officer Question Time –**
  - Monday 28 February at 6.15pm
  - David Sizer, Francis Bancroft
  - Candidates for all Executive Officer positions
- **Candidates will be contacted directly with further information, but please make a note of these dates.**

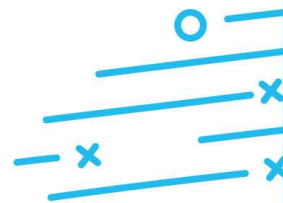


# Make the most of your opportunities

- During the campaigning period, you may be offered promotional opportunities by the Students' Union, your school or other parts of the university.
  - You are not required to engage with these opportunities, but it may be a good opportunity to reach voters.
- Student Media may cover the elections, and they may contact you to ask questions or invite you to an interview.
  - You can ask to see questions in advance.
  - Don't feel pressurised to answer things on the spot.
  - It is up to you if you engage with our Student Media outlets.
- Student Media are required to provide balanced, accurate and fair coverage of the elections. Student Media must make the same opportunities available to all candidates for the same position.

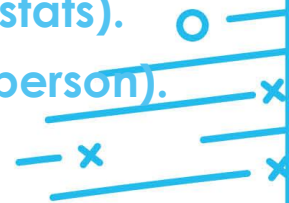
# Candidate welfare

- Running in an election means that you're putting yourself and your ideas in the public eye. Political debates are to be expected, but we're here to support you if you feel negatively affected by comments or messages.
- All forms of harassment and bullying are unacceptable. If you experience harassment or bullying, we strongly encourage you to contact the Elections Team immediately.
- Look after your wellbeing. Elections can feel intense, so remember to set time aside to relax.
- Remember that we're here to help!



# Training, events and resources

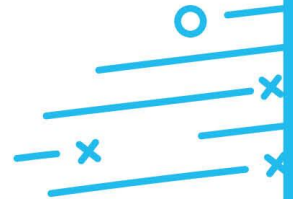
- You can find more information about campaigning on our website in the Candidates Hub.
- All candidates are invited to take part in the official campaigning kick-off on Monday 14<sup>th</sup> February at 2-6pm (Mile End and Whitechapel).
- Attend the online campaigning drop-in on Wednesday 16<sup>th</sup> February at 4-6pm to speak to a member of staff about campaigning.
- Individual drop-in sessions with the Elections Team can be booked online using MS Bookings.
- During voting week, the Elections Team will do daily candidate breaks at Mile End and Whitechapel (there will be snacks and stats).
- After voting closes, there'll be a debrief session (online and in-person).





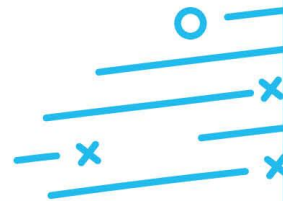
# Voting

- Voting opens on Monday 28<sup>th</sup> February at 10am and closes on Thursday 3<sup>rd</sup> March at 4pm.
- You can campaign until the last moment of voting.
- Voting takes place online on [qmsu.org/elections](https://qmsu.org/elections).
- Essentially, you need to get more than your opponents to win (sounds simple, right?).

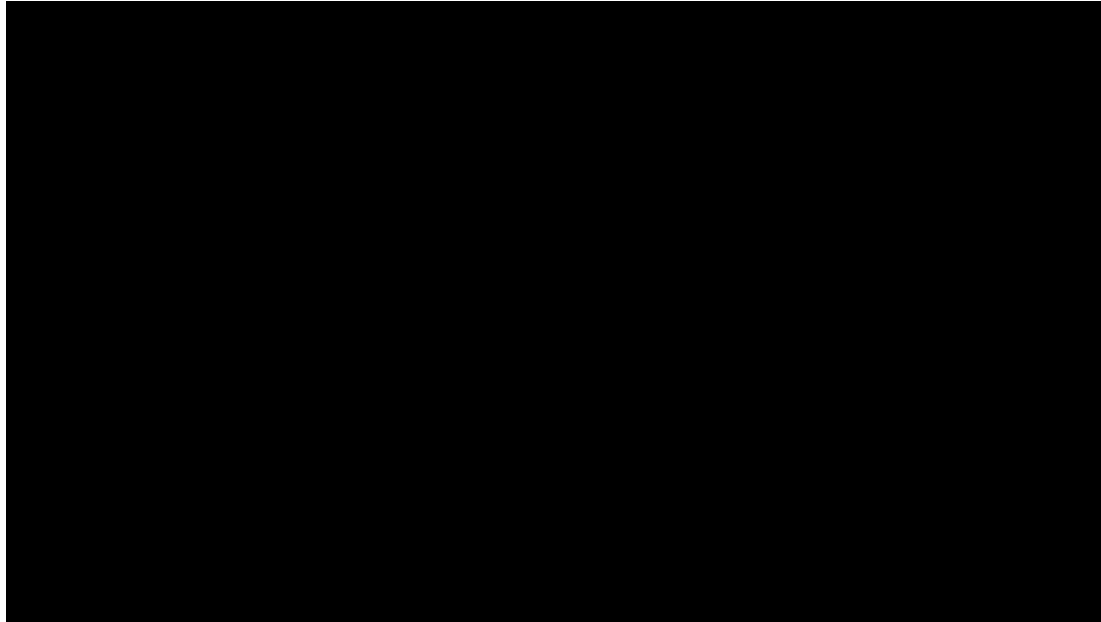


# Voting (the technical version)

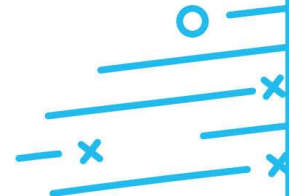
- We use the Instant Runoff Vote System (IRV). It's also known as Alternative Vote (AV) or Alternative Transferable Vote (ATV). For positions with more than one place available, the system is called Single Transferable Vote (STV).
- This system means that the least unpopular candidate gets elected.
- Voters rank their preference. Their preferred option is ranked #1, the second preference is ranked #2 and so on.
  - If I can't have Yas (#1), I'll have Miranda (#2). If neither, I'll then have Sarah (#3).
- RON (Re-open nominations) is an option for all positions.



# Sorry WHAT?

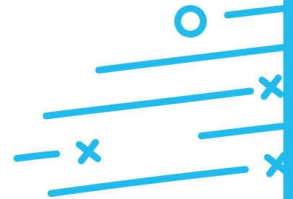


<https://www.youtube.com/watch?v=2adUzBbS7X8>



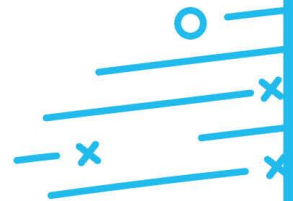
# The count

- The count is done through MSL (the Students' Union website).
- The count can't begin for a position if there are unresolved complaints relating to that position.
- The count is overseen by the Deputy Returning Officer.
- The full vote count will be made publicly available after the results have been announced, so you can see exactly how many votes you received.



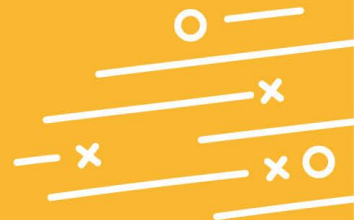
# Campaigning checklist

- ✓ Find a group of supporters that can help you.
- ✓ Plan ahead – make a campaign plan and keep track of your other commitments.
- ✓ Consider how you can reach different groups of students online and on campus.
- ✓ Keep track of all your expenses. Don't exceed the budget.
- ✓ Remember to vote for yourself!
- ✓ Talk to us if you have any questions or concerns.



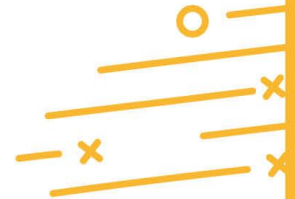


## Results



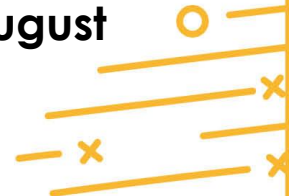
# When will the results be ready?

- Results will be announced at the Results Party on 3<sup>rd</sup> March.
- The Results Party starts at 7.30pm and will be held in Drapers (Mile End campus).
- Drapers Lounge will be open as an alcohol free space.
- All candidates will also be contacted directly via email the following day.

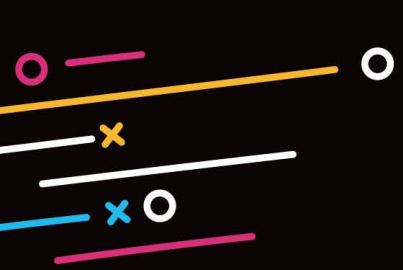


# What happens after results have been announced?

- **Schedule some time to relax!**
- **Regardless of the outcome of the elections, it's a good idea to take some time to reflect on the experience and the things you've learnt.**
- **The elected candidates will be invited to attend a briefing on 14 March at 6pm, which will include an introduction to the Students' Union, information about training and other key points.**
- **Executive Officers (President & VPs) training and handover will start mid July – dates TBC.**
  - You must be available between mid July – September
- **The elected candidates will officially take office on the 1<sup>st</sup> of August 2022 until end of July 2023**

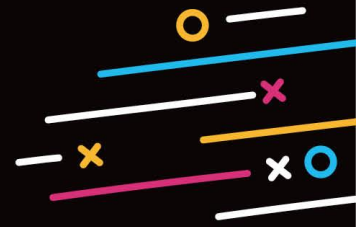






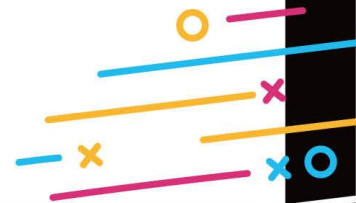
Part five

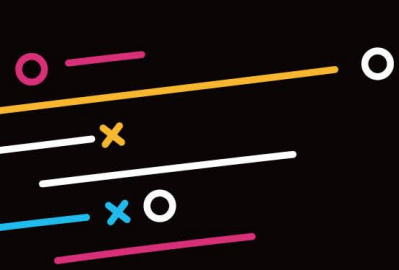
## Conclusion



# Elections timeline

- Now – Campaigning begins
- 10<sup>th</sup> February at 12pm (noon) – Photo, statement and manifesto deadline
- Monday 28<sup>th</sup> February at 10am – Voting opens
- Thursday 3<sup>rd</sup> March at 3pm – Deadline for submitting your Expenditure Form
- Thursday 3<sup>rd</sup> March at 4pm – Voting closes
- Thursday 3<sup>rd</sup> March at 7.30 – Results Party



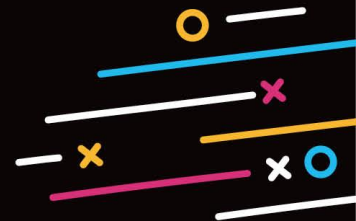


 QMSU

 @QMSU

 Queen Mary Students' Union (QMSU)

**QMSU.ORG/ELECTIONS**



# What's next?

- Familiarise yourself with the content on [qmsu.org/elections](https://qmsu.org/elections).
- Ask questions if something doesn't make sense. You can ask at the end of this presentation or email us at any time during the elections period on [su-elections@qmul.ac.uk](mailto:su-elections@qmul.ac.uk) (we work 9-5 Monday to Friday).
- If you need to speak to a member of staff, email us on [su-elections@qmul.ac.uk](mailto:su-elections@qmul.ac.uk) to arrange a call or an in-person meeting.
- Complete your nomination (if you haven't done so already) by Thursday 10<sup>th</sup> February at 12pm (noon).
- Plan your campaign and start campaigning.
- Read the emails we send to you (yes, really!). The emails contain important information and reminders, so don't ignore them.

