

Candidate Handbook

Introduction

Thank you for showing an interest in being a Queen Mary University of London Students' Union Representative and running in our elections!

Elections are an exciting time for the Students' Union. Over the next few weeks, you'll get the chance to run a campaign, develop skills, get your message out to students and have a say in how the Students' Union is run! This handbook outlines the role of the positions available, what you should do to get elected, the election rules and important key contacts and dates.

For more details about the elections please see www.qmsu.org/elections

If you have any questions about the elections please contact su-elections@qmul.ac.uk

Happy campaigning!

Key dates

Monday 16 th September 10am	Nominations Open	qmsu.org/elections
Wednesday 25 th September 1pm	Elections Information Session	SU Hub
Friday 27 th September 4pm	Nominations Close	qmsu.org/elections
Monday 30 th September 10am	Statement and Photo Deadline	su-elections@qmul.ac.uk
Monday 30 th September 5pm	Candidates Meeting	Matt Spencer Boardroom-SU Hub
Friday 4 th October 4pm	Manifesto Deadline	su-elections@qmul.ac.uk
Monday 7 th October 10am	Voting Opens	qmsu.org/elections
TBC	Candidate Debate	TBC
Thursday 10 th October 4pm	Voting Closes	qmsu.org/elections
Friday 11 th October 4pm	Results Announced	qmsu.org/elections

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Positions available

This election will elect 5 Student Council representatives, 1 Student Trustee and 5 NUS Delegates. These are all voluntary, part-time positions taken on alongside your studies.

To be eligible for these roles, you must be a student in the 2019/2020 academic year. Individual roles may have other restrictions on who can run.

Student Council Positions – Mile End

- First Year Representative
- Postgraduate Taught Representative

Student Council Positions – Barts and The London

- First Year Representative
- Postgraduate Research Representative
- Postgraduate Taught Representative

NUS Delegates

To be an NUS Delegate you need to be able to attend the National Union of Students National Conference from 31st March to 2nd April 2020 in Liverpool. All expenses are paid for your attendance including travel, accommodation and registration. You are able to run for this position in addition to any other position, but you must fill out a separate nomination form.

NUS delegates represent the views of Queen Mary students at NUS National Conference, the annual policy making body that sets the priorities of the National Union of Students for the coming year. An NUS Delegate will attend and engage in debate and discussion at the NUS conference, vote on policy in the interests of Queen Mary Students and ensure Queen Mary Students Union shapes the National Agenda. More information can be found at: conference.nusconnect.org.uk

Hustings for this role will be held TBC

This Role will involve:

- 2 to 3 hours of training
- 8 to 12 hours reading and understanding policy proposals and standing orders
- 3-4 days at National Conference

The delegation for Queen Mary Students' Union is 6 student places; 3 Open places and 3 Womens' places

- The President leads the Delegation, taking one of the Open places.
- There are therefore 2 Open place, and 3 Womens' places available for election.

NUS Delegate Information sessions

24th September 17:30-18:30 TBC

25th September 12:00-13:00 Matt Spencer Boardroom

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

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Election checklist

✓	Tick off the steps as you complete them
	<p>Nominate yourself before the deadline of Friday 27th September at 4pm</p> <p>You can nominate yourself online at www.qmsu.org/elections. If you have any problems accessing the nomination form email su-elections@qmul.ac.uk</p> <p>To nominate yourself you will need:</p> <ul style="list-style-type: none">• Your name as you would like it to appear on the nomination form and ballot• Your student number• Your contact information <p>If at the close of nominations any of the required items have not been submitted, those sections will be left blank. You can edit your nomination up until the close of nominations but not after this. Any nomination forms submitted after the deadline will not be accepted.</p> <p><i>Make sure that you read the election rules before submitting your nomination!</i> www.qmsu.org/pageassets/governance/Bye-Law-10-Elections-approved-by-SC-20.6.17-and-BoT-22.06.17(1).pdf</p>
	<p>Submit Your Statement and Photo by Monday 30th September at 10am</p> <p>Send your Statement and Photo to su-elections@qmul.ac.uk</p> <ul style="list-style-type: none">• Your photo must be a high resolution photo of yourself as a .jpeg. Do not take this straight from Facebook as it will not be of a good enough quality to be featured on our website or in printed materials. Please submit a photo with a plain background, and ensure the file size is at least 1MB in size. The Students' Union will be running photoshoots for any candidates who would like a professional photo taken to use for the election and you can ask for this at the Students' Union Reception during 9am-5pm Monday-Friday.• Your 50 word statement should explain why you are running in the election. You might want to consider including your motivation or key things you want to change and your election pledges. Students will see this statement on the candidates page before they vote. <p>Any photos or statements submitted after the deadline will not be accepted. If your statement is over 50 words it will be cut off at the last sentence.</p> <p><u>If you do not submit a photo or a statement before the deadline, your candidacy will not be confirmed and not be able to stand in the election.</u></p> <p>If you need to speak to us about the requirement to submit a photo, please contact us before the submission deadline.</p>
	<p>Attend the Candidates Meeting on Monday 30th September at 5pm Matt Spencer Boardroom</p> <p>The meeting will brief you on the election rules and give you an opportunity to meet the other candidates.</p>
	<p>Start campaigning from Monday 30th September 5pm</p> <p>Campaigning is anything you do to encourage people to vote for you. You cannot start campaigning (including campaigning on social media) until after the Candidates Meeting.</p>
	<p>Submit your manifesto by Friday 4th October at 4pm</p> <p>Your manifesto (JPEG) should be emailed to su-elections@qmul.ac.uk. You should also submit a text version of your manifesto for accessibility purposes. Submitting a manifesto/video is optional.</p> <p>Here are some of the requirements:</p> <ul style="list-style-type: none">• Your manifesto cannot exceed one A4 page.• Your manifesto must be submitted in jpeg format.• Your manifesto can be in colour and have pictures. <p>Your manifesto needs to be emailed to su-elections@qmul.ac.uk by this deadline.</p>

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	<p>Your manifesto will be made available online for students to read so please ensure you make the text large enough and it is accessible, and use a clear font that is easy to read.</p>
	<p>Attend the Candidates' Debates TBC Candidates are requested, but not required, to attend the Candidates' Debate to summarise why you want to stand for a certain role and answer questions from students. Candidates should inform the Deputy Returning Officer on su-elections@gmul.ac.uk if they are unable to attend, stating their reasons for non-attendance before the beginning of the event. The candidate may appoint a nominee to speak on their behalf if they are not present. The nominee cannot be a candidate for any other position in the election</p>
	<p>Tell people to vote! (Monday 7th October at 10am – Thursday 10th October at 4pm) All current Queen Mary students will be eligible to vote by clicking on a link sent in an email on the first day of voting. Alternatively, they can vote by going directly to www.qmsu.org/elections or at polling stations across campus.</p> <p>As a candidate, you should vote as early as you can so you have a clear idea of how the online system works. You can vote for yourself!</p>

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How to write your manifesto

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

Think about who you are representing

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

What issues might be important?

Think about why you are standing

Take some time to think about why you want to run, what you would do for students at Queen Mary, and how you plan to convey your message. Contact friends with different perspectives and run your ideas past them.

Who would it be a good idea to speak to?

Think about your key policies

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

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

- The most important to you
- The most appealing to students

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

The best policies strike the balance between what students want and what you can achieve in a year.

Based on your research, what will your policies be?

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How to campaign

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

Campaign theme

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

Translate your message

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

Campaign budget

During the campaign, each candidate can spend up to £50 on campaign materials. You cannot spend any more than this amount on your election campaign. The Students' Union will reimburse a portion of the money that you spend on your campaign, normally 50% of what you spend, dependent on how many candidates there are.

Candidates who are part of a slate will have the budget reduced for every additional candidate. To see what budget you will have please see below:

Number of Candidates	Maximum Budget
1	£50
2 on a slate	£75
3 on a slate	£87.50

For every extra person on your slate you will receive an additional £12.50 in campaigning budget.

You must keep all your receipts and keep a log of all your expenditure on the Candidate Expenditure Form available at www.qmsu.org/elections. This must be submitted to su-elections@qmul.ac.uk by **3pm Thursday 10th October** If you have not spent anything please send in a blank form with your details on.

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

Your campaign team

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

Good people to ask are:

- Housemates
- Friends from courses

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

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

Campaign manager

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

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Campaign materials

Posters

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

Leaflets

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

Video

- Making a video is great to interact with those that don't read a leaflet or don't come onto campus very often
- Previous videos have been scenes from a film, songs and raps
- If you want to submit a video to be put on the Students' Union website, you must upload it to YouTube and send in the link to su-elections@qmul.ac.uk by Monday 25th February at 9am

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

Online campaigning

Facebook page

- A great way to get your supporters to show their support for you and raise your profile
- You can publish your full manifesto, post updates and photos and encourage people to vote for you
- You can share Facebook Live videos throughout the week.
- The Deputy Returning Officer or his/her nominee will monitor all online campaigns.

Twitter

- A good way to communicate to potential voters
- Use the election hashtag #QMElections

Website

- Can be useful to direct students to
- Wordpress is free
- You will be able to see the traffic your website has each day

Talking to students

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

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

Lecture shout-outs

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

Using sweets

This can be a good way to start a conversation with a potential voter. It is advised that you check what is in your sweets and whether they are halal, kosher, or vegetarian, especially if they look like they contain gelatine.

Flash mob

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

Campaign launch party

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

Campaign planning

It's a busy job doing your university work, planning a campaign and balancing your other commitments. Use a calendar to help you plan out your time and resources effectively to make the most of the voting period.

Remember to look after yourself and take regular breaks, drink lots of water, eat and sleep!

You can start campaigning from Monday 30th September 6pm.

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Support available to candidates

The Students' Union wants running in this election to be a fun experience where you feel supported and informed. This is why we have provided the following opportunities for you to find out more.

Attend an information session

Autumn Election Campaign Training & Info

Wednesday 25th September 1pm Blomeley 2- Students' Union Hub.

NUS Delegate Information sessions

24th September 17:30-18:30 TBC

25th September 12:00-13:00 Matt Spencer Boardroom

Speak to an Executive Officer

The Students' Union's Executive Officers all know what it is like to be a representative and will be able to help you with any questions you have. Their contact details are below.

- [Talhah Atcha – President](#)
- [Megan Annetts – Vice President Barts and The London](#)
- [Annika Ramos – Vice President Education](#)
- [Shamima Akter – Vice President Welfare](#)

Speak to a member of staff

The elections are overseen and supported by the staff within the Students' Union. At any time before, during or after the elections process, feel free to get in touch about your campaign and get support. Staff are also the first point of call should you have a problem or need to raise a complaint. You can contact a member of staff at: su-elections@qmul.ac.uk

The Deputy Returning Officer is the person who makes sure the election is run fairly and will deal with any disputes and anyone who breaks the election rules. The Deputy Returning Officer is Brad Coales and he can be reached at su-elections@qmul.ac.uk

Looking after yourself

- Don't be put off if a student is disinterested or rude to you, the majority will be interested
- Take some time out and grab a drink or some food to re-focus.
- Don't overwork yourself or your team
- Try and take care of as much life admin before the voting week e.g. cook yourself some meals in advance or ask a friend to help you with some specific tasks.
- It might also be worth planning your work, studies and commitments around the voting week so you have a lot of free time to chat to students.
- Ask your friends and coursemates for help and advice - it can be fun and exciting to help someone else with their campaign, so don't be afraid to ask!
- Plan something nice to do at the end of voting week. Even if you're not elected, you have achieved a lot.

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FAQs

What is the Election Bye-Law?

These are the set of rules which state what candidates can and cannot do when running in the election.

You can find the election

rules here: [www.qmsu.org/pageassets/governance/Bye-Law-10-Elections-approved-by-SC-20.6.17-and-BoT-22.06.17\(1\).pdf](http://www.qmsu.org/pageassets/governance/Bye-Law-10-Elections-approved-by-SC-20.6.17-and-BoT-22.06.17(1).pdf)

Please read them before submitting your nomination.

Can I run on a joint ticket?

A maximum of two students can run on a joint ticket for part-time positions. Two candidates running on a joint ticket have the same campaign budget, as if they were one candidate. At Student Council, students in joint positions will have one combined vote. If the students in the joint role disagree on which way to vote, then they must abstain from the vote. In order to run as a pair, one of the candidates should nominate themselves and then email su-elections@qmul.ac.uk to say that they are standing in a role share with the details of the person they are running with **by the nomination deadline**.

What should I do if I want to make a complaint?

A complaint may be made about the actions of candidates, supporters or election officials. Complaints must be submitted using the Complains Form (Page 11) and sent to su-elections@qmul.ac.uk

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

Although complaints about campaigning may be submitted up to one hour after the close of polling, complaints should be made **as soon as possible** after the event about which you wish to complain has occurred.

Delaying a complaint makes it harder to investigate and, if upheld, apply any appropriate penalty (e.g. confiscation of campaign materials, or temporary suspension of a candidate's campaign). Delayed complaints may also cause delay, or postponement of the count for the position concerned. Complaints which are delayed may result in no action being taken against the candidate concerned (e.g. if the complaint is upheld and would have resulted in a candidate being suspended from campaigning, this cannot be applied after polling has closed).

Can I use a nickname as a candidate?

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

Can I campaign as a group with other people?

You can choose to be part of a group of candidates (known as a 'slate') who campaign together. Candidates in a slate share a common group name, which will appear on the ballot paper. If you are running as a slate, you need to fill in the group name in the relevant part of the nomination form. A slate cannot have more than one candidate for each position. If you are part of a slate you are allowed to share publicity and campaign for each other. However to ensure a level playing field the candidate budget is reduced for every additional candidate who is part of your group.

Slate Budget:

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Number of Candidates	Maximum Budget
1	£50
2 on a slate	£75
3 on a slate	£87.50
4+ : For every additional person on your slate you will receive an additional £12.50 in campaigning budget.	

Can societies endorse candidates?

Societies are not allowed to endorse candidates. Student Council voted for a motion to ban endorsements. Endorsements are defined as an affiliated student group publically or privately declaring their support for an individual candidate or group of candidates. Affiliated student groups of the Students' Union cannot endorse candidates or groups of candidates. This includes, but is not limited to, an affiliated student group using their grants or subs account to support candidates' activities or endorsing candidate(s) through their mailing list or social media account for the purpose of elections.

Committee members of affiliated student groups are able to support candidates in a personal capacity. In the event of an election complaint, it will be at the discretion of the Returning Officer to decide if a committee member has been endorsing candidate(s) in a personal capacity or as an affiliated student group committee member. In the event that the Returning Officer decides that an affiliated student group or its committee members have endorsed candidate(s) in a non-personal capacity, this will count as a violation of the Students' Union's bye-laws and will be dealt with under the bye-law relevant to that affiliated student group.

Ruling from the Deputy Returning officer regarding endorsements

- Affiliated student groups may not give their membership lists to candidates or allow candidates to use their membership lists for the purpose of campaigning.
- Candidates may not post their manifestos or seek support within social media channels associated with affiliated student groups of which they are a member. Individual members of affiliated student groups may discuss candidates within social media channels associated with those groups so long as they are clearly expressing a personal opinion and are not seeking to endorse a particular candidate on behalf of that group.
- Affiliated student groups may invite candidates for any position to attend a meeting of their group to speak to members so long as they invite all candidates for that position to take part.
- Affiliated student groups may include links to the manifestos of candidates for any position within social media channels associated with their group, so long as they link to the manifestos of all candidates for that position.

How will Student Media cover the election?

Student media will be providing some coverage of the elections; they may contact you at some point during the election process. It is the decision of the individual candidate if they want to appear in any student media. Student Media will publish a list of candidates. Student Media outlets will ensure fair coverage of all candidates.

How does the voting work?

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

To win, candidates must poll above 50% of the votes, either by totalling more than half of the first preferences or by redistribution of votes.

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All elections include a RON (Re-Open Nominations) option, which allows voters to choose none of the candidates and for the election process to restart.

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

The Election Byelaw states:

5.1.5 During polling there shall be no campaigning or campaign material within the polling station areas, with the exception of manifestos that the polling officers hold. This 'Polling Exclusion' Zone shall be outlined by the Returning Officer at the Candidates Meeting and in the Candidate Handbook.

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

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

Should you wish to withdraw from being a candidate during the election process, please let the Students' Union know by emailing su-elections@qmul.ac.uk

Use of social media

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

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Complaint Form

The grounds for complaint are that one or more of the election rules contained in the Election Bye-Law have been broken; or that one or more Students' Union or University policies or regulations have been breached. Please submit the complaint via email to su-elections@qmul.ac.uk

Personal details

Full name		Telephone number																		
Email																				

The complaint

Who is the complaint about? <small>(tick)</small>					
<input type="checkbox"/>	Candidate	<input type="checkbox"/>	Supporter	<input type="checkbox"/>	Election Official
<input type="checkbox"/>	Deputy Returning Officer	<input type="checkbox"/>	Returning Officer		
Name of candidate or candidate the campaigner is campaigning for:					
What is your complaint?					
What election rule, policy or regulation has been broken?					
What evidence do you have? A complaint must be supported by evidence. Evidence might be, but is not restricted to, the following: documents; photographs or video clips; screen shots of web pages; copies of e mails or written statements from staff or students.					