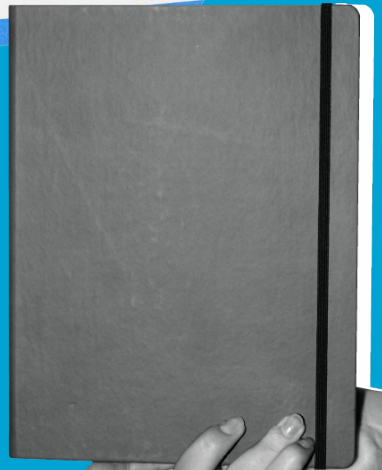


ELECTIONS 2024

**CANDIDATE
HANDBOOK**



HERTS SU

@HERTSSU
[HERTSSU.COM/ELECTIONS](https://www.hertsu.com/elections)

CONTENTS

In this handbook you'll find everything you need to guide you through the elections process as a candidate.

03 ABOUT YOUR STUDENTS' UNION

04 THE ROLES

06 WHEN VOTING OPENS

07 HOW VOTING WORKS

08 RULES AND REGULATIONS

10 HOW TO CAMPAIGN

11 CANDIDATE ESSENTIALS

12 WHAT DOES THAT MEAN?

13 KEY DATES

ABOUT YOUR STUDENTS' UNION

We're at the heart of student life here at Herts! We're here to support students on their journey, making sure it's the best it can be.

We work closely with the uni to enrich the student experience. Because we're independent from the uni, we can represent students and lobby for change according to student feedback. We also provide students with loads of opportunities that complement their studies so they can make friends for life, create life-long memories and develop their transferable skills. Our Advice & Support team are also on hand to help students with anything that may be troubling them.

We're proud to be led by our Elected Officers and student leaders who ensure students' best interests are at the forefront of what we do. Elections give students an exciting chance to determine who their new Elected Officer team will be, meaning they can help to shape the future of Herts.



THE ROLES

AN OVERVIEW

PRESIDENT

- A real focus on increasing the quality of the academic experience
- You'll be taking the student voice to the top

BLACK STUDENTS' OFFICER

- You'll be the lead representative for Black students
- Your key focus will be helping us to remove barriers and increase engagement

CAMPUS-BASED STUDENTS' OFFICER

- You'll help us to understand the challenges for those in on-campus student accommodation
- Your main goal will be to build a stronger community across both campuses

COMMUTING STUDENTS' OFFICER

- You'll help us to understand the challenges faced by students that travel to uni
- Your key focus will be to help us make improvements for commuting students

DISABLED STUDENTS' OFFICER

- You'll be the lead representative for disabled students here at Herts
- You'll be key in helping us to make uni more inclusive & accessible

INTERNATIONAL STUDENTS' OFFICER

- You'll be the lead representative for international students
- You'll help us to ensure they have the support they need during their time at Herts

LGBTQ+ STUDENTS' OFFICER

- You'll be the lead representative for students in the LGBTQ+ community
- You'll highlight areas for improvement and opportunities for progression here at Herts

MATURE STUDENTS' OFFICER

- You'll be the lead representative for our mature student population
- You'll be able to pave the way in making improvements for the mature student experience

PLACEMENT STUDENTS' OFFICER

- You'll be the lead representative for placement students
- You'll be able to take student feedback right to the top and drive change where it's needed

WOMENS STUDENTS' OFFICER

- You'll be the lead representative for female students
- You'll be representing and empowering female students here at Herts



VOTING IS OPEN FROM

MONDAY 4TH MARCH - WEDNESDAY 6TH MARCH

VOTING ONLINE

HERTSSU.COM/VOTE

OPEN FROM 8AM-10AM AND 4PM-6PM

VOTING ON CAMPUS

POLLING STATIONS WILL BE ON

FORUM FOYER, COLLEGE LANE

THE ATRIUM, DE HAVILLAND

OPEN FROM 10AM-4PM



HOW VOTING WORKS

All Uni of Herts students are invited to exercise their democratic right and vote for their new Elected Officer team. The Alternative Transferable Voting system means students can let us know who their favourite candidates are in order of preference.

Once the voting period has concluded, we'll count the election and return the results. The results will be announced at Results Night on Friday 8th March.

Please note that HIC students are not able to vote in the elections.

COMPLAINTS

Sometimes elections don't run completely smoothly. If you believe rules have been broken by another candidate and wish to make a complaint, please complete our online form at hertssu.com/complaints.

RULES AND REGULATIONS

BRIEF OVERVIEW

To make sure our elections are fair, we have a number of rules that candidates must follow. As a candidate, you must ensure you're familiar with the full Rules and Regulations – and abide by them – throughout the elections process.

BEHAVIOUR

1. Officers at Herts SU are student leaders and any students campaigning for any of the leadership positions are expected to behave accordingly. This means treating student voters, fellow candidates, University and Herts SU staff with respect.
2. There must be no 'negative campaigning'. This includes, but is not limited to, making attacks of a personal or campaign nature against other candidates.
3. Candidates must not discriminate against any religious, political and/or ethnic groups or genders during their campaign. This type of behaviour will not be tolerated and will be dealt with very seriously in accordance with the University's disciplinary procedures.

CAMPAIGNING ACTIVITY AND ENDORSEMENTS

1. Every mobile device is considered a polling station and will be treated as such.
2. Candidates are not allowed to use any of their personal electronic devices such as a mobile phone, iPad or laptop for the purpose of allowing other students to vote.
3. Candidates are not allowed to handle a students' mobile device (this includes scrolling or directing them to cast a vote).
4. Improper use of WhatsApp Groups, including messaging individual members of groups and asking them to vote, is in breach of GDPR regulations and could result in elections sanctions (up to and including removal from the elections) could result in potential fines and penalties from the Information

Commissioner's Office (ico.org.uk).

5. No current or former student leader or student group affiliated with Herts SU or Athletic Union may endorse any candidate.
6. No candidate may use any resources made available to them through positions of responsibility within Herts SU or University (e.g. society positions) to actively advertise their campaign but may continue to serve in their role during the elections
7. Candidates must not campaign in Herts SU offices or meetings.

COMPLAINTS

1. Complaints about the Students' Union's Elections are subject to our Complaints Procedure. The deadline for submitting complaints is one hour after voting closes.

Please note that this is only a brief overview of the rules. You will need to familiarise yourself with the full Rules and Regulations document which you can find at hertssu.com/elections.

CAMPAIGN MATERIALS

1. Candidates must not incorporate Herts SU logo or branding in any of their campaign materials.
2. Campaign materials must be approved by Herts SU prior to the commencement of the voting period and cannot be used until approved in writing, by email from elections@hertssu.com.



HOW TO CAMPAIGN

The key to a successful election for a candidate is a strong campaign. Here are our top tips!

YOUR CAMPAIGN

1. Build a brand that is simple but eye-catching.
2. Think outside the box! Every candidate has the same budget and must campaign within the Rules & Regulations, but what could you do to stand out from the crowd? Go bold so that student voters won't miss you.
3. Talk to students about why you're running and why they should vote for you. Voters want to know who you are and what you stand for. Make sure you're talking passionately and truthfully when campaigning.
4. Plan your time well in advance. Campaigning shouldn't take over your life and definitely shouldn't stop you from attending your lectures.
5. Make sure the students you speak with know how to vote. Don't forget that you want students to put you as their first preference, or their second preference if they've already made up their mind about their first choice.

QUESTIONS

1. Think about the issues that you'd like to change in the University, your School of Study or the wider community. What are you passionate about and how can you use that determination to improve the student experience?
2. Have a chat with your friends and coursemates to see what changes they'd like to see at uni. Once you've done your research, pick 3 or 4 issues that you can relate to. How could you resolve these? Make sure your thinking is ambitious but realistic.
3. Who are you? Why should students trust you as their representative? Make sure your personality is coming through as part of your campaign.

BUDGET

As a candidate you'll be reimbursed for legitimate campaign expenses. Candidates running for our full-time position can spend up to £20 and candidates running for a part-time position can spend up to £10. Be careful not to exceed your budget as we can a) only reimburse you that amount and b) overspend is against the rules so you would be subject to disciplinary action.

CANDIDATE ESSENTIALS

CANDIDATE MANIFESTO

Your Candidate Manifesto is your opportunity to set out your priorities for the students you'd be representing in the role. Students will want to know what you can bring to the table and why you're the best candidate.

Your Candidate Profile will be published on our website, available for students to read ahead of voting. Make sure your points are clear and concise for students to read and digest.

CANDIDATE QUESTION TIME

All candidates are expected to attend Candidate Question Time. You'll be asked 'why are you the best candidate for the role and what would your one main priority be?' and you will have 60 seconds to share your answer with the floor. Since we're combining this with our Student Council, you'll be in the room with not only the other candidates, but student leaders too. We run Student Council in a hybrid format, so this session will be recorded and shared on our website, enabling students the chance to hear from candidates before submitting their votes. Please note that you will be expected to attend the session in person rather than online.

DEADLINE

Please note, you must submit your Candidate Manifesto, along with any other campaign artwork & materials, by no later than Wednesday 28th February to elections@hertssu.com. This must all be reviewed by the Elections Committee before it can be published or used.

WHAT DOES THAT MEAN?

BALLOT

A system of voting anonymously.

BYE-ELECTION

An election that's held when vacancies become available during the year.

CAMPAIGNING

A series of activities used to raise the profile of a candidate, encouraging voters to vote favourably for them.

CANDIDATE

A person running in the election.

CANDIDATE DEBRIEF

An open discussion where candidates can give their feedback about their elections experience.

CANDIDATE MANIFESTO

A document candidates must complete to let students know why they're running in the election and why students should vote for them. Every candidate will get a Candidate Profile published on the website.

CANDIDATE QUESTION TIME (HUSTINGS)

An event where candidates in an election address potential voters, encouraging them to vote favourable for them.

CANDIDATE SUPPORT SESSIONS

A compulsory, mini conference style event for all candidates. Candidates will learn about the elections process, be given guidance about campaigning and have the chance to ask any questions. You'll also be able to mingle with the other candidates who you'll be sharing this experience with!

CREATIVE CAMPAIGNING SESSIONS

Held in Hutton Hall, candidates are invited to get creative! This is a great opportunity to make some campaign materials for free.

NOMINATION

Formally entering an election as a candidate.

POLLING STATION

Located on campus, these give students the opportunity to vote in-person.

RESULTS

The outcome of an election.

SINGLE TRANSFERABLE VOTING

A voting process which lets you rank candidates in your order of preference, enabling voters to say who they'd like to win if their first (or second, third...) choice is eliminated from the count.

VOTING

The process whereby students can select their favourite candidates.

KEY DATES

NOMINATIONS

Monday 29th January - Monday 19th February



CANDIDATE SUPPORT SESSIONS

Tuesday 20th February & Wednesday 21st February

CANDIDATE QUESTION TIME

Monday 26th February

CREATIVE CAMPAIGNING SESSIONS

Monday 26th February, Tuesday 27th February & Wednesday 28th February



VOTING

Monday 4th March, Tuesday 5th March & Wednesday 6th March



RESULTS NIGHT

Wednesday 8th March



**YOU CAN DIRECT
YOUR QUESTIONS TO
ELECTIONS@HERTSSU.COM**