

ELECTIONS 2023

**CANDIDATE
HANDBOOK**



HERTS SU

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

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

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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 27TH - WEDNESDAY 29TH MARCH

ONLINE

HERTSSU.COM/VOTE
OPEN FROM 8AM-6PM

POLLING STATIONS

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 31st 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 of the Students' Union are student leaders and any students running for any of these leadership positions are expected to behave accordingly. This means treating student voters, fellow candidates, University and Students' Union staff with respect at all times.
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, in addition to potential 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 the Students' Union or Athletic Union may endorse any candidate.
6. No candidate may use any resources made available to them through positions of responsibility within the 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 the Students' Union offices or meetings. This includes Hutton Hall and the Student Media Suite.
8. Candidates must not incorporate Students' Union branding into their campaign materials.
9. Campaigning must not begin until the dates and timings for voting as listed on the Students' Union website. Students campaigning outside of these timings will be deemed to have committed a serious breach of the elections rules.

CAMPAIGN MATERIALS

1. Candidates must not distribute physical handouts or printed materials (including flyers) as part of their campaign during the elections. Candidates can only print and distribute posters, which must be displayed in designated poster areas.
2. Campaign materials must be approved by Herts SU prior to the commencement of the Voting period.

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

HOW TO CAMPAIGN

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

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 big and 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 course mates to see what changes they'd like to see. Once you've done your research, pick three or four issues that strike a chord with you. How can you resolve these? Make sure the changes you'd like to propose are achievable.
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 will be reimbursed for legitimate campaign expenses. Budgets for the roles will be announced at Candidate Bootcamp. 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 Manifesto 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 must attend Candidate Question Time on Wednesday 22nd March where you will be presented with 2 questions that you should answer so students can get to know more about you and why they should vote for you. Candidates will be given the questions in advance so they have time to prepare answers, then on the day we will film you answering your questions. Candidate Question Time videos will then be shared across our social media channels and on the website, giving students the chance to find out more about the candidates before submitting their votes.

Please note that you must submit your Candidate Manifesto, campaign artwork & material and social media handles by 12pm on Wednesday 22nd March.



WHAT DOES THAT MEAN?

ALTERNATIVE TRANSFERABLE VOTING

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

BALLOT

A system of voting anonymously.

BY-ELECTION

An election that is held when vacancies become available during the lifetime of an already elected office.

CAMPAIGNING

A series of activities used to raise the profile of a candidate and, ultimately, win over the votes of prospective voters.

CANDIDATE

A person running in the election.

CANDIDATE BOOTCAMP

A conference style event with a number of sessions for the benefit of candidates, including information about the elections and guidance about campaigning.

CANDIDATE DEBRIEF

A meeting where candidates will be asked for their feedback on their elections experience. Candidates will also be asked to provide their Expenses Form here.

CANDIDATE MANIFESTO

A document that all candidates must complete to let students know why they're interested in the student leadership position, why students should vote for them and the biggest issue they believe students are facing at the moment. The Candidate Profile will be published at all voting avenues (on the website and at polling stations).

CANDIDATE QUESTION TIME (HUSTINGS)

An event where candidates in an election address potential voters.

NOMINATION

Formally entering as a candidate for election.

POLLING STATION

Where people vote during elections.

RESULTS

The outcome of an election.

KEY DATES

NOMINATIONS

MONDAY 20TH FEB - MONDAY 13TH MARCH

This is where students are invited to put themselves forward for one of the positions available.

CANDIDATE BOOTCAMP

WEDNESDAY 15TH MARCH

A compulsory conference-style afternoon for all candidates. At Candidate Bootcamp you'll be introduced to the Students' Union, given guidance about running a successful campaign, run through the Rules & Regulations and given a chance to ask any questions. It's also a nice chance to meet the other candidates who you'll be sharing this experience with over the coming weeks!

CANDIDATE QUESTION TIME

WEDNESDAY 22ND MARCH

Hustings! Your chance to explain to students why they should vote for you.

VOTING

MONDAY 27TH - WEDNESDAY 29TH MARCH

This is where students are invited to vote for their favourite candidates. Voting will be available on campus and online this year. Please see the details for the Voting period overleaf.

RESULTS NIGHT

FRIDAY 31ST MARCH

Once the elections count has run and the results have been verified, we will announce them to all students. Candidates will be invited to the Loft to watch the results be announced live.

TERM

MONDAY 26TH JUNE 2023 -

FRIDAY 28TH JUNE 2024

Those successfully elected into the Officer roles will take up their term in office from Monday 26th June 2023 - Friday 28th June 2024.

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

HERTS SU

@HERTSSU
HERTSSU.COM/ELECTIONS