

# ELECTIONS CANDIDATE HANDBOOK



**HERTS SU**



# CONTENTS

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

<b>4</b>	<b>ABOUT YOUR STUDENTS' UNION</b>	<b>12</b>	<b>COMPLAINTS</b>
<b>6</b>	<b>KEY DATES</b>	<b>14</b>	<b>HOW TO CAMPAIGN</b>
<b>7</b>	<b>ELECTED OFFICER ROLES</b>	<b>15</b>	<b>ELECTIONS DEFINITIONS</b>
<b>9</b>	<b>SOCIETY COMMITTEE MEMBER ROLES</b>	<b>16</b>	<b>SUPPORT</b>
<b>11</b>	<b>CANDIDATE EXPECTATIONS</b>		



We're #YourUnion.

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 student leaders will be, meaning they can help to shape the future of Herts.



**YOUR  
STUDENTS'  
UNION**

# FORUM CAFÉ

SUB



# KEY DATES

## NOMINATIONS



Put yourself forward for a role

Monday 2nd February (10:00) –  
Monday 23rd February (10:00)

## DEVELOPMENT SESSIONS



Level up your leadership game!

Monday 23<sup>rd</sup> February – Friday 27<sup>th</sup> February

## CAMPAINING & VOTING



Encourage students to vote for you

Monday 9<sup>th</sup> March – Friday 20<sup>th</sup> March

## RESULTS

Tune in live for the results!

Wednesday 25th March

# ELECTED OFFICER ROLES

**AN OVERVIEW**



## **PRESIDENT COMMUNITY**

**Annual Salary of £25,500 (TBC)**

### **Full-Time**

- You'll be a key link between students, the SU & the uni
- You will be responsible for taking the student voice to the top, driving big scale change
- Your key area of focus will be ensuring the student experience is the best it can be and that all students feel part of the Herts community
- You'll help us to ensure there's something for everyone, making sure our events, initiatives and services are accessible, varied and appealing

## **PRESIDENT EDUCATION**

**Annual Salary of £25,500 (TBC)**

### **Full-Time**

- You'll be a key link between students, the SU & the uni
- You will be responsible for taking the student voice to the top, driving big scale change
- Your key area of focus will be ensuring the academic experience is the best it can be across all the Schools of Study
- You'll help us to ensure all students are empowered and supported in achieving their degree aspirations

# SOCIETY COMMITTEE MEMBER ROLES

**AN OVERVIEW**



## CHAIR

### Voluntary

#### A few hours each week

- You'll be responsible for the day to day running of your society
- You'll lead your committee and ensure the success of your society

## TREASURER

### Voluntary

#### A few hours each week

- You'll be the financial lead for your society
- You'll make sure your society account maintains a healthy balance
- You'll get to apply for Society Funding

## INCLUSION OFFICER

### Voluntary

#### A few hours each week

- You'll make sure your society is inclusive and welcoming
- You'll ensure any events you run are completely accessible

Please note that some societies may have additional roles. These will be displayed as part of the election. If you have any questions about any additional positions, please ask the current society.

# CANDIDATE EXPECTATIONS

We have a number of rules candidates must follow to ensure our elections are fair. Here's a bird's eye view of the behaviour you'll need to demonstrate as a candidate, but please familiarise yourself with the full Rules & Regulations before running.

## BE RESPECTFUL

Treat all candidates, students and staff with dignity and fairness throughout the process.

## DON'T MISUSE AUTHORITY

You mustn't use positions of authority (like memberships of clubs or societies, student leader roles etc) to promote your campaign.

## UPHOLD INTEGRITY

Campaign honestly and ethically, focusing on your vision and values. Avoid negative or discrediting tactics towards other candidates.

## RESPECT BOUNDARIES

When campaigning, be mindful that not everyone wants to participate in the elections – honour their wishes if asked to be left alone. Allow students space to study, socialise or relax without disturbance by being mindful of where you're campaigning.

## BE INCLUSIVE

Respect the diverse backgrounds, beliefs and identities of all individuals. Foster a welcoming and inclusive atmosphere throughout your campaign.

## CAMPAIN LEGALLY

Use only approved digital materials and avoid distributing printed materials. Make sure anything you buy is within your campaign budget and that you keep hold of your receipts so you can be reimbursed later on.

## RAISE CONCERN APPROPRIATELY

Don't confront other candidates if you think they're misbehaving. Report them confidentially through official channels.

Please note that there is only a campaign budget for students running for an Elected Officer role. Students running to be a Society Committee Member must not spend any money on their campaign as this cannot be reimbursed.

## PROTECT THE DEMOCRATIC PROCESS

Ensure every voter can cast their ballot freely and without interference. Never use your devices or handle someone else's to facilitate voting.

## 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 let us know at [hertssu.com/complaints](http://hertssu.com/complaints).

Please note that elections complaints are subject to our Complaints Procedure. The deadline for submitting complaints is 3pm on Friday 20th March.



# 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 rules to play to, but what could you do to stand out from the crowd? Be bold so you can't be missed.
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. Speak passionately and truthfully.
4. Plan your time well in advance. Campaigning shouldn't take over your life or stop you from attending 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 chosen number one.

## YOUR UNIQUE SELLING POINT

1. What are you passionate about? What are your ambitions for the role?
2. Once you've come up with some ideas, think about how you could drive these changes. Be ambitious but realistic.
3. Who are you? Why should students trust you to be a leader? Make sure your personality is coming through as part of your campaign.

## BUDGET

If you're running to be an Elected Officer, you'll be reimbursed for legitimate campaign expenses. Candidates can spend up to £10 on campaign materials. Be careful not to exceed your budget! We can only reimburse you that amount and overspend is against the rules.

Make sure you don't spend a penny if you're running to be a Society Committee Member!

# ELECTIONS BY DEFINITION

## BALLOT

A system of voting anonymously.

## CAMPAIGNING

The tactics employed by a candidate to raise their profile and encourage voters to vote favourably for them.

## CANDIDATE

A person running in the election.

## CANDIDATE BRIEFING

A compulsory session 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!

## CANDIDATE DEBRIEF

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

## 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 TRANSFERRABLE 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.

**REACH OUT TO  
ELECTIONS@HERTSSU.COM  
FOR SUPPORT**



**HERTS SU**