

How to be a candidate

A Union guide to the By-Elections



Thank you for considering putting yourself forward for a role with the Union of Students!

This helpful guide will tell you everything you need to know about the By-Elections and covers

- What the By-Elections are
- How you can run for a role
- Manifestos
- Do's and Don'ts/rules and regulations around being a candidate
- The rules and process around voting
- What happens after the By-Elections

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What are the By-Elections?

The Union of Students is a democratic organisation which represents the students of the University of Derby. To do this, we have to elect students into officer and representative positions with specific tasks in order to best represent our members (aka the students)

The Union Elections are organised so that any student can stand for election and vote for who they want to see represent them throughout the year. These elected students will then lead the Union of Students on behalf of every member of the Union and coordinate our work and direction.

If a position isn't filled in our main Union Elections in February (ie because someone dropped out of running) we attempt for a second and final time to fill the vacant positions, and this is what the By-Elections are for.

There are three main stages to the By-Elections

1. The nominations period
2. The ratification period
3. The voting period

During the nominations period any student can put themselves forward for the available roles/ There are certain limitations to some roles ie you have to be a student of the college of law to run as Part Time Officer (Derby Law School) but you can find full details later in this guide.

During the ratification period students who have nominated themselves will attend a Ratification meeting or will watch this online to enable them to understand how to run the elections, what the rules are, and to be confirmed as a candidate. After Ratification candidates will generally begin to make any campaign materials they are planning to make (such as a poster – example at the end of this document) with a view to launching these when voting opens.

During the voting period, students can vote for all candidates on the Union website. Candidates will spend approximately a week trying to get as many votes from University of Derby students as possible, by talking to students, asking classmates to vote for them etc. The Union also employ student staff to get votes on your behalf during this week. Then, whoever gets the most votes for each position wins and is elected and will hold the position from July of that year to the July of the following year.



What roles are available in the By-Elections 2019?

We have several roles you can put yourself forward for which cover a range of areas of student representation. These roles are called Part Time Officers – they represent groups of students, and the issues they face, by making sure their voices are heard as well as attending meetings to vote on and guide the direction of the Union for the benefit of University of Derby Students. You may also choose to get involved with, and plan, events for the group of students you represent and get involved with University staff to achieve your aims.

These roles are specially tailored to fit a student lifestyle and are a fantastic addition to your CV, so don't worry about it being too time-consuming, these roles are designed to slot in around your studies.

The roles available

Part Time Officer (Gender)

- Open to all students

Part Time Officer (Ethics & Environment)

- Open to all students

Part Time Officer (Buxton HE)

- Buxton students only

Part Time Officer (Part Time Students)

- You must be a part time student

Part Time Officer (Postgraduate Research)

- You must be a PGR student

Part Time Officer (Postgraduate Taught)

- You must be a PGT student

Part Time Officer (Student Parents)

- You must be a student parent

Part Time Officer (Commuter Students)

- You must be a commuter student

Part Time Officer (Mature Students)

- You must be a mature student (over 21 when you started your course)

Part Time Officer (Education & Childhood)

- You must study on a course related to Education & Childhood in the Institute of Education

Part Time Officer (Arts & Media)

- must study on a course in the discipline of Arts & Media

Part Time Officer (Music & Performing Arts)

- You must study on a course in the discipline of Music & Performing Arts

Part Time Officer (Environmental Sciences)

- you must study on a course in the School of Environmental Sciences

Part Time Officer (Allied Health and Social Care)

- You must study on a course in the discipline of Allied Health and Social Care

Union Sports Chair

- Open to all students

Buxton Chair

- Buxton students only

Buxton Activities Officer

- Buxton students only

For full details on any of these roles and what they entail, please contact Laura Maher at laura.maher@derbyunion.co.uk



How you can run for a role

All you need to do is wait until the By-Elections nominations period is open on 8th April and nominate yourself (that just means put yourself forward) on the relevant section of our website which is derbyunion.co.uk/elections

To nominate yourself, you need to do the following

Complete the section requesting your name

(We will check your name against the data provided to us by the University of Derby to ensure that you are enrolled on a programme and that you are a current student)

Then tell us the name you wish to have on the ballot form

Mark the position you wish to run for

Then, you will need to upload a Manifesto (see guide below) by clicking the Manifesto Upload section. This should be typed in to the text box.

(Please do not upload your manifesto as an image)

Upload a photo of yourself in the photo section provided

Submit your nomination!

(Make sure you read and understand the terms and agreements relating to the elections and successful appointment into role)

And that's it!

Once you have nominated yourself, we will guide you through the next steps. Then, when the voting period opens, you just need to get votes from other students and the person with the most votes wins and is elected in to that role (that's how you get one of these roles you see, you are voted in!). We are a democratic organisation so unlike a normal role where you might send in a CV and then get an interview, any student can put themselves forward (subject to the restrictions outlined above) for a role and the students vote for who they think is best for it! It really is that simple.

What's in it for me?

Full training and year-long support is given to our Part Time Officers as well as rewards that support you in your role (such as hoodies, a leadership retreat and regular socials which you can attend)

What is a Manifesto and how do I create one?


Your manifesto is a public declaration of what you want to achieve during your term of office. It will be available on the online voting module for students to look at and inform on their decision of who to vote for.


Students will use your manifesto to measure your achievements throughout your term of office and to hold you to account. It is therefore important that your aims and promises made on this document are both realistic and measurable. Your manifesto statements should be related to the position you are applying for and be of benefit to the students.

Some quick tips regarding your manifesto

- Include your name and the position you are running for
- Research your role and know your manifesto
Remember, you may be asked questions on issues related to your position that are not on your manifesto – a clear grasp of the role and current student issues will hold you in good stead
- Ensure that your manifesto is legible and proof-read!
The manifesto that you submit online cannot be changed and will be used by the Union in multiple publications. This is not the time to have spelling mistakes or grammatical errors. We strongly recommend that you can get someone (or a few people) to proof-read your manifesto. Spelling errors can really put people off!
- Keep it Simple
Don't feel you have to cram as much in as possible. Make it short, punchy and articulate. It can just be a few bullet pointed sentences. Three to five manifesto points is typical
- Don't forget
Your manifesto is a tool to get students to want to vote for you – so make sure you include a statement asking them to vote and, of course, vote for you

Example manifesto





Abby Wilson (lego)

Abby Wilson #1 for President
VOTE LEGO! #buildingabetterunion
 Hi, my name is Abby and I've been your Vice-President (Welfare) this year. I am running for the position of President because I want to build a better union, this is how I will do it:

Communication

- Create a Union of Students app with all your needs in one place.
- Weekly updates from officers so you can hold us to account.
- Hold drop in sessions at all campuses with tea and biscuits.

Education

- Hold a lecture time referendum, study times to suit you. 9.00am or 9.00pm?
- Improve the quality of assessment feedback so you can reach your goals.
- Challenge the University to use anonymous marking on your assignments.

You

- Create a loyal scheme for our shops, bars and blends so we can reward you for what you spend.
- Reduce the wait time for your student wellbeing services.
- Food you want on campus, open the hours you want it!

Why me?

I have been a part of the Officer Trustee team this year as your Vice President (Welfare). I have led the Union to make many great changes such as free emergency sanitary wear, representation at all sites and created and delivered a national mental health campaign. I have been a hardworking and dedicated member of the team and worked closely with the President daily. I have built a great relationship with the university and this, paired with an expert knowledge of the Union will ensure these goals are met effectively. I believe if elected as President I will be a fair and caring leader yet one who is unafraid to challenge the University for what you want!

Why us?

I am working with candidates Scarlet - Vice President (Education) and Jacob - Vice President (Welfare) because we have common goals and each have a passion for students. Together we've made many changes already and would love the opportunity to work with each other to continue building your university experience.

#votelego #voteabby



Do's/Don'ts/Rules and Regulations

Are there any rules around running in the elections?

The document that defines the rules and regulations for the entire elections is Standing Order 3. Please refer to this document if you want to find out about the eligibility for students running, how the nominations, voting, and complaints processes work, and the role of the Returning Officer (See end of this document).

Although the Deputy Returning Officer is asked to annually produce additional rules, regulations, and guidance for elections that are contained within this guide, it is Standing Order 3 which will be used by the Returning Officer to determine electoral misconduct. Candidates must be aware that they risk being removed from elections if they fail to observe and practice the guidance set out in this document or our Elections code of conduct. All candidates are advised to read the Standing Orders and familiarise themselves with the rules.

Why do we have rules?

The entire basis of the Union elections, and any election for that matter, is to fairly and democratically elect a candidate. Most rules will appear to be common sense if all candidates endeavour to be professional, polite, fair, and cooperative. Remember, you are applying to become an official representative of the Union of Students – your conduct through the elections period should be indicative of how you would conduct yourself within the role. All of the applicable rules will be explained to you during the Ratification meeting.

Do's and Don'ts

Things to do

- **DO** read Standing Order 3 to understand the process of conducting an election
- **DO** make yourself available for the ratification on a date TBC or undertake Ratification online. If you plan to undertake ratification online, please let us know at elections@derbyunion.co.uk in good time
- **DO** be creative in your campaigning. If you're making a poster, try to make it stand out
- **DO** talk to the voters. They don't bite! You will find that most students will have the time to hear what you have to say if you reach out to them
- **DO** allow voters the space to cast their vote in private, don't crowd them or use your presence to be imposing

Things to avoid

- **DON'T** let anyone pressure you into standing. If you want to, then stand, but make sure it's your decision
- **DON'T** take support for granted. If you assume your course-mates, society members or team mates are going to vote for you, the more likely they are to forget. Every vote counts!
- **DON'T** give your electronic device (ie phone/tablet) to voters for voting or any other purpose, and do not touch the electronic devices of voters. Voters must cast their votes in secret and cannot use a device of any candidate or their campaign team to vote with. We must ensure the security and personal details of voters is protected
- **DON'T** harass, coerce or force people in to voting. Ensure you are being respectful and take 'no' for an answer
- **DON'T** cast votes other people's behalf, each person must cast their own votes
- **DON'T** badmouth other candidates to voters, be competitive and strive for success, but we don't accept smear campaigns

REMEMBER - You risk being removed from the elections if you fail to observe our elections guidance so adhere to all rules throughout the elections period.



What's the Ratification Meeting?

Once you have completed the Nomination Form and nominations have closed, you need to be approved as a candidate by the Deputy Returning Officer. You will need to watch the Ratification presentation which will be sent to you and answer a few questions to confirm you have watched it by absolutely **no later than Midday on Tuesday 30th April**. During the presentation, the Deputy Returning Officer will give a short statement on what we expect of candidates in terms of behaviour and conduct, and then they will go through the rules and other information you need to know about being a candidate.

PLEASE NOTE - YOU CANNOT RUN IN THE BY-ELECTIONS IF YOU HAVE NOT BEEN RATIFIED so make sure you watch the presentation and answer the questions as soon as you are able.

How does voting work?

Voting takes place online at the Union of Students website. Students login to the Union website through their UDo account. Once logged in, they click on the elections voting banner which takes them to the voting page. They then vote for their preferred candidates using the Single Transferable Vote system. Once they have voted, they logout of their account. They don't have to vote for all positions, but they do have the option of coming back to vote for more positions if they wish to at any time during the voting period. If voters don't want to vote for any of the candidates available, there is an option for Re-Opening Nominations (R.O.N). If R.O.N wins the most votes for one position, then no one will be elected in to that role and we will attempt to co-opt someone in at a later date.

How do I get students to vote for me?

Below are some pointers to get students to vote for you during the voting period

- **Image and message** – Think about how you want to promote yourself; do you want to be seen as professional? Fun? Or both? For getting a message across, point students towards your manifesto, which will tell them what you are going to do should you be elected. Likewise, an effective slogan, catchphrase or pun goes a long way. For example, in a previous election, one candidate used her name, Daisy, to create a campaign slogan of “Pick a Daisy”
- **Talking to students** – This can be one of the most powerful methods of campaigning. Make sure you have a plan of what you want to say and how you want to come across. Don't be afraid to go up to students and strike up a conversation
- **Online presence** – One way of appealing to people is through online campaigning via social networking sites such as Facebook, Twitter, Snapchat and Instagram. Some of the full time officers create whole Facebook pages to promote themselves, others create funny videos – have a look at this (successful) candidate's video on facebook: [facebook.com/joeleamgoldsmithsSU/videos/249859639224336/](https://www.facebook.com/joeleamgoldsmithsSU/videos/249859639224336/). You don't need to do as much as this but putting a couple of posts on social media asking students to vote for you is probably a good idea! You could even create a little poster to share
- **Get yourself heard** – Don't assume because people know you they will vote for you, they may forget to get round to it or may not have even know the By-Elections are happening – make sure you ask your friends, classmates and peers to vote for you!

What is the Single Transferable Vote?

With this system of voting, a voter ranks the list of candidates in order of preference (Mark a '1' beside the most preferred candidate, a '2' beside the second-most preferred candidate and so on). The voter may rank any number of candidates they wish. For example, if there are five candidates running; they can rank one of the five candidates, two of the five, three of the five, four of the five, or all five of the candidates. This means they do not have to rank all candidates unless they choose to.

The purpose of this voting system is to use the preferences for one candidate to gain 50% of the total votes cast or over to win the election.

Here is an example of how an election using the STV could turn out

Candidates	Round 1		Round 2	
Candidate 1	10	48%	10	48%
Candidate 2	7	33%	11	52% (winner)
R.O.N	4	19%	Excluded (all second preferences to Candidate 2)	

As we can see, Candidate 1 has 48%, Candidate 2 has 33% and R.O.N has 19% of first preference votes. Because no candidates received over 50% of the vote, the lowest candidate with first preference votes (R.O.N) is eliminated from the contest and their second preference votes are shared out amongst the remaining candidates. So in this case, all of R.O.N's second preferences votes were for Candidate 2, which pushes Candidate 2 over the 50% threshold and wins the election.

When does voting end?

Voting will close on 8th May. The winners of each position will be announced through a live Facebook video on the Union's page, on the Union's website (derbyunion.co.uk), as well as our social media channels – so keep an eye online!

What happens after the By-Elections?

After the By-Elections results have been announced, the lucky winners will begin the process of preparing themselves to take up the role in July 2019. All Part-Time Officers will be trained and fully supported in the role throughout the year.

