

Thank you for showing an interest in being a SUBU full-time officer and running in the election. As a student-led charity, our officers lead the direction of the union and have the power to influence change at BU and beyond.

Elections are an exciting time, but we also know that it can be a bit daunting, which is why we are here to support you through the process. This short elections guide covers everything you need to know about the process from the roles available, key dates, what is involved in running, how to campaign, how to write a manifesto and what support is available.

If you have any questions about the election please contact [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk)

Good luck!

### **Key dates**

Nominations are open between 10am on Monday the 10<sup>th</sup> of February until 12pm on Monday the 24<sup>th</sup> of February.

Manifestos must be submitted by 12pm on Monday the 24<sup>th</sup> of February.

The candidate briefing will be taking place at 2:30pm on the 26<sup>th</sup> of February in F104.

Candidate material submission deadline is Monday the 2<sup>nd</sup> of March at 5pm.

The Candidate Q&A (hustings) will be taking place at 5pm on the First Floor of the Student Centre on the 5<sup>th</sup> of March.

Campaigning will begin after the Candidate Q&A.

Voting will open at 10am on Friday the 6<sup>th</sup> of March and close at 4pm on Thursday the 12<sup>th</sup> of March.

Budget declaration will take place between 4-7pm on Thursday the 12<sup>th</sup> of March

The results party will be taking place at 6pm on the 13<sup>th</sup> of March on the 5<sup>th</sup> Floor of the Student Centre

A range of training opportunities are available to support you, these are listed on page 2.

### **Who can stand?**

All current BU students can stand in the SU Elections. It doesn't matter if you are part way through your studies (you may be able to take a year out or do it as your placement) or graduating this year. It doesn't matter what course or level you are studying at, or if you are a home or international students, all BU students can become a Sabbatical Officer.

SUBU is here to represent all students at BU so we're searching for students from all walks of life and areas of study. Don't worry if you don't think you've got the right experience because you'll receive training for your role.

### **Is there anyone who can't stand?**

You can stand if you are a current BU student, but if you've already been a Sabbatical Officer at SUBU or another union for two years you will be ineligible.

### **What are the roles?**

The roles available are: President, Vice-President Education, Vice-President Student Opportunities and Vice-President Welfare and Community. If you want to find out more about the individual roles please view the job descriptions available on the candidate hub.

Full-time positions require you to take a year out from your studies if you aren't in final year. You'll receive an annual salary of £21,815 and 24 days holiday (+ bank holidays and 3.5 days over Christmas).

## How do I nominate myself?

Nominating yourself is really easy, you just need to head over to the nomination form on the SUBU website and fill it in. You don't need to have your manifesto ready by the time of your nomination as long as you submit it by the time nominations close at 12pm on Monday the 24<sup>th</sup> of February.

## What is the budget?

To ensure all candidates have the same opportunities there are strict budgets that candidates must adhere to. At the end of the campaign period you will need to submit your budget along with receipts and the costs for all expenses incurred throughout the process. You can find this online in the candidate hub section.

Candidates can spend up to £50 which will be refunded by SUBU at the end of the election period. You can spend your budget on printing leaflets and posters but also more creative campaigning materials just make sure you keep a proof of what you have spent

It is worth thinking out your campaigns expenditure early on so that you can plan your main areas of spend, but also remember that it is not always the candidates who spend the most that win- so use your budget effectively.

You must declare your election expenses to SUBU between 4pm and 7pm on Thursday the 12<sup>th</sup> of March, this is when you will be reimbursed. You must bring proof of expense with you or be subject to disqualification.

## Candidate Academy

To support you throughout the election period there are a number of opportunities for you to further develop your campaigns and to really make you stand out from the rest.

## Candidate Information Session

Time and Place: [11<sup>th</sup> of February, 5-7pm in Create Lecture Theatre](#)

Everyone interested in finding out more about being a full-time officer and how to write a great manifesto should attend! This is your opportunity to find out what exactly happens at SUBU. You'll meet our CEO- Sam Leahy-Harland, Head of Student Engagement- Irfan Zaman, and Commercial Manager – Alan Dove .This will be followed by the Head of Student Voice and Policy providing key trends in student feedback so you get to find out what students really care about to make your manifesto really stand out!

## Campaigning Workshop

Time and Place: 20<sup>th</sup> of February [12-2pm](#) in the Committee Room, [2-4pm](#) in the Purbeck Room, [5-7pm](#) in F204,

Want to run for a full-time officer position but not really sure where to start? Lucky for you we've got an expert who can give you the inside scoop on how to plan the perfect campaign and how to make your campaign really stand, giving you the upper hand in the election.

## Candidate Briefing

Time and Place: [26<sup>th</sup> of February, 2:30-4pm in F104](#)

You have to attend a candidate briefing in the elections. This is where you'll find out the rules that govern the election, but you'll also meet the other candidates you'll be running with.

## Public Speaking Workshop

Time and Place: [4<sup>th</sup> of March, 1-2pm in F105](#)

During the election you'll be put out of your comfort zone and be expected to talk to lots of students to convey your message about why you are the best person for the job in range of situations, from quick chats, to the candidates Q&A. Come along to this workshop to find out some tips and tricks to making you an effective communicator.

Full-time officer drop-ins - Do you want to find out what it's like to be a full-time Officer from an existing FTO? Well drop us an email to [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk) and we'll set up a drop in session for a time that suits you.

## Manifesto's

You are required to submit a manifesto as a part of the nominations process. This is your chance to state what you intend to do if you were to be elected.

Your manifesto will be available for voters to view online and in the candidate guide. Manifestos can be up to 300 words long, but you will also be asked to supply a 50 word manifesto for the candidate guide. You don't have to submit your manifesto at the same time as your nomination but the deadline for submitting your manifestos is 12pm on the 24<sup>th</sup> of February.

The key to writing an amazing manifesto is being in touch with the students who will be voting for you. Think about why you want to run and share it with BU.

Students have different experiences during their time at university, so think about what issues are currently important to students and to you. It is also worth remembering that there are many different types of students at BU and the manifestos promises that are the best are the ones that speak to ALL students. The best way to find out what students want is to speak to them.

You'll want to include:

- Who you are
- What role you are running for
- Any relevant experience you have

Aim for around four or five policies that are the most important to you and the most appealing to students.

Be original and creative, but also practical. Students will expect you to achieve whatever you lay out in your manifesto so it is important that you keep this in mind. They'll also know if something is unrealistic. The best policies strike the balance between what students want and what is achievable in a year.

Make sure that you come along to the candidate information session on the 11<sup>th</sup> of February at 5pm in Create Lecture Theatre to find out more!

Finally remember to submit your manifesto's by emailing [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk) before 12pm on Monday the 20<sup>th</sup> of February

## Campaigning

Being a good campaigner is not about who knows the most people, or who can print the most leaflets and posters. The keys to a successful campaign is being creative and having meaningful conversations with students.

## Campaign Theme

Campaign themes take many different shapes and sizes, whether this be tying it to your favourite TV show, coming up with a funny pun or putting your policies and ideas centre stage. You need to make sure that your theme is memorable.

You may also want to tie a slogan into your campaign this should be short and snappy and attract students to your message.

## Candidate Materials

You can spend up to £50 on campaign materials; this must include all expenses incurred such as printing. Nominal costs will be applied to items you already own but use primarily for the purpose of the election e.g. if you own a megaphone and use this during your campaign a fair price for a megaphone would be deducted from your budget. Please contact [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk) with any queries about nominal costs.

## Posters/leaflets

Make it eye catch and distinct through comedy, colour, shape and size.

- Keep the poster in line with your brand
- Don't overcomplicate your design
- It should include your name, a photo, key policies and slogans
- Get someone to proof read it
- Use tools like Canva.com to create cool designs easily

Don't spend your entire budget on printing, a conversation about why you are the best candidate for the job is far more impactful than a flyer. You are encouraged to think creatively about how you might spend your budget.

There are limitations around where you may place posters, please refer to the rules for this.

Poster designs must be submitted by the candidate material submission date, at 5pm on the 2<sup>nd</sup> of March.

## Videos

Candidates are encouraged to film their own videos for the election, they are a great way to interact with students who do not come on to campus often or read leaflets. You could record a rap, song or film!

If you want to SU to share your campaign video it must be submitted at the candidate materials submission date, which is 5pm on the 2<sup>nd</sup> of March. Videos must be no longer than 1 minute long.

Round up your friends and get them involved! You can film your video and use software like iMovie to edit your videos (there are computers on campus with this software on!). You can even download video editing apps from the app store and do it on your phone!

If you still believe you are unable to film a video a staff member at SUBU will be able to film a basic video for you. If you wish a video to be filmed for you please get in touch with [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk)

## Online campaigning

You can use your own social media or create one for the election, just make sure that your online campaign adheres to the election rules.

Facebook page- raise your profile and get student to show their support. You can publish your manifesto, updates and photos to keep people engaged, and even share live videos throughout the week

Twitter- a great way to communicate with BU students

Instagram- stories are a great way to reach students and you can post key points in your campaign as posters

Use the hashtag #SUBUElects

## Campaign team

A crucial part of a successful campaign is a team who will help you spread the word. You can ask you housemates, friends from your course, or friends from student groups you are involved in (although the group can't support you in an official capacity.)

Try to arrange a time where you can familiarise them with your policies and campaigns and even put together a rota so you know who will be helping you when. You'll need to go through the rules with them because you will be responsible for their actions while they are campaigning on your behalf.

You'll want to keep them updated and you can spread them across buildings and campuses. Any time that your supporters can give you should be greatly appreciated

## Tactics

Talking to students- this is the best way to encourage students to vote for you. It is far more meaningful than passing them a flyer, be brief and get straight to the point. Have a good icebreaker. Find out what they care about and focus on changes that are relevant to them.

Lecture shout outs- This can be hugely impactful as you can talk to lots of students in a short space of time. You'll need to get permission before hand so make sure you arrive early and don't be offended if they say no. Keep your pitch short and sweet and really sell yourself.

Incentives- you may want to use some of your budget on incentives such as sweets to encourage students to talk to you. You should be aware of dietary restrictions if you are giving away food. Also remember that voters must vote in private and without undue influence so you mustn't enforce that they have voted for you in exchange of an incentive.

Plan your campaign- it is a busy job balancing campaigning and university work. Make the most out of your campaign by planning what you are going to do when and remember to find time to eat, sleep and drink during the campaign

## Wellbeing

The election can be a quite an intense time so make sure you are taking care of yourself. Plan something nice to do at the end of the campaign week. Even if you are not elected you will have achieved so much!

- Make sure that you are getting enough sleep and are eating enough.
- If you need to take a break from campaigning, take one! Resting, taking some time for yourself or even spending some time with your friends will make you a stronger candidate.
- Seek support if you need it. Having a strong network around you will help you

during the elections. But if things do get too much you can always have a chat with

- Speak to any of the election team or you can speak to SUBU Advice.

## Voting

SUBU uses the Single Transferable Vote (STV) system which provides voters with much more choice and influence. STV means that candidates do not need to win a majority, but instead must reach a quota/proportion of the vote. The quota is determined by the number of votes cast and the number of positions to be filled.

When voting students select their candidates in order of preference and are able to vote for as many or as few as they like. When the voting has closed, candidates are excluded if it is impossible for them to reach the quota, their votes are then transferred in order of preference. This ensures that fewer votes are wasted.

In addition to the candidates in the election students are also able to select 'no suitable candidate'.

## Rules

There are rules which govern the election, as a candidate you are responsible for understanding the rules. If you are found to have broken the rules sanctions will be applied. Don't worry though as the rules will be gone through at the candidate briefing, you can also view them on the candidate hub.

If you have any questions about the rules please contact [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk)

## Complaints

A complaint can be made about the action of a candidate, supporter or election official. Complaints must be submitted to [subudemocracy@bournemouth.ac.uk](mailto:subudemocracy@bournemouth.ac.uk). More information about the complaints process can be viewed in the rules.

### **Withdrawals**

If you wish to withdraw from being a candidate during the election process please email [subdemocracy@bournemouth.ac.uk](mailto:subdemocracy@bournemouth.ac.uk)