

# Spring Elections

Handbook

The background features a series of overlapping colored rectangles: a purple rectangle at the top left containing the text 'Spring Elections', an orange rectangle to its right, a yellow rectangle below the purple one, and a green rectangle at the bottom right containing the text 'Handbook'. A thick, dashed black arc curves across the bottom and right sides of the page.

# Contents

## Elections Forum

### Returning Officer:

Emma Powell (NUS)

### Deputy Returning Officer:

Andy Barnett

returningofficer@kusu.keele.ac.uk

### Election Forum:

Danny Walker (Chair) cac@kusu.keele.ac.uk

Hannah Storey

Holly Brown

Jacob Tyler

Sam Higham

Alex Chow

Peter Collison

## Point of Contact

The Deputy Returning Officer should be your first point of contact throughout the elections. They will they work with the Returning Officer from NUS and the KUSU Election Forum (elected at the UGM 31/01/2012) to act accordingly with any request.

# Introduction

The document you hold in your hands is a guide on how to survive the election you have been nominated for. It is highly recommended that you not only read this guide but also direct any questions you may have to the Deputy Returning Officer (Andy Barnett) who will liaise with the Returning Officer (Emma Powell: NUS) if required as ignorance is not an excuse for breach of regulations. This booklet also contains a comprehensive list of the constitutional obligations faced by the members of Union Committee and you may want to take the time to familiarise yourself with the position you are standing for and the others that you will be serving with.

Any breach of the regulations is dealt with by both the Returning Officer and Deputy Returning Officer and consequences of a breach of regulations can include, but is not limited to, disqualification from the elections. Any appeals are dealt with by the Elections Forum, which is made up of the Constitutional Affairs Secretary, General Secretary, and five other members elected at the UGM on 31st January 2012.

The Deputy Returning Officer also attends meetings of the Elections Forum; however does not have voting privileges. The Elections Forum has the overall say on the actions of the Returning Officer and Deputy Returning Officer and can overturn decisions made by either of the Returning Officer's and even disqualify candidates.

It is imperative that you are aware of deadlines and all events in the elections cycle to which your attendance is compulsory. All are clearly indicated on the timetable. If you miss a deadline, for instance the publicity hand in deadline, it means you will not have any publicity for your campaign.

If you miss a compulsory event such as Hustings, you will be in breach of the regulations and will be disqualified from the election. If you are unable to attend a compulsory event then you should send your apologies but only in exceptional circumstance in likeliness of an exceptional circumstance form and with plenty of notice. You are also required to produce a manifesto for the election.

# Spring Elections 2012

## February

**Rosie Weatherley**  
(President)  
president@kusu.keele.ac.uk

**Sam Higham**  
(Education)  
vp.education@kusu.keele.ac.uk

**Matt Bedding**  
(Welfare)  
vp.welfare@kusu.keele.ac.uk

**Alex Chow**  
(Finance & Activities)  
vp.finance@kusu.keele.ac.uk

**Adam Priston**  
(Sport & Fitness)  
vp.sport@kusu.keele.ac.uk

**Andy Barnett**  
Deputy Returning Officer  
a.w.barnett@kusu.keele.ac.uk

**Emma Powell**  
Returning Officer  
Emma.Powell@nus.org.uk

MONDAY	TUE	WED	THU	FRI
6	7	8	9	10
			<b>5pm:</b> Nominations Close for Positions. (Hand to Student Activities at KUSU.) <b>6pm:</b> Rules & Regs Meeting @ Barista. (candidates only)	<b>5pm:</b> Publicity Hand-In (see booklet for format) Email to Deputy Returning Officer. (candidates only)
Nominations are now open, hand in nomination forms to Student Activities on the top floor at KUSU.				
13	14	15	16	17
			<b>9am:</b> Publicity Collection at the Print Shop. (candidates only)	
20	21	22	23	24
	Hustings in the Ballroom... <b>6pm:</b> Part Time Officers. <b>8pm:</b> Full Time Officers.			
27	28	29		
<b>9am:</b> Online Voting Commences	Online Voting Continues	<b>5pm:</b> Voting Closes <b>6pm:</b> Election Appeals Meeting K2 (candidates only)		<b>THU</b> <b>Thursday 1st March</b> <b>1pm:</b> Election Review K2

←----- GET VOTING ----->

## Timetable

KUSU is a Registered Charity No. 1137380

# Positions to run for...

## Sabbatical Positions:

Any full time student of Keele University can run for one of these roles. They are paid full time positions, so you would have to take a year out of your studies (otherwise known as a Sabbatical) if you're not in your final year of study.

President of Keele University Students' Union

Vice President (Education)

Vice President (Welfare)

Vice President (Finance and Activities)

Vice President (Athletic Union and Sport)

## Student Council Representatives:

Again, these are open to all students of Keele University, they are voluntary part time roles, so you would complete your term alongside your studies. In addition to their role, each officer gets a seat on Student Council, meaning that they have a huge say on how the Students' Union operates.

- Racial Diversity Representative
- Disabled Students Representative
- LGBT Representative
- Female Representative
- Male Representative
- Mature Students Representative
- International Students Representative
- Health Faculty Representative
- Natural Science Faculty Representative
- Humanities and Social Sciences Faculty Representative
- Post-Graduate Taught Representative
- Post-Graduate Research Representative
- Foundation Year Representative
- Distance Learner/ Part-Time Representative
- Environmental Representative
- On-Campus Representative
- Off-Campus Representative
- Hospital Campus Representative
- RAG Representative
- Entertainments Representative
- Concourse Editor

## Trustee Board Positions

- 3 x Student Trustees

## Union Executive Positions:

- 3 x Open Portfolio Officers

# Things to consider if you run...

## Choose your position...

Naturally, this is going to decide what your core duties and responsibilities are going to be within the Student Officer Team. We recommend you pick a role more suited to your own interests and abilities. For the power hungry amongst you, be advised that all of the Sabbatical positions are EQUAL - The President is not the boss but more of a figure head for the organisation! Please read the job descriptions provided with the attached booklets carefully before coming to your final decision.

## Know your aims...

Every candidate should have at least a rough idea of what they'd like to see happen or made available for students at Keele University. If you don't, it might be an idea to consider what you think could be changed or improved, and how you might go about doing this.

## Write your manifesto...

A Candidate Manifesto is simply a brief overview of who you are, what position you are running for, and what your aims and goals for Keele students and the Students' Union are. Your manifesto may not exceed two sides of A4 paper and could be the first thing Keele students see with your name on it, so make it simple and easy to read, but interesting to look at.

## Know the rules...

Read the Elections Rules and Regulations included in this pack, these must be adhered to throughout the Election process. Deviating from these rules could result in warnings against your name, and in extreme cases, possible disqualification from the Elections entirely. So make sure you familiarise yourself with everything in this pack! Ignorance is not an excuse.

## Strategise...

It is important that you decide on a campaign strategy! Approaching your campaign in an ad-hoc gung-ho manner is very risky - although not always unsuccessful! Due to publicity rules, strategy is going to be a very important element. Assemble a campaign team of people that you trust and map out your path to glory.

## Find the balance...

While we encourage all students to be as active as possible in the Keele University Students' Union elections, it should not take priority over your coursework/exams. If you fail your course you may not be allowed to run in the Elections or take up a position on the Student Officer Team.

# How to write a manifesto...

## Questions to think about when writing your manifesto...

As a starting point, consider the points below. This will provide you with some basic topics to think about. These may not necessarily be in your manifesto, but thinking about them may help you to focus your campaign.

- Consider the role you would be undertaking, and list at least six objectives for the forthcoming year. These objectives can be either personal or work-related.
- Now think about the Union in its entirety. What in your opinion should be the objectives for Keele University Students' Union over the next year?
- The Students' Union as an organisation is very unique. What do you think makes it unique?
- In terms of facilities, services and opportunities, what can we offer students that other organisations in the local area cannot?
- In your opinion, what do students expect from the Students' Union?
- What do you think will motivate students to get involved with their Students' Union

## A good manifesto needs...

- An introduction to who you are.
- What position you are running for, ie. President or LGBT Representative.
- What makes you think you can carry out the role satisfactorily, ie. how you will carry out the duties of the role and represent Keele Students' Union and the students of Keele University?
- Any experience you have in relation to the role, ie. any voluntary work, work for the Students' Union, or specific skills relevant to the role.
- Your plans and/or objectives for Keele Students' Union if you are elected.

## Your manifesto...

- Must be no more than 2 sides of A4.
- Must be submitted by the prescribed deadline (13/02/11 at 12pm)
- May include any images you want.

Please make sure that your manifesto is submitted in one of the following formats:

- Microsoft Word Document
- Adobe Acrobat PDF file

You must also submit a candidate bio of no more than 100 words which is for the KUSU website and anywhere else seen fit for use. You may also submit one photo. All of this must be submitted by Monday 13th February at 12pm (Noon).

This must be submitted to the Deputy Returning Officer ([returningofficer@kusu.keele.ac.uk](mailto:returningofficer@kusu.keele.ac.uk))

# General Provisions

## Campaigning:

You may not campaign in any form, in the Library or the Students Union when the polls are open. (09:00 February 27th till 17:00 February 29th). When voting isn't open you are allowed three posters in Students Union building at any one time and on library notice boards ONLY (this remains at the discretion of the library).

## Publicity:

You are required to hand in all your printed publicity designs by Friday 10th February at 5pm. Any designs submitted after this deadline will not be accepted. This should be emailed to the Deputy Returning Officer ([returningofficer@kusu.keele.ac.uk](mailto:returningofficer@kusu.keele.ac.uk)) in the following formats:

- Microsoft Word Document
- Adobe Acrobat PDF file
- Jpeg

Printed publicity includes:

- Your official Poster design (2 designs max.)
- Your official leaflet design (2 designs max.)

You must inform the deputy returning officer what size, colour paper and copies required for each design.

Publicity printing will be providing in-house at KUSU on the request of each candidate. This will then be automatically deducted from the candidates budgets. Printing is black ink only. This will be charged at:

- A4 Single Side 4p (Colour Paper 5p)
- A4 Double Side 5p (Colour Paper 6p)
- A3 Single Side 8p (Colour Paper 8p)

Flyers must be laid out on an A4 page so they can be cut out after printing. i.e. if you want four flyers on one page the design should be laid out four separate times. If you want double sided flyers ensure the right back corresponds to the right front. Remember to leave space around your design so they can be printed and cut without effecting your flyer.

Publicity which is not subject to any deadline:

- Videos.
- Anything produced as a result of alternative publicity purchases.

No Candidate Publicity shall be made public until the official publicity collection on the 16<sup>th</sup> February at 9am. This is to ensure equality of opportunity to all candidates.

Publicity must not violate the elections regulations in Chapter 14 of the KUSU Constitution bye-laws.

## Budgets:

KUSU will set a budget for the production of publicity material per candidate. The budget will be the same for all candidates standing for election to a position. Candidates may choose how to spend their allocated budget. It is down to the individual candidate how they wish to allocate and spend their budget.

All receipts must be kept and handed in to the Deputy Returning Officer by the close of polling. All expenses will be reimbursed to candidates at the end of the elections cycle, providing it adheres to the regulations. Candidates with financial constraints should speak to the Deputy Returning Officer, to make other arrangements.

## Online Publicity

**IMPORTANT:** You may not start electronic campaigning until February 16th at 09:00. This coincides with publications collections date.

As defined within the constitution the rules are as follows. Any electronic campaign must adhere to the normal constitutionally prescribed rules e.g. 'No election publicity shall contain any direct or indirect references to any candidate for any post held at the same time' or 'prohibited to promote or run as R.O.N.'

(F4): "Tannoys, megaphones and other special equipment for the purpose of canvassing or publicity are forbidden. Use of the campus telephone system in order to canvass is forbidden. The use of microphones however is allowed in lecture halls. The use of social networking and other websites will be at the discretion of the Returning Officer."

(H22): "No candidate may knowingly approach a voter in the course of casting an electronic vote."

## Kusu.net

Candidates will be provided with a page on KUSU.net, this page will include the candidates manifesto, photograph, bio and possibly other publicity materials which will be confirmed at the Rules and Regulations meeting.

## CONCOURSE & KUBE:

The DRO will organise all 'airtime' for candidates via these channels in order to ensure equality of opportunity.

## Twitter

You may use a twitter account and but you must inform the Returning and Deputy Returning Officers, and must adhere to the normal rules and regulations of a KUSU election.

You may not mention or reply to other profiles in your messages using the @ function. You may not use the direct messaging feature.

## Facebook

All facebook campaigning should go in one of three places and nowhere else.

-Own profile

-Main elections page [www.facebook.com/KUSUElections2012](http://www.facebook.com/KUSUElections2012)

-Individual Position Page

### The Do's:

- Candidates may use their personal Facebook profiles to promote their campaign, they must adhere to the Election Bye-Laws that are laid out in Chapter 14 of the KUSU Constitution Bye-Laws.
- Candidates may upload campaign pictures and videos as to their personal page, they must adhere to the Election Bye-Laws that are laid out in Chapter 14 of the KUSU Constitution Bye-Laws.

### The Don'ts:

- Candidates may not create Facebook groups, pages or events to promote their campaign.
- Candidates may not canvass for votes through the use of the private messaging function.
- Candidates may not write anything that is related to their campaign on any Facebook profile other than their own. They may post to the main Elections 2011 page.

**IMPORTANT:** Do not promote other people to change their status or make any other alterations to their own personal pages to promote your candidacy.



# The positions available in this election are:

## Full Time Sabbatical Officers:

President

Vice-President (Education)

Vice-President (Welfare)

Vice-President (Finance and Activities)

Vice-President (Athletic Union and Sport)

*Note: The V.P (Athletic Union and Sport) includes A.U President remit (approved 31/01/12)*

## Part Time Student Council Representatives:

Racial Diversity Representative

Disabled Students Representative

LGBT Representative

Female Representative

Male Representative

Mature Students Representative

International Students Representative

Health Faculty Representative

Natural Science Faculty Representative

Humanities and Social Sciences Faculty Representative

Post-Graduate Taught Representative

Post-Graduate Research Representative

Foundation Year Representative

Distance Learner/ Part-Time Representative

Environmental Representative

On-Campus Representative

Off-Campus Representative

Hospital Campus Representative

RAG Representative

Entertainments Representative

Concourse Editor

3 x Student Trustees

3 x Open Portfolio Officers



**Keele University Students Union**  
**Elections 2011: Nomination Form**

(PLEASE USE BLOCK CAPITALS)

**Name:** \_\_\_\_\_

**Position Nominated For:** \_\_\_\_\_

**Keele Card Number:** \_\_\_\_\_

**Term-Time Address:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Name you wish to appear on the ballot paper:**

Please complete this form (and the attached) and hand it in to Andy Barnett Student Activities Co-ordinator and Deputy Returning Officer in the Student activities Office on the top floor of the Students Union before 17.00 on 9th February 2012. You can contact Andy on [a.w.barnett@kusu.keele.ac.uk](mailto:a.w.barnett@kusu.keele.ac.uk) or 01782 734807 (internal 34807).

Some positions carry trustee responsibilities and you are not allowed to be a trustee if you:

- Are under 18 years of age
- Have been convicted of any offence involving deception or dishonesty, unless the conviction is legally regarded as spent.
- Are an undercharged bankrupt.
- Have made compositions with your creditors and have not been discharged.
- Have at anytime been removed by the Commissioner or by the Court in England, Wales or Scotland from being a trustee because of misconduct.
- Are disqualified from being a company director.
- Have failed to make payments under the court court administrators orders.
- If you in any doubt about you eligibility to act as a trustee you should either seek your own legal advice or contact the Charity Commissioners.

I have read and understood the above criteria for being a trustee and confirm that I am eligible to become a trustee in the event that I am elected to any position which carries trustee responsibilities.

Name:

Signature:

Date

All positions:

I hereby declare that I will not attempt to use any form of Media (such as newspaper or radio) to further my campaign. I understand that any infraction of the declaration will invalidate my candidacy and result in me being removed from the elections.

Name:

Signature:

Date

I have read and understood the attached election regulations and agree to abide by them:

Name:

Signature:

Date