

CANDIDATE HANDBOOK

2020

The
UNION

**STUDENT
ELECTIONS**

#VOTEUPSU

Welcome to the 2020 Student Elections. Thank you for standing to represent students at the University of Portsmouth. This handbook will assist you as an election candidate and aims to develop your candidate materials, including your manifesto and publicity.

If you ever get stuck or are unsure of something, don't worry, help is only an email away. The Elections Team can be reached at elections@upsu.net. Please ensure that you label your email as 'Elections Query:...'.

Contained in this handbook:

1. Elections Timeline & Checklist
2. A Guide to Writing your Manifesto
3. Campaigning & Building your Campaign
4. Your Welfare
5. Publicity:
 - Your Candidate Profile
 - Academy Video Brief
 - Making a Campaign Video
 - Social Media
 - Posters on Campus
 - Craft Materials Available
6. What happens after the Elections
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2020 TIMELINE

Candidate Academy:

Sat 8th February | 10:00 - 15:30

During this session you will go through the rules and regulations of the elections, be able to develop your manifesto, and meet with previous Elected Officers. Attendance is mandatory and catch up sessions are available. In Union Meeting Rooms 1 and 2.

Craft Materials Available:

Mon 10th - Fri 14th February | 10:00 - 16:00

A range of paint, markers and other craft materials are available to use and customise your campaign materials (banners, t-shirts, etc) in the Huddle on the first floor of the Union building.

Manifesto Submission Deadline:

Before Fri 14th February | 16:00

Make sure you submit your Manifesto (uploaded to elections.upsu.net).

Film a candidate video with the Union (optional):

Tue 11th - Weds 12th February

Sessions are available to film a video address to share your manifesto points with students. Email marketing@upsu.net to book a session for the 11th - 12th February with a member of staff.

Distribute your posters & flyers on campus:

Mon 17th February | From 09:00

Voting Week:

Mon 24th February 09:00 - Fri 28th February 12:30

You can begin campaigning on campus! (Don't forget to vote for yourself!)

Campus Clean Up

Fri 28th February | 13:00 - 15:00

Results Night:

Fri 28th February | 19:00

The results of the elections will be announced live at Guildhall. And the results will also be broadcast on Facebook Live and published on the Union's website. All candidates, their campaign teams, and their friends are invited to attend.

GUIDE TO WRITING YOUR MANIFESTO

A manifesto is a public declaration of your aims and outlines what you want to achieve if you are elected. Your manifesto should help guide you during campaigning and let students know what you're passionate about changing.. It will influence students in who they vote for, so it is important to get this right!

When writing your manifesto there are **four** questions that you should address:

1. What are the issues facing students that you want to deal with?

These issues should be relatable to students. This will show the students that you understand their university experience and what is going on for them. Your manifesto should be specific to their needs.

2. Why is it important to tackle these issues?

Why should students care? What would be the outcome for them if you made a change? You need to be clear and state why the changes you are proposing should be a priority. Students need to be able to see a clear end goal and result in your manifesto points.

3. Who are you and why should students choose you?

This is your chance to share some of your personality and explain why you care about student needs. Your reasons for running should reflect your passion and determination to make things better for students. Don't just reel off your credentials and previous experience, share your hopes and why standing for office matters to you.

4. Is my manifesto feasible / realistic?

You must ensure that what you are promising in your manifesto can actually be achieved. You could promise anything you like while campaigning, but if you have no way of delivering on your promises then you will be unable to get anything done. You can check that your promises are realistic by asking the elections team at: elections@upsu.net

When answering any of these questions, you should always consider the needs and wants of other students and relate your manifesto points back to them.

Top Tip ABOVE ALL, BE POSITIVE!

A positive and well-meaning manifesto will engage with voters more than a negative one.

MANIFESTO FORMAT

Your manifesto will be published on the online elections platform and printed in the candidate guide. This allows voters to find out more about you and make an informed choice when voting. You are free to include anything in your manifesto (but do consider the above advice) and it must fit within the defined format:

- 300 Word Limit
- Plus an additional three 140 character headlines (also known as bullet points)

You can repeat content from your manifesto in your headline manifesto points or these can be additional points and used separately, the choice is yours.

Unfortunately, the word and character limits are set on the online platform and it's not possible to share any more than this. Should you wish to share more than 300 words, you are free to publish an extended manifesto on your personal social media profiles or blog, but the Union will only publish your manifesto in the agreed format (please see the Publicity section of the handbook for more info and suggestions).

Top Tip SAVE YOUR WORK!

We recommend drafting your manifesto in Word, Google Docs or another saveable format before uploading to the elections platform.

MANIFESTO FORMAT

Throughout the election process, and if you are successfully elected, your manifesto will help keep you focused. You need to be realistic about what you can achieve and try to avoid making promises you won't be able to keep.

If you are unsure about what to write, or want to include more content, there will be an opportunity to develop your manifesto by speaking to students (we recommend you speak to your friends and coursemates). Following Candidate Academy, you have a week to form your manifesto prior to submission on Friday 14th February at 16:00. This is a chance for you to ask students what issues they might be facing and can also help you focus your campaigning.

MANIFESTO SUBMISSION & DEADLINE

You must submit your manifesto by 16:00 on Friday 14th February.

To submit your manifesto you must login to the elections voting platform where your candidate profile has been created following your nomination submission. You do not need to register again, and you do not require a password. By entering your email address a magic link will be emailed to your student inbox enabling access:

1. Visit elections.upsu.net and head to Candidate Area from the main menu;
2. Login via the button under Login to your account;
3. Enter your primary student email address (for example, up123456@myport.ac.uk) and press Request Login Token;
4. After submitting, you will receive an email to your inbox with a unique link, click the link to load your Candidate Dashboard;
5. Once logged in, you can select Manifestos from the sidebar to paste in your manifesto and three bullet points;
6. You may save your draft until you are ready to submit, once submitted you will be unable to make further changes.

Please note: the magic link within each email is only valid for ten minutes, once the link expires you will need to login again to receive a fresh link.

Once the deadline has passed, you can not make further changes to your manifesto. If you fail to submit a manifesto before the deadline the text 'No Manifesto Submitted' will be published online and in the candidate guide.

Need Help?

If you have any issues with logging in
or submitting your manifesto,
please email studentfocus@upsu.net

MANIFESTO STARTER TEMPLATE

Now have a go at drafting one of your manifesto points here:

I want to change...

It is important because...

Which students will this affect...

Why am I the best person to do this...

Success will look like...

Is it feasible...

CAMPAIGNING

Campaigning is all about getting out, introducing yourself, and speaking to other students about your manifesto points. To help you plan and deliver your campaign tactics, we have put together some useful tips for you.

The campaign period takes place over the three weeks after Candidate Academy. You may only campaign 'fully' during voting week with the rest of your campaign activity happening in the agreed stages which are outlined below:

Stage One		Stage Two		Stage Three	
After Candidate Academy, From Saturday 8th February		From Monday 17th February		From Monday 24th February 9:00, until Friday 28th February	
Online Only Let students know you are running and ask them about what changes they want to see. This will help you to write your manifesto, once you have attended candidate academy.	Develop your Manifesto on Campus You are permitted to talk to students on campus about what changes they want to see to help you write your manifesto.	Print & distribute your publicity posters Limited free printing is available from the Union (20 A4 copies maximum).	Campaign on Campus Voting Week will give you and your campaign team the opportunity to run your full campaign on campus. Try to use as many channels as you can to speak to as many students as possible.		
You Can: Use social media to promote your candidacy.	You Can: Ask students how you could help them if you were to be elected.	You Can: Distribute your publicity posters and leaflets on campus and in University Halls of Residence (permissions dependent).	You Can: Talk to students on campus, wear campaign t-shirts, and distribute your campaigning banners.		
You Cannot: Campaign physically on campus.	You Cannot: Hand out leaflets and campaign materials or wear campaign clothing.	You Cannot: Distribute banners or Wear campaign clothing. If any posters are seen prior to this date, they can be taken down by UPSU and UoP Staff. Begin formal campaigning.	You Cannot: Break the election and campaign rules.		

PLANNING YOUR CAMPAIGN

There are several methods you can use to reach students during your campaign. If you are physically campaigning on campus, there are several locations where you can connect and engage directly with voters.

Polling Stations:

In previous years, candidates have opted to base themselves outside the Library for the entirety of voting week. However, this isn't always the best place to be.

As well as the Library there will be other polling stations on campus. These locations provide a lot of opportunities to speak to a diverse range of students. Students may also have more time to stop and speak with you if they are not working in the library. You might consider campaigning across a number of locations (using your campaign team) to ensure you engage a wider range of students.

A list of our polling stations will be made available before the campaign period to allow you to properly plan your election campaign. Please note that these areas are subject to change and their hours may vary. The polling station at the Library will be open all week.

Rota in Your Locations:

It is best to organise your campaign team to be at various locations across the week to get as much coverage and contact with students as possible.

Student Halls:

You can also consider campaigning in the lobby of student halls. You will always need to get permission from the Hall Managers before you schedule your campaign team there.

For University owned halls, please speak to their individual reception desks to identify the best contact and make sure you ask permission before arriving to campaign.

If you feel any regulations or rules are being broken, are offended by another candidate's behaviour or activity, you will need to send clear evidence using the complaints process, as set out in the election rules.

Lecture 'Shout Outs':

Lecture shout outs are a great way to speak to more students from different courses. It's a chance to give a brief speech (we recommend around two minutes) on what you want to achieve and why students should vote for you.

You will always need to ask for permission from lecturers beforehand. Lecturers are not obliged to allow you in. If you get rejected from one lecture you may always try another instead. The Union will only investigate complaints regarding lecture shout outs if you feel a lecturer is purposefully prohibiting you because of a personal agenda.

You can find out when lectures are taking place on the University website.

Be Different:

Make yourself stand out from the crowd. Maybe one of your friends could walk around with a sandwich board advertising your campaign, maybe you could make towers out of cardboard advertising your campaign, or maybe you could do a stunt or flash mob to draw attention to your campaign. You can convey your message however you like. We have even had students deliver their campaign messages as a rap! You can also create a campaign video if you are able.

Whatever you decide to do, make sure the main message of your campaign gets through and that you are not inappropriately targeting other candidates.

Some Campaigning Tips:

- **Don't be disheartened by bad encounters** - Not everyone will want to vote in elections, so try to focus on the positive reactions and support you are getting instead of those who don't seem interested.
- **Be polite, friendly and persuasive** - Try to avoid: arguing with students, forcing / pressuring students into voting for you, or inappropriately attacking other candidates. This will not help your campaign and will definitely turn voters against you.
- **Make sure they know your name!** - Name recognition can be vital in elections. Make sure students remember you and your message.
- **Talk to as many people as possible** - Don't expect students to come to you. Successful campaigns try to connect with as many voters as they possibly can. Be proactive and let students see that you care about talking to them.
- **Don't bore them with too much information** - try to keep to three or four key points but make sure you and your campaign team know these inside out. It also pays to be clear and direct in your explanations.
- **Take Time Off** - Campaigning can be a very intensive period and you will not be at your best if you are constantly working. Make sure you and your team factor in regular breaks so you can guarantee your best performance. Our Advice Centre is open during the campaign period and can provide any welfare support you might need. You can contact them at advice@upsu.net or 023 9284 3478.

CONSIDER RECRUITING A CAMPAIGN TEAM TO HELP

We recommend that you build a campaign team to help you in the elections. A group of reliable friends and peers will help to spread the workload and ensure that you don't take it all on yourself.

Campaigning can be great fun but it can also be quite tiring, especially with course deadlines and other commitments you may have as students. It is vitally important to look after yourself, and part of this involves recruiting friends or colleagues to help support you and your campaign.

Before you go and assemble your team, it is best to think about what your campaign will look like and plan this first. This way you will know what people and skills your campaign team will need.

USING YOUR CAMPAIGN TEAM

Now that you have begun to consider the activities you may wish to include in your campaign, you should have a clearer idea of what you will require from your campaign team. It is important to choose students who will confidently champion you and your manifesto points. These students could be your friends, classmates, or may have seen your manifesto or social media posts and decided that they agree with the changes you are campaigning for.

Wherever they come from, the key thing to remember is that your campaign team are volunteers and will need to be motivated, well-informed and given clear expectations of what you need from them.

When you are assembling your team, consider what you would like them to do and take advantage of any strengths or skills they already have. For example, you may not feel confident using social media but you could ask a friend who is to take on this responsibility for you. Likewise, you could recruit different team members to help you in other areas including producing campaign videos or designing posters.

Asking your volunteers to do something they enjoy and that plays to their strengths will help keep them motivated. It is important that you discuss their availability with them to ensure they can still manage to support you alongside their other commitments.

Remember - you will need to manage your volunteers and you will be responsible for any misconduct on their part. It is your responsibility to make them aware of the election rules.

YOUR WELFARE

Although we will encourage you to make the most of the opportunities available during the campaigning process during the elections period, it is important that you consider your own welfare and the welfare of others.

RESILIENCE

Staying strong and bouncing back from adversity is a necessary skill during Elections. People may be uninterested and rebuff you, you may have deadlines coming up, and ultimately, there can only be 5 winners. The best thing about an Election is that no matter where you finish, the experience itself will provide you with invaluable skills. Election campaigning can be a stressful time and you might lose sight of why you're doing this. Try to remember these key tips for making it through to the end of the elections period.

- 1. PURPOSE** - Remember the purpose of you taking part in the elections. To make change. Don't be put off if a student is uninterested or rude to you. Not everyone will agree with your manifesto points - and that's okay! Move on to the next student and focus on speaking to those who do.
- 2. SELF CARE** - We can't stress enough how important it is to take a break, relax, and making sure you're getting enough sleep! Give yourself a head start by planning ahead - prep some meals in advance, organise time for your studies, and ask friends to help with tasks. Finally, plan something fun to do afterwards to look forward to!
- 3. FLEXIBILITY** - The Union's working structure is agile and consistently addressing new changes. If something doesn't go to plan, it's a chance for you to show how you can work through it without being thrown off course. By keeping the above tips in mind, you can flexibly work around challenges, letting them add to your experience and building your resilience.

CANDIDATE WELFARE

If you have any concerns about your health or wellbeing, or if you just want someone impartial to talk to, come and speak to our friendly Advice Service. They are here to help you!

The Union Advice Service
advice@upsu.net | 02392 84 5310

CANDIDATE PUBLICITY

In addition to campaigning on campus, you should consider a number of other publicity activities to help raise your profile. This begins with completing your manifesto to ensure your candidate profile on the Union's voting platform and in the printed candidate guide are complete, effective, and available to students during the campaign.

COMPLETE YOUR CANDIDATE PROFILE

Your candidate profile is published on the Union's voting platform (elections.upsu.net) and in the candidate guide to assist voters to make informed choices. It comprises of your preferred candidate photo, candidate name and manifesto as submitted.

CANDIDATE PHOTO

Including a photo of yourself, whilst optional is recommended, and will help voters identify you if they have met you on campus whilst out campaigning. You may upload a portrait photo (or passport style photo - but you can smile!) to your candidate profile on elections.upsu.net. The photo you upload will be published online and on printed election materials, including posters, banners and the candidate booklet.

Your photo should clearly show your face, with a white or plain background. UPSU reserves the right to edit and crop your photo (recommended size 1000 x 1000p), should the one supplied not be submitted in the appropriate format. As part of Candidate Academy, you will have the opportunity to have a portrait photo taken by a member of staff with a professional camera. You will receive a copy of this photo to upload to your candidate profile (the Union may not perform this action for you).

Your image choice will be final as of 16:00 14th February (manifesto deadline). After this time, it will not be possible to change your choice of photo or upload another. The Union's marketing team will use the picture last uploaded to your online profile, across printed materials. Photos are optional, candidates that choose not to publish a photo will be represented by a silhouette illustration in place of a photo. Candidates may also choose not to take up the offer of a professional photo and the photo submitted with your nomination form will be used instead.

YOUR CANDIDATE NAME

We encourage candidates to run under their own name, as it appears on your student ID card, but understand some candidates may prefer to change their candidate name to a nickname or another name they are known by (for example, Chris instead of Christine).

Please use the name field provided on your candidate profile (found at elections.upsu.net) to confirm your running name and amend if needed. It's not possible to change your candidate name after 16:00 14th February. If there is any doubt with regards to running names, and the Elections Team are unable to reach a candidate to confirm, the Union will publish your name as submitted on the nomination form. If this is not available the Union will publish your name as it appears on the University's records.

CANDIDATE VIDEO BRIEF (TUES 11TH & WEDS 12TH FEBRUARY)

Candidates have an opportunity to record a short video address, to share your manifesto points with voters, which will be edited together with other candidates and published via Union channels. The videos are informal and provide a further promotional opportunity to help introduce you to the student body electorate. The videos are relatively straightforward and recorded in short sessions, bookable at your convenience.

This year, filming of the candidate videos will take place on Tuesday 11th and Wednesday 12th February. You'll be able to use your manifesto as a starting point, and it's recommended that you include your key manifesto points (the three bullet points) and/or other elements of your manifesto. You can also cover other topics, but it is recommended to use your key manifesto points in order to have a clear message for voters.

Above all your video address should be positive and reflect you as a candidate. Under no circumstances can the video address be used as to bring you, another candidate or the elections into disrepute.

Taking part in these short Union produced videos is entirely optional. To book a 20 minute session, on either Tues 11th and Weds 12th February, with a member of Union staff, please email marketing@upsu.net

You should prepare a short statement, based upon your manifesto, before attending your session - please bring this with you to refer to. You may also use the template below.

SUGGESTED STATEMENT (OPTIONAL)

Hi, my name is _____ [Your full candidate name]
and I'm standing in the election for _____
I'm a first / second / final year / mature / international / other: _____ student
studying _____
If elected, I propose... [List your three key manifesto points]

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-
-

To help promote voting and the elections in general, the UPSU team may also edit a short fun video of outtakes with no audio.

SOCIAL MEDIA

Social media is a great way of reaching many students and starting conversations. You can use social media platforms to help write your manifesto and to promote your campaign and manifesto points.

You can share a range of different messages and content on social media:

- **Your Manifesto** - Consider creating graphics for your individual manifesto points. You could use free apps like www.canva.com to create professional looking graphics.
- **Campaigning on Campus** - If you are campaigning on campus you could share your locations and availability. Consider even doing short live videos (direct-to-platform) as video is a great way to engage more people.
- **Share a Campaign Video** - This could be a straightforward video address, a sketch or a music video that you produce with the help of your campaign team. As long as it confirms with the general elections regulations, you can create pretty much anything you like to engage voters.
- **Get Creative** - Make use of different platform features like filters, face lenses, hashtags, or live video.

It's important not to continually bombard students with messages. Consider carefully what messages you want to convey and when to share them. Also consider your choice of social media platform and then format your messages and content appropriately for that channel.

Remember - A sense of fair play and friendly competition reflects best on you! Campaign positively and avoid any negativity, especially any bullying or harassment of other candidates or students.

If you do observe any posts or messages that you feel are offensive or that break any elections, Union or University rules you need to capture clear evidence (a photo or screenshot) before contacting the Elections Team by email: elections@upsu.net.

POSTERS ON CAMPUS

Posters should form part of your campaign and will help to promote your name and what you stand for across campus. You can distribute them from 9:00 on Monday 17th February, in advance of voting week!

Make use of the provided templates or make your own, but ensure you include the footer banner provided to ensure your poster is not accidentally taken down early.

You are not restricted by character count but should consider keeping things short and making things clear / easy to engage with (We recommend A4 posters as the best format).

Don't forget to include the following:

- Your running name;
- A photo of yourself;
- Mention one or more of your manifesto points (three is the magic number);
- An appropriate elections slogan.

You will be able to have 20 printed posters (single sided, A4 and colour) in Gun House Ground Floor (next to the Advice Service) before the 20th February. You may also use any Open Access printers on campus using your own print credit. If you have any printing issues, contact: elections@upsu.net.

Print enough copies for what you need. You should only need a maximum of 50 posters (as there are fewer than 50 notice boards on campus!).

POSTER TIPS

- Spend time on your poster, it is a reflection of you and your campaign!
- You can enlist friends or members of your campaign team to help.
- Try not to get distracted by shiny program features or complicated designs.
- Keep it simple, clear, and distinctive!

Previous campaign poster examples



CRAFT MATERIALS IN THE HUDDLE AVAILABLE

In the Huddle (first floor of the Union to the left of Third Space), a range of paints and materials are available to help you create your other publicity materials, customise your bed sheets, t-shirts, cardboard signage and anything you can source within your budget and free items allowance.

Available all week, from Monday 10th - Friday 14th, 10:00 - 16:00 only.

WHAT HAPPENS AFTER THE ELECTIONS?

After the elections, the winning candidates will be contacted by a member of the Elections Team to congratulate you and inform you of your next steps (including the Student Officer training in June.)

You will also be invited by the Union's marketing team to take part in a photoshoot before the end of term, ready for the next academic year in September. Your freshly printed business cards will be ready for you when you begin in June!

In mid-June 2020, you will commence training for your role. You will be going away on a weeks residential training with your new Student Officer team. During this week you will be trained in how to be a Student Officer, how to be a Trustee member, and how to run campaigns. You will develop strong working relationships with your Sabb teammates and take part in team building activities together. The Union covers all costs, including accommodation, travel and food during your residential trip.

Following your residential, you will spend a week with the outgoing officers who will take you through the requirements of the role and their official handover. The outgoing Student Officers will end their term in office on 30th June 2020.

You will assume office officially on 1st July 2020. Meetings with key University and Union staff will follow.

If you are not a winning candidate, you will be invited to a Candidate Debrief in the week following voting week. In the session you will be able to explore your next steps, both inside the Union and outside, as well as talking about the skills you have developed during the elections.

Top Tip ENJOY THE JOURNEY

We hope that you enjoy running in the elections, finding new friends and building your confidence. Remember that winning isn't everything, if you are unsuccessful you will still be able use your campaign experience in the future. Many previous candidates have gone on to become firm friends and be known to run for other positions and have used their experience to help build a career.

If at any point you are feeling stressed or overwhelmed, tell someone. Talk to a member of the Elections Team or contact the Union's friendly and impartial Advice Service. We are here to help you.

ELECTIONS CONTACT LIST

Main Elections Contact

For all elections based queries (campaigning, rules, etc), or should you have any issues or concerns, please first email:

ELECTIONS@UPSU.NET

Deputy Returning Officer:

Brendan McCarthy | Student Focus and Advice Manager
brendan.mccarthy@upsu.net | 02392 84 3648

Elections Operations Team:

Jon Scowen | Student Focus Lead
jonathan.scowen@upsu.net | 02392 84 3675

Publicity Issues:

Rebecca Hill | Communications Coordinator
rebecca.hill@upsu.net | 02392 84 36

Welfare Support:

Advice Service
advice@upsu.net | 023 9284 3478

GLOSSARY

Some useful information about some of the terms used in this document or that you might hear over the next few weeks:

- **Candidate** - A student who has nominated themselves to run in the elections.
- **Polling Station** - A designated location / area that enable students to vote for their choice of candidate.
- **Count** - The process in which all votes are checked for validity and counted to determine the winner of the elections.
- **Returning Officer (RO) and Deputy Returning Officer (DRO)** - The RO is someone who has the final say over any elections disputes. The RO and DRO also oversee the operational running of elections, the count, and ensure the election rules and regulations are adhered to. The DRO may consult with the RO over any disputes.
- **Expenses** - Candidates are able to claim money back that is spent on their campaign. There is a top amount that each candidate can use. There are also rules and regulations that candidates need to be aware of.
- **Campaign** - This is when candidates go and talk to students about their manifesto points, promote themselves as a candidate, and spend the week having a lot of fun!
- **Elections** - Elections is the legal process by which students elect their representatives for the next academic year using Single Transferable Voting in cross campus ballots.
- **Single Transferable Voting (STV)** - The method used to count votes and determine a winner. Students rank the candidates in order of preference, so 1 is placed next to their favoured candidate and 2 next to their second choice which will be recorded if their first choice isn't chosen.
- **Voting Period** - The timeframe in which students can vote and speak to candidates about their manifestos.
- **Publicity** - The promotional material that candidates use to help communicate their manifesto points. This could be leaflets, social media posts or shirts with your slogan.
- **Sabbatical Year** - For students who are running during their three year course, it is a year out of your studies to complete a year as a Student Officer.

elections@upsu.net
023 9284 3628
upsu.net

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