

BE PART  
OF SOMETHING

**ELECTIONS**

BYDDA'N RHAN  
ORYWBETH

**ETHOLIADAU**

**2024 OFFICER**



**ELECTIONS**

**CANDIDATE BRIEFING**



CONGRATULATIONS ON  
STANDING FOR ELECTION



# Your Elections Team

- **Jacob Webb**, Deputy Returning Officer
- **Trish McGrath**
- **Aisleen Sturrock**
- **Peter Robertson, NUS Charity**,  
Returning Officer



# Coming up...

- Key Dates
- Expected Behaviours
- Candidate Rules
- Complaints
- Voting Process
- Candidates Standing
- Campaign Expenses / Materials
- Campaigning Guidance
- Candidate Wellbeing
- Q&A





## Introductions

1

What is your name?

2

What position are you standing for?

3

What made you decide to stand?







# Why do we have elections?

- We aim to elect people in a free and fair manner.
- Elections are the mechanism for our members (students) to choose their representatives.
- Wherever possible members (students) should always decide/be the decision makers.
- We are not here to give everyone an equal chance of winning, just a fair one.

**We are shaped  
by students -  
Your voice  
matters most**



# Key Dates: 2024 Spring Elections

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- **Publicity Deadline** – 12pm Thursday 22<sup>nd</sup> February
- **Voting Opens** – 10am Monday 11<sup>th</sup> March
- **Voting Closes** – 12pm Friday 15<sup>th</sup> March
- **Complaints Deadline** – 1pm Friday 15<sup>th</sup> March
- **Results** – 6pm Friday 15<sup>th</sup> March



**CANDIDATE**



**RULES**



# Why do they exist?

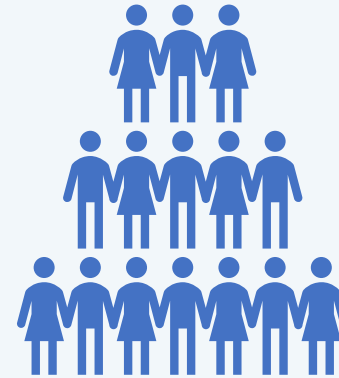
- Designed to help create a “level playing field” between candidates.
- There are limits though... Friends (Online and Offline).
- Attempt to control behaviour and use of resource without stifling creativity.
- Wider existing laws which govern individual student behaviour remain.
- A sense of fair play and friendly competition reflects best on you and the process as a whole – and gets more voters!



# The Rules – Key Principles



**Do only what other candidates have an equal opportunity to do;**



Treat all students, candidates and staff members with **respect.**

# The Rules – What **not** to do

- ✗ Use University or Students' Union resources including email lists (except where explicitly permitted by the Deputy Returning Officer).
- ✗ Deface, tamper or interfere with another candidate's publicity.
- ✗ Bribe voters or election officials.



# The Rules – What **not** to do

- × Threaten or harass voters or election officials.
- × Produce offensive or defamatory publicity.
- × Prevent the free and confidential exercise of a vote by voters, including the improper use of devices.
- × Compromise or interfere with the integrity of the election.
- × Cast a vote on another person's behalf





# The Rules – Current FT-Officers

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- Must **take leave** if they wish to undertake campaigning during normal office hours.
- May **not use any of the resources** of their current position to assist any election campaign.





# The Rules – Campaigns Team

- **Campaigns Team** = “Campaigners who assist you during the election”.
- **Campaigner** = “Someone who would be reasonable thought to be acting on behalf of a candidate to further the election of that candidate”.
- **Campaigning** = “Work in an organised and active way towards a particular goal, typically the election of a candidate”.

**You are responsible for their actions.**



# In summary...

- ✓ **Fair** – The election will be by secret and consenting ballot.
- ✓ **Independent** – AberSU will not endorse any candidate.
- ✓ **Respect** – AberSU expects all students and staff to be treated with respect.
- ✓ **Fun and positive** – We want it to be an experience everyone enjoys.



**ELECTION**



**COMPLAINTS**

# Complaints

- Must be submitted using the complaints form on the elections pages of the SU website. We **CANNOT** accept complaints in person.
- If necessary the DRO will investigate to obtain further evidence.
- The RO (NUS Elections Support Service) will rule upon complaints.
- Can't count votes until all complaints have been dealt with.
- Complaints must be **timely** and in **good faith** – deadline for all complaints is **1pm, 15<sup>th</sup> March**.



# Results, penalties and appeals

If no penalties are applied to any candidates:

- Count can only commence when all complaints are resolved.
- Results will be announced **6pm, Friday 15<sup>th</sup> March** in the **Main Hall** at our results ceremony.

Where penalties have been applied:

- Results will not be announced until all appeals have been resolved.
- Disqualified candidates will be informed first.
- Candidates for each position will be informed privately.





# Appeals

- Must be submitted in writing by email to [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk).
- Where it relates to a candidate only someone in receipt of a penalty can appeal.
- Must specifically state the ground on which the appeal is being made.
- Must be submitted no later than 12pm on the day after the RO has ruled on a complaint.
- A panel will be convened including the University Secretary and two independent members.
- The appeals panel's decision is final.



**CANDIDATES**



**STANDING**

# Candidates

## President

- Bayanda Vundamina
- Khalid Aslam
- Louise Tanner
- Nadine Johnson
- RON

## Student Opportunities Officer

- Kieran Norton-Walder
- Michelle Cullenaine
- Taaniyha Ahshok Kumar
- Tiff McWilliams
- RON



# Candidates

## Academic Affairs Officer

- Naomi Banister
- Ren Feldy
- Will Parker
- RON

## Welsh Culture Officer & UMCA President

- Elain Gwynedd
- Rhodri Lewis
- RON

## Wellbeing Officer

- Emily Morgan
- Helen Cooper
- Holly Abbott
- Julia Vennall
- RON





# Candidates

## **LGBTQ+ Officer**

- Fresno Thomas
- Tristan Wood
- TBC

## **BAME Officer**

- Ifeyinwa Anaduaka
- RON

## **Women's Officer**

- Livvy Haggett
- RON

## **Disabled Students Officer**

- Xavier Powley
- RON

## **Trans and Gender Nonconforming Officer**

- Marty Fennell

## **Independent Students Officer**

- RON





# Candidates

## Welsh Language Officer

- Beca Hughes
- RON

## Environment & Sustainability Officer

- Dewi Price
- RON

## Union Chairperson

- RON

## International Students Officer

- Alex Molotska
- Francesco Lanzi
- RON

## Mature Students Officer

- RON

## Postgraduate Students Officer

- RON



# Candidates

## **Faculty of Arts and Social Sciences (FASS) Officer**

- Dylan Cashon
- Elijah O'Reilly
- Paxton Bastian
- RON

## **Faculty of Business and Physical Sciences (FBPS) Officer**

- Grzegorz Ciolek
- Millicent Hackett
- RON

## **Faculty of Earth and Life Sciences (FELS) Officer**

- Jo Buys
- RON



**VOTING**



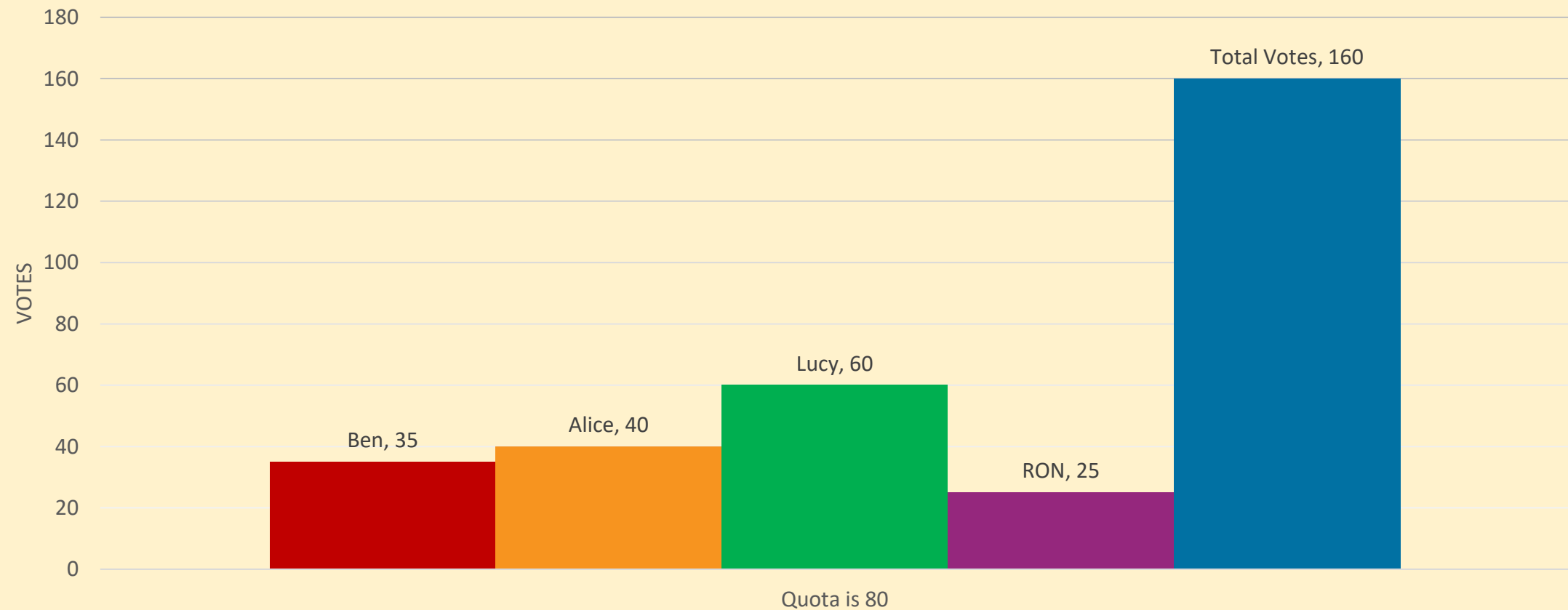
**PROCESS**

# The wonders of transferable votes

- Elects the “least unpopular” candidate.
- Voters rank their candidates in order of preference.
- If I can’t have Jane (#1), I’ll have Tom (#2), if neither Alan (#3).
- Sometimes called Single Transferable Vote (STV) or Alternative Transferable Vote (ATV).

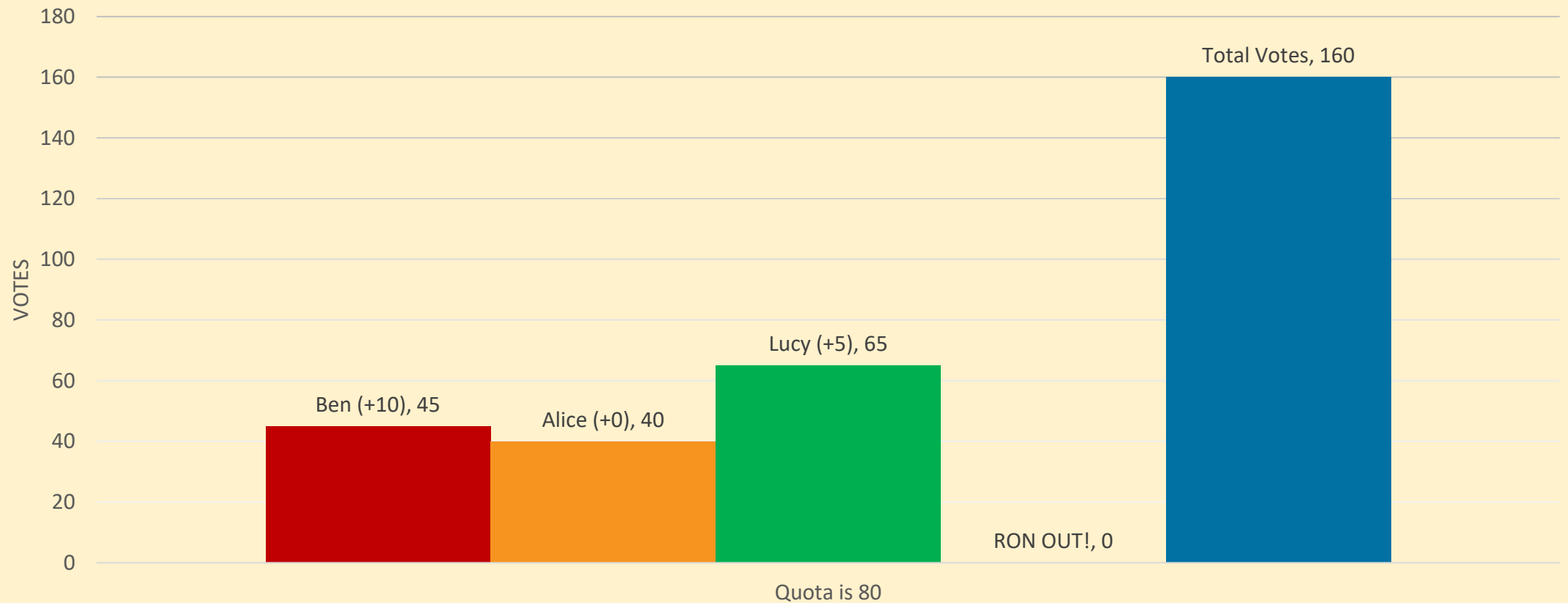


# Round 1 - Everyone Loves Lucy

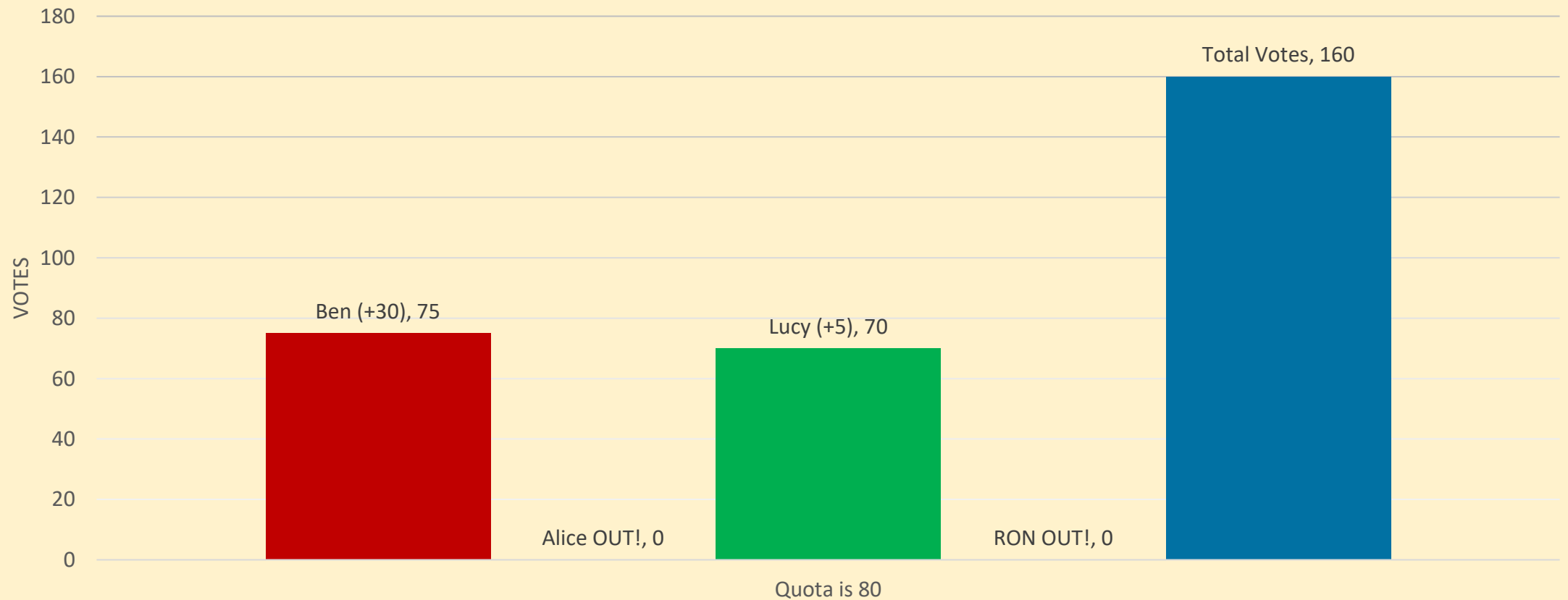




# Round 2 – Here Comes Ben



# Round 3 – Poor Lucy!



# How students vote?

- Voting takes place via the Student's Union website.
- Any issues direct students' to [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk)



**CANDIDATE**



**EXPENSES/  
MATERIALS**

# Campaign Expenses – Monies & Receipts

- Maximum spend **£30** Full Time Officers & **£20** Volunteer Officers
- Those standing as a pair are considered a single candidate.
- All receipts submitted by **1pm on Friday 15<sup>th</sup> March** (proforma available on Elections Hub).



# Campaign Expenses 2024

- Free black and white printing – A6, A5, A4 and A3
- Submit requests to [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk) for collection from reception the next working day
- Colour printing to come from candidate budget A4 5p / A3 10p
- T-shirts? Badges? Stickers?



# Campaign Expenses

## - Printing

- As much as possible we want to encourage limited printing to reduce our paper consumption.
- However, we recognize that you may well choose to print a few well considered posters or flyers.



# Campaign Expenses - Printing

- The cost of printing from non-SU printers should be accounted as follows:

1x A4 Black and White 3p / Colour 5p

1x A3 Black and White 5p / Colour 10p





# Candidate Expenses - Materials

Remember there are lots of free online resources available to all candidates...

- Canva – [www.canva.com](http://www.canva.com) (cannot use a paid society/club account)
- Later – [www.later.com](http://www.later.com)
- Hootsuite – [www.hootsuite.com](http://www.hootsuite.com)
- Powtoon – [www.powtoon.com](http://www.powtoon.com)
- Office 365
- Google Docs/Sheets/Slides/Forms



# Translation

- Translation is available to candidates via the Union's translation service.
- Please note this service will be in heavy use over the election period and requests may take longer than usual...
- Translation of Publicity and Summaries will be prioritised.
- If you would like to request translation please email your text to [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk) noting the total word count of your request.
- Top-tip... keep it short and concise for a quicker turnaround!
- **Deadline – 12pm Thursday 22<sup>nd</sup> February**



**CAMPAIGNING**

**GUIDANCE**



# Expected Behaviours: Be Kind

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- Positive vs Negative campaigning.
- Challenge policies not individuals.
- Be mindful of others.
- Starting as you mean to go on.





# Campaign Teams

- You are responsible for their actions.
- Gather a wide range/strong personalities.
- Do you allocate responsibilities or tasks?
- Have regular meetings with them.
- Support them, encourage them and thank them!



# Slates and joint campaigning

- Slates are OK!
- Joint publicity is OK!
- Pairs treated as single candidates
- No combined spending.
  - No pooled items.
  - No bulk discounts more than an individual could get.





# Sports Clubs and Societies



- Sports Clubs and Societies can support you.
- Cannot spend money or resources on your campaign.
- No conflicts of interest – remember to only do what others have the opportunity to do.
- Endorsement must be done in accordance with Clubs and Society's usual decision making processes and you must be able to evidence if asked.
- It is in your interest to ensure processes are followed.

# Publicity on campus

- Do not block or reduce visibility of pedestrians near roads
- Do not block fire exits or doorways
- Posters cannot be displayed in outlets / restaurants. (Poster wall in the Union bar)
- Leaflets can be left on tables but may be removed
- No staff on duty can wear promotional materials
- If in doubt always ask





**CAMPAIGNING**



**JUICY TIPS**

# Publicity & Summary

- “I read their publicity” biggest reason why voters voted.
- Simple, specific and structured – the rule of three.
- Get feedback.
- Learn it in full.

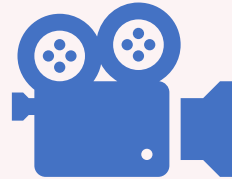
The background image shows a web page for 'Ailgored Enwebiadau | Re-Open Nominations'. It lists several candidates with their names, profile pictures, and a list of bullet points for each. A modal window titled 'Additional Information for Steffan Huw Jones' is open, displaying his publicity text in Welsh and English, followed by a summary. The publicity text in Welsh discusses his role as a student representative and his commitment to student opportunities. The English summary states: 'As a president of both a sports club and a society I am passionate about the opportunities given to students. I have seen the SU work hard to provide as much as they can but it appears they are hamstrung by lack of investment and attention given to student opportunities by the University. My main objective for the year would be to get the university to respond to some of the difficult questions about student opportunities such as the deteriorating facilities and seeming lacklustre efforts at representing student opportunities, in hope, to secure future commitment to funding opportunities. On top of this I'd like to continue to build on the hard work done this year to negotiate the price of the Sporty Card. Also I'd like to see that no essential academic scheduled or unscheduled activities such as seminars and term examinations are allowed to be on Wednesdays to allow not only for people to compete in BUCS and represent the University but for people to partake in the wide variety of societies, volunteering options and sports that the Union has to offer. A vote for me would be a vote to put student opportunities as the Universities top priority.'

umaber.co.uk | abersu.co.uk

# Campaign Ideas 2024



Use Social Media advertising to promote your campaign page.



Work with friends or campaigns team to make an eye-catching elections video.



Speak to Students. In Lectures?  
Outside the Library? Out  
clubbing?

# Tell them what they need to know

- Your name, the position.
- To vote you #1.
- Where and how they can vote.
- The dates.



# Utilise 60 second summaries

- Video of each candidate giving their 60 second pitch as to why they would be a good fit for the role they are standing for.
- Videos will be made 20<sup>th</sup> February – 21<sup>st</sup> February



# Photos!

- To be taken today!
- x2 photos – one plain and one fun, both taken against a white wall and ideally from the shoulders and above well-lit area (Do not wear any items of clothing with the Union or University logo).







# Speak to students

“Voters contacted face-to-face were 21 percentage points more likely to vote for the candidate after speaking with them for fewer than 10 seconds, compared with those left alone”

“The experiment found that voters called on the phone or sent postcards were not noticeably more likely to vote than those sent nothing. But canvassing was different. Just one in-person conversation had a profound effect on a voter’s likelihood to go to the polls, boosting turnout by a whopping 20 percent (or around 9 percentage points)”

“We find that a brief visit by the candidate dramatically increases the support for the candidate regardless of the nature of the message delivered. The actions of candidates seem to speak louder than words”

Royal Economic Society



**CANDIDATE**



**WELLBEING**



# Self care is crucial

- Make sure you get 7-8 hours sleep a night.
- Plan rewards and times to switch off from elections.
- Complete urgent work before voting opens so that you can prioritise your campaign during voting week.
- Plan to win but be prepared to lose – plan post elections.
- Know and prioritise your individual needs



# Considering withdrawing?

- Be clear on why.
- Rationalise with if you were applying for a job.
- Discuss with someone beforehand.
- Consider remaining on the ballot.
- 24 hour cooling off period for all candidates.



# Candidates Tea-Party / Awards

- Relax from campaigning with a bite to eat and early update as voting closes
- SU Picture House 12pm - 2pm Friday 15<sup>th</sup> March





# Results

- Friday 15th March, 6pm.
- Main Hall – pending outcome of complaints.



# 60 Second Summaries

**Location:** SU Room 1

**Dates:** Tuesday 20<sup>th</sup> February & Wednesday 21<sup>st</sup> February

**Times:** 11:00-14:00 (both days)



# Join the Candidates Facebook group

*Share funny moments and chat with other candidates and campaign teams.*



**QUESTIONS?** 

**EMAIL:** [union.elections@aber.ac.uk](mailto:union.elections@aber.ac.uk) **OR**  
[jaw151@aber.ac.uk](mailto:jaw151@aber.ac.uk)