

Lead Your Students' Union: Part-Time Officer & NUS Delegate Elections 2019

Candidates' Pack

Thank you for expressing interest in one of our Student Leader positions, we are excited that you want to be part of making the student experience better by running to become an elected NUS Delegate or Part Time Officer for Liverpool John Moores University Students' Union (JMSU).

All students at university are automatically a member of their Students' Union; Students' Unions represent their members, help them to make friends, develop new skills, earn money, access support, provide services and generally make sure students love their time studying.

They are democratic organisations, run by students for students, which make a real difference to the student experience whilst at University.

This brief guide is for all candidates who have stood in the JMSU NUS Delegate & Part Time Officer Elections 2019. It includes information on the following:

- What you need to know about the role
- Finalising your manifesto
- Rules and regulations
- Complaints
- Support for candidates
- Voting
- Election Results

If you have any questions that this guide does not cover, please contact elections@ljmu.ac.uk.

Good luck!

JMSU

What do I need to know about the role?

Part Time Officers (PTO's) are elected through online elections each October. Each Officer has a specific duty to speak up and represent the Student body. They will also work with the Students' Union Executive Team, play a leading role in running & supporting campaigns and undertake an active role in promoting the Union and its values. We offer training, support and advice throughout the year and all the resources you'll need to effectively represent the students you're working for.

We currently have seven Part-Time Officer roles available to help shape and lead our work for under-represented groups at JMSU. These seven roles are:

Women's Officer

BAME Students Officer

Trans and Non-Binary Students Officer

Postgrad Students Officer

International Students Officer

Disabled Students Officer

LGBTQA+ Student Officer

These roles are voluntary but you will be expected to attend key meetings, action groups and dedicate enough time to the role.

Your term will last for the academic year 2019-2020

Please note in order to stand for any of these roles you must self-identify as belonging to that group.

Find out what previous Officers have achieved here:

<https://www.jmsu.co.uk/articles/celebrating-equality-at-ljmu>

National Union of Students (NUS) Delegate position, elected through online elections each October. As an NUS Delegate from LJMU, you will be representing the voices of all LJMU students at national conference. You'll be influencing, debating and voting on policy, shaping the future of the National Union of Students, and electing the future national leaders while holding the current leaders to account. It's like being an MP for your University.

You'll be working together, and with other institutions to submit motions and amendments to the Conference. This is your local issues and LJMU student voices being brought to a national stage.

National Conference is in Liverpool this year, from the 31st March - 2nd April

JMSU sends a Delegation of seven, one of these positions is an ex-officio position for our Student President. The remaining six delegates are elected by cross campus ballot, from which 50% must self-define as women.

Finalising your manifesto

A manifesto is nothing to be scared of. Put simply, it is a document outlining to students who you are, why you want to run and what you will do if you are elected.

You do not have to complete your manifesto straight away, as the deadline is not until after nominations close. **The manifesto deadline is at 12pm on Monday 14th October.**

JMSU advises that your manifesto should be realistic in its aims, as you will be held accountable to this if elected. Your manifesto should also be clear, accessible, and engaging to read.

We further advise that your manifesto should include your name and the position you wish to be elected to, a brief introduction of your experience, as well as an explanation of why you are running and what issues you are running on.

**** If there are issues that need to be resolved, and no contact has been made with the Deputy Returning Officer by 9am on Monday 14th October, we cannot guarantee that the issues will be resolved in time for the manifesto deadline. Once this deadline has passed, no changes can be made to your manifesto ****

Finalising your promotional material

To help you on your way with campaigning we will provide you with 100 A4 colour printed pages of your own design.

Please ensure the following:

- You send your design as either a Microsoft word document or a PDF. If we receive any other formats we cannot guarantee that we will be able to print them.
- Your minimum margin is 0.5cm
- If you want A5 flyers this must be as two on an A4 page, we will only be printing on A4
- Your design is only one sided
- **Your campaign material is with us by 12pm Monday 14th October**

Once your campaign material is ready to go please email it to: elections@ljmu.ac.uk

Key Dates and Deadlines

Date and time	Event
9 th October @ 1:30pm – 4:30pm	Candidate and Manifesto workshop. A chance for you discuss what the roles are and get support on your manifesto / campaign materials
10 th October @ 5pm	Standing for Part Time Officer and NUS Delegate closes
14 th October @ 12pm	Deadline for Manifestos submission and deadline for campaign materials to be email
14 th October @ 6pm	Picking up printed campaign materials before voting starts (Materials can then be picked up during the working day on Tuesday 15 th)
15 th October @ 9am	Voting Opens
17 th October @ 4pm	Voting Closes
18 th October	Results released – Students Elected will be notified by email prior to results being publicised on our social media at 5pm
21 st October @ 1pm	Part Time Officer and NUS Delegate meet and greet with the Student Officer Exec Team
23 rd October @ 1:30pm	Part Time Officer Training

Rules and Regulations

Our general philosophy is:

“Candidates are expected to conduct themselves in a way that is both fair and reasonable and to engage in a positive campaigning experience that helps students to vote.”

We do not believe that overly restrictive rules help the elections process to engage students or help them to vote. As such, our rules are deliberately minimal. We expect candidates to ensure that they and their campaign teams support this and ask all candidates to sign a Campaigns Pledge before campaigning starts.

A Deputy Returning Officer, who ensures that the elections run in line with JMSU's constitution, coordinates all JMSU elections.

JMSU also appoints a Returning Officer, who has oversight of the process. The Returning Officer will make rulings on candidates' conduct if they are deemed to be in breach of the rules and regulations, and will be involved in any appeals and decisions relating to complaints made against candidates.

These rules are intended to guide a free, fair and fun process to elect JMSU's Part Time Officers and NUS Delegates in October 2019. Any questions, challenges and complaints about these rules or the conduct of the elections must be made in writing to the Deputy Returning Officer as soon as possible. The Deputy Returning Officer is The Senior Development Manager – Student Voice and Campaigns and can be contacted through elections@ljmu.ac.uk. The Returning Officer will be the Director of Engagement Caroline Bates.

If you would like to see what our Constitution says about the elections then please visit our website at www.jmsu.co.uk/constitution.

Please remember that all activity throughout the election period must adhere to the rules of the University and the Law.

Conduct

- 1) Candidates are ambassadors for both the University and the Student's Union and are expected to behave civilly and honestly. Any conduct or publicity that is deemed to break any policies or procedures at LJMU or JMSU will be treated very seriously and may result in sanctions. You can find LJMU's student regulations [here](#) and all of JMSU's policies can be found [here](#).
- 2) Candidates and their campaigners should not undertake any campaigning activity which others could not also be reasonably expected to do.
- 3) Candidates must take reasonable steps to ensure their supporters actions comply with these rules at all times and must be able to demonstrate this in the event of a complaint against them.

- 4) Candidates and their campaigners may only use mailing lists where lawful to do so, this includes email groups. Under GDPR this means requiring the consent of members on the list to use their details.

If there is anything that you are unsure of JMSU strongly advises that you **ask before you act**. Any queries will be dealt with confidentially and answered as soon as possible. To do this you should contact elections@ljmu.ac.uk.

Voting

- 1) The election of the Part Time Officers and NUS Delegates is by the single transferrable vote (STV). Voters can re-open nominations by voting for R.O.N. (Re-Open Nominations). More details on how STV works can be found on page 15 of this guide
- 2) Candidates and their campaigners must ensure every student votes in secret, when they want to and as they wish.
- 3) Candidates and their campaigners must allow voters to cast their ballot freely and must not communicate with voters in any way once they have begun to complete their ballot.
- 4) Every electronic device will be deemed a ballot box.
- 5) Voting starts on Tuesday 15th October at 9.00am and closes at 2pm on Thursday 17th October at 2pm. Results will be announced from 9am on Friday 18th October, with the elected people being notified by email.

Candidate Endorsement

- 1) Any current LJMU student can endorse and be a supporter of your election campaign.
- 2) If any JMSU club or society wishes to endorse a candidate or a group of candidates then they must ensure that this is done via a democratic decision of the committee and there should be evidenced proof that this has happened.
- 3) If the club or society then decides to send out a message via email or Facebook on your behalf, they must include a link to the website (www.jmsu.co.uk/candidates) where all other candidates' manifestos can be read. Guidelines have been created for clubs and societies, including a form to complete declaring their support of a particular candidate. All clubs and societies can get these documents from elections@ljmu.ac.uk. All complaints received about this process not being adhered to will be taken very seriously and investigated, this could affect the candidate(s) position in the election.
- 4) You are not allowed to be endorsed by an external company or promoted via a commercial company. For example, a local business would not be able to appear on your promotional material nor can they openly support a single candidate.

- 5) JMSU understands many students will visit local nightspots where campaigning may take place, but the venue cannot be seen to promote a single candidate or group of candidates.
- 6) You are welcome to host your own events, for example a social in a local venue. However, please remember that you are not allowed to be endorsed by the company. Please apply common sense when hosting an event. If you are unsure **ask before you act** via elections@ljmu.ac.uk

Promotional Material

- 1) Publicity does not need to be approved by JMSU, however if you are unsure in any way about the content then we strongly advise you check before going to print or distribution. To do this you should contact elections@ljmu.ac.uk.
- 2) We offer all candidates 100 colour print outs, that we cover the cost for. Candidates are, of course, able to create whatever extra publicity they like. However, you will need to cover the cost of any extra printing.
 - a. If you are running in both the Part Time Officer and NUS Delegate elections you will receive 100 A4 colour print outs for each. They must be distinct to each election.
- 3) JMSU will also be producing publicity to promote candidates to voters.
- 4) We will be regularly sharing the official manifestos with students by email, on our website and through our social media channels. Please remember, we are impartial and so we will only be pointing students towards manifestos and encouraging them to vote, but you are welcome to use our channels to campaign by tagging us on Facebook (facebook.com/johnmooreessu) and using the #UseYourVoice hashtag on twitter.
- 5) Candidates are also responsible for ensuring that they have permission to post publicity or to canvass in specified areas. With regards to where you put up posters, including within the University buildings, it is down to your own judgement. We hold no responsibility for them being taken down, which could well happen. Please consider this when posting them up. We would advise that you speak to members of University staff in the relevant areas before posting anything. It is important to seek their advice about where is best to put your promotional materials, this should help avoid them being removed.
- 6) Candidates and their campaigners may only alter, move or remove their own campaign materials and not those of other candidates.

Budget

- 1) Candidates will each get an individual campaign expenses budget. Candidates may use their own funds but we strongly advise against spending large amounts of your own money.

- a. If you are only running in one of the elections. Either the Part Time Officer election or the NUS Delegate election you will receive an individual campaign expenses budget of £25
 - b. If you are running in both the Part Time Officer election and the NUS Delegate election you will receive an individual campaign expenses budget of £35
- 2) All candidates must submit a written list of all campaign costs with corresponding receipts to the Deputy Returning Officer (or equivalent) by 10am on Friday 25th October. If candidates do not spend any money during the course of their campaign this must be made clear on the submission.
 - 3) Items freely and readily available to all candidates can be used without itemisation e.g. blu-tak

FREQUENTLY ASKED QUESTIONS & USEFUL FACTS:

Q. Can I run for both a Part Time Officer position and as an NUS delegate?

A. Yes, you can run for both – the voting is taking place at the same time, it is two different elections.

Q. What is the time commitment for being a Part Time Officer?

A. As much as you can or as little as needed. We would expect you to be working towards and completing your manifesto pledges (with training and support) and attend the core meetings of the Equality, Diversity and Inclusion Action Group (one per semester approximately 2 hours), and the JMSU Annual General Meeting (held mid semester two approximately 2 hours)

Q. What is the time commitment for being an NUS Delegate?

A. You will be attending the three day conference here in Liverpool 31st March – 2nd April. The conference timings will be approximately 9am – 7pm. We will be providing training on the conference and writing of policy motions. We would encourage you to talk to the student body to shape motions, which the SU will support you with.

Q. Can you organise hall knocks and lecture shout outs during the campaigning period?

A. We will be letting the staff at the University know when campaigning for elections should take place and when they might expect candidates to come along. It is down to you to organise this and we remind you that you are responsible for your actions and the actions of your campaign team whilst carrying this out. LJMU accommodation asks that you stick to the lobby areas to campaign and that you do not directly canvass within the blocks, or by knocking on doors, and we expect you to respect this. We will take all complaints we receive from students and from the University very seriously and these will be investigated. We also specify that whilst you can take flyers around with you to give to people when you speak to them, you should not just post flyers under doors in accommodation as this causes unnecessary litter.

Q. Where can you not campaign?

A. The University has ruled that no campaigning is allowed inside library spaces beyond the turnstiles.

Q. Can you produce your own election videos and upload them on to your own website?

A. Yes, or any other website that allows you to (e.g. YouTube).

Q. Do we need to have our publicity approved?

A. Candidates are responsible for ensuring that they have permission to post publicity or to canvass in specified areas. Any publicity that is deemed to break LJMU's Equal Opportunities Policy will be treated very seriously.

Candidates should also be aware that they are responsible for any activities carried out by their supporters or campaign teams.

Publicity does not need to be approved by the Union, if you are unsure in any way about the content then we strongly advise you check before printing or distributing. To do this, you should contact elections@ljmu.ac.uk

Q. Can you print your own flyers & posters?

A. Yes.

Q. What is appropriate conduct?

A. Candidates and their campaigners must treat other candidates, students and members of the public with respect. This includes engaging in healthy debate and not to campaign negatively. Remember that you are ambassadors for LJMU and are required to adhere to the [Student Code of Behaviour](#) at all times.

Candidates must not do anything to gain an unfair advantage or attempt to undermine the fair and democratic running of the elections.

Candidates are also responsible for ensuring that they have permission to post publicity or to canvass in specified areas.

Candidates should be aware that they are responsible for any activities carried out by their supporters or campaign teams.

Q. Are we allowed to approach students with laptops/iPads etc.?

A. Yes **however** candidates and their campaigners must allow voters to cast their ballot freely and must not communicate with voters in any way once they have begun to complete their ballot.

Every electronic device will be deemed a ballot box therefore each vote cast must be done freely and without coercion.

Q. When can I start campaigning?

A. You may start campaigning immediately. You may want to consider how you do this, start with people you know and build your campaign team. Then you'll be set to go when voting opens.

Q. Can I host my own events?

A. You are welcome to host your own events, for example, a social in a local venue.

Q. What is a slate?

A. A slate is a group of individuals running for separate positions who choose to campaign together, with the aim to get elected as a group. Groups of candidates may run together so as

each candidate can campaign for themselves and the other members on the slate at the same time, thereby increasing the resource available to the group.

Q. What are the rules for slates?

A. JMSU understands that students may wish to run together and this is allowed.

Q. What is the best way to campaign?

A. Try to be as innovative as possible. It is great to have posters and banners etc. to create a buzz and a vibe around elections. However, do not underestimate the power of going out and talking to students about what you are going to do for them. **There is no more powerful tool than conversation to get someone to vote and more importantly to vote for you.** Visual promotion is fantastic, but it is not what will ultimately win you the election.

Finally, remember that students want to know what you are going to do for them, so make sure your message is clear, concise and to the point!

Q. Can I use the Union's Facebook and Twitter to help my campaign?

A. JMSU has Facebook and Twitter that you are welcome to use to promote your campaign. You can add JMSU as a friend on Facebook, and tag us in a status. In addition you can follow @johnmooreesu on Twitter. Please remember that you must abide by the election rules when using these facilities.

Q. I'm a current Student Officer/Course Rep/Academic Interest Rep/Equality Rep with the Students' Union, can I tell students this and what I have done whilst in the role?

A. Yes **however**, any current Student Officers or JMSU reps who may have access to general Union social media accounts, e.g. facebook, Instagram etc. or mailing lists should not use their accounts to promote themselves, other candidates or any slates during the election period.

Any current Student Officers who are re-running must do so in their own time and therefore cannot state that they are running or promote themselves or their slates in any way whilst they are on paid Union business.

Q. What if a complaint is made about one of my campaign team?

A. Candidates must take reasonable steps to ensure their supporters actions comply with these rules at all times and must be able to demonstrate this in the event of a complaint against them.

Q. What about if I want to make a complaint?

A. Complaints are rare but if you do have concerns about the conduct of campaigns, candidates should collect evidence that it will impact on the outcome of the vote. If you wish to make a complaint about the elections, please follow the process outlined in section below

Q. I'm still unsure if I'm allowed to do some of the things I want to, what should I do?

A. If there is anything that you are unsure of JMSU strongly advises that you **ask before you act**. Any queries will be dealt with confidentially and answered as soon as possible. You should get in contact with elections@ljmu.ac.uk if you have any such queries.

If you are in any doubt about any of these issues, seek advice from the DRO.

Good Luck!

Complaints

Whilst complaints are rare, we are aware that sometimes things can go wrong during a campaign. Any full member of the Students' Union can submit an election complaint if they believe a candidate's behaviour during an election is in breach of the Students' Union election **guiding principles**. These are:

- i. Candidates must treat other candidates, students and members of the public with respect. This includes engaging in healthy debate and not to campaign negatively.
- ii. Candidates' campaigns should be fully transparent and accountable to the Union.
- iii. Candidates must not do anything to gain an unfair advantage.
- iv. Candidates must not undermine the fair and democratic running of elections.
- v. Every electronic device will be deemed a ballot box.
- vi. Candidates shall be responsible for the actions of their campaign teams
- vii. Candidates must not break any general union and University rules and regulations. This also includes the Law.

If you have concerns about the conduct of campaigns during the election, you should collect evidence that demonstrates that the actions of a candidate, a candidate's campaign team, or otherwise will influence the outcome of the vote.

Complaints should be made as soon as possible after the event. It will be very hard to judge complaints made after any long period. In any event, complaints will not be accepted after the close of ballot unless it concerns the conduct of the vote.

How to submit a complaint

In order to raise a complaint, you must use the Elections Complaints Form, which can be found [here](#).

You must include information about:

- Who you are
- What your complaint is
- The evidence you have that a rule has been broken
- What you would like to see as an outcome

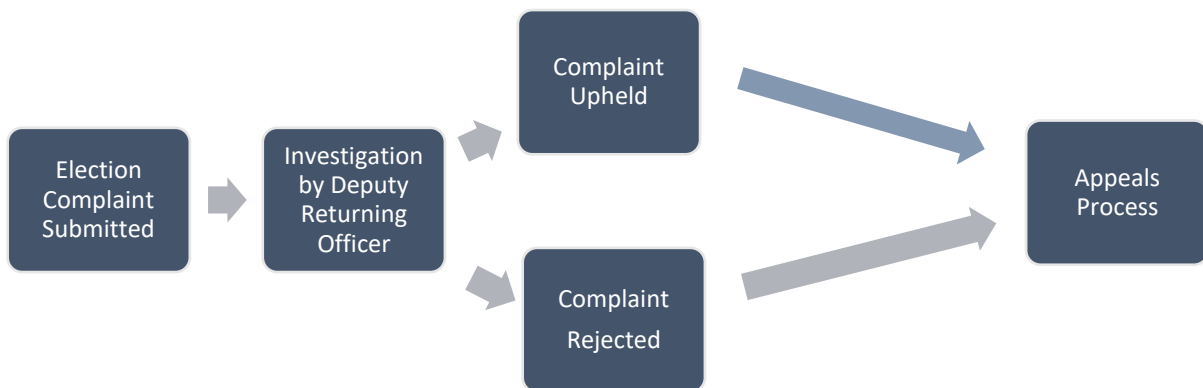
Any complaints comprising of hearsay or activity that does not directly affect you are unlikely to be successful.

The Returning Officer reserves the right to consider complaints as vexatious and may take disciplinary action accordingly.

Please be aware that you are responsible for the actions of your campaign team; therefore, it is advisable that you also make them aware of all of the election rules and regulations. Any complaint made against a campaign team member or supporter of your campaign will be taken as a complaint against the candidate.

What happens next?

Your Deputy Returning Officer will consider your complaint and may consult others in their decision. You will receive an email with details of the Deputy Returning Officer's decision. This will be done as soon as possible but more complex cases may take some time to investigate fully.



Appeals

If a student or candidate believes that there is new evidence, or they disagree with a sanction, they can appeal to the Returning Officer.

How to submit an appeal

A request for an appeal should include but are not confined to the following grounds:

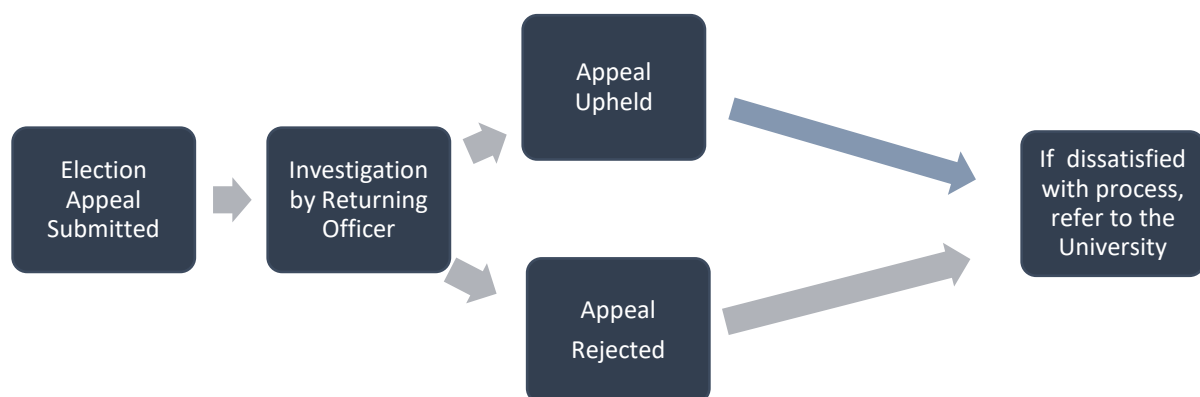
- a review of the procedures followed at the complaints stage
- a consideration of whether the outcome was reasonable in all the circumstances
- new material evidence which the student or candidate was unable, for valid reasons, to provide earlier in the process.

The appeal stage will not usually consider the issues afresh or involve a further investigation.

As soon as possible, you should summarise the appeal in an email and send it to elections@ljmu.ac.uk. You must include your grounds for an appeal, what new evidence you have and what you would like to see as an outcome.

What happens next?

The Returning Officer will consider your appeal and may consult with you or others. The Returning Officer's decision is final and may not be appealed.



Support for candidates

Throughout the elections campaign JMSU offers a variety of different support to candidates, including online information and face-to-face sessions.

We want you to know exactly what you are doing throughout elections, so that you are able to be as successful as possible in your campaign. To ensure this is the case we strongly recommend you access all of the support available to you.

The face-to-face sessions being offered this year are:

- **Elections Support one to ones**
30th September to 10th October | 10am to 4pm

Location: JMSU offices at John Foster and via telephone (0151 231 4900)

Who for: All students who are interested in running in the elections

About: If you are interested in finding out what the hot topics are for students and looking for ideas for issues you might want to include in your manifesto then come and speak to one of JMSU's staff or officers. You can also use these sessions if you want to gain some valuable top tips and advice on how to campaign successfully. Please email elections@ljmu.ac.uk to arrange this.

- **Candidate and Manifesto workshop**
1pm Wednesday 9th October – location Redmonds room 138

Who for: All candidates who are running in the elections and anyone who wants more information before standing

About: Candidate and Manifesto workshop. A chance for you discuss what the roles are and get support on your manifesto / campaign materials. You can also speak with our full time officers who have won an election campaign

- **PTO / NUS candidates Meet & Greet**
1pm Monday 21st October

Location: TBC

Who for: Successfully elected Candidates

About: This is an opportunity to meet the other successfully elected candidates for both the Part Tim Officers roles and the NUS Delegates as well as meeting our current Officer Team.

In addition to the face-to-face sessions, there is online support available, including role descriptions, how to write an effective manifesto and running as part of a team. Please check these out at www.jmsu.co.uk

Other support that is available includes:

- **Lunch room and expenses**

On Tuesday 15th and Wednesday 16th, we will have booked out safe spaces for you to get a break from elections and have some lunch. The rooms booked are: Redmonds 133 and Tithebarn 402, between 12-2pm.

- **Campaign starter and personal wellbeing pack**

We will be giving all candidates a campaign starter pack, to help kick their campaign off. These will have a variety of goodies, including a crib sheet on how to win a campaign on a budget, sweets to give out during voting, flyers to personalise and some vote now stickers.

Voting

Voting will take place through www.jmsu.co.uk; students will receive a voting link to their LJMU inbox. All students must cast their own vote and it is not acceptable to vote on behalf of another student. If a student has any problems with voting, they should email elections@ljmu.ac.uk.

All Full Members of JMSU are eligible to vote in these elections. Voting is by secret ballot and voters can re-open nominations by voting for RON. In all elections, we use the Single Transferrable Vote to elect our Student Officers. This means that each voter gets the opportunity to rank candidates in the order they wish to see them elected – they will select numbers rather than just put a mark.

A winning candidate must receive a certain number of votes (also known as a quota) to be elected, which will change depending on the number of votes cast but is usually the total number of valid votes divided by the number of positions being elected, plus one vote. This is, in our opinion, the fairest method as it means candidates have to have wide support to win.

More information about this method of electing candidates can be found at www.electoral-reform.org.uk.

In our elections, students are voting people into specific positions. This means that there is more than one election and students must specify which one they are voting for and cast a ballot for each one individually. Students can vote for as many or as few as they like.

Candidates should allow every student to vote in secret, when they want to and as they wish. When students are voting, candidates are expected to respect their privacy and not unduly influence or coerce students and their vote.

Voting starts at 9am on 15th October 2019 and closes at 2pm on 17th October 2019.

Encourage everyone to vote in both the Part Time Officer and NUS Delegate elections even if you are only running in one.

Any questions about this Candidate Pack should be submitted to elections@ljmu.ac.uk.