



Candidate Academy



# NOTICE OF ELECTION

NOMINATIONS OPEN | WEDNESDAY 10AM WEEK 5

NOMINATIONS CLOSE | FRIDAY 12NOON WEEK 6

VOTING OPENS | WEDNESDAY 10AM WEEK 8

LANCASTER UNIVERSITY  
STUDENTS' UNION



YOU DECIDE THE LINE-UP



# Today we'll cover:

- The roles
- Big student issues
- Manifestos and pledges
- Campaigning
- What's happening when
- Using the LUSU website



# What are elections?

As a **student-led** union, LUSU elects six Full Time Officers and a host of student representatives and leaders each year.

Elections are **free, fun** and **fair**. Any LUSU member can stand and all members can vote for the Full Time Officers.



# What is LUSU?

- Lancaster University Students' Union is a **charity** devoted to the educational interests and welfare of our members
- Our **members** are all students at Lancaster, who are automatically enrolled as members
- We are **student-led**, so our elected Full Time Officer team lead our strategic and political decisions
- We are **independent** from the University



# What do we do?

- **Representation** – through Full Time Officers, Part Time Officers, JCRs, and Academic Reps
- **Activities and opportunities** – societies, volunteering, recreational one-off sports, and club/competitive sports
- **Advice and support** – impartial advocacy and advice, welfare campaigns, and signposting
- **Events** – Welcome Week, Big Nights Out, Grad Ball, Extravs, Christmas Market, Roses
- **Commercial services** – Sugarhouse, LUSU Living, Central, Purple Card

OUR BIG VISION:

INSPIRING & SUPPORTING  
**YOU**  
TO Love  
LANCASTER

WE'LL DO THIS BY:

- Being The Authentic Voice On Student Issues Which Matter To You
- Helping Make Lancaster A Great Place To Study And Live
- Enabling You to Broaden Your Horizons
- Celebrating Your Achievements and the Union's Impact
- Providing Relevant and High Quality Services That you Value



# Full Time Officers

All Full Time Officer (FTO) roles are **full time, paid** positions on **one-year fixed term contracts**.

- Salary: £18,400
- Term: July 2017 to July 2018, with key dates during training (July/August 2017) and Welcome Week (October 2017).
- Role: Student Officer, Trustee and Director of the Students' Union



# President

The President is the face of the Students' Union and heads up the Full Time Officer team. They Chair the Trustee Board, are a governor of Lancaster University, and act as the lead spokesperson with regard to student and political issues. They're responsible for responding to national student campaigns and strategic University issues, as well as communicating with the Students' Union Chief Executive on Union staffing, business and operations.

## Portfolio areas:

- University strategy
- Union strategy
- Key national issues



# Vice President Union Development

The VP Union Development is the lead student for democracy, commercial services and governance. They are responsible for ensuring the Students' Union's constitution and bye-laws are accessible and relevant to students, delivering general meetings and elections, overseeing the social activities of student groups, and leading on the support of JCR officers. They also Chair the Students' Union Executive Committee.

## Portfolio areas:

- Democracy and elections
- College JCR support
- Commercial Services
- LUSU events



# Vice President Education

The VP Education heads up the academic rep system and is responsible for education policy and campaigns. They lobby the University to improve the academic experiences of all Lancaster students, and are the lead student on quality assurance, learning support, future academic planning and employability.

## Portfolio areas:

- Academic campaigns
- Academic Reps
- Widening participation



# Vice President Welfare & Community

The VP Welfare and Community leads on student welfare, equality, internationalisation, environmental, health and housing matters. They are responsible for welfare and equality policy, acting as lead student working with city and community groups, supporting liberation groups and delivering campaigns on welfare and support issues. They oversee the student experience within LUSU Living.

## Portfolio areas:

- Student support
- Equality and Diversity
- Environment
- Community
- Volunteering
- Accommodation



# Vice President Activities

The VP Activities is the lead student for sporting activity, clubs and societies, and extra-curricular development. They are responsible for promoting engagement in sport and activities, assisting clubs and societies, supporting College Sports, and acting as the lead officer on large scale events. They lobby the University on sporting and activity facilities and opportunities, and represent Lancaster students to competitive sport organisations.

## Portfolio areas:

- Recreational sport
- Competitive sport
- Societies
- Sports teams
- Roses



# Vice President Campaigns & Communications

The VP Campaigns and Communications supports the student media outlets and is the lead student input into the Students' Union organisational communications. They are responsible for supporting key projects, ensuring the Students' Union is effectively communicating with students, delivering accessible and relevant campaigns, and coordinating the campaigning work of the Students' Union.

## Portfolio areas:

- Student Media
- LUSU communications
- University communications
- Awareness campaigns
- Lobbying



# Things to consider

The University community has a lot going on and that our future Officers will need to consider. These include academic, community, and national issues.

## Academic

- **Assessment and Feedback** – the University are putting in place changes to fix their consistently disappointing assessment feedback
- **Postgraduate Research (PGR) Review** – the Review will make a series of recommendations into PGR life
- **Learner Analytics** – attendance monitoring
- **Retention** – 11% of Lanc students drop out – how can we stop this?

## Community

- **Harassment** – Universities are now expected to respond differently to harassment on campuses
- **Accommodation** – the cost of rent on campus will continue to increase, and the city will see more purpose-built student accommodation (private halls)
- **University growth** – including the new Health Innovation campus
- **Sugarhouse** – commercial opportunities and threats

## National

- The **Higher Education and Research Bill** is making its way through Parliament, and will be passed in the Spring
- The effects of **Brexit** on European students and staff, research grants, and industry and employment will become clearer in the coming months
- The **Teaching Excellence Framework** ratings will be released and universities assessed from 2017

# Meet our Members



**13,864**

Total students 2016/17



## Key stats



**50%**

Female and  
Male  
students



**90%**

Students  
from state  
schools



**15%**

UK BME (black  
and minority  
ethnic) students



**8%**

Students  
declared a  
disability



# Big Student Issue 1

## Getting a Job

Employability is usually the most important thing to our members – it's the end goal of their time at university. CV building, getting a good degree, and the prestige of the university are more important than ever.



Achieving a 'good degree' and gaining a strong all-round academic experience



Gaining work experience in their relevant area of study



Gaining transferable skills through extra-curricular activities



Securing a graduate job in their chosen field



# Big Student Issue 2

## Building a Community

Having a sense of belonging is hugely important to students, and with reports of rising academic pressure and anxiety levels amongst students this will continue to be a big issue. Extra-curricular activity, internationalisation, and feeling part of a learning community are key here.



Having people and services to turn to for advice or support in times of need



Belonging to an interest group, or knowing there is one available



Being part of an international, diverse community



Being part of a two-way learning community of students and academics



# Big Student Issue 3

## Cutting costs

Students face a huge number of costs, without much cash in their pocket. The scrapping of grants for low income students and those on health courses comes at a time of rising rents, rising fees, and rising living costs.



Unaffordable rents with little to no range in rent costs



Fees increasing year on year, including for students who have already started



Rising cost of living, including utility bills, food, memberships, books and clothing



Low income from loans with a lack of flexible, part-time jobs



# Writing your pledges: manifes-dos

- **Talk to students about your ideas**

What issues do the students around you care about? Would your friends vote for your pledges? Have you thought about all the types of students here in Lancaster?

- **Keep it role-relevant**

Check back over the role description – have you thought about all the areas within the role? Will you be able to achieve your pledges within that role?

- **Make them succinct and memorable**

Short and simple enough for students to take away with them, but informative enough that they seem achievable.

- **Don't be afraid of change!**

You need to make your pledges realistic but don't be afraid to shoot for the moon.



# Building a campaign

You need to get your face and ideas out there to ask students to vote for you.

First, make sure you:

- Know why you're running and why you'd be great
- Have a set of exciting ideas and pledges
- Have the drive, energy and support to run your campaign – speak to LUSU if you want advice/support here



# Campaigning

1. Build a team
  - Talk to friends, coursemates and housemates to ask for support
  - Tell them **why** you're running and **what** you're running for
  - Run through your manifesto pledges
2. Campaigning on campus
  - Print – you can place posters around campus, but where else can you post?
  - What can you do that will make people stop, listen, or take a photo?
  - Talk to people – get your soundbites ready and make sure your supporters know what you stand for
3. Social and digital
  - Your best chance of reaching the most people, including off campus and distance students
  - Use your social accounts – but be aware that the rules still apply online
  - Make content that people want to share



# What's happening when?

WEEK 5	Monday	Tuesday	Wednesday	Thursday	Friday
			10am – Nominations open		
WEEK 6	Monday	Tuesday	Wednesday	Thursday	Friday
					12pm – Nominations close and manifesto deadline  6pm – Candidate Briefing
WEEK 7	Monday	Tuesday	Wednesday	Thursday	Friday
	Campaigning starts				
WEEK 8	Monday	Tuesday	Wednesday	Thursday	Friday
	6pm – Hustings		10am – Voting open		4pm – Voting close  8pm – Results Night



# Using the LUSU website

The website is the main hub for:

- Information
- Nominations
- Voting

To **nominate yourself**, head to [www.lusu.co.uk/vote](http://www.lusu.co.uk/vote) and submit your name, photo and manifesto.



# Contacts

[lusu.elections@lancaster.ac.uk](mailto:lusu.elections@lancaster.ac.uk)

For questions about roles or specific issues:

- This year's Full Time Officers
- Student groups (sports, Liberation, etc.)
- LUSU staff – just ask the front desk to point you in the right direction