



CANDIDATE PACK



theunionmmu.org/leadyourunion

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#LeadYourUnion



THE UNION
MANCHESTER
METROPOLITAN
UNIVERSITY

WELCOME FROM THE PRESIDENT

If you are reading this, you're probably seriously considering standing for election to lead The Union.

Being an Officer has allowed me to represent students in all the hard to reach places, and at all levels of decision-making across the institution. I've led The Union through some exciting times including; an organisation-wide restructure, the uncertainties around Brexit and Education, the consultation on the Reform of the Gender Recognition Act 2004 and the ongoing reform of NUS.

Stepping up to Lead Your Union will be your own first step in creating the positive changes you want to see on campus – and working with senior staff at both the University and The Union on strategy, policy and procedures will provide opportunity to create real impact. Whilst it's not always easy, you'll grow in confidence as you learn more than you could ever have imagined.

I know it can seem a bit daunting at this stage and you might have lots of questions, so feel free to pop in and have a chat about any of the roles with the current officer team or Engagement Team.

I hope this Candidate's Pack can help you on the way to running a successful election campaign. Good luck!

**Amie Atkinson, President
The Union**



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WHAT IS A STUDENT OFFICER?

Every year all Manchester Met students have the opportunity to stand to become one of our five Student Officers in the Lead Your Union elections. Our student officers are elected to work full-time representing Manchester Metropolitan students at every level of decision-making in the university, to the local community and on national campaigns. Student Officers lead the political direction of The Union and campaign on behalf of students to ensure positive changes on anything that affects student life.

Student Officers are elected by students at Manchester Met, and every student is given the opportunity to decide who they want to represent them through voting. As the Student Officers are elected into a public position, they have a responsibility to be accountable to their electorate (students). Have a look at the kinds of things are current officer team have been working on here: <https://www.theunionmmu.org/your-voice/student-officers>

The Student Officers also take on the role of trustee for The Union, as we are a registered charity. Trustees exist to ensure the financial and strategic health of the organisation. Within the role they are responsible for managing risk, setting strategy and scrutinising the activity of The Union. Don't worry – if elected we will make sure you are fully trained ahead of your first meeting.

WHAT POSITIONS ARE AVAILABLE?

PRESIDENT

- + Leads the representation of student views and interests to the University, locally and nationally.
- + Develops positive community relations, promoting student interests locally and nationally, and maintaining strong working relationships with community organisations via forums and community groups.
- + Leads our public image and are a Governor at the University.

EDUCATION OFFICER

- + Leads on everything related to the quality of teaching, learning and research at Manchester Met.
- + Represent students across a range of university meetings.
- + Run campaigns to ensure students are receiving a high quality academic experience.
- + Leads the Course Rep system, working with staff and students to support almost 1,300 students to represent their courses.

WELLBEING OFFICER

- + Represents issues affecting all aspects of non-academic student life, working with other officers to create positive change.
- + Represents students on accommodation issues, including halls, residences and private landlords.
- + Leads campaigns on community issues affecting students.
- + Works with student volunteers and campaigners on areas of student life and wellbeing.

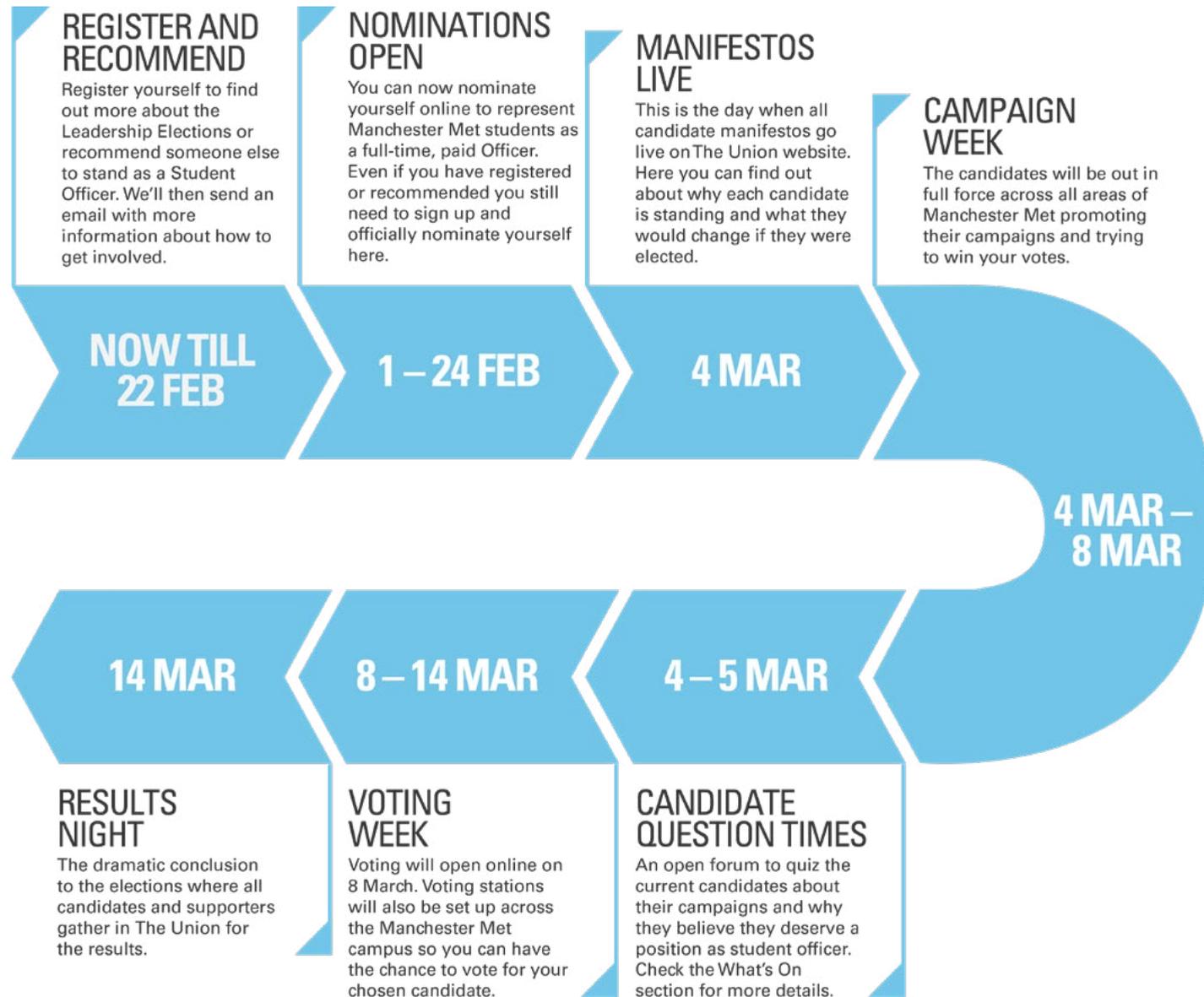
SOCIETIES AND DEVELOPMENT OFFICER

- + Represents societies and student groups to the university, local and national organisations.
- + Leads the promotion of social, cultural, educational, religious and political activities in The Union.
- + Plays a lead role in raising the positive profile of students in the city.
- + Works with student volunteers and campaigners to develop a strong organising culture within the Societies Council.

SPORT OFFICER

- + Represents student sport to the university, local and national organisations.
- + Leads on developing opportunities and partnerships within the University and other organisations to further develop students and add to their student experience.
- + Responsible for the development of all sports Sub-groups and their affiliate clubs, volunteer groups or collectives with associated training, campaigns and support.
- + Works with student volunteers and campaigners to develop a strong organising culture within the Sports Council.

KEY DATES



KEY DATES

CANDIDATE BOOTCAMP:

Every year we run a series of workshops to enable you to meet other candidates and potentially form teams to stand together, alongside offering tips and advice on how to win an election such as using social media, the best places to campaign on campus, producing materials, utilising your budget and standing out from the crowd. The dates for these sessions are:

Manchester:
Monday 11 February 16:00-19:00
Meeting Room 6, The Union

Tuesday 12 February 16:00-19:00,
Meeting room 3, The Union

Crewe:
Thursday 21 February, Room G.20,
16:00-19:00, Frances Wood

CANDIDATE BRIEFING:

Once the official candidate list goes live after the close of nominations, all candidates must attend a Candidate Briefing. These are being held Monday 25 February on both the Manchester and Cheshire campuses. You will need to ensure you can attend, otherwise contact Lisa Burton on l.burton@mmu.ac.uk to ensure you arrange a separate time to sign your acceptance of the rules and regulations.

Manchester:
Monday 25 February, 12:00-13:00,
Meeting Room 8, The Union

Cheshire:
Monday 25 February 12:00-13:00,
Frances Wood G.02

CANDIDATE PHOTOS:

We offer candidates the opportunity to have professional pictures taken by a member of our Marketing and Communications team which can be used on your promotional material and on The Union's online and print publications. If you are interested in having your pictures taken please get in touch with Josh on j.patmore@mmu.ac.uk to book a 15 min time slot. The dates for photography sessions are:

Manchester:
Tuesday 26 February, 10:00-16:00,
Conference Suite, The Union

Crewe:
Wednesday 27 February, 10:00-16:00,
Frances Wood G.20.

MANIFESTO DROP-IN SUPPORT

Manchester:
Wednesday 27 February, 13:00-15:00,
Meeting room 5, The Union

Thursday 28 February, 14:00-17:00,
Meeting Room 5, The Union.

CANDIDATE QUESTION TIMES:

The Candidate Question Times (or 'hustings') are an opportunity for you to face your opponents and tell students the reasons they should vote for you to form part of their next Student Officer team. This is an opportunity for students to ask questions that may help them make their decisions on who to vote for and will be hosted by The Union. We will ensure the event is run fairly with an unbiased Chair and look forward to meeting you all properly at the events. Dates for Candidate Question Times are:

President, Education Officer and Wellbeing Officer Candidates
Monday 4 March, 18:00-20:30,
Main Hall, The Union

Sport Officer and Societies and Development Officer Candidates
Tuesday 5 March, 18:00-19:00,
Conference Suite, The Union

RULES AND REGULATIONS

Elections are an opportunity to show the student population why you are the best person to represent them. In order to ensure a fair and equal election, there are some basic rules and principles that we expect all candidates at MMU Union to adhere by. We want these rules to guide a free, fair and fun election. 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 Lisa Burton who can be contacted through l.burton@mmu.ac.uk.

- + All candidates must act in the interests of a fair and equal election
- + All candidates are to be held liable for their own actions or anyone acting on their behalf
- + There must be no 'negative campaigning'; such as candidates or supporters making unsupported attacks on other candidates manifesto or personal nature. Any challenge which is deemed to be personal is not allowed
- + No candidate shall seek to gain advantage over another candidate

by spending more than the allowed limit because they have greater funds or resources at their personal disposal

- + All candidates must attend the mandatory Candidates' Meetings or send a representative, unless prior leave is given by the Deputy Returning Officer (Lisa Burton – l.burton@mmu.ac.uk)

If you are unhappy with the outcome of a complaint during the elections, then you can contact the Returning Officer who is a member of staff from the National Union of Students. This person can be contacted through Lisa Burton. Our general philosophy is that candidates are expected to conduct themselves in a way that is fair and reasonable and engage in a positive campaigning experience that helps students to vote. We don't believe that restrictive rules help the elections process to engage students in discussions about the future of their experience, 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. For further information on detailed rules and behaviours, please refer to our 'rules and regulations' document.

EXPENDITURE

Candidates may not spend more than £50 (fifty pounds); we will reimburse some of this allocation to candidates, the sum of which will be decided after close of nominations. All receipts must be kept and handed back to the Deputy Returning Officer by the close of voting at 17:00 14 March 2019 to claim back any expenses offered.

All candidates should plan their campaign expenses carefully and keep receipts to ensure that they keep within their budgets; candidates will be reimbursed after the close of ballot only on production of receipts. Candidates may choose to share resources (or run on a slate) but each individual candidate will be accountable, and will only be reimbursed, for their own budget allocation. We will need evidence that you have not overspent e.g. receipts showing you have spent no more than £50 on your campaign.

If you're running on a slate (in conjunction with other candidates) then you may split the costs between you.

All receipts must be with the Deputy Returning Officer before the close of voting, to prove candidates have not broken financial regulations before results are announced. We will not reimburse any money to candidates who fail to hand in receipts before this date.

The Union knows that some items, for example bits of wood, cardboard

boxes and string, are easily available and might not result in campaign costs. We encourage innovative campaigning and use of resources but we don't want candidates to get carried away. We will listen to serious complaints of over-the-top use of items and may ask candidates to prove fair use, and ask them to stop using unfair items.

CANDIDATE ENDORSEMENT

Any current student can endorse and be a supporter of your election campaign. If any Union 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 we reserve the right to ask for evidenced proof that this has happened (e.g. a set of minutes from the meeting where the decision was made or evidence from group chats when the decision was made). 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 the Opportunities Office or from the Candidate Hub on the website.

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. 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.theunionmmu.org/leadyourunion) where all other

candidates' manifestos can be read. All complaints received will be taken very seriously and investigated.

You are welcome to host your own events, for example a social in a local venue. However, as you are not allowed to be endorsed by the company, anything that happens within said social needs to be available to all candidates. Please apply common sense when hosting an event.

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.

The Union 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.

SLATES

The Union understands that students may wish to run together and this is allowed. As mentioned in the rules and regulations section, this means that candidates are responsible for any activities carried out by their campaign team, including those in the same slate as them.

Slates can choose to share resources but each individual candidate will

be accountable, and will only be reimbursed, for their own budget allocation. We will need evidence that you have not overspent, (e.g. receipts showing you have spent no more than £50 on your campaign). If you're running on a slate (in conjunction with other candidates) then you may split the costs between you.

You are allowed to take advantage of offers that may be made to a group of people ordering more materials. However, when submitting your costs, the full price should be accounted for.

For example, if you have a three for two offer, you would have to claim the cost of all three items within your £50.

PROMOTIONAL MATERIAL

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 The Union'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 and the publicity that they distribute on your behalf. Our Equal Opportunities Policy can be found at www.theunionmmu.org.

Whilst publicity does not need to be approved by The Union, if you are unsure in any way about the content then The Union strongly advises

you check before going to print or distribution. To do this you should contact Lisa Burton at l.burton@mmu.ac.uk. You are able to print out as many posters and flyers as you wish. However, if you choose to do this on your own then all costs will need to be accounted for, recorded, receipted, and cannot go over your budget of £50. Any conduct or publicity that is deemed to break The Union's Equal Opportunities Policy will be treated very seriously.

Posters can go almost anywhere in The Union building and Student Zone in Crewe. In Manchester we will provide a poster board in reception where candidates can place one poster each.

You must not move other candidates' posters, or any other poster that is already up to get yours in the space. Similarly, you must not cover any posters that are already up. No posters should be defaced.

We would advise that you speak to members of University staff in the Reception areas before posting anything in university buildings. It is important to seek their advice about where is best to put your promotional materials, this should help avoid them being removed.

Where possible, we ask you to use blu tac and not selotape to put up posters. You can also produce your own election videos and upload them on to your own website, but please keep in mind any

costs (for example paying for a domain name etc.) will need to be accounted for, recorded and receipted and cannot go over your budget of £50. You can also upload a video to YouTube and add it to the website where your manifesto is, this will need to be done by the manifesto deadline on 1 March 2019 at 14:00.

HALL KNOCKS AND LECTURE SHOUTS

We will be letting the staff in charge of Facilities- Campus & Residential Services 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 with the following people:

- + All Saints Student Living (Cambridge and Cavendish) – Priya Patel P.Patel@mmu.ac.uk
- + Birley Student Living (Vine, Dunham, Warde, Naylor and Dale) – Robyn Hines R.Hines@mmu.ac.uk
- + Daisy Bank – Dawn Howle Dawn.Howle@iqstudent.com
- + Liberty Central – Helen McCann H.McCann@libertyliving.co.uk
- + Wilmott Student Living (Oxford Court, Needham Court, and Briarfields) – Miriam Mkumbwa Miriam.Mkumbwa@iqstudent.com

We remind you that you are responsible for your actions and the actions of your campaign team whilst carrying this out.

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 as this causes unnecessary litter.

CONDUCT

Candidates are ambassadors for MMU students and The Union expects everyone to behave civilly and honestly. Candidates are also responsible for ensuring that they have permission to post publicity or to canvass in specified areas. Any conduct or publicity that is deemed to break The Union'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 campaign team.

If you are unsure about any activity that you intend to carry out during the elections period then The Union strongly advises you check before doing so. To do this you should contact Lisa Burton: l.burton@mmu.ac.uk

CASE STUDIES

Running in an election is incredibly fun, but is also challenging. It's easy to get caught up in the emotion of it all and sometimes your passion could end up upsetting voters, annoying other candidates or breaking the election regulations.

Below are a number of case studies to help you find the right balance throughout your campaigning.

IT Suite Campaigning – this is against the regulations

Wanting to talk to as many students as possible is paramount during an election, however, it is important to remember the rules and regulations and make sure you stick to them. Some of the places that are always full of students are the Library and IT Suite. In previous years, candidates have spent time in the IT rooms asking students to vote whilst they are sat at their computers. This not only annoys the students whilst they are working, but is against the regulations. Candidates have been removed from the election for continually campaigning in those areas. Play it safe, there are 37,000 students so you can find them in lots of other places.

Interrupting other candidates as they make their pitch to students

Elections can be tough, and running against other active candidates can spur you on to succeed. Don't let the competition get in the way of a fair campaign. Campaigning fair is important and so is having respect for the candidates you may be running against. Candidates may try to distract you whilst you are talking to a student, they may try to 'hijack' your campaigning as you tell students what your manifesto is or why you are running. If this happens to you do not let it bother you, do not rise to it and report it to the Deputy Returning Officer. If you are a candidate who is thinking about doing it then think about the impact it would have if it was done to you or think about how off-putting it can be for the student.

Keeping distance (from mobile voting devices)

All the hard work that goes into campaigning means nothing if nobody votes. The Union has tried to make it as easy possible for students to vote. Voting can be done online and using tablets/ mobile devices. When a student is casting a vote, it's important to let them cast the vote they want to cast. The nature of mobile devices means that students can vote there and then;

don't be afraid to let them know that, however, it is vitally important that you give them breathing space to cast the vote in private. If you see them voting for you or someone else on their mobile device or PC then you are definitely too close. Treat it like putting a pin number into an ATM machine - back away and allow students to vote in private.

PROMOTION FROM THE UNION

You will be producing your own marketing material but we also encourage you to be creative and do your own online campaigning alongside what The Union are already doing to promote candidates. Remember that face to face campaigning will convince people to vote for you more than anything else as students like to have real conversations with candidates first.

We provide campaign materials for candidates to use during their campaigning including a campaigning starter pack which will be given out at the Candidates Briefing on 25 February.

MANIFESTO PUBLICATION

We will be making candidate manifestos available to students on our website from 10:00 on Monday 4 March 2019. These will be readily available at all physical polling stations, sent to students via email and shared on our social media channels.

A manifesto is a document that tells students what you would do if you were elected. It usually contains plans of action or pledges on issues important to your voters. All candidates

should submit a manifesto before the deadline to explain why they think they are the best person to be elected.

You have two options when submitting your manifesto:

1. Upload your Manifesto on the website using the online manifesto editor before the deadline of 14:00 1 March 2019.
2. Email your manifesto to Lisa Burton at l.burton@mmu.ac.uk before the deadline of 14:00 on Friday 1 March 2019.

You can either design your own manifesto and lay it out in the way you would like to see it appear, or you can use the manifesto template, which can be downloaded [here](#).

We will give more detailed instructions to candidates who want to submit by e-mail closer to the time. For support with submitting a manifesto, attend one of our Candidate Bootcamp Sessions or one of the Manifesto drop-in sessions.

GETTING THE MOST OUT OF OUR SOCIAL MEDIA

We will be using as many ways as possible to share information about the elections and what you're all up to. We'd like to encourage you to utilise our social media platforms to share your news and reasons people should vote for you.

Our social media channels are:

[Facebook.com/theunionmmu](https://www.facebook.com/theunionmmu)
[Twitter.com/theunionmmu](https://twitter.com/theunionmmu)
[Youtube.com/theunionmmu](https://www.youtube.com/theunionmmu)
[Instagram.com/theunionmmu](https://www.instagram.com/theunionmmu)

CAMPAIGNING TIPS

The most important thing you have to do before you head off on the campaign trail is read the Rules and Regulations. Make sure you have a good understanding of what you can and can't do as breaking the rules could lead to disqualification.

SOME OF OUR TOP TIPS FOR CAMPAIGNING INCLUDE:

- + Organise your time well. Use our Campus Guide to help plan out where and when you'll be campaigning.
- + Face-to-face campaigning is the most effective way to get your message across and ultimately win votes. Consider doing 'lecture shout outs' and halls knocks to talk to lots of students.

- + Always keep promotional materials with you when talking to students. Once you've spoken to them, you'll want them to remember your name and how to vote.
- + Keep it topical. Talk to students about the areas that they care about the most. Do your research and come to our briefing sessions to find out the hot student topics.
- + Pick three main priorities to talk to students about. Keep it short, simple and jargon free.
- + Build a campaign team. Get your friends involved with your campaign - they can help you with your promotional material, talking to students but more importantly, help keep you motivated.

- + When talking to students and especially big groups it helps to write down and practice what you're going to say. Use flash cards to prompt you, make eye contact and speak slowly and clearly.
- + Take advantage of our support. Come to workshops, use our social media channels and let us know if you're planning anything exciting.
- + Be visible. Make your promotional material stand out from the crowd and remember to put your name, a photo of you, the position you are running for and how to vote on all of your materials.
- + Have fun. Students respond better to positive campaigning and ultimately, the elections should be a fun positive experience for everyone.

THINGS TO REMEMBER:

- + Don't be put off if students don't want to talk to you, just smile, be polite, thank them for their time and move on.
- + You are responsible for your campaign team and they must follow the same rules and advice - any complaint made against them is a complaint made against you.
- + Ask permission to campaign in certain areas such as bars, cafés and canteens.
- + Do not campaign in libraries or drop-in rooms. Students are working and will not want to be disturbed. This is also against the Election Regulations.
- + Ask permission before putting up posters in University buildings or they will be taken down otherwise.
- + Campaign in appropriate areas - lifts, stairwells and entranceways are not suitable for campaigning.
- + Always ask permission to speak to students about elections before doing so.
- + Get involved in The Union's meetings and events.
- + Focus on your own campaign and don't worry about what your opponents are up to. Stay positive and enthusiastic.
- + Don't make promises you can't keep - talk about practical changes you believe you can make.
- + Make sure your campaign is SMART (simple, memorable, ambitious, realistic, topical).
- + Don't neglect your studies. Make your lecturers aware that you're running in the election.
- + Look after yourself - campaigning is hard work.
- + Make time for food, drink and sleep, and remember to have fun!

SOCIAL MEDIA GUIDE

WHY USE SOCIAL MEDIA FOR YOUR CAMPAIGN?

- + It allows you to contact students directly, and raise your overall profile
- + It is interactive and encourages discussion. This can be very useful for establishing communication and dialogue with your audience: Manchester Met students
- + Information can be efficiently passed on – links to your manifesto for example
- + Candidates/slates can become instantly recognisable due to use of social media, sharing images etc.
- + You can meet other people who are perhaps running in the election, or are interested in the election
- + It creates a level playing field to discuss topics and share opinions

TOP TIPS

1. You are campaigning to represent The Union and Manchester Met students. Avoid engaging in contentious issues if this is not your stance/belief during the elections.
2. React appropriately to any interaction/feedback from your audience.
3. Social media channels are public spaces. You should not say anything that you would not be happy to say in public and you should not publish information that you would not be happy for anyone to see.
4. Interact with Manchester Met students to explain/announce that you are standing in The Union's elections.
5. Link to any supporting documents during the elections - for example your manifesto on The Union website.
6. Always post correct information about The Union and your campaign - if you are not sure, please feel free to ask the Deputy Returning Officer.

CAMPUS GUIDE

MANCHESTER

All Saints, on Oxford Road in Manchester city centre, is the largest Manchester Met campus and is home to the main Students' Union building. It's a good area to campaign - over a third of students study here meaning a high concentration of students in a small area.

Suggested places & times to campaign

Geoffrey Manton's ground floor Atrium café at lunchtime and central lobby between lectures. Posters along the stairs are a great place to go in this building (do not forget to ask permission).

Benzie Building (The Art School) has some great spaces including the Holden Gallery café and social space (11:00-14:00) and of course the Art School Café. Be careful not to confuse social spaces with open plan working areas.

John Dalton ground floor Food Zone (between 11:00-14:00). A busy building with lots of footfall.

The Union has a large reception area to campaign in and the hall is a busy social space throughout the day (11:00 – 16:00); The Salutation Pub is also busy at lunchtime and evenings.

New Business School main atrium, Hub Café and Hub Kitchen area throughout the

day (opening hours are 08:00 until 20:00). This is the busiest building on campus, the atriums are great places to talk to students and constantly busy. Pull up a seat and have a chat with large groups in the atrium.

Birley Campus located just a five minute walk from All Saints Park. There are two faculties housed in one building with lots of places to talk to students, such as the Spanish Steps – the feature steps when you walk into Birley Building is a great place to chat with people.

Halls knocks are another useful way of reaching out to Manchester Met students. Make a note of halls managers' details and contact to ensure you are permitted to campaign at these premises.

Getting there

Access a map of All Saints here: <http://www2.mmu.ac.uk/travel/allsaints/>

CREWE

Manchester Met Cheshire Campus is based in Crewe, 30 miles outside of Manchester.

Suggested places & times to campaign

The Student Zone 11:00-14:00
The Students' Union Building 11:00-15:00
Axis Arts Centre 11:00-14:00

Getting there

Find out how to get to MMU Cheshire here: <http://www2.mmu.ac.uk/travel/crewe>

ANY QUESTIONS?

Contact the deputy returning officer Lisa Burton:
l.burton@mmu.ac.uk

