

The logo features the text "SRUCSA ELECTIONS" in white, bold, sans-serif capital letters. The text is centered within a dark green diamond shape that has a white border. This diamond is set against a background of overlapping, semi-transparent geometric shapes in various colors including purple, red, orange, yellow, green, and blue. The overall design is modern and colorful.

**SRUCSA
ELECTIONS**

**Sabbatical Officer
Candidate Pack 2019-20**

SRUCSA Candidate Pack 2019-20

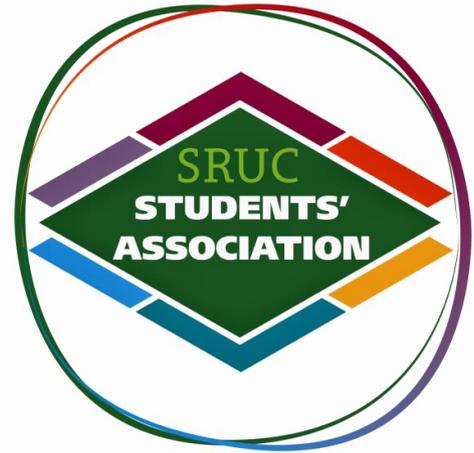
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Welcome!

So, you're thinking about standing in the SRUCSA Elections? Well done! You are about to embark on an exciting few weeks.

Hopefully, you are standing because you care about SRUC students, and want the chance to get involved and work on behalf of your classmates to make things better. As an Elected Officer, you will work as part of a team to run the SRUC Students' Association (SRUCSA), a democratic membership-led organisation. Your role will be to represent and act as the voice of the student body – be it on your campus or across SRUC – and to make a difference at SRUC and SRUCSA.



It is SRUC students who will vote democratically for their preferred candidates to represent them. It is therefore your mission to engage with your fellow students and to show them why you are the person for the job! So whether you win or lose, there will be ample opportunity during these elections to have fun and be creative in the ways you try and win votes.

This candidate pack contains valuable information on:

- ❖ the nomination, campaigning and election process;
- ❖ the role of Sabbatical Officers
- ❖ how to run your campaign and promote yourself; and,
- ❖ the rules and regulations of SRUCSA elections.

Any potential candidate can request a candidate pack by emailing the Elections Team before nominations close on Wednesday 17th April at 4pm.

We hope you find this guide useful to your campaign, but if you have further questions or need any assistance, please don't hesitate to get in touch.

Good luck!

James & Caitlin

elections@sruc.ac.uk

Nomination and Election Dates

The dates for the 2019-20 SRUCSA Elections are as follows:

- Nominations open Friday 15th March: (closing 4pm Wednesday 17th April)
- Campaigning period Monday 22nd April to 4pm Thursday 25th April:
- Voting opens 9am Wednesday 24th April: (closing 4pm Thursday 25th April)

Nominations

This is your time to complete and return the Nomination Form supplied to you, with six signatures from other students supporting your campaign. When returning the nomination form, you will be asked to sign a declaration saying that you have read and understood all of the information and guidelines in this Candidate Pack.

There is a chance you may need to miss lessons during the week of the election. We will try to keep this to a minimum, but do make sure to warn your lecturers in advance of submitting nominations. You will also need to make sure that you catch up with any missed work.

If you have completed all your forms correctly and on time, you will be confirmed as a candidate and given the time for the candidate briefing which will be held by the Returning Officer for all candidates. This is your opportunity to ask any questions about the election and get the latest information on election activities on your campus. You must take part in this before you start campaigning!

Campaigning

You should now try to show students what a great campus officer you would make. You can meet with students and create online profiles to promote your campaign. Be sure to follow the campaign rules. Your manifestos and posters should be posted on relevant college campuses and will be made available online by SRUCSA.

Voting

Voting will open on Moodle on Wednesday 24th April at 9am, running to 4pm on Thursday 25th April. Eligible students can cast their vote for their preferred candidate between these times. Elections results will be announced by SRUCSA on the Afternoon of Friday 26th April.

What is a Sabbatical Officer?

Sabbatical Officers – the SRUCSA President and Vice President – are leaders of the Student Executive and the SRUC student community. It is their role to gather student opinion on all matters concerning the student experience at SRUC. They must ensure that all students get a chance to make their voices heard, student opinion is effectively represented to SRUC staff and senior college committees, and students' best interests are at the heart of all decisions made across SRUC. As well as representation and feeding back outcomes to students, they support SRUCSA events, campaigns and activities, and to lead on their own aims and objectives.

Unlike the other Elected Officer roles, these are full-time posts; Sabbatical Officers are required to take a year out of their study to take up these posts, or to stay on for a year after study (if their course is already completed). If elected as a Sabbatical Officer, you are an employee of SRUC and you are expected to commit to the role descriptor and duties.

Responsibilities of the SRUCSA President include:

- ❖ Attending and contributing to a range of high level SRUC meetings and committees on behalf of students.
- ❖ Chairing the SRUCSA Executive Committee. The Exec team ensure that Campus Officers are fulfilling their responsibilities on behalf of the students that elected them. It also plans strategy and develops policies to ensure that SRUCSA is on course to achieve its objectives including maintaining the representation system.
- ❖ Holding a deciding role in SRUCSA budget decisions.
- ❖ Participating in a range of activities that help raise the profile of SRUCSA and allow students at each campus opportunity to communicate with their representatives.
- ❖ Heading campaigns across SRUC that aim to raise awareness of issues that affect students.
- ❖ Attending and participating in external training and other activities, in particular those of the National Union of Students (NUS), to ensure that SRUC students have a voice in Scottish and UK campaigns and issues that affect them.

Responsibilities of the SRUCSA Vice President include:

- ❖ Attending and contributing to a range of high level SRUC meetings and committees on behalf of students.
- ❖ Chairing the SRUCSA Executive Committee. The Exec team ensure that Campus Officers are fulfilling their responsibilities on behalf of the students that elected them. It also plans strategy and develops policies to ensure that SRUCSA is on course to achieve its objectives including maintaining the representation system.
- ❖ Assisting in SRUCSA budgeting decisions.
- ❖ Participating in a range of activities that help raise the profile of SRUCSA and allow students at each campus opportunity to communicate with their representatives.
- ❖ Heading campaigns across SRUC that aim to raise awareness of issues that affect students.
- ❖ Attending and participating in external training and other activities, in particular those of the NUS, to ensure that SRUC students have a voice in Scottish and UK campaigns and issues that affect them.

Responsibilities of all SRUCSA elected officials include:

- ❖ Ensuring that students are fairly represented across all college campuses.
- ❖ Helping to build a stronger Students' Association on all campuses.
- ❖ Liaising effectively with all Class Representatives.
- ❖ Establishing and maintaining contact with any relevant external groups and organisations, to help provide information to the SRUC students about issues covered by their remit.
- ❖ Establishing where relevant information sessions are, and advertising this on all available media channels.
- ❖ Attending any training or briefings that may be required.
- ❖ Liaising with the NUS Scotland Officer responsible for the area of their remit.
- ❖ Raising awareness of, and campaigning on, the different issues that can arise within the sector.
- ❖ Maintaining communication with all elected officials on relevant issues.
- ❖ Carrying out other duties as laid down by the Executive Committee.
- ❖ Serving as a member of the Executive Committee and presenting the relevant reports for their position.
- ❖ Acting reasonably and prudently in all matters, and in the best interests of the Students' Association.

- ❖ Exploring and developing links with Student Associations at other colleges and universities in Scotland and UK-wide.
- ❖ Taking on any other tasks as and when required.

Benefits of being a sabbatical officer include:

- ❖ 12 months' paid work experience at approx. £18,500 per annum.
- ❖ Taking on a position of responsibility and influence within a large and diverse educational organisation.
- ❖ Learning and developing a range of skills – and being given training and guidance – which is invaluable to future employability
- ❖ Allowed to base the role at any of the SRUC campuses, regardless of the campus of study; also given the opportunity as part of the role to travel between campuses, as well as around Scotland and the UK.

SRUCSA Elections FAQ

Q: Is it possible to share Elected Officer roles?

A: For the Campus Officer role, yes! Two students at one campus can run as a team for the Campus Officer position, and split the role to a 3.5 hours/week commitment per person. You may wish to consider this if you and a friend are both interested in holding an elected position, but are short of free time or would prefer to work as a pair. If you do this, please submit two copies of the Nomination Form, one with each of your details; however, you only need to collect six valid student signatures in total.

Q: Do I get a budget for my campaign?

A: A budget will be allocated for all candidates: £10.00 for Campus Officer candidates, £50 for Sports and Activities Officer candidates, £100 for SRUCSA President / Vice President candidates. It is at your discretion how you spend this money; creative campaigning is encouraged, however it must not conflict with SRUCSA bylaws. If you wish to use this budget, make purchases yourself and submit relevant proof of purchase to be reimbursed by SRUCSA. If you are unsure of how you should spend your budget, please contact the Elections Team.

Q: Can I spend more than my budget?

A: No! If you do so, this can result in immediate disqualification.

Q: When should I purchase my materials for the campaign?

A: All purchases must be made by 12noon on Wednesday 24th April, and all receipts for reimbursement submitted to the Elections Team by 4pm on Friday 3rd May.

Q: Is there anywhere I am not allowed to campaign?

A: You cannot campaign for students to vote for you where it might be seen that you are forcing them to do so. This includes anywhere where computers are freely available for use, including your campus library or other designated polling station.

Q: When can I start campaigning?

A: You cannot start campaigning until after the candidate briefing. The details of the candidate briefing will be made available as soon as possible.

Q: Can I campaign in classes?

A: You may speak to classes; however, you must have prior permission from the lecturer before you do so.

Q: Can my friends help me campaign?

A: Yes. However, if your friends are campaigning for you and handing out materials on your behalf, you are responsible for their actions when doing so.

Q: What happens if I (or my friends) are already in an official position?

A: If you are already in an official position, you cannot use any access you have thanks to that position to promote yourself if other candidates would not also have this opportunity (for example, using group-specific Facebook pages etc.). However, you may reference your position in any election material as relevant experience or in support of your campaign. Similarly, no one campaigning on your behalf may use any access their position allows to promote you to the detriment of other candidates.

Q: Can I use social media to campaign?

A: Yes, but, you must inform the Returning Officers of your social networking accounts, to allow for monitoring and ensuring all candidates campaign in a fair, honest and non-discriminatory manner.

Please note that there are strict rules when it comes to campaigning on social media sites.

- ◆ You are only allowed to post on pages which are public – this means that any page/group which is private (for example a society page) is prohibited.

- ◆ Only candidates can post on social media sites; administrators for any page or group (public or private) cannot post on your behalf.

There are a number of ways you can creatively and appropriately use social media. You can;

- ◆ make an open event
- ◆ create an open group/page
- ◆ make a public video
- ◆ use the hashtag #SRUCSAELECTIONS

Q: Is there any form of electronic device I can use while campaigning?

A: Under no circumstances can you supply voters with any electronic device to help them vote. Smart phones, laptops, iPads, tablets and any form of electronic device cannot be used to encourage people to vote. However, if you wish to play music or a video from an electronic device, this would be permitted.

Q: What happens to the publicity materials after the campaign?

A: All publicity must be removed from the campus within seven days of the election or disciplinary action may be taken.

Q: When does voting start?

A: Voting opens at 9am on Wednesday 24th April and closes at 4pm on Thursday 25th April, with results announced Friday 26th at 4pm.

Q: Where do I direct any complaints about candidates or campaigning?

A: Any complaints regarding candidates' conduct should be directed to the Returning Officer at elections@sruc.ac.uk

How to Design Your Campaign Poster



Keep it simple, but maybe not too simple...
(*"Subtle Campaign"* by @DaveBleasdale Flickr CC <https://flic.kr/p/dZWohK>)

Choose your software

You can design and produce your own poster, or if you have a talented friend you can get them to do it for you. You cannot spend any more than £10 though!

Choose your software; Adobe Photoshop/Illustrator are impressive tools but cost a lot. Microsoft Word, PowerPoint or even Paint can be used to create good simple posters. There's also a lot of free and 'freemium' sites and apps like Canva, Pixlr, or PhotoPea provide basic tools for making exciting posters.

You can rely on YouTube, EHow and similar information services to teach you the basics of any of these pieces of software if you don't know where to start.

Keep it simple

Include your name, the position you're running for, your pledges, and the voting dates. Maybe include a summary you're your manifesto.

General tips

- ◆ Don't use more than two fonts.
- ◆ Use high resolution images.
- ◆ Inspire yourself. Look around the internet to find designs that you like, thinking about the colours, fonts and images that catch your eye.

How to Write Your Manifesto

You are probably standing in this election because you want to make positive changes to the experience of your fellow students, your campus, and SRUC as a whole. Your manifesto is a chance to show your classmates exactly what it is you stand for and how you intend to make those positive changes if they vote for you. Here are a few tips for writing a great manifesto for your campaign:

Your Objectives

Ask yourself the following questions:

- ◆ What am I about? What do I believe in?
- ◆ What do I want to achieve in this Elected Officer role?
- ◆ What do I want my campus and/or SRUC to look like when I finish?

Then consider the issues facing students at your campus and/or across SRUC, that you wish to tackle in this role. These might include (but are not limited to):

- ◆ Factors affecting learning and teaching
- ◆ SRUC-wide and campus-specific facilities
- ◆ Extra-curricular activities
- ◆ Regional or national issues related to students

The answers to all of these questions will make up your manifesto!

Are your objectives SMART?

Using SMART objectives can help you make a more credible list of goals. Are your manifesto points:

Specific: Is it obvious from your statement what issue you want to address? Is it clear how you intend to deal with the issue?

Consider whether your objectives are relevant to a broad range of students. If they only address issues faced by you and a few friends, or just by people on one course, they may not be appealing to other students; keep in mind that you will be a representative of SRUC students. In addition, be concise and use clear language – complicating your ideas unnecessarily might alienate voters.

Measurable: How will you (and the students) know when you have successfully achieved your aim?

Is your objective “a cash machine on campus”? It’s easy for everyone to see whether it’s achieved (or not). However, if your aim is to “raise awareness amongst students about [your chosen issue]”, it can be difficult to measure how successful you have been. You should consider what evidence you may need to collect to show whether or not you have achieved your goals.

Achievable: Is your aim attainable given your timeframe (to the end of the academic year) and the resources available to you as an officer?

Your ideas on culture change or instigating new processes within SRUC may be achievable, but only over a long period of time. In this case, it may be better to state the intended outcome but acknowledge that you can only achieve a part of that objective during your term of office, giving a clear idea of how far you hope to progress the issue by the end of your term.

Realistic: Are you really going to be able to achieve your aim?

Some things, however desirable, may not be achievable. If students don’t believe you can make good on your promises, they won’t vote for you.

Time-bound: When will you achieve your objective?

It never hurts to set yourself targets for achieving your goals. Some of your objectives may require issues to be dealt with by a certain time, while others will take your whole term of office and (as mentioned earlier) some things may not be finished until after you leave office. Whatever the situation, setting out intended timeframes for getting jobs will show that you have thought through the issue – but be realistic with timeframes in order to make them achievable.

Layout

Don’t use more than one side of A4, as your manifesto will be printed as A4 posters. Include a recent photo of yourself so students can recognise you when you campaign. Your manifesto will be posted up on walls so it needs to be eye-catching, and clear to read.

Regulations – Election of Officers

For your information, and to keep the process transparent, this section specifies SRUCSA's policy on the procedure for electing Officers and details the remit of the Returning Officer.

1.1 Returning Officer

The Returning Officer is responsible for running the elections. A member of SRUC staff has the designation of Returning Officer.

1. The Returning Officer shall be responsible for the good conduct and administration of all SRUCSA elections and shall have the sole interpretation of the election regulations specified in this document.
2. The Returning Officer may appoint deputies (none of which may be a student) in order to facilitate the election.
3. The Returning Officer will set the dates of the election in consultation with SRUCSA and the Learner Engagement Manager.
4. The Returning Officer is responsible for organising the election results announcement and notification to SRUC.

1.2 Election Timetable

1. The Returning Officer shall ensure that election of the Student President and Vice-President takes place before Easter Break each year. Once elected, they shall take office on 1st July and shall serve for not more than 12 months without re-election.
2. The Returning Officer shall ensure that election of the Campus and Sports & Activities Officers take place before 30th April. Once elected they shall take office on 1st July and shall serve for not more than 12 months without re-election.
3. Dates of elections, a copy of the election timetable and a copy of the election regulations shall be posted on SRUCSA notice boards at least 21 college days before the elections.

1.3 Standing for Election

The Officers appointed by the SRUCSA election process shall be:

- ❖ the Student President
- ❖ the Student Vice-President
- ❖ the Campus Officer (Aberdeen)
- ❖ the Campus Officer (Ayr)

- ❖ the Campus Officer (Barony)
- ❖ the Campus Officer (Edinburgh)
- ❖ the Campus Officer (Elmwood)
- ❖ the Campus Officer (Oatridge)
- ❖ Sports and Activities Officer

1. No member who has opted out may stand for any position.
2. Reopen nominations (RON) shall be a candidate in all SRUCSA elections.
3. Nomination forms will be available ten (10) college days before the election. The nomination form shall include an Opportunity Profile outlining the role being contested. It shall also contain information on the facilities SRUCSA will make available to each candidate.
4. Members of SRUCSA may stand for election upon completion of a nomination form signed by the candidate.
5. Nomination forms must reach the Returning Officer or his/her appointee not later than 4pm on the day, five (5) college days before the date of the commencement of the ballot.

1.4 Promoting the Election

1. The Returning Officer shall produce a list of candidates which shall be made available to all students within one (1) college day of the close of nomination.
2. The Returning Officer or a person appointed by him/her shall provide the candidate with a Campaign Pack.
3. The contents of the Campaign Pack shall be determined by the Returning Officer in conjunction with the Executive Committee.

1.5 Campaigning

1. The candidates may commence campaigning once their candidacy has been confirmed at the close of nominations.
2. Specific guidelines as to relevant dates and types of sanctioned campaigning will be outlined in the Campaign Packs.
3. Candidates cannot use any communication materials that are not sanctioned by the Campaign Pack.

1.6 Election Regulations

These regulations shall be in effect for any election or by-election.

1. The election will be carried out using an appropriate voting system.
2. The duration of the election will be set by the Returning Officer.
3. The count will take place within one (1) week of the election completing.
4. The Returning Officer will circulate this information to the Candidates.
5. All comments made in the election must be fair comment and be evidence based.
6. All Candidates must submit election manifestos to the Returning Officer for circulation to the student body by the date specified.
7. Hustings may take place on campus for Campus Officer Elections. Where the current Campus Officer is not seeking re-election they will be asked to organise this. Where re-election is being sought, the Returning Officer or deputy will organise and facilitate.
8. No candidate may exceed the spending cap set by the Returning Officer.
9. No promotional material may be circulated without prior approval of the Returning Officer
10. If any post on the Executive Committee falls vacant then a by-election shall be arranged by the Returning Officer. Nominations shall open no later than three (3) college days after confirmation of the vacancy arising. All other election regulations apply.

1.7 Voting Procedures

1. The Returning Officer shall ensure that all members of SRUCSA have access to vote no matter their place or mode of study.
2. Voting shall be by secret ballot and shall be conducted using an appropriate system.
3. A postal vote shall be granted to any full member of SRUCSA who is unable to exercise their right to vote by alternative method.
4. The Returning Officer shall publicise the arrangements for postal voting at the time of close of nominations.
5. The member must inform the returning officer in writing, at least two (2) college days before the start of voting, that they wish to vote by post.
6. Postal votes will be accepted up until the close of ballot boxes, at the end of the voting period.

1.8 Complaints

1. Any challenge or complaint concerning the administration and good conduct of the election will be heard and determined by the Returning Officer within 48

hours of such a complaint being lodged by any full member of SRUCSA or the candidate or their nominee.

2. Any complaint against the conduct or administration of the election should be received by the Returning Officer before the start of the count.
3. The ruling of the Returning Officer on any complaint shall be final, subject only to a successful appeal in accordance with Operating Procedure 6, contained within the SRUCSA constitution.

1.9 Sanctions

The Returning Officer may use one or more of the following, if required:

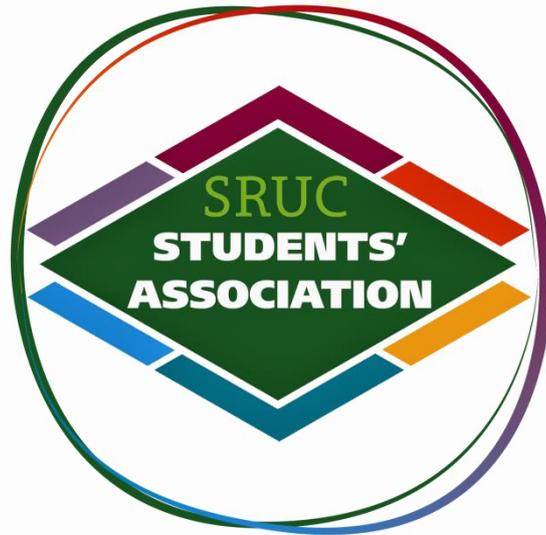
1. Confiscation of materials by the Returning Officer
2. Verbal warning
3. Candidate removal from the election process or elected position.

In the event that a candidate is found to have violated any of the regulations after the election, the Returning Officer may use the sanctions retrospectively.

1.10 Election of Class Representatives

1. Class Reps and Depute Class Reps shall be elected by a meeting of each class during Term 1.
2. There shall be one Class Rep and one Depute Class Rep per 20 students for each year of study, for each programme.
3. Once elected they shall take office immediately and shall serve for no more than 12 months without re-election.
4. In cases where a course begins at a different time of year, class reps will be elected at the first available opportunity.
5. Nominations shall open at the start of the meeting.

If more than one nomination is received, a vote by secret ballot shall be held.



For further information on the SRUC Students' Association:



@sruca



SRUC Students' Association



#SRUCSA



SRUCSA@sruc.ac.uk



SRUCSA



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