



LSU Exec Elections 21

CANDIDATE PACK

Hello...

Welcome to the Loughborough Students' Union 2021 Exec Elections!

I'm delighted that you're considering running for one of our student leadership positions.

This Candidate Pack has been created to give you all of the information that you will need if you're thinking about running in the elections, from the roles through to the regulations! I'd recommend taking the time to read through this pack and the role descriptions thoroughly.

I know from my personal experience that running in the Exec Elections is an incredible experience (regardless of whether you win or lose) and something that you will never forget. If you're lucky enough to be elected, you will be working within one of the best Students' Unions in the country; either leading one of our incredible Sections or becoming a Trustee of the Union as an Executive Officer. Each of these opportunities are usually undertaken at the end of your studies, but you can also take a year out as a placement year or a year of absence to help shape the student experience at Loughborough.

Although the Exec Elections may feel a little different this year as we continue to deal with the effects of Coronavirus, we are still here to support you every step of the way. Myself and your current Executive Team are happy to have a confidential chat with you about any of the roles, and most importantly what they involve. We can also arrange virtual shadowing sessions so you can experience a taste of what the role is like. Think of it as a test drive to see if the role is the right fit for you!

Interested in running?

If you're interested in speaking to a current member of the Executive Team or arranging virtual shadowing, you can find all of our contact details at: lsu.co.uk/exec

Recommend a friend

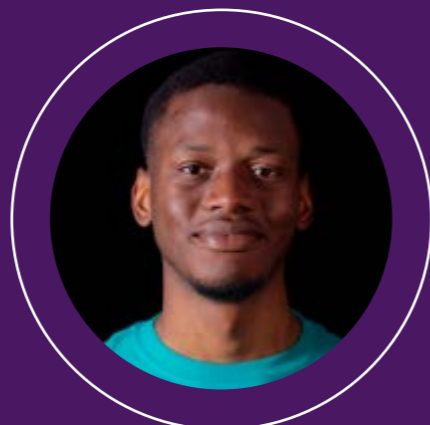
If you have a friend who you think would be perfect for a Executive Officer or a Section Chair role, you can recommend them until **29th April** at: lsu.co.uk/recommendafriend We'll then get in touch with them to let them know that they've been anonymously recommended, and encourage them to run in the elections.

The Elections team

In charge of all the practical day-to-day running of the elections will be myself, Ferjiro Aman (Acting Returning Officer and Vice President).

If you have any queries not answered in this pack, then I will be your first point of contact! Working alongside me are the fantastic **Elections Sub-Committee** (an elected group of students from the **Democracy and Representation Committee**) who are responsible for the organisation and administration of the Elections, Sue Lucas (Head of Governance and Administration) and our Returning Officer Ceri Davies (Chief Executive at Nottingham Trent Students' Union) will have final say on matters deemed of extreme importance.

If there are any further questions, please don't hesitate to get in touch with me via email!

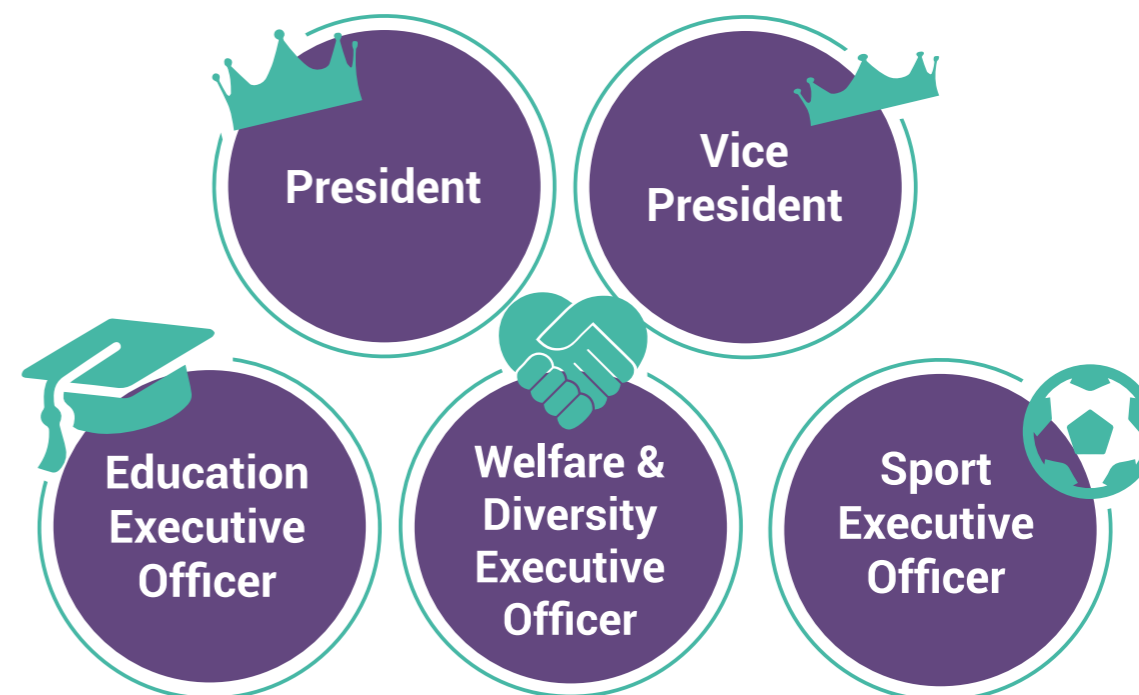


Ferjiro Aman
VICE PRESIDENT
elections@lsu.co.uk

All information covered in this pack will be available at: lsu.co.uk/exeelections

What position will you run for?

Executive Officers



Section Chairs



Key Dates

April

MON	TUE	WED	THU	FRI	SAT	SUN
			1 Thinking of Running: 7pm - 8pm Shadowing period starts	2 Good Friday BANK HOLIDAY	3	4 Easter
5 Easter Monday BANK HOLIDAY	6 Career Opportunities from Exec Panel: 6pm - 7pm	7	8 Student Opportunities Meeting: 2pm - 3pm Meet the Officers Q&A: 7pm - 8pm	9	10	11
12 Monday Morning Briefing: 9:35am - 10am Meet the Staff Q&A: 7pm - 8pm	13	14	15 Thinking of Running: 7pm - 8pm	16	17	18
19	20	21 Exec Meeting: 2pm - 3.30pm	22	23	24	25
26 NOMINATIONS OPEN 9am, 26th April	27	28	29	30 NOMINATIONS CLOSE 12pm (midday), 30th April Candidate Briefing 1: 6pm - 7pm		
Shadowing period ends						

May

MON	TUE	WED	THU	FRI	SAT	SUN	
					1 Media Session 10am - 5pm	2 Media Session 10am - 5pm	
3 Early May BANK HOLIDAY	4	5 Withdrawal Deadline: Midnight	6 CAMPAIGNING STARTS 7pm, 6th May Candidate Briefing 2: 5pm - 6pm CANDIDATE REVEAL			8 Section Chair Soapbox 3pm onwards	9 Executive Officer Soapbox 3pm onwards
10	11	12	13	14	15	16	
10 Budget Deadline: 9am	11 VOTING STARTS 9am, 11th May			14 CAMPAIGNING ENDS 4pm, 14th May VOTING ENDS 4pm, 14th May RESULTS NIGHT			



Candidate Support Sessions
1st April - 26th April



Optional virtual attendance at Officer team meetings



Candidate Briefings



Deadlines



Media Sessions
Book yours at lsu.co.uk/execeptionsmedia

A range of further training and guidance resources will be available at: lsu.co.uk/execeptions prior to nominations opening.



Shadowing Period
1st April - 26th April

If you have any questions about any of the events, opportunities or deadlines during the Candidate Support Sessions or the Exec Elections please contact **Fejro Amam, Vice President**, at elections@lsu.co.uk.

ELECTION RULES AND GUIDELINES

(To be read in conjunction with Bye-Law 3 Elections)

1 NOMINATION

1.01. Any student member as defined in Article 11.1.1. of the Union's Articles of Association may nominate themselves as a candidate for one position being contested in this election.

1.02. **Nominations must be submitted online at lsu.co.uk/elections before the stated closing date and time. Midday, 30th April 2021. Late nomination will not be accepted.**

1.03. In accordance with Bye-Law 3 (Elections), the Elections Sub-committee will check all nominations for eligibility to stand (student status and current/prior disciplinary sanctions) before confirming candidacy.

1.04. **Successful candidates will attend an election briefing following the verification of nomination 6pm, 30th April 2021.**

1.05. If an individual has had any of their membership privileges suspended via the Union's Discipline policy, they will be ineligible to stand in any election for the period stated.

1.06. Nominees must be proposed and seconded by a student member as defined in Article 11.1.1. of the Union's Articles of Association.

Band	Length of Ban	Period of Ineligibility
A	From 1 day to 4 weeks	For the entire period in which they are banned
B	From 4 weeks to 20 weeks	Band A plus 24 term weeks from the date the ban ended
C	From 24 weeks onwards	Indefinitely

For the avoidance of doubt, an individual will become eligible for nomination at 00.01am on the day following their period of ineligibility.

1.07. A nominee cannot act as proposer or seconder for themselves or any other nominee running in this election.

1.08. Any student member as defined in Article 11.1.1. of the Union's Articles of Association can act once as a proposer and/or seconder in this election.

2 WITHDRAWAL DEADLINE

2.01. **The withdrawal deadline will be midnight on Wednesday 5th May 2021, Candidates must email their official withdrawal to the Acting Returning Officer, ARO@lsu.co.uk**

3 R.O.N

3.01. **In accordance with Bye-Law 3 Elections, any student member wishing to run a 'Re-Open Nomination (R.O.N)' campaign against a post should register with the Acting Returning Officer within 3 days of the candidates being revealed (Midnight, Sunday 9th May 2021).**

- 3.02. Only one R.O.N campaign can be run against each post. If more than one student member registers to run a campaign, the Acting Returning Officer will call a meeting and instruct all those members to form a campaign team.
- 3.03. R.O.N will be recognised as a candidate in the election and as such, will be subject to all rules and guidelines stated.

4 BUDGETS

4.01. **Candidates will have a maximum campaign spend of £40, overspend will incur a campaign ban at a rate of 1 hour per £1.**

4.02. **All spending MUST be declared to the Head of Governance, suelucas@lsu.co.uk with receipts and screenshots 24 hours prior to voting (9am, Monday 10th May).**

- 4.03. Sponsorship by any organisations, person(s) or company is prohibited.
- 4.04. Credit pooling (the sharing of budget) is prohibited.
- 4.05. Candidates may make use of their budget for digital assets and materials only.

5 CAMPAIGNING

5.01. **No in-person campaigning may take place of any kind including the printing of posters, T-shirts, banners or otherwise physical campaign materials.**

5.02. **All campaigning must take place virtually and have the ability to be undertaken from home. As such, budgets are restricted to digital assets and materials only.**

- 5.03. Candidates are responsible for the actions of their campaign teams. Any breach of the rules and guidelines set out in this document by candidates and/or their team members, will result in the candidate being sanctioned by the Elections Sub-committee. A copy of the election discipline criteria will be available on-line.
- 5.04. Any videos and/or pictures taken on campus need to be preapproved (i.e., before you record/capture the content) by the Acting Returning Officer (when 'no physical campaigning' is in affect). Breach of this rule in particular is likely to result in disqualification without a warning being issued (written and/or verbal).

5.05. **During the period of nomination and prior to the start of campaigning, candidates may declare their intent to run only but may not engage in any campaigning.**

5.05.01. Campaigning is defined as, 'any series of actions or events that are meant to achieve a particular goal'. Any potential breaches of this rule will be taken on a case-by-case basis. The Acting Returning Officer will be granted discretion over any sanction imposed.

- 5.06. There can be no campaigning whilst engaged in paid employment at the Union or while involved with any Union and University committees. In this case candidates must take holiday or temporarily step aside from their position for the duration of campaigning.
- 5.07. All permanent Union, University and College staff including the Union's Elected Officers, must remain impartial throughout the election and therefore cannot form part of a campaign team.
- 5.08. Student Staff members of the Union who are part of a campaign team must remain impartial during working hours, if their position is such that there is a conflict of interest, they must take annual leave for the period of campaigning.



5.09. **No campaign emails may be sent to or from any University or Union addresses such as, lboro.ac.uk, and lsu.co.uk or any email address that represents LSU Student Groups.**



5.10. **The use of email mailing lists (such as those relating to AU Clubs or Societies) for the promotion/endorsement of individual candidates is prohibited and will be monitored by LSU throughout the campaigning period.**

- 5.11. Costumes, props and themes are not permitted, slogans or manifesto points can be used but copyright law will be strictly adhered to.
- 5.12. If a candidate receives more than 24 hours (during the 2021 Executive Election) of accumulated campaign bans, they will be disqualified from the election.
- 5.13. No candidate or campaign team member will sabotage another candidate's campaign but may offer an explanation as to why they are the better candidate.



5.14. **Digital Campaigning Guidelines**

Digital campaigning should follow social media platform rules and regulations. Please note, the guidance below broadly focuses on the 'big three' platforms: Facebook, Instagram and Twitter. However, the key principles outlined in the guidance can also be applied to supplementary platforms such as Youtube, TikTok, Snapchat or Websites/Blogs if you wish to expand your audience.



5.14.01. **No campaigning can take place before 7pm Thursday 6th May – this includes promoting Social Media channels, Websites or Groups or pre-campaigning on personal social media profiles.**

- 5.14.02. Any candidate who is running for an elected position, must create new social media pages dedicated to their campaign rather than utilising existing personal social media accounts.
- 5.14.03. Any social media pages created for the purpose of the election, must be accessible and visible to anyone wishing to view them. The use of closed or anonymous platforms Jodel is not permitted.



5.14.04. **Each candidate may use social media to promote their campaign. These must not be 'Active' (i.e posting content) before 7pm on Thursday 6th May 2021.**

- 5.14.05. Any social media promotion (including filters, lenses, frames) created by candidates and/or an associated campaign member released before 7pm on Thursday 6th May 2021 (whether intended or not) will result in a Pre-Campaign Active Ban of three hours and will be effective from 7pm on Thursday 6th May 2021.
- 5.14.06. Any social media pages (for the purpose of campaigning) are strictly limited to your Proposer, Seconder and an appoint member of both the Elections Sub-Committee and LSU Marketing Team until the start of the campaigning period. These pages must remain secret – any breach of this rule will result in a Pre-Campaigning Active Ban (in accordance with the Election Discipline Procedure).



5.14.07. **The use of personal social media accounts (for the purpose of campaigning) is restricted from 7pm on Thursday 6th May – 4pm on Friday 14th May.**

Candidates may share content directly from their campaign pages/channels onto their personal social media accounts to notify and promote to others their participation in the Executive Election.



A maximum of 3 posts can be shared (per platform) from 7pm on Thursday 6th May – 4pm on Friday 14th May. Each candidate is free to choose these timings freely, as they see fit.

- 5.14.08. Any promotional content created within an open group must be posted via the candidate's official social media platforms. Posts cannot be made from a candidate's personal account/or via individual members of a campaign team within an open group.
- 5.14.09. Any candidate page requests to join the 'Official LSU Freshers Group 2020-21' will be approved following the reveal on Thursday 6th May.
- 5.14.10. Posting in closed groups is prohibited. The definition of a 'Closed Group' is a group within which not all Candidates have access.



5.14.11. **You may not be endorsed by student groups or utilise 'influencers.'**

Any student wishing to work with communities such as TowersPosting/LboroScenes are welcome to do so. However, the admins of those groups must provide fair and equal opportunities to ALL candidates if wishing to utilise those platforms.

- 5.14.12. A set of tailored Exec Elections 2021 digital assets will be shared with each of LSU's Sections for student groups to utilise should they wish to promote the Exec Election.
- 5.14.13. All social media channels/digital platforms relating to a candidate's campaign must be deleted/closed within 72 hours post-election. Election budgets will not be refunded until this condition is met and completed.
- 5.14.14. Candidates are prohibited from using Targeted Ads. Each candidate will be given the opportunity share a promoted piece of content via the central LSU Social Media Channels. Further details will be provided to candidates at the Candidate Briefing following the close of nominations.
- 5.14.15. Any promotional content published via central LSU Channels or LSU Media channels can be shared freely to candidate's official social media platforms.
- 5.14.16. The use of email mailing lists (such as those relating to AU Clubs or Societies) for the promotion/endorsement of individual candidates is prohibited. LSU Student Groups can utilise their existing mailing lists to promote the LSU Executive Elections more broadly/and ALL CANDIDATES available for selection within each Section.
- 5.14.17. Candidates are permitted to create a website/blog with information about their candidacy. Each candidate will be held responsible for all online content where your candidature is being advertised and if this is deemed by the Returning Officer to not be in keeping with the values of the Students' Union or the spirit of the elections you may be required to remove online content and a penalty may be imposed.



6 VOTING

- 6.01. Candidates are strictly prohibited from creating private ballot boxes including the use of iPads, laptops, mobile phones etc.



COMPLAINTS

If any candidate wishes to make a formal complaint, they must follow the complaints procedure in accordance with Bye-Law Elections.

Thank you for your interest and good luck from the Students' Union!
If you have any further questions, please don't hesitate to contact your Acting Returning Officer:

If you have any questions, please don't hesitate to contact:

Fejiro Amam

ACTING RETURNING OFFICER

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