A Guide to Election Priorities and Campaigns

THE FALMOUTH & EXETER STUDENTS' UNION

Agenda

- Introductions
- What is your one priority?
- Writing about your priority.
- What is a campaign?
- How to run an effective campaign.

As a Sabbatical Officer, what is your one priority?

- 200-word limit- less is more!
- Use clear and concise language.
- What do you want to change or improve for student life?
- Ask students about what's important to them and look at HE research
- Is your priority inclusive? Consider the needs of marginalised students.
- Could it lead to long lasting change for the student experience?

What ideas and skills do you have to achieve your priority?

Ideas form your plan of action.

They can be completely original or established ones successful elsewhere.

What skills are most relevant to help you achieve your priority?

- Ask the people who know you best about the skills you have.
- List places you have worked, volunteered, studied, travelled, all leisure activities, clubs and societies, student representative and lived experience.
- Identify the most relevant skills you have gained from these which fit well with your priority.

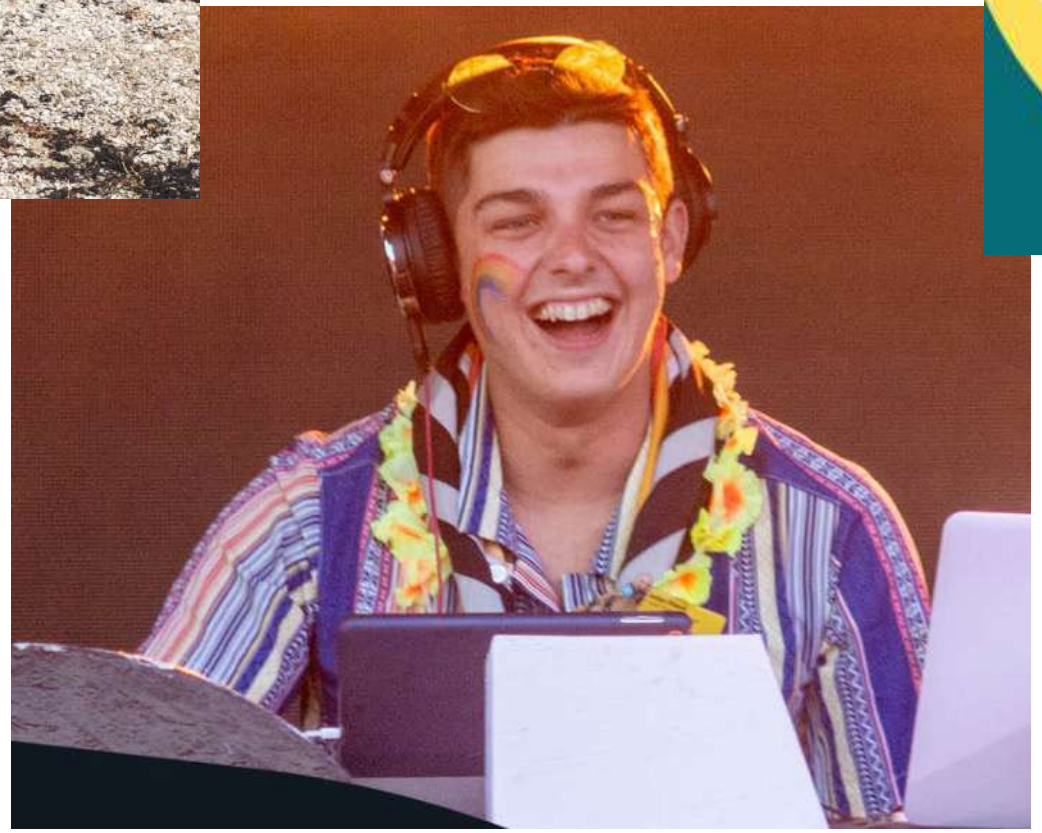
Using AI as a support tool

You can utilise AI such as ChatGPT but consider if:

- Authenticity- does it sound like you?
- Accuracy- does it make sense?

SU staff are happy to support.

Cornwall
Wildlife Trust



Top Tips:

- Organisation is key: put key dates calendars.
- Research priority to see if it is a widely felt issue.
- Answer the questions by getting straight to the point and making it easy to understand.
- Let voters know why you're the best person for the role.
- Use a tagline or slogan. Get creative with puns, alliteration and humour to make it memorable.
- Choose a photo which shows your personality.
- Ask for feedback from friends and SU staff.
- Submit by midday on 16th February.

Top tips for campaigning

- Assemble a team and assign roles which utilise their skillsets.
- Together, plan a strategy with actions and tactics that will reach students from both universities and get them to vote for you.
- Ask societies to endorse you.
- Get creative and call-in favours.
- Most importantly, get out there and talk to students! Pop-ups, canvassing, shout-outs before lectures.

Get creative (within an £80 budget).

- T-shirts- print or make your own.
- Badge pins.
- Pop-ups with freebies
- Mascots
- Music videos
- Flash mob on campus to draw attention.

*Consider environmental impact, sustainability and allergens.

LEAD YOUR UNION
COMMUNITIES GROW WITH MARGAUX
university of stirling students' union
ELECT MARGAUX PIERRE
VICE-PRESIDENT COMMUNITIES AT THE UNIVERSITY OF STIRLING
Voting opens 14th of March @ 9am and ends 15th of March @6:15pm
www.stirlingstudentsunion.com

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A GUILD THAT REPRESENTS YOU
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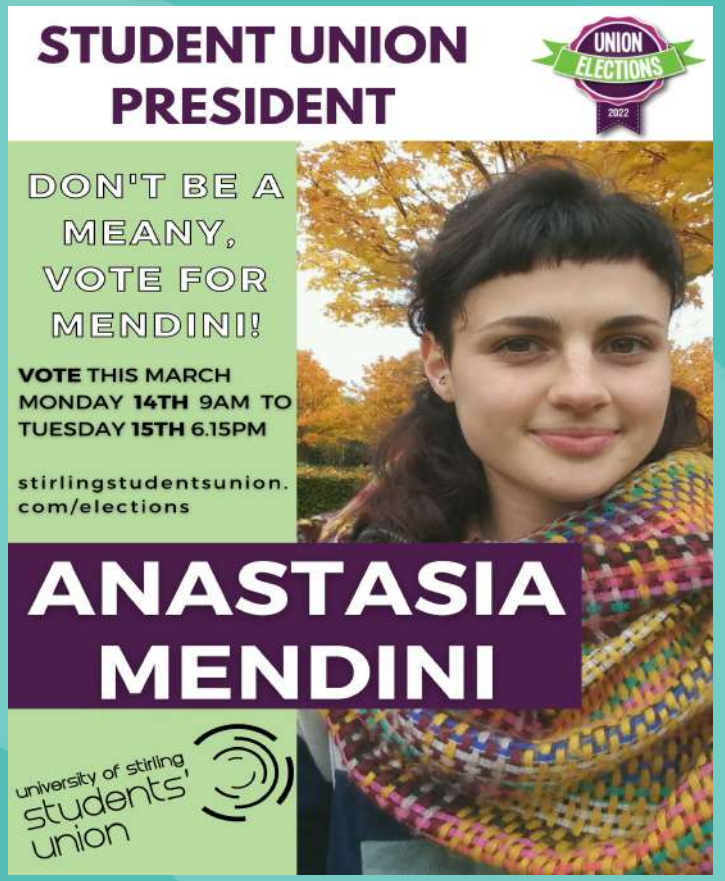

STUDENT UNION PRESIDENT
UNION ELECTIONS 2022
DON'T BE A MEANY, VOTE FOR MENDINI!
VOTE THIS MARCH MONDAY 14TH 9AM TO TUESDAY 15TH 6.15PM
stirlingstudentsunion.com/elections
ANASTASIA MENDINI
university of stirling students' union

VOTE FOR MIA

VP ACTIVITIES & COMMUNITY

Hi! I'm Mia (She/They)

I'm running for VP Activities and Community because I am:

- Experienced in student representative roles (including President of the Oxford Climate Society; Environment and Ethics Representative for Christ Church; Student Ambassador for School of Geography and the Environment).
- Dedicated to a proactive approach to change having collaborated with the Environmental Sustainability Team and having drafted Christ Church's Environmental and Sustainability Plan.
- Excited to get cracking on biodiversity restoration and providing safe shared spaces for students and Oxford residents.

Mia, wearing their glasses, pictured outside the Radcliffe Camera wearing a yellow turtleneck and trench coat.

Objectives

Climate education...

- Provide an accessible climate change and biodiversity online course for all students.
- Collaborate with departments for accessible curriculums that address Oxford's growing research on environmental issues.
- Work with Teach the Future, Conservation Optimism and Force of Nature to improve access to information on the climate emergency and ecological crisis and the online course.
- Expand the Sustainability Hub to include non-university environmental charity groups and ways to get involved.

Points on plants...

- Diversifying college green spaces using the Oxford Partnership for Operationalising the Conservation Hierarchy data summary on the University's approach to biodiversity management.
- Work with college gardeners and staff to support Earthwatch Europe's Tiny Forest project.
- Collaborate with the Nature Positive University Initiative to start a University and College wide nature positive journey, incorporating a biodiversity baseline, targets, actions and annual reporting.
- Support University's path to biodiversity net gain as proposed by Bull et al. 2022 (reference below).

Community action...

- Work with Town Council, local charities and the University to support existing and future community-led projects.
- Bring back the Oxford Climate Forum where both university and non-university affiliated groups can voice their opinions on current Oxford climate action and research.
- Create an accessible and friendly seminar series with leading academics across departments to share Oxford's research outside of the University itself.
- Collaborate with MakeSpace Oxford to encourage accessible safe and creative spaces.

Campaigning...

- Work with student environmental societies to inform students the importance of institutional decarbonisation alongside individual behaviour changes. This would involve supporting the Decarbonise Oxford campaign and Oxford Climate Justice campaign.
- The Tale of Two Cities: educate students on the inequality between the University and Town through (at least) one workshop per term led by pro-active individuals on how students can support action against deprivation, poverty, homelessness and other social crises.

About me

I'm a third-year geography student, passionate about environmental protection and restoration, with a soft spot for vegan chocolate.

I've dabbled in student journalism as Managing Director of the Oxford Blue, joined Oxford Climate Justice Campaign on climate demonstrations as a climate activist, as well as having worked with Oxford Net Zero on sensitive intervention points for academic institutions.

@miaforvpac

VOTING CLOSES 9th FEB

Vote GRACE For FAL

#connectingfal

VOTE JORDI #1 FOR VPSA

THE BEST CANDIDATE SINCE SLICED BREAD

Hey! I'm Jordi Evans, and I pledge to shine a spotlight on all Student Activities, from the biggest club matches to the newest start-up societies! I shall make Worcester SU enjoyable, exciting, and safe for everyone! Managing the Theatre Society and producing my own comedy shows has given me plentiful experience in bringing big ideas to life and making it fun to do so! I'm committed, energetic and (apparently) entertaining. So be sure to vote Jordi #1 for VPSA!

MY PROMISES

Instagram & Twitter: @Jordi4VPSA

Make Student Safety A Priority: I will lobby the SU and University to re-open talks with Worcester Nightclubs, insisting more effective enforcement of their anti-spiking safety policies. I will also work with the SU to provide a late-night Safety Bus.

Host Inter-Society/Club Charity Competitions: I will organise competitions where representatives from different student organisations will compete in quizzes, games, MarioKart tournaments and more! The profits will be donated to the charity chosen by the winners!

Society/Club Restoration Project: I will start a campaign encouraging students to reform committees for societies and clubs that folded during the pandemic.

Hangar Suggestion Box: I will open a suggestion box where any student can suggest events they would like to see at the Hangar, before helping organise the best suggestions and making those events happen!

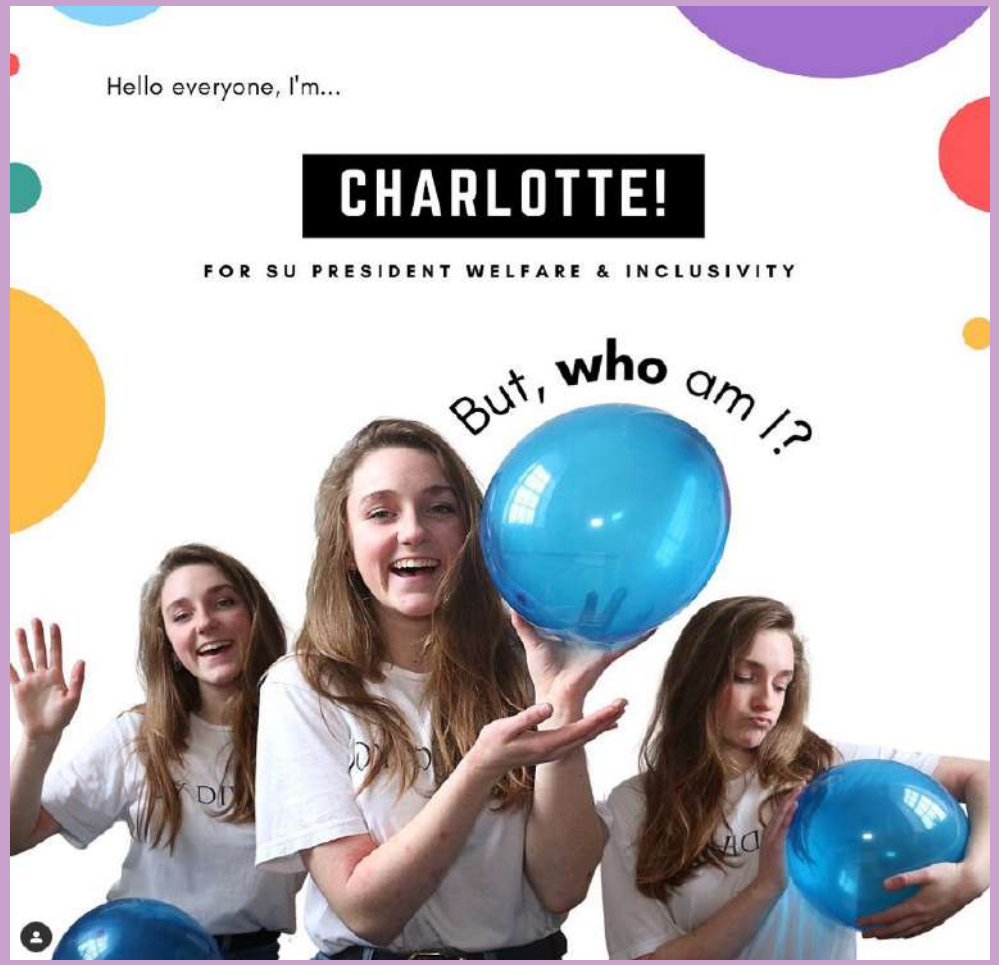
Networks Don't Just Tick Boxes: I will promote network events to the same extent as society and club activities.

A Guide to Posters:

- Rules for where to put them up and when to remove them.
- Content needs to be in line with University and SU code of conduct.
- DO NOT use the university logos.
- Build a brand which students can recognise as yours- consistent messaging, themes and colours.
- Include tagline/slogan and a link to socials.
- Consider inclusivity-easy-to-read font, accessible colours, pronouns.
- Words: less is more.

Social media: Trends move fast

- Instagram
- TokTok
- Meme
- Gifs

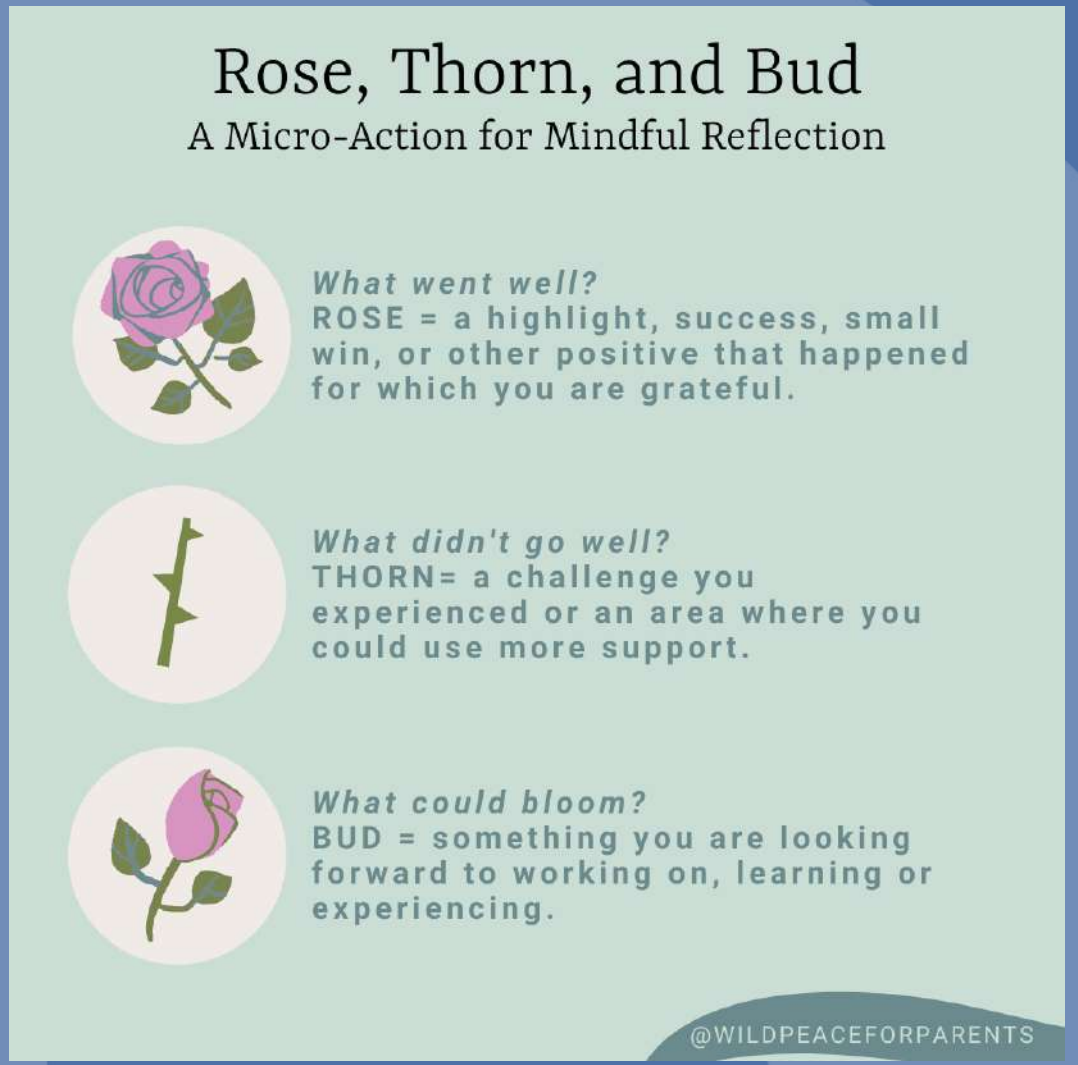


- https://www.instagram.com/countoncourtsu/
- https://www.youtube.com/watch?v=BlvYxHAE3EA

Reflection and Evaluation: Tactical & Emotional

Checking in with yourself and your team after each activity helps to reflect and respond with necessary changes and improve.

- Rose: What went (or is going) well? Celebrate all ideas, activities and achievements.
- Thorn: Identify what is not working or holding you back from achieving your goal.
- Bud: Even better if…allow for optimistic ideation! This allows for growth, nurture and development.



Taking care of yourself & your team.

- Take regular time out from campaigning.
- Schedule time for self-care with the things you enjoy.
- Make full use of support networks including the SU.
- Candidate check-in on Friday 1st March.

Additional Dates

- Day in the life of a Sabb @ Fox Café, Falmouth (7 Feb, noon – 1pm)
- Candidate drop ins @ The SU, Penryn (8 Feb, 13:00 – 16:00)
- How to nominate yourself (9 Feb, Microsoft Teams, 12:30pm-1pm)

THE

SABBATICAL ELECTIONS 2024

SCAN M

Any questions?

THE SU

THE FALMOUTH & EXETER STUDENTS' UNION

www.thesu.org.uk

Falmouth & Exeter Students' Union is a registered charity in England and Wales No.1145405