

# CANDIDATE WORKBOOK

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2021 ELECTIONS



*Students' Union*  
MIDDLESEX UNIVERSITY

[www.mdxsu.com/elections](http://www.mdxsu.com/elections)



**Congratulations for nominating yourself! We understand that this can be a time of mixed emotions. You may be excited to start campaigning or you might not even know where to start. That is OK. This candidate workbook, alongside the candidate development sessions, is designed to support you in getting started with planning your campaign.**

**During election week you will be campaigning online and virtually speaking to hundreds of students about the issues they care about. We can't wait to see what exciting ideas you come up with for your campaign.**

**Best of luck.**

## WHAT IS MDXSU?

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Middlesex University Students' Union (MDXSU) exists to support you throughout your studies and help you make the most of your time at university – from helping you to improve your academic experience, to providing events and opportunities for you to gain new skills, try something new, or meet new people! It is our job to represent the views of all Middlesex students, ensuring that your opinions are considered when it comes to university decisions, and leading campaigns on issues you care about – both on campus and off. This can be based on academic feedback received through our Student Voice Leaders or even working with our four Liberation Groups (Black Students, Women Students, LGBTQ+ Students & Disabled Students) to identify and campaign on issues which affect them.

In this election the positions are:



MDXSU President



MDXSU Vice President (one for each Faculty)



Student Trustees (x2)



Student Group Leaders



# JARGON BUSTER

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During the election period, you may come across some terms and phrases that you're not familiar with so use the jargon buster below to help you learn what we're talking about!

## **APPEALS OFFICER (AO)**

A member of University or MDXSU staff who investigates complaints where a potential serious breach of the rules has been identified.

## **RETURNING OFFICER (RO)**

An appointed person who is external to MDXSU and is independent of any election candidate. They are responsible for ensuring the election is run fairly and will make the final decision on serious complaints.

## **ASSISTANT RETURNING OFFICER (ARO)**

MDXSU staff member responsible for the overall operational running of the elections. They will receive and conduct initial investigations to all complaints received.

## **BOARD OF TRUSTEES**

The board that has legal, financial and strategic oversight of the Students' Union. It is made up of the 4 full time officers, 3 external trustees and 4 student trustees

## **CAMPAIGNING**

Working in an organised and active way to encourage students to vote for a candidate.

## **CANDIDATE BRIEFING**

A compulsory session that outlines the rules and regulations of the election.

## **CANDIDATE DEVELOPMENT**

Sessions put on by MDXSU to equip candidates with the skills and knowledge to run an effective campaign.

## **ELECTORATE**

All enrolled Middlesex University London students who are entitled to vote in this election.

## **HUSTINGS**

An opportunity for candidates to present a speech and explain why they should be elected. Hustings normally involve questions. For this election, only candidates for the full-time officer positions will have the opportunity to take part in our formal hustings. This year they will be pre-recorded and will be conducted in a short interview format.

## **MANIFESTO**

Each candidate creates a manifesto that outlines who they are, what they aim to achieve within the role, and why they should be elected - this is similar to a supporting statement that you might submit when applying for a job. These can be viewed by students when they go to vote.

## **RON**

Stands for Re-Open Nominations. An option on every ballot for you to choose if you feel no candidate is suitable for the role. If RON wins, nominations re-open and the elections are re-run at a later date.

## **SABB/SABBATICAL OFFICER**

Another term used for the full time officer positions (President and Vice Presidents)

## **SINGLE TRANSFERABLE VOTE (STV)**

A form of voting where the electorate rank the candidates by preference. The election is run in rounds with the candidate with the lowest number of votes removed at each round. If their vote was for the candidate that was removed, their vote then goes to their 2nd preference and so on until a candidate exceeds 50% of the votes.

# HOW STV WORKS

The Single Transferable Vote (STV) is the voting system used in all MDXSU elections and is an electoral system that puts the power in your hands. STV is designed to elect the candidate who is popular amongst the majority of voters. Vote for your preferred candidate and also vote for back-up preferences. Your vote will go to your first preference if possible, but if they are eliminated, instead of your vote being thrown away, your vote is transferred to your back-up preferences, with your vote being assigned to your second, third, or lower choices.

## WHAT IS A SINGLE TRANSFERABLE VOTE?

- ✓ Rank candidates in order of preference
- ✓ Rank as many candidates as you like in each election
- ✓ Ranking candidates means if your preferred choice gets eliminated your vote goes to your next preference
- ✓ Don't think any candidate represents you? Vote RON (Re-Open Nominations)

## BALLOT PAPER

Place the candidates in order of preference (1, 2, 3 etc)  
Rank as many candidates as you wish

CANDIDATE A	2
CANDIDATE B	3
CANDIDATE C	1
CANDIDATE D	4
RON	5

## KEY DATES

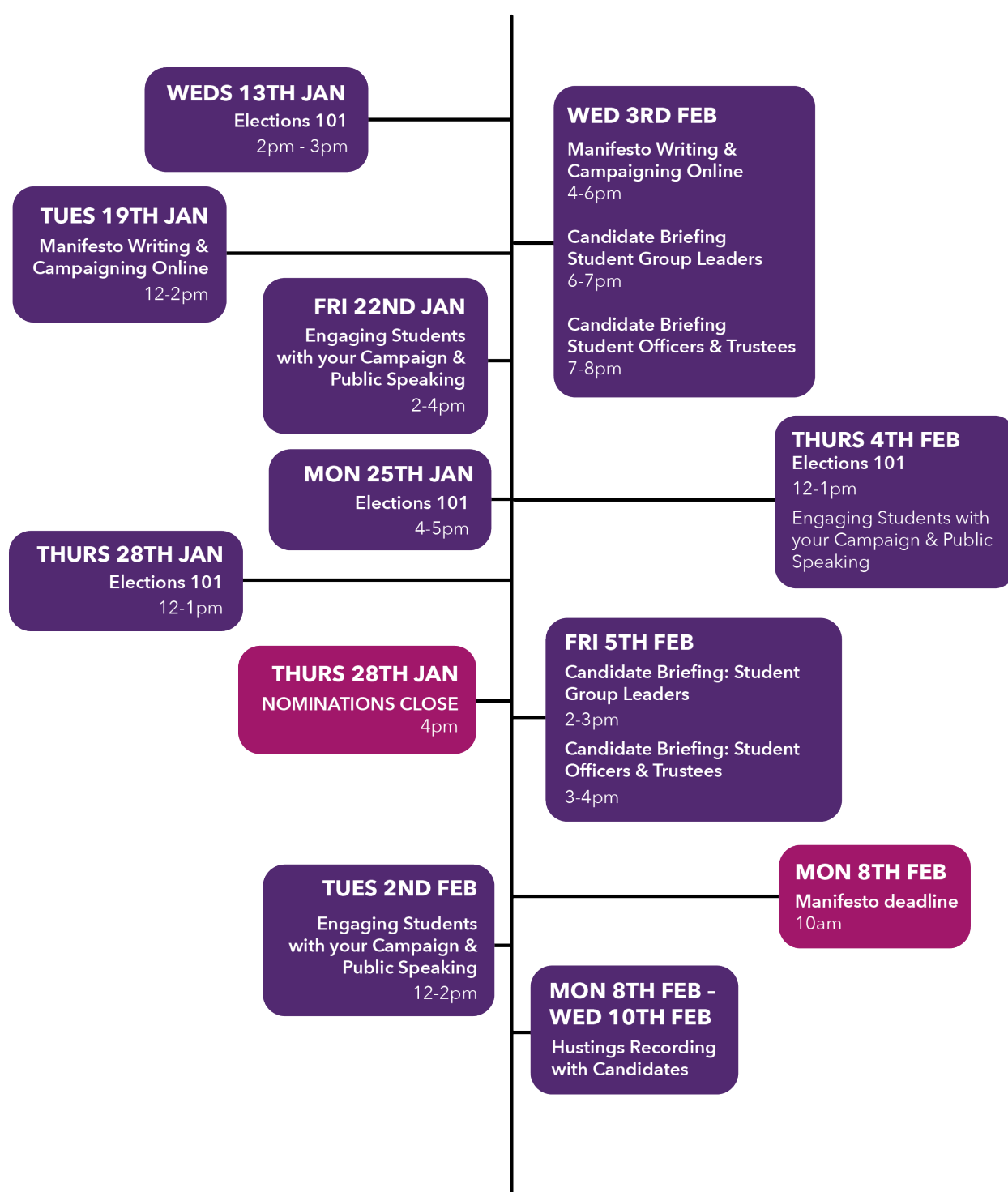
Deadlines

Workshops & Training

Campaigning & Voting

Results night

## CANDIDATE DEVELOPMENT



We want to make sure you are as confident and prepared for election week as possible. Throughout January and February, we will be running a variety of sessions to help you plan your campaign. This workbook includes activities that will support each of the sessions we run, alternatively feel free to use it to help you plan your campaign outside of these workshops.

Whilst it's essential to attend the candidate briefing, we highly recommend attending all of the sessions as they're designed to make sure you get the most out of the election. You can book onto any of these sessions at [www.mdxsu.com/elections](http://www.mdxsu.com/elections)

### **Candidate Briefing – Essential**

Monday 1st February, 12-1pm (Student Group Leaders)

Monday 1st February, 1-2pm (Student Officers & Student Trustees)

Monday 3rd February, 6-7pm (Student Group Leaders)

Wednesday 3rd February, 7-8pm (Student Officers & Student Trustees)

Friday 5th February, 2-3pm (Student Group Leaders)

Friday 5th February, 3-4pm (Student Officers & Student Trustees)

### **Manifesto Writing & Campaigning Online**

Tuesday 19th January, 12-2pm

Monday 1st February, 2-4pm

Wednesday 3rd February, 4-6pm

### **Engaging Students with Your Campaign & Public Speaking**

Friday 22nd January, 2-4pm

Tuesday 2nd February, 12-2pm

Thursday 4th February, 2-4pm

### **Elections 101**

An informal drop in for you to ask any questions or catch up on any sessions you were unable to attend.

Wednesday 13th January, 2-3pm

Monday 25th January, 2-3pm

Thursday 28th January, 12-1pm

Tuesday 2nd February, 2-3pm

Thursday 4th February, 12-1pm

# MANIFESTO WRITING

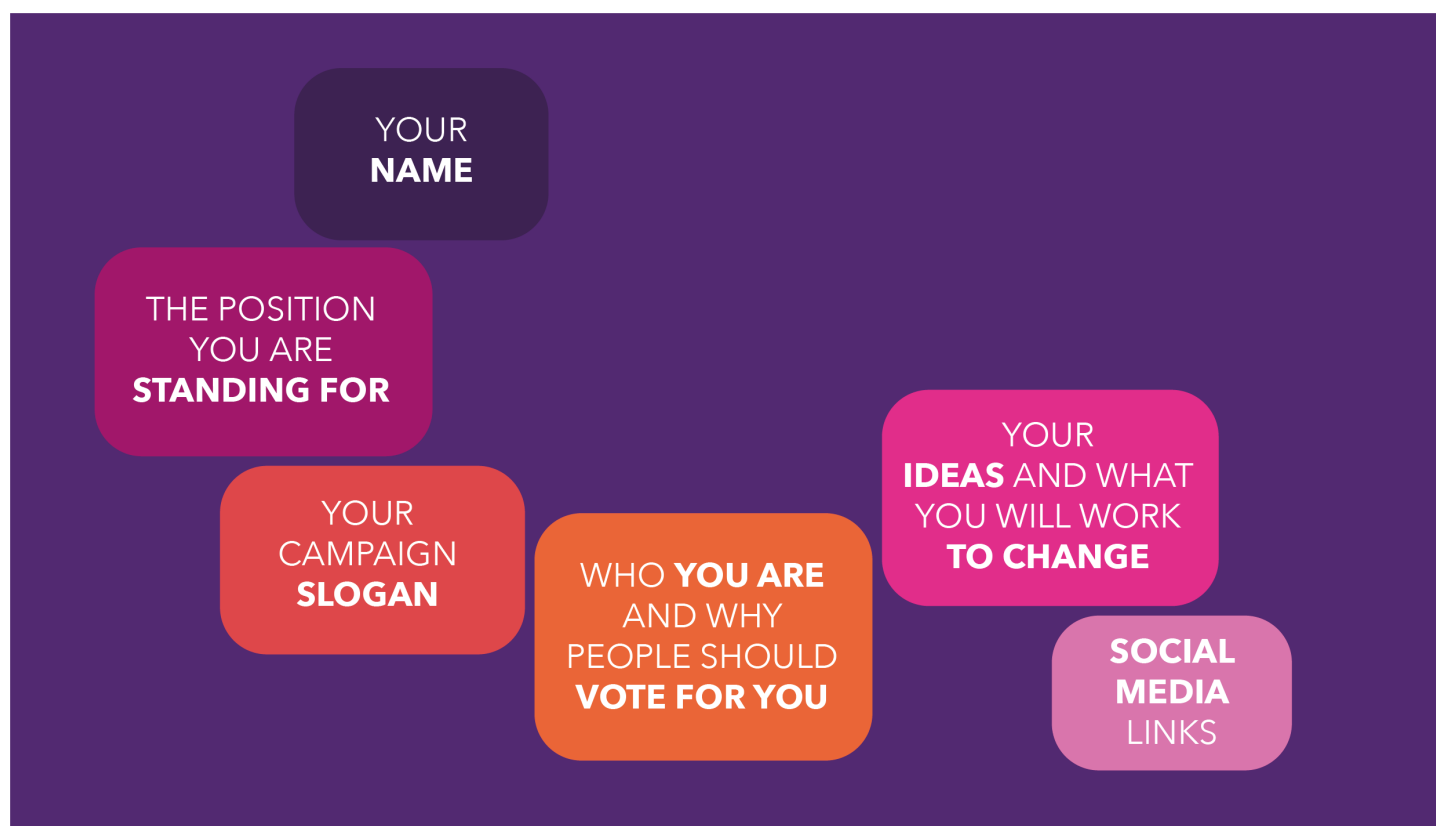
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Your manifesto is written by you and is what students will see when they go to vote. It sets out why you should be their representative and what you will be working towards if you are elected into the role.

In this session we'll cover:

- What is a manifesto?
- What does a good manifesto look like?
- Identify values and strengths that you can include
- Identify issues and solutions that you want to work on and include in your role

## What should your manifesto include?



## Submitting your manifesto

Candidates can submit their manifesto when they nominate themselves, and edit it through the MDXSU website before nominations close. If candidates wish to edit their manifesto after nominations have closed, they will need to submit their manifesto to [elections@mdx.ac.uk](mailto:elections@mdx.ac.uk) by 10am on Monday 8th February. If you do not submit a manifesto, your nomination will state 'No Manifesto Submitted' or the text provided via the nomination page.



## WHAT DO YOU WANT TO CHANGE?

**WHAT IS THE ISSUE?**

**WHY IS IT AN ISSUE?**

**WHO DOES IT AFFECT?**

**WHAT IS A POTENTIAL SOLUTION**

# CAMPAIGNING

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Campaigning is an important part of any election and is how you will convince other students that you are the right candidate for the role.

The Manifesto Writing & Campaigning Online session is designed to help you with this and will also cover:

- What makes an effective campaign?
- What platforms and methods you can use to campaign
- Identifying what will set you apart
- Planning for election week

Use the table below to help you work out the main themes of your campaign and how you will sell your ideas to those who will vote for you.

## Key Themes:

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## Campaign Slogan:

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## Resources & Ideas:

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PLANNING ELECTION WEEK

	MON 15TH	TUES 16TH	WED 17TH	THURS 18TH	FRI 19TH
					Self Care day
SOCIAL MEDIA PLANNING					
MORNING	Voting Opens @10am				
	LUNCH				
AFTERNOON					
EVENING				Voting closes @4pm	Results night

## WINNING STUDENTS' VOTES

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Planning when you're going to talk to students is important, but it's even more important working out what you're going to say and make sure you can turn online conversations into votes.

The Engaging Students with Your Campaign & Public Speaking session will help with this and cover:

- The value of conversations when campaigning
- What makes your conversations or campaign memorable and effective?
- Working out your key messages
- Dealing with rejection
- And will provide an opportunity to practice with others!

## TIPS & TRICKS

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- Take a deep breath and be confident, most people will be happy to talk or hear from you
- Be yourself and remember to smile if they can see your face, it's the best way to build rapport and will make you feel more confident!
- Remember to listen and ask questions, it takes more than one person to have a conversation and they want to know you care about their concerns too!
- Ask to practice some scenarios and conversations with friends and family.
- If someone says no, don't worry and don't take it personally - some people are just busy or may not be interested.
- Remember - it gets easier every time you do it!

## HAVING MEANINGFUL CONVERSATIONS

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1 | What makes up a good conversation?

2 | How would you start a conversation with a student during voting week?

3 | What are the key messages you want to get across during the conversation?

4 | What can you do if a student says they're voting for someone else?

5 | How would you deal with a student rejecting you?

6 | What resources can you use during your conversation?



## PUBLIC SPEAKING

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Public speaking is one of the most common fears, but our Engaging Students with Your Campaign & Public Speaking session is designed to help you realise you have nothing to worry about! During the election there are many ways you might end up public speaking, whether through attending virtual activities or the online hustings or general online conversations. This session is an opportunity for you to practice and build your confidence when talking to others!

This session will cover:

- When you might use public speaking
- Techniques to be (and appear!) more confident
- How to write an effective and powerful speech
- An opportunity to practice with others in a supportive environment

### **7 Steps to calming your nerves before speaking in public**

1. Accept that being nervous isn't a bad thing - it's completely normal and the adrenaline will help you speak more enthusiastically about the subject!
2. Don't try to be perfect - you can only do your best and your audience will want you to do well!
3. Be prepared - the more prepared you are, the more confident you'll feel
4. Practice out loud - it'll get easier every time and will help you learn what you can improve
5. Visualize your success
6. Avoid caffeine and alcohol - these will increase your heart rate and make you feel more nervous
7. Make eye contact and find friendly faces - it will help engage the audience and also calm your nerves when they smile back!

## WRITING YOUR SPEECH

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### **Introduction**

*Who are you? Why are you standing?*

### **Main body**

*What are your key pledges and why should they care?*

### **Conclusion**

*Summary, memorable slogan & take-home messages*

## CANDIDATE BRIEFING

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This session is where you'll find out everything you need to know and understand about the elections as well as giving you a chance to ask questions and for us to address any fears and concerns you may have. The rules and regulations will also be sent to you and more information can be found on the elections page of the MDXSU website.

This session will cover:

- The rules and regulations
- Key contacts
- Complaints procedure
- Support available

### Key People

Role	Name
Returning Officer (for both the Student Officer, Trustee and Student Group Leader Elections)	National Union of Students (NUS)
Appeals Officer (for the Student Officer and Trustee Elections)	Edel Mahoney, Middlesex University
Assistant Returning Officer (for the Student Officer and Trustee Elections)	Kris Irategeka, MDXSU Advocacy & Policy Manager
Appeals Officer (for the Student Group Leader Elections)	Rachael Wall, MDXSU Student Communities & Development Manager
Assistant Returning Officer (for the Student Group Leader Elections)	Reygan Davison, MDXSU Student Groups Coordinator

**Mentor:** .....

**Mentor's Email:** .....

If you have questions or would like to submit a complaint, please email the Assistant Returning Officers at **[elections@mdx.ac.uk](mailto:elections@mdx.ac.uk)** or talk to your Mentor for general questions, support and advice.

## NOTES FROM THE SESSION

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## SELF-CARE

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Taking part in an election is a unique and exciting experience but many can often find it busy, stressful and draining. This is why it's so important for you to remember to look after your physical and mental health throughout the week.

Tips & Tricks for looking after yourself during an election

- Ask friends and family for help
- Meal prep & plan! - After a long day of campaigning it can be tempting to get something quick and easy (and normally unhealthy!), avoid this by prepping as many meals as possible before the election starts.
- Make sure you get a good night's sleep - adults should get 7-9 hours each night so make sure you do so you have enough energy to campaign!
- Plan around your studies - your degree should always come first, so ensure you've completed any deadlines before elections start, or make time to complete work during the week.
- Write down what you feel you've achieved or has gone well each day. You'll have the opportunity to push and challenge yourself this week, make sure you recognise what you've achieved.
- Schedule in breaks and time to do activities unrelated to the election, whether that's exercise, reading or listening to music - breaks are important!



Regardless of whether you win or lose in the election, you should be proud of the hard work and dedication you put in - so tell yourself that! Have a think about what else you want to learn and get out of the experience, and what you would want to hear from a friend.

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## FAQs

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If you have any questions regarding the elections that aren't covered in this workbook, please check out the election pages on our website, contact us at **[elections@mdx.ac.uk](mailto:elections@mdx.ac.uk)** or talk to your mentor.

### How do students vote?

All enrolled Middlesex University students are eligible to vote for the Student Officer and Student Trustee positions.

In the Student Group elections, students must be a member of the relevant group. Students will not be able to join student groups or communities during the campaigning and voting period.

Voting opens on Monday 15th February at 10am and closes on Thursday 18th February at 4pm. Students can vote by logging in and going to **[www.mdxsu.com/vote](http://www.mdxsu.com/vote)**. They will need to ensure they are logged in using their University email address.

### Having problems voting?

If you are having problems voting, please email **[elections@mdx.ac.uk](mailto:elections@mdx.ac.uk)** and we will investigate the issue. If other students contact you with issues please immediately direct them to get in touch with us.

### Can I spend any money on my campaign?

Student Officers: You have a budget of £10 to spend on your campaign. This will be reimbursed by MDXSU once you have returned your expenses form including all receipts/evidence of expenditure by 3pm on Thursday 18th February.

Student Trustees & Student Group Leaders: You cannot spend any money on your campaign.

### How do I submit a complaint?

You will need to complete a complaints form and email it to the Assistant Returning Officer at **[elections@mdx.ac.uk](mailto:elections@mdx.ac.uk)**. All complaints must be submitted by 5pm on Thursday 18th February.