



ELECTORAL INFORMATION MANUAL

POSTGRADUATE OFFICER BY-ELECTION

TU DUBLIN STUDENTS' UNION

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1. Important dates

Nominations Open	Monday 9 th October 2023 @ 9pm
Nominations Close	Friday 20 th October 2023 @ 1pm
Candidates Meeting (online)	Friday 20 th October 2023 @ 3pm
Campaign Manager Training (Online)	Friday 20 th October 2023 @ 4pm
2 minute Hustings video sent to elections@tudublinsu.ie by	Wednesday 1 st November 2023 1pm
Online hustings posted via Instagram	Monday 6 th November 2023
Polling Day	Wednesday 8 th November 2023
The Count (Bolton Street)	Thursday 9 th November 2023

POLLING DAYS to elect Postgraduate Officer:

Polling takes place on campuses with paper ballots. All Postgraduate students (FT & PT taught Masters & Research) are eligible to vote. The polling will take place on Wednesday 8th November 2023 in the following SU Office locations:

Blanchardstown	Upstairs SU Office in C Block	9:30am – 7:30pm
Grangegorman	SU Office Bradogue ground floor	9:30am – 7:30pm
Aungier Street	SU Office on ground floor	9:30am – 7:30pm
Bolton Street	SU Office in common room	9:30am – 7:30pm
Tallaght	SU Building	9:30am – 7:30pm

All registered TU Dublin Postgraduate students (FT & PT taught Masters & Research) can vote on any campus (Student Card or official ID is required).

The votes will be counted on Thursday 9th November and the names of the successful candidate for Postgraduate Officer for the Academic Year 2023-2024 will be announced.

2. Election Regulations

Approved by the Electoral Commission for Union Officer Elections.

It is the responsibility of Candidates, Campaign Managers and Campaign teams to read these Regulations in full, ensure they are adhered to and to seek clarification where required, by emailing elections@tudublinsu.ie.

1. Each candidate must be a member of TU Dublin SU, as defined by the Constitution i.e., candidates who are deemed fully registered students as defined by the University shall be entitled to run for election. Any students repeating externally are not eligible to run for election. The Electoral Commission reserves the right to verify the registration status of Candidates, Campaign Managers, and proposers.
2. Full-time and Part-Time officers must have the right where required, under Irish legislation (Employment Permits Act 2006 & 2008), to undertake this employment throughout the whole period of office (from 1st July until 30th June for full-time positions and from the start to the end of term for part-time positions). It is the candidate's responsibility to obtain and maintain the validity of such documents.



3. Candidates running for Part-Time Positions must recognise that upon election - the taking up and holding of office is dependent on being a member of TU Dublin SU as defined by the Constitution.
4. Candidates may only run for one position at a time.
5. All candidates need proposers (TU Dublin students) to support their nomination (names and student numbers can be checked by the Electoral Commission). For a successful nomination, Full-Time Officer nominees need 75 Proposers from their constituency, Postgraduate Officer nominees 25 proposers from their constituency and other Part-Time Officer nominees need 2 proposers (any TU Dublin students). Candidates must clearly state for which position they are seeking a proposal for. Candidates must use a form that clearly states the position they are running for. As a matter of course, EC makes spot checks to confirm the validity of nominations.”
6. The Candidate shall be bound by the Budget Regulations as specified by the Electoral Commission.
7. Candidates and their Campaign Managers are responsible for their own adherence to the Data Protection Acts (1988-2018).
8. It is the responsibility of each Candidate to ensure that all relevant documentation and information is accurately submitted when registering for election.
9. Candidates may withdraw their nomination form by 20th October 2023 2pm. Please contact elections@tudublinsu.com to do so.
10. The Full-Time Officer and Postgraduate Officer Candidates must appoint a Campaign Manager who must be a member of TU Dublin SU. The Campaign Manager cannot be a current member of the Executive Council, a Full-Time TU Dublin SU staff member, a Candidate themselves, a member of the Electoral Commission or a Campaign Manager for any other candidate.
11. The Candidate and their Campaign Manager shall be jointly responsible to the Electoral Commission for the good conduct of the campaign, and for the actions of the members of their Campaign Team. The Campaign Manager must attend a mandatory training session as directed by the Electoral Commission or show good cause as to why they cannot attend.
12. All Full-Time and Postgraduate Candidates and Campaign Managers must attend the Candidates Meeting on Friday 20th October 3pm online, following close of nominations, where nominations will be ratified by the Chief Returning Officer or their nominee.
13. All Candidates must attend Hustings (Candidate’s question time) or show good cause as to why they cannot attend. Postgraduate Officer hustings takes place online, and each candidate must send their hustings video (maximum length of 2 minutes) via email to elections@tudublinsu.ie by 1st November 2023 1pm.
14. Election campaigning officially starts after the Candidates meeting – no campaigning is allowed before this. Candidates and their Campaign Managers are accountable under these Regulations from this point until the count has been completed.
15. No member of a Campaign Team is eligible to work as Election Crew (Polling Clerk, Count Clerk etc.) during the Elections.



16. The use of TU Dublin SU, TU Dublin Clubs and TU Dublin Societies resources for election campaigning is strictly forbidden, save for those items allocated under the Budget Regulations.
17. Exclusion Zones around Polling Stations will be clearly indicated, and these must be honoured.
18. Candidates and their Campaign Teams may not interfere with the Campaign or Campaign materials of any other Candidate.
19. Candidates must adhere to TU Dublin's own Rules & Regulations.
20. Any form of verbal, physical, online or other forms of attack or intimidation used against other candidates, members of the Electoral Commission, or any student or staff member, will be considered a serious offence by the Electoral Commission and may result in a candidate's name being immediately struck off the ballot. Furthermore, candidates or their supporters making unsupported attacks, particularly of a personal nature against other candidates, will not be allowed. Finally, candidates are expected to treat all other candidates with dignity and respect, and abide by the basic rules of fair play, as well as all election regulations; candidates must behave in a way that does not bring TU Dublin Students' Union into disrepute.
21. Using alcohol or items pertaining to gambling as campaign tools is strictly prohibited.
22. The counting of votes for Postgraduate Officer positions shall be held in public within 48 hours of polls closing.
23. Any breach of these Regulations may result in disciplinary action, as determined by the Electoral Commission. This may include, but is not limited to:
 - Fines
 - Budget Reductions
 - Fixed Period Campaign Bans
 - Disqualification
24. Findings of election investigations may be made public at the discretion of the Electoral Commission.
25. The decision of the Electoral Commission on matters relating to elections shall be final, subject to an appeal to the Law.



3. Budget Regulations

It is the responsibility of Candidates, Campaign Managers and Campaign Teams to read these Regulations in full, ensure they are adhered to and to seek clarification where required, by emailing: elections@tudublinsu.ie.

1. The Electoral Commission has determined Budget Allocations as detailed below, the figure is inclusive of VAT. Candidates may not exceed these allocations, and if found to have done so will be subject to disciplinary action as per the Regulations. This is exclusive of printing; this budget can be used for promoting the Candidates campaign.
 - Postgraduate Officer €100
2. No allocation is to be spent until nominations have closed. All purchases must be accompanied by an official receipt which must be emailed into elections@tudublinsu.ie prior to the purchase being used.
3. TU Dublin SU is funding the Campaign budget, and this will be enacted by reimbursing the approved spendings as per regulations after the elections pending posters being taken down from campuses.
4. There is a separate printing budget for each candidate. The budgets for different positions are as follows:
 - Postgraduate Officer: €30
5. All paper printing must be done through the Students' Union (emailing elections@tudublin.ie with the subject "PRINT REQUEST"). The maximum print size is 2A0. Printing can only be done in colour, and shall be docked from the printing allocation according to the following charges (Double sided printing will be charged as per two pages):
 - A4 Colour Copy - 2c per page
 - A3 Colour Copy - 4c per page
6. Electoral Commission reserves the right to block the printing of any materials that it considers a breach of the rules, either laid out in this manual, by TU Dublin or Irish Law.
7. Candidates must obey the postering rules of their campus. Electoral Commission does not bear any responsibility for the removal of posters by staff.
8. The resources allocated by TU Dublin SU are the only resources candidates are allowed to use in the campaigning. No sponsorships will be allowed.
9. Candidates must monitor their own expenses, and must not rely on the Electoral Commission or the Students' Union to provide this information. Candidates must be cognisant of VAT.
10. Candidate's expenses shall be published online.
11. Any breach of these Regulations may result in disciplinary action, as determined by the Electoral Commission. This may include, but is not limited to:



- Fines
- Budget Reductions
- Fixed Period Campaign Bans
- Disqualification

12. Findings of election queries may be made public at the discretion of the Electoral Commission.
13. The decision of the Commission on matters relating to elections shall be final, subject to an appeal to the Law.



4. Communication Guidelines

Communications and Publicity Guide

Correspondence	Please contact us by email only. Ensure you send all mails to elections@tudublinsu.ie
Candidate Profile	The 100-word manifesto provided by all candidates may be published for the electorate. In addition, each Postgraduate Officer Candidates manifesto, photo and social media links will be published on tudublinsu.ie, it is up to each Candidate to provide this information.
Planning your Campaign	Staff can offer advice to help ensure your communications and design needs are met but cannot complete any design work on your behalf.
Manifesto	Your final manifesto is a written document about yourself, your experience, things you plan to work on for the year, your goals and any other information you think is relevant for students who vote to know. For Full-Time and Postgraduate Officer nominees, it must be submitted by the close of nominations at 1pm on Friday 20 th October 2023 via email to elections@tudublinsu.ie .
Social Network Sites (SNS)	TU Dublin SU social channels will highlight the election dates, encourage student voting. Canvassing on our SNS is not allowed.
Posters	Full-Time and Postgraduate Officer candidates can have posters of their own design printed by emailing elections@tudublinsu.ie . You may submit a maximum of two orders for print materials during the campaigning period. See Printing Guidelines for more detailed information regarding printing. Final submission date for printing is Wednesday, 1 st November 2023.
Photos	Photos must be emailed to elections@tudublinsu.ie These photos will be used on the Ballot Papers and as the default photos for official elections publications. See Photo Guidelines.



5. Printing Guidelines

This instructions are for Full-Time and Postgraduate officer nominees.

Submission Guidelines	<ul style="list-style-type: none">• Submitting your work must be high resolution jpeg or PDF.• We accept Adobe Photoshop, Illustrator, and InDesign files• DO NOT use MS Word for poster printing.• We DO NOT accept MS Publisher files.• Files must be submitted to elections@tudublinsu.ie.
Layout Considerations	<ul style="list-style-type: none">• All submitted printed materials will have the TU Dublin SU Elections banner inserted, as all printed materials must carry the official Elections logo. Please leave a 3" border at the bottom of all posters (will be scaled down for leaflets).• In most cases it is easiest to set up a document as A3 sized. It is relatively easy to scale an A3 back to A4 & A5/A6 (leaflets).• Remember that you could set out multiple copies of a document on one sheet. E.g. 4 A6 flyers on one A4 sheet.• Prints will have a white border of approximately 5mm on each edge.
Turnaround Time	You must put PRINT REQUEST in the subject title of your email. Printing is issued on a first come first served basis. You will receive notification by email once a job is ready for collection. Jobs are turned around as quickly as possible, but we do not offer a same day service.
Collection	Collections can be made from the SU Office in Lower House Grangegorman. If a job has not printed correctly, you must return all prints for replacement.



6. Photo Guidelines

Election Ballot Paper

Get someone to take your photo for you:

- You cannot take a 'selfie' or use a webcam.
- You can take a photo with a digital camera or smart phone, but the zooming function on the smartphone should not be used. It pixelates the photo and lead to poor image quality.
- The photo must capture your image from head to mid torso (your photo will be cropped to the correct size during the finalisation process and fitted to the ballot paper.

Guidelines for Pose and Visuals:

- Your photo must be in focus, lighting and colour should be balanced, not too dark or too light.
- There must not be any shadows on your face or behind your head.
- Ensure your facial features are clearly visible, hair should not cover any part of the eyes.
- Try not to tilt your head up/down or left/right. Look straight into the camera.
- Please ensure there is visible space between your head and shoulders and the edge of your photo.

Printing Size Guide

As the printing service in TU Dublin Students' Union will not exceed A3, the following larger sizes are as follows (the candidate will have to stick these individual pages together to make larger poster).

- A2 = 2 x A3 prints
- A1 = 4 x A3 prints
- A0 = 8 x A3 prints
- 2A0 = 16 x A3 prints



7. Campaign Tips

Election campaigns are the means by which candidates prepare and present their ideas and positions on issues to the voters, in the period preceding election day to fight for your vote. These are tips for Full-Time and Postgraduate Officer candidates for their election campaign:

- Campuses can be saturated in marketing messages and posters. Try and get someone with a design background to help design and format your campaign. Your literature should look professional and appeal to the student market.
- Face and name recognition is critical so try to ensure your “head” is somewhere on each piece of literature you distribute and that your name is the biggest thing to be seen. Steer away from first name campaigns. Name recognition is critical. Remember it was an “Obama” v “McCain” campaign; not “John” v “Barack”.
- Remember one size does not fit all! You should have a range of literature ranging from large A3 posters (or bigger) down to business card size flyers.
- Try and keep the look, style and image of your campaign consistent across all literature. Too many styles and images create too much noise and distract and lessen the impact of your overall campaign.
- Use your manifesto! You have gone to the bother of writing a manifesto to submit at close of nominations. Use this information in leaflet format to distribute to students so they know what your platform for election is all about.
- Tag lines and sound bites are good “yes we can”, “I’m loving it”, “just do it”, “a lot done; more to do”, etc, etc. They should be catchy; not corny, so try not to go with anything that could be open for ridicule or criticism.
- Try and have the position you are running for and the polling dates written somewhere on your literature. It’s good to have reminders to students about when they should vote.
- Combining professionalism and humour is a winning formula! Remember that consistent, professional, well thought out campaigns don’t need to equal boring campaigns. They can be lively, energetic, clever, funny, irreverent and appealing.
- Don’t get caught up in posters- we live in an online age. Your target market can access the internet and social media on an almost constant basis. Make good use of online videos and social media outlets to spread your campaign message.
- Ensure that a website/social network site designed to support your campaign is both well-advertised through your literature and the design and consistency of it is consistent with the rest of your campaign.
- This may be politics - but we are all students. Play nice!



8. Guide to Making an Election Video

So, what's all this about videos then?

First - you are not obligated to make a video for your election campaign. However, many candidates have done in the past, and it can certainly be a useful tool in getting your message across. If you don't have the expertise to make a video, find someone who does – there is bound to be a friend, classmate or colleague that likes doing this sort of thing, so ask for help!

Sold! What's the process I need to go through?

Planning	Planning your video is the most important part. Write out a rough idea of what you want the video to be. Do you want it to be a serious run through of the key points of your manifesto, or a comedy mash-up about why students should vote for you?
Script	Once you have a good idea what you want from the video you need to write down what you are going to say, or detail what hilarious stunts you are going to perform. This will form the basis of your script. Your script details everything you need to know about your film, from location to dialogue to props. If your script isn't done properly, filming will be a take much longer than you think.
People	Next up is to look for a location to shoot and a cast and crew that will help make your movie come alive on the screen. Family and friends are the way to go here!
The Shoot	When you've briefed your crew on your script and vision, you'll be ready to shoot. You don't need sophisticated equipment to begin with. Don't worry if you can't get hold of a high def camera for your project, most camera phones are of quite good quality and the Students' Union may be able to help you out with some basic equipment.
Post Production	This is the fancy name for editing and splicing your shots together and adding fancy graphics and music. Most people are bound to know someone that has an interest in this area. You can DIY this though - laptop computers are fast enough for video editing these days and as for video editing software, you can use Windows Movie Maker or iMovie if you're on Mac. The last thing to do is to get your video up on YouTube and start publicising it!



Any Other Tips?

Simplicity is King	It's all very well and good having a high concept idea that will break boundaries and push the limits, but what you really want is loads of people to watch your video and for that to turn into votes - so keep the idea simple so that it can be up online and working for your campaign as soon as possible.
Length	<p>Think short and sweet! Your submission should be between 1 and 3 minutes in length, any longer than that and you risk losing your audience. To get repeat watches and be forwarded through Facebook, etc it has to be snappy – think viral!</p> <p>Don't use it. Your promotion cannot contain offensive or inappropriate language. As well as not being cool it's also a requirement for YouTube.</p> <p>As a student you are representing TU Dublin, the Union and of course, yourself. Free speech is welcome, encouraged and expected – but hate speech will not be tolerated.</p>
Keep It Personal	No matter who you are up against keep the focus on you – why you would be good in the job, what you want to achieve, your goals and dreams, your manifesto. You are not permitted to attack other candidates in your video and you really shouldn't need to – keep your campaign fair and clean and it's a win-win for you and democracy!
Resources	<p>http://makeinternettv.org/ This is a guide with step-by-step instructions for recording and publishing internet video.</p> <p>http://vimeo.com/videoschool/101 A suite of video tutorials covering everything from choosing a camera through to editing.</p> <p>http://www.videomaker.com/youtube This site details some more advanced film-making techniques.</p>



9. Election process

a. Full-Time Officer and Postgraduate Officer nominees

1. **Decide what position you are interested in:** Remember, you can only be nominated for one position. In the By-Election there is only one position available: Postgraduate Officer.
2. **Write your Manifesto:** this is the document that tells students what you hope to achieve if elected, outlines your experience, skills, passion, why you are the right person to lead the Union etc
3. **Find your Campaign Manager:** this is the student who will help you to organise and run your Election Campaign and must be a currently registered TU Dublin student.
4. **Get the required number of TU Dublin students needed to formally 'nominate' you.** Candidates for all positions must get nominated by current students, these are called 'Proposers', and are students who support you running as a candidate. Proposers must be registered TU Dublin students. For Full-Time positions you need 75 'Proposers' and for Postgraduate Officer it is 25.
5. **Complete the Nomination Form:** Nominations open at 9am on Monday 9th October and close at 1pm on Friday 20th October. In the nomination form you will be asked to fill your details and provide a short (maximum of 100 words) introduction of yourself which will be used for promotional material.
6. **Get your Proposers details, write your Manifesto and get Election Photo:** Send all to elections@tudublinsu.ie before the close of Nominations at 1pm on Friday 10th November.
7. **NOTE: Late / incomplete nominations cannot be accepted** – for a successful nomination you need to have filled out the Nomination form correctly and the documents must be received before 1pm 20th October.

After the close of Nominations,

- **Attend the mandatory Candidates meeting** with your Campaign Manager on Friday 20th October 2023 3pm online. Campaigning officially begins after the conclusion of this meeting. No campaigning is allowed before this point.
- candidate is allocated a budget for promotional activities as per Electoral Commission Budget Regulations.
- **Send your 2 minute hustings video to elections@tudublinsu.ie by 1st November 2023. This will be posted via social media.**
- **Voting** takes place on TU Dublin campuses from 9.30 to 7.30pm on November 8th.
- **The Votes will counted on 9th November** and the names of the successful candidate be announced.
- The Term of Office for the Full-time positions runs from 1st July 2023 to 30th June 2024. We encourage all TU Dublin postgraduate students to consider running for election to lead the Students' Union!



10. Available position in autumn 2023

SU Officer positions are open to all registered TU Dublin students to consider, with some specific restrictions as follows:

1. The Postgraduate Officer is a Part-Time position and candidates must be current students registered on a taught Postgraduate programme or as a Research student in TU Dublin.

11. The Roles and Responsibilities

Here are the roles and responsibilities of TU Dublin SU Officers as per new TU Dublin SU Constitution. You can find the specified role descriptions for the positions in a separate document.

a. Postgraduate Officer

1. The Postgraduate Officer is a part-time position paid at an hourly rate and provided with a job description.
2. The Postgraduate Officer shall be an ex officio member of the Governing Body and Academic Council of the University.
3. The Postgraduate Officer shall carry out functions as determined by the Student Council from time to time, including representing the views of postgraduate students, electing Class Representatives, engaging with postgraduate students or any other duties prescribed by the Student Council, the Executive or the President.
4. The Postgraduate Officer shall have the right of audience and attendance at meetings of the Student Council and Class Representative Meeting.
5. The Postgraduate Officer shall have first refusal to attend the Annual Congress of the Union of Students in Ireland.
6. Subject to this Constitution, additional powers and functions may be conferred on the Postgraduate Officer by the Student Council, the Executive and the President where appropriate.



ON BEHALF OF EVERYONE AT TU DUBLIN SU, BEST OF LUCK AND WE LOOK FORWARD TO WORKING WITH YOU!