



TU DUBLIN SU
ELECTIONS



TU Dublin SU Election Info Pack - November 2020 College Officers and Post Graduate Officer

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Important Dates

Due to COVID all elections are taking place on line.

Monday 9th November 2020 Nominations open for College Officer in Aungier Street / BIMM

Wednesday 11th November 2020 - Nominations close for College Officer in AST/BIMM

Post Graduate Officer Election

Tuesday 3rd November 9a.m. to Wednesday 4th November 2020 at 5p.m.

Post Graduate Election Count:

Thursday 5th November 2020

College Officer Elections

Tuesday 17th November 9a.m. to 5p.m. on Wednesday 18th November 2020

College Officer Election Count

Thursday 19th November 2020



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Election Regulations

Approved by the Electoral Commission for Post Graduate and College Officer Students' Union By Elections - November 2020

It is the responsibility of Candidates, Campaign Managers and Campaign teams to read the 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 the Union 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) 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 the Union, as defined in the Constitution.
- 3) Candidates may only run for one officership position at any given time.
- 4) The candidate shall be bound by the Budget Regulations as specified by the Commission.
- 5) Candidates must adhere to the Universities own rules and regulations
- 6) Candidates and their Campaign Managers are responsible for their own adherence to the Data Protection Acts (1988 and 2003)
- 7) It is the responsibility of each candidate to ensure that all relevant documentation and information is submitted when registering for election.
- 8) Candidates may withdraw their nomination form, up to 2 working days following the close of nominations. Please contact elections@tudublinsu.ie to do so.
- 9) The candidate may 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 Union staff member, a candidate themselves, a member of the Electoral Commission or a Campaign Manager for any other candidate.
- 10) 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 the 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.

- 11) All candidates and campaign managers must attend a meeting of election candidates following the close of nominations, where nominations will be ratified by the Chief Returning Officer or their nominee.
- 12) All candidates for election must attend a “Meet the Candidates” session (candidates’ question time) or show good cause as to why they cannot attend. Where the position of President is contested, candidates must attend a Presidential Debate. Please refer to the Husting Standing Orders (Guidelines).
- 13) Election campaigning officially starts when nominations close. Candidates and their campaign managers are accountable under these regulations from this point until the count has been completed.
- 14) The use of Union, Clubs and Societies resources for election campaigning is strictly forbidden, save for those items allocated under the Budget Regulations. Candidates may not tag themselves or post on official Union social media.
- 15) Candidates and their campaign teams may not interfere with the campaign of any other candidate.
- 16) The Electoral Commission respects the right of free expression. The candidates should work together to create a positive environment that encourages and supports the right to mutual respect and dignity throughout the election period. Offensive or inappropriate material will not be tolerated.
- 17) Using Alcohol or items pertaining to gambling as campaign tools is strictly prohibited.
- 18) The results of the election count shall be announced within 48 hours of the close of polling.
- 19) 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
- 20) Findings of election investigations may be made public at the discretion of the Electoral Commission.
- 21) The decision of the Commission on matters relating to elections shall be final, subject to an appeal to the Constitutional Tribunal and the law.



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Budget Regulations

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22) 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.

Postgraduate Officer €75
Part Time Officers €50

23) 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@tudubinsu.ie prior to the purchase being used.

24) Any items received for free, must have official correspondence from the supplier, stating that the items have been donated at no cost to the candidate.

25) 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.

26) Candidates expenses shall be published online.

27) 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

28) Findings of election queries may be made public at the discretion of the Electoral Commission.

29) The decision of the Commission on matters relating to elections shall be final, subject to an appeal to the Appeals Tribunal and the law.



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Campaign Tips

- 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!



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Communications Guidelines:

Communications and Publicity Guide:

Correspondence: Please contact us by email only. Ensure that you send all emails to elections@tudublinsu.ie

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 must be submitted by close of nominations at 5p.m. on 11th November 2020 with your nomination form and emailed to elections@tudublinsu.ie

Social Network Sites (SNS):

Union Facebook pages will highlight the election dates, encourage voting and provide a mechanism for linking to candidates SNS sites, should they have any. Canvassing on our SNS sites is not allowed.

Where possible, the Union will showcase the elections using various means and will endeavour to give all candidates parity of exposure.

Links to independent websites or social network presence must be provided to us to ensure guidelines are followed.

Photos:

Photos must be submitted with your nomination form or emailed to elections@tudublinsu.ie. These photos will be used on the ballot paper and as the default photos for official Union publications.



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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 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 You Tube and start publicising it!



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Are there any guidelines I should follow?

Simplicity is King

It is 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:

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 watched and be forwarded through Facebook etc, it has to be snappy - think viral!

Inappropriate Language:

Don't use it. Your promotion cannot contain offensive or inappropriate language. As well as not being cool, it is also a requirement for You Tube.

Inappropriate Behaviour:

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.

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 <http://makeinternettv.org/>

This is a guide with step-by-step instructions for recording and publishing internet video.

<http://vimeo.com/videoschool/101>

A suite of video tutorials covering everything from choosing a camera through to editing.

<http://www.videomaker.com/youtube> This site details some more advanced film-making techniques



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Role Descriptions

Postgraduate Officer

The Postgraduate Officer is a part-time position paid at an hourly rate

- The Postgraduate Officer will chair the Postgraduate Standing Committee of the Union and is an automatic member of the Universities Governing Body and Academic Council.
- The Postgraduate Officer carries out functions as determined by the Student Council, including representing the views of postgraduate students, electing Class Reps to support the work of the Postgraduate Standing Committee, engaging with postgraduate students or other duties prescribed by the Student Council, Executive or the President.
- The Postgraduate Officer has the right of audience and attendance at meetings of the Student Council and CRM's.
- The Postgraduate Officer shall have the right of refusal to attend USI Annual Congress.
 - Subject to the Constitution, additional powers and functions may be conferred on the Postgraduate Officer by the Student Council, Postgraduate Standing Committee and the President where appropriate.

College Officers

College Officers are a part-time position paid at an hourly rate

There are 4 College Officers based in Aungier Street/BIMM Bolton Street, Grangegorman (East Quad) and Grangegorman (Central Quad)

- The College Officer plays a key role in the overall democratic structure of the Union. The fundamental function of the job is to develop an active democratic presence on site, through use of the Class and School Representative System.
- In addition, College Officers will work to encourage students to engage with and actively participate in the Union's democratic structures and the general college experience.
 - The College Officer reports directly to the Student Council
- Subject to the Constitution, additional responsibilities may be conferred on the College Officers by the CRM, Student Council, Executive, President and by the Deputy President as appropriate.
- College Officers must attend the CRM for the campus from which they are elected where they will support participation.