



# CANDIDATE HANDBOOK

February 2026

Any questions, email: [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)



**W**elcome to the Full-Time Elected Officer Elections Candidate Handbook! This guide is designed to provide you with all the essential information and resources you need to navigate the election process successfully.

Whether you're a first-time candidate or seeking re-election, you'll find valuable insights on campaign strategies, election rules, and key dates. Let's work together to ensure a fair, transparent, and engaging election experience.

Good luck!

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**PART 1**

# **UNDERSTANDING THE ROLE/S**

Any questions, email: [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)

## #1 UNDERSTANDING THE ROLE

# WHAT IS A FULL-TIME ELECTED OFFICER? //

A Full-Time Elected Officer is a student elected by their peers to work full-time in a paid position within the Students' Union for a calendar year.

These officers take on significant responsibilities, such as representing the student body, advocating for student interests, and working on various initiatives to improve student life.

Full-Time Elected Officers at Keele are also charity trustees, overseeing the governance and strategy of the Students' Union. Officers engage with university leadership and staff to ensure student voices are heard in key decisions.

Our Full-Time Elected Officers have a range of important responsibilities, including:

- **Representation:** Acting as the voice of the student body, ensuring student concerns and interests are heard by university leadership and external bodies.
  - **Advocacy:** Campaigning for changes that benefit students, such as improvements in academic policies, student welfare, and campus facilities.
  - **Leadership:** Leading various initiatives and projects aimed at enhancing student life, from organizing events to supporting student societies.
  - **Governance:** Serving as trustees of the students' union, contributing to strategic decisions, and ensuring the union operates effectively and ethically.
  - **Support:** Providing guidance and support to students, helping them navigate university life and access necessary resources.
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## #1 UNDERSTANDING THE ROLE

# ROLES & RESPONSIBILITIES //

The Full-Time Elected Officers' positions at Keele are split into four distinct roles:

Development & Democracy Officer	Experience & Community Officer
Education Officer	Wellbeing Officer

Whilst each officer has their own role with specific responsibilities, there are general responsibilities associated with the role of being a Full-Time Elected Officer.

## FOUR HATS

The Officer's responsibilities can be split into 4 categories - which we call hats - which vary from situation to situation, hence you remove one hat and wear another. The four hats are as follows:

- **Representative**

Your primary role is as an elected representative of the student body. This means you are expected to give the student perspective in your dealings with the University, as well as speak on behalf of the student body when appropriate. Whether this is attending formal committees or through informally.

- **Activist**

As an officer you must fight for the things in the student interest.

- **Staff**

You are also an employee of the Students' Union. You have contract of employment which imposes both rights and duties.

- **Trustee**

Your role as a Trustee is to safeguard the organisation and ensure a sustainable future by ensuring legal and policy compliance. The task of a trustee is to serve organisational interests, not personal interests. You must act in the charity's best interests, help manage your charity's resources, risks, and finances responsibly.

## **ROLE RESPONSIBILITIES**

**Education Officer:** This officer concentrates on students' academic experience of students, ensuring academic interests are safeguarded and student voice is amplified throughout all levels of education.

[Click here to view the whole job description.](#)

**Experience & Community Officer:** Beyond the academic experience, this officer focuses on enhancing the student experience, and ensures high-quality, student-led opportunities and communities are available for Keele students. This officer has responsibilities over sports clubs, societies and other 'disengaged' student groups - this officer ensures opportunities and systems encourage and are suitable for students to engage with.

[Click here to view the whole job description.](#)

**Development & Democracy Officer:** This officer leads on student activism, voice, and sustainability. Democratic engagement is key to this role, and this officer leads on engaging with NUS, the General Election, and other relevant external stakeholders/bodies and events. This officer sits on the University Council as a governor and prioritises the sustainable development of the Students' Union while overseeing on-campus operational issues.

[Click here to view the whole job description.](#)

**Wellbeing Officer:** This officer is responsible for support at Keele, ensuring it is welcoming, inclusive, and equitable for all students. This role addresses discrimination and inequalities relating to the cost of living, safety, and health services.

[Click here to view the whole job description.](#)

## #1 UNDERSTANDING THE ROLE

# BENEFITS //

Full-Time Elected Officers receive several benefits associated with their position. The following list highlights the main material benefits of being an elected officer:

- **A one-year salaried full-time role:** which can be taken as a sabbatical year (a year out of your studies), or immediately upon graduation.
- **Access to the 'Keele Key' Bus Pass.**
- **'Keele Key' Bus Pass Loan Scheme and Keele Gym Loan Scheme:** on a 0% loan, paid back in 10 equal instalments.
- **Keele SU Discounts:** as follows, all available through the Keele SU App & Keele Card:
  - Keele SU Shop: Discount on clothing (excludes sale items).
  - Dirty Dunkz: Discount on food & drink.
  - The Squirrel Bar & Kitchen: Free half-pint soft drink (when working x 1 per shift).
  - Events - Free entry on all standard shows below £10 and 50% off Keele SU events over £10 (excludes Welcome, Woodstoke & public events).
- **30 Days Annual Leave:** plus 5 discretionary days (over the winter break).





**PART 2**

# **ELECTIONS PROCESS**

Any questions, email: [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)

## #2 ELECTIONS PROCESS

# CRITERIA & HOW ELECTIONS WORK //

Keele SU is proud to be a democratic organisation that puts student at the heart of everything it does. Keele SU is run by students, for students and every year we hold several elections to ensure students can stand and vote in these elections.

The Keele SU Elections run on an annual cycle, with elections happening around these times:

### **February – Keele SU Full-Time Officer Elections**

Here we elect all Full-Time Officer positions. Once elected, these officers begin their term on 15<sup>th</sup> June 2026.

### **May – Keele SU Union Delegate Elections**

In this election we elect all our Union Assembly Delegate positions (previously called Part-Time Officers), except for Postgraduate Delegate. Once elected, these delegates will begin their term on July 1st of that calendar year.

### **November – Keele SU By-Elections**

In this election, we elect any unfilled Delegate positions. Once elected, these delegates begin their terms immediately.

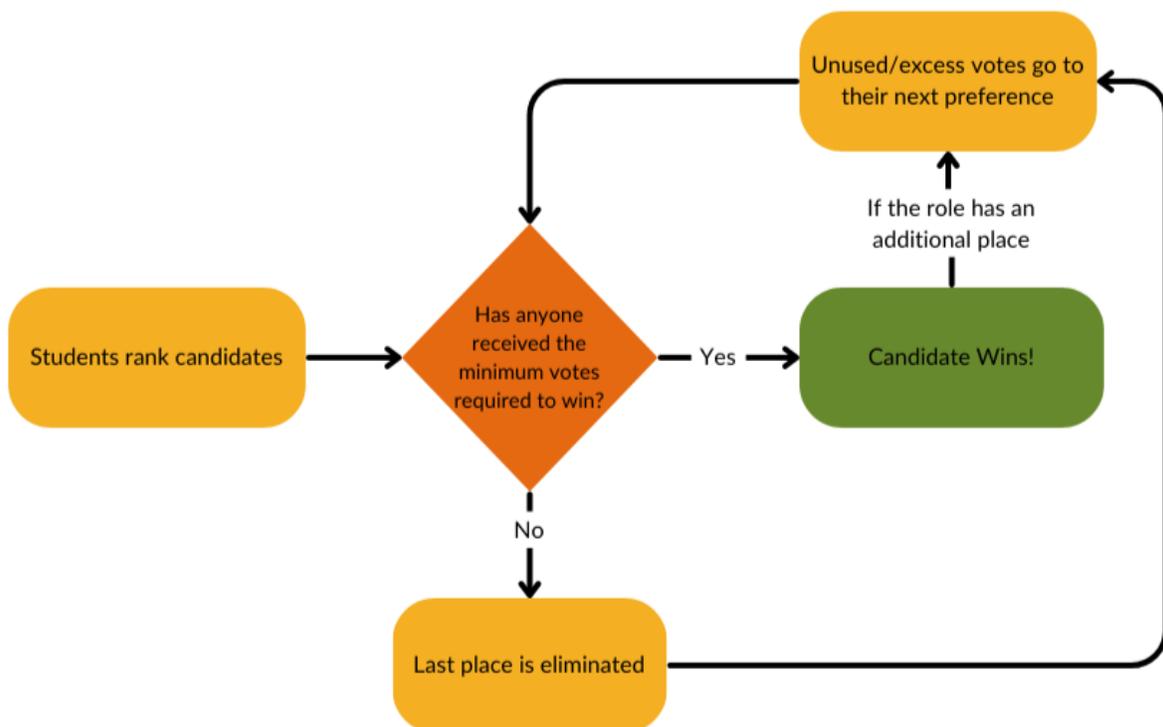
All Students' Union are expected to run fair and democratic elections. To ensure that our elections give all students a fair chance to participate, there are several election regulations that we abide by. A small team of staff and students ensure that election regulations are not broken and that all students are given a fair opportunity to participate in the elections.

## How these Elections work

All students at Keele can participate in these elections. Whether you are graduating this summer or in the middle of your studies, any Keele University student can put themselves forward to become a Full-Time Elected Officer.

All Keele SU elections are run online. You submit your nomination, upload your Personal Statement, and vote on the Keele SU website.

Each available position will have a separate ballot which will list candidates in a randomised order. We use Single Transferable Vote (STV) here at Keele SU, which is where voters can preference candidates. To see a simple explanation of STV watch this video or see the graphic below.



## #2 ELECTIONS PROCESS

# RULES & REGULATIONS //

Election Rules are important! Please make sure you read over these ahead of the election. Elections Bye-Laws can be found in Appendix #2.

### CANDIDACY

- All candidates shall be required to produce a personal statement and will be expected to upload these by a deadline determined by the Returning Officer.

### CAMPAIGNING

- Negative Campaigning shall not be allowed.
- It is prohibited for any person to publicise a “Re-Open Nominations” campaign in order to at a later date stand should the nominations actually re-open. Such an action will lead to disqualification by the Returning Officer of that person from the following election.
- Candidates must observe the University Statutes, Ordinances and Regulations
- The Returning Officer, in agreement with the trustees, shall determine the publicity budget for candidates in the election. The candidate’s budget will be provided by Keele SU and candidates are prohibited from spending any of their own, or donated money on their election campaign.
- Candidates must not exceed their budget limits.
- A candidate will not be able to publicly campaign before the date determined by the Returning Officer.
- Keele SU will provide candidates with a ‘Campaign Shopping list’ which candidates can select items from (including the option of printed materials). These items will be provided by Keele SU and the sum of this shopping list will be deducted from a candidate’s budget.

- Candidates wishing to purchase additional materials, not provided by Keele SU, must provide receipts of all campaign expenditure before the close of poll.
- Publicity materials must not be obtained through special relationships with suppliers.
- Items freely and readily available to all candidates can be used without itemisation.
- Candidates may enlist assistants, or a campaign team, for campaigning purposes.
- Any Person enlisted by a candidate to assist them in distributing publicity or canvassing shall be bound by these regulations as if they were a candidate themselves. Candidates will be held entirely responsible for any helper or assistant. It is the absolute responsibility of candidates to ensure that helpers are aware of, and abide by, election regulations.
- Candidates must not undertake campaign activity which others could not reasonably do.
- Candidates and their campaigners must not alter, move, or remove the campaign material of any other candidate.
- Campaigners and candidates must allow voters to cast their ballot freely and must not communicate with voters in any way once they have begun to complete their ballot.

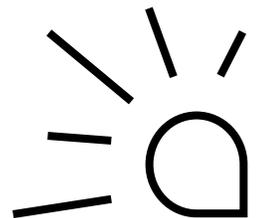
### **Who is who in this election?**

**Returning Officer:** Peter Robertson, NUS Charity Director

**Deputy Returning Officer:** Tuesday Forrest, Student Voice Manager (Keele SU)

**Elections Officials:** Any member of staff wearing a yellow Keele SU Elections t-shirt.

**Electoral Forum:** TBC





**PART 3**

# **CAMPAIGNING**

Any questions, email: [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)

### #3 CAMPAIGNING

# DEVELOPING YOUR CAMPAIGN STRATEGY //

You are not permitted to begin campaigning until Friday 20 February at 9:00 AM. This restriction includes any online postings. While you may inform close friends and your campaign team about your candidacy, you are prohibited from making any public posts on social media or using physical media before the specified date and time. However, starting from this date, you are free to campaign as extensively as you wish.

Here are some tips on how to do so effectively.

## BUILD A CAMPAIGN TEAM

Some candidates choose to recruit a campaign team. These are people who will help you share your message on social media and spread the word about your campaign. Remember you don't have to have a campaign team to win!

If you do choose to have a campaign team, here are some tips on how to utilise them.

- **Delegate!** Find out the skillset of your campaign team (such as social media or design) and use them accordingly.
- **Inform your team.** Make sure they know about your selling points/skills/experience so that they are able to answer any questions about your or your personal statement.
- Ensure they are **aware of the rules and regulations** as well as any changes that take place.
- Meet frequently with your team (in person or digitally) during campaigning to find out what is going well and what sort of feedback they are getting from students.

## ONLINE CAMPAIGNING

- **Social Media**

Utilise social media as it's where you'll gain a lot of exposure! The Elections Regulations apply to social media, so please be sensible in regard to what you say and post.

Please be aware that due to increased attention on political campaigning on social media a number of sites (including Facebook & Instagram) are a lot more restrictive of what it deems political campaigning, so your content may be removed/blocked.

We cannot allow paid adverts on social media as it will breach the election regulation "Candidates must not undertake campaign activity which others could not reasonably do".

- **Website**

If you feel you've more to say than what's on your personal statement, then why not create your own website? This way you can show off any web design skills. If you purchase a web domain then you must account for this in your budget, but we recommend using a free service. You are welcome to link to your website in your personal statement.

- **Emails**

If you plan on sending out emails, then remember that you cannot use any special relationships or privileges. For example, if you're a Student Voice Representative then you should not use your email privileges as other candidates may not have access to this.

## PHYSICAL CAMPAIGNING

- Posters
- Flyers
- Banners
- Talking to students

## YOUR BUDGET

All candidates will be given a budget to spend on their election campaign. The budget is as follows:

£25 – Full-Time Officer Elections

£10 – Union Delegate Elections

You are not permitted to exceed your election budget or spend ANY of your own money (on top of your budget). Overspending your budget WILL result in a sanction.

You can spend your money however you want\* - as long as you are able to provide receipts for your purchases.

\*Note from the DRO: We aren't reimbursing you for anything illegal. Or alcohol... or the ingredients to brew it...

## PRINT

If you are ordering print through our shopping list, you will need to provide us with files to send to the Keele Print House. These must be in JPEG, Word or (ideally) PDF format. Any print from the Print House will be automatically taken from your budget; you won't need to provide receipts. Just [fill out this shopping list](#) and send to [t.forrest@keele.ac.uk](mailto:t.forrest@keele.ac.uk) before the Print Deadline (this deadline will be communicated with you at the Candidate Briefing).

For any additional print options not listed on the shopping list, you are able to arrange your own printing. Receipts should be provided for ANY printing costs. For this reason, we recommend professional print shops rather than printing at home or in the library.

## SPECIAL DISCOUNTS AND OFFERS

You can take advantage of offers that are available to ALL candidates such as online sales, discounts and offers however you CANNOT use discounts that are only available to you. This might include using loyalty points, special relationships (i.e. 'mates rates') and members only deals and discounts (unless any candidate could freely and easily become a member).

## THINGS YOU ALREADY OWN

Every year candidates ask if they can use something they already own to help with their campaign such as musical instruments and fancy-dress items. You are permitted to use your personal items, within reason\*\*, to aid your campaign providing they are not bought especially for the elections.

\*\*Note from the DRO: If you own something ridiculously outlandish such as a helicopter or a pet velociraptor then we probably won't let you use that for your campaign. Check with us if you're unsure.

## #3 CAMPAIGNING

# COMMUNICATION TECHNIQUES //

Effective communication is crucial for any election campaign. Here are some tips to help you become a more effective communicator to your potential voters:

### 1. KNOW YOUR AUDIENCE

- **Understand Their Needs:** Research and understand the concerns, interests, and needs of your audience.

- **Tailor Your Message:** Customise your communication to address these specific needs and interests.

## 2. BE CLEAR AND CONCISE

- **Simple Language:** Use clear and straightforward language to ensure your message is easily understood.
- **Key Points:** Focus on a few key points rather than overwhelming your audience with too much information.

## 3. BE AUTHENTIC AND HONEST

- **Genuine Communication:** Speak from the heart and be yourself. Authenticity builds trust.
- **Transparency:** Be open about your goals, plans, and any challenges you face.

## 4. ENGAGE IN ACTIVE LISTENING

- **Listen to Feedback:** Pay attention to what your audience is saying and show that you value their input.
- **Respond Thoughtfully:** Address their concerns and questions thoughtfully and respectfully.

## 5. USE STORIES AND EXAMPLES

- **Personal Stories:** Share personal experiences and stories to make your message more relatable and memorable.
- **Real-Life Examples:** Use examples to illustrate your points and make them more tangible.

## 6. NON-VERBAL COMMUNICATION

- **Body Language:** Maintain positive body language, such as eye contact, open posture, and nodding.
- **Tone of Voice:** Use a tone that matches your message—be enthusiastic, calm, or serious as needed.

## 7. PRACTICE PUBLIC SPEAKING

- **Rehearse:** Practice your speeches and presentations to build confidence and improve delivery.
- **Feedback:** Seek feedback from friends or mentors to refine your communication skills.

## 8. UTILISE MULTIPLE CHANNELS

- **Social Media:** Use social media platforms to reach a wider audience and engage with them regularly.
- **Face-to-Face:** Don't underestimate the power of face-to-face interactions, such as networking and meet-and-greets.

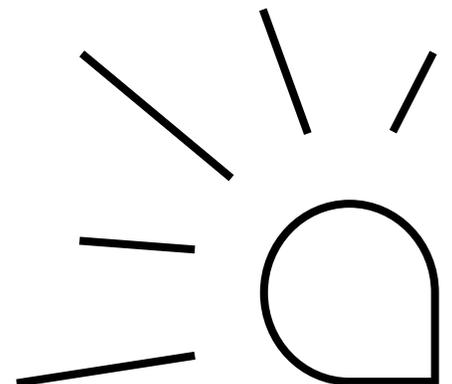
## 9. STAY POSITIVE AND RESPECTFUL

- **Positive Messaging:** Focus on positive messages and solutions rather than negative attacks on opponents.
- **Respect:** Always communicate with respect, even when addressing criticism or opposing views.

## 10. ADAPT AND BE FLEXIBLE

- **Adapt Your Style:** Be willing to adjust your communication style based on the situation and audience.
- **Stay Informed:** Keep up with current events and trends to ensure your message remains relevant.

By following these tips, you'll be well on your way to becoming an effective communicator in your election campaign.



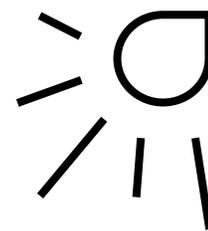


**PART 4**

**KEY**

**DATES**

Any questions, email: [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)

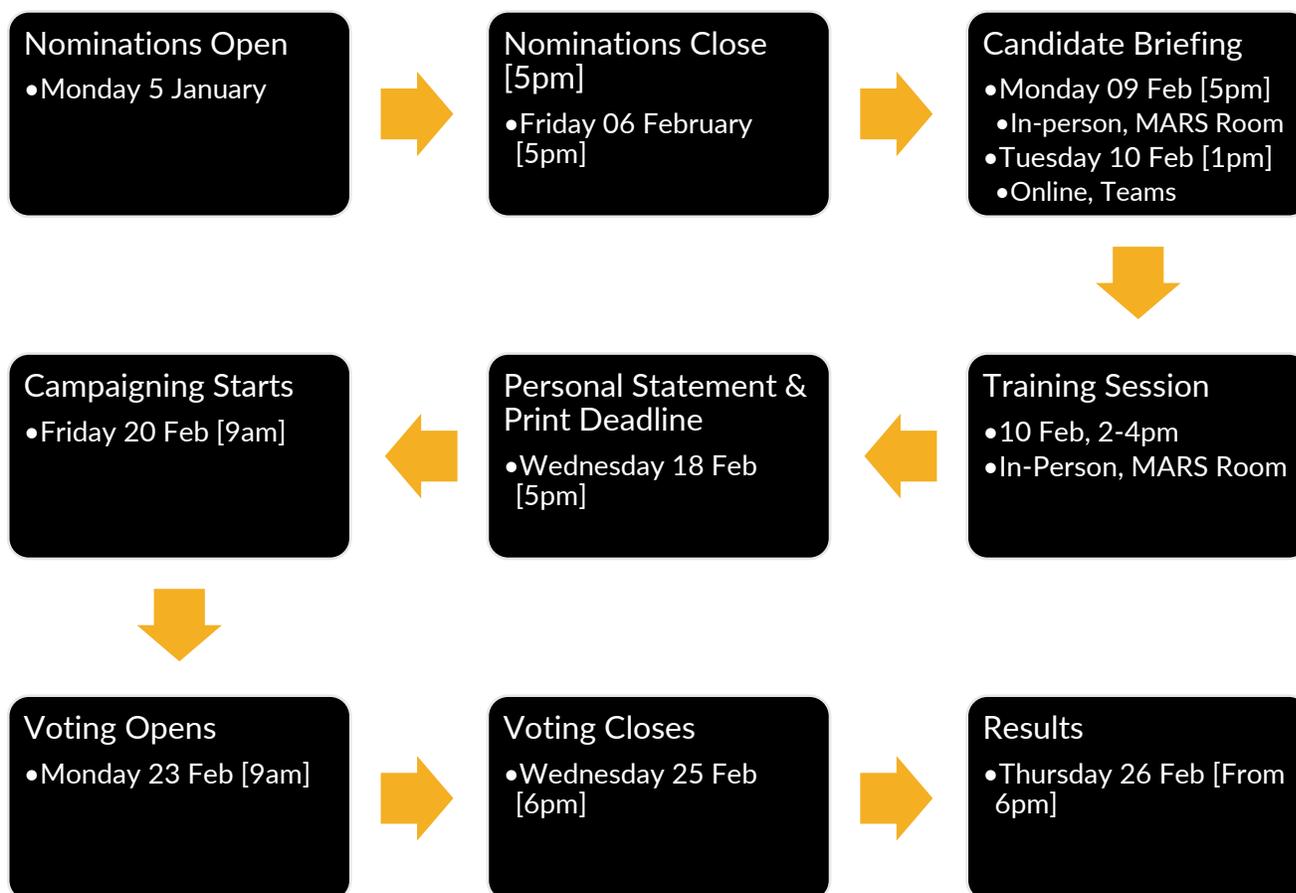


## #4 KEY DATES

# ELECTIONS TIMELINE //

Welcome to the Key Dates section of our Elections Candidate Handbook.

This section outlines all the critical dates/deadlines you need to be aware of throughout the election process. Please note that these deadlines are strict and cannot be changed for anyone, under any circumstances. It is essential to adhere to these dates to ensure a smooth and fair election process. Missing any of these deadlines could result in disqualification or other serious consequences. We strongly recommend marking these dates in your calendar and planning accordingly to meet all requirements on time.



## **CAMPAIGN PERIOD**

You are not permitted to begin campaigning until Friday 20<sup>th</sup> February at 9:00 AM. This restriction includes any online postings.

While you may inform close friends and your campaign team about your candidacy, you are prohibited from making any public posts on social media or using physical media before the specified date and time.

However, starting from this date, you are free to campaign as extensively as you wish.

## **VOTING DAYS**

Voting will take place from Monday 23 February at 9:00 AM to Wednesday 25 February at 6:00 PM.

During this period, a primary polling station will be operational at the Students' Union, with additional pop-up sites located around campus to ensure convenient access for all students.

Students can vote online at [KeeleSU.com/Vote](http://KeeleSU.com/Vote)

To encourage voter participation, freebies will be handed out to those who vote or show proof of voting at these polling stations. Please note that candidates are not allowed to campaign within 10 meters of any physical polling station.

Candidates should actively encourage students to vote.

Additionally, there will be a candidate briefing at 10 AM each morning of the voting period to update candidates on voter statistics, address any issues, and outline plans for the day ahead.

## **ANNOUNCEMENT OF RESULTS**

On Thursday 26 February, starting at 6:00 PM, we will host our results event in the Ballroom at the Students' Union.

This event is an opportunity to reflect on you and your campaign team's successes and to celebrate all your hard work throughout the week.

Once the results are announced, the winning candidates will have the opportunity to speak on stage (if they wish), and there will be photos and videos taken of the new team. Further details about the results night will be communicated to candidates.



**PART 5**

# **SUPPORT & RESOURCES**

Any questions, email: [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)

## #5 Support and Resources

# PERSONAL STATEMENTS //

This year, Keele SU is moving away from Manifestos and instead asking candidates to write Personal Statements. You will be shown how to create your Personal Statement at Candidate Briefing.

Your personal statement is your opportunity to convince students to give you, their vote. Most students voting in the Keele SU elections won't know you personally, so you need to explain who you are, why you are standing and what makes you a good fit for the role.

### Personal Statement Format

Personal Statements can be written after nominating yourself for a role.

You have a maximum word count of 750 words.

But remember...there are a lot of roles available so think about how many personal statements voters will have to read, so try to be impactful with the words you use. The word count is a maximum, not a target!

You're welcome to format this in any way you like, but below we've included some guidance on key details you may want to include.

- About you – write a bit about yourself, the role you're running for, your time at Keele, so students know who you are! (Suggested word count 50 or fewer)
- Why should students vote for you? – Tell students about why you're running, why they should vote for you, your qualities that you believe would make you a good, elected officer, and some of the things related to the role that matter to you. (Suggested word count 150 or fewer)
- What makes you a good fit for the role? – Here you can include things that you have done before, whether you have been on a committee, been involved in an SU campaign or been an SVR etc.

You can also include your skills and suitability for the role. You should use this to also talk about what you would personally bring to the role. (Suggested word count 100 or fewer)

### **Tips on Content:**

Consider the role you want to run for – why do you want this role and why do you think you're a suitable candidate.

What are your interests – Do you have any suitable experience that you should mention?

Think about what will stand out, this could be a phrase or a quote. Students will have an awful lot of personal statements to read, and many will only read a small section so ensure you are able to summarise your personal statement.

Know your audience – Remember who will be reading your personal statement and pitch it accordingly. Students may turn off at overly political language but will also recognise badly written personal statements. Make it straightforward and relevant.

Avoiding committing to certain things – By committing to certain things, students can hold you accountable for those statements if you are elected. You may find that once you take up the role that some of the things you have committed to cannot be changed due to legal or contractual reasons.

By talking about you, your experience and your skills, you can demonstrate how you would be able to make change rather than promising a specific change.

If you have more to say, then feel free to add links in your personal statement. This could be your own website, a blog, social media, or a video. None of these things are limited by manifesto regulations (but they are obviously still limited by the main election regulations)

## Hyperlinks

Feel free to add links to websites and social media throughout your personal statement. You can make words and pictures into links. You need to add your links to the form and let us know what you would like hyperlinking. You can link to any website or social media account if it's yours and if it does not bring the elections into disrepute.

## Pictures

You can add as many pictures as you like, but these should be to add to the personal statement, the main content should all appear as text.

The problem with pictures is that they may appear differently on certain devices, they are slow to load up and/or are not compatible with screen readers.

Want to add a gif? Go ahead – you upload these like a normal image.

## #5 Support and Resources

# GLOSSARY //

**RO (Returning Officer):** Official head of the Elections. At Keele, this person is an NUS representative and is generally only contacted if there is a very serious rule breach or threat to the integrity of the elections. The DRO deputises for the RO as outlined in the constitution.

**DRO (Deputy Returning Officer):** Running elections from the Keele side, is responsible for most of the operational aspects of the elections and ensures candidates abide by the election regulations.

**Elections Officials:** Keele SU staff members who assist the DRO in all aspects of running the elections. The Elections officials are able to issue sanctions in the absence of the DRO.

**EF (Electoral Forum):** Electoral Forum consists of 3 Student Officers. They ensure the DRO is acting fairly and that the regulations are being met.

**STV (Single Transferable Vote):** A voting system where you rank candidates by preference. This system ensures that your vote can still count even if your top choice doesn't win.

**Count:** The process of counting all the votes cast in each election to determine the winner.

**RON (Re-Open Nominations):** RON is an additional option if you don't want to vote for any of the available candidates. If RON wins, a new election for that position will be held.

**NUS (National Union of Students):** NUS represents students on a national level, running widespread campaigns and lobbying on behalf of students across the country. The NUS Conference is the National Conference that elects their officers for the next year and votes on NUS policy.

## #5 Support and Resources

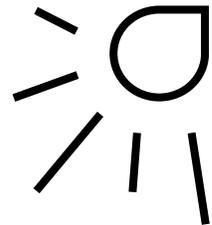
# CONTACT INFORMATION //

If you have any questions please email [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk)

Your Deputy Returning Officer is Tuesday Forrest, Student Voice Manager (Keele SU). They can be contacted using the same email as above.

## #5 Support and Resources

# FAQs //



### 1. When can I start campaigning?

- You can start campaigning on Friday 20 February at 9:00 AM. This includes any online postings. Before this date, you can inform close friends and your campaign team about your candidacy, but you cannot make public posts on social media or use physical media.

### 2. Where can I find the key dates for the election process?

- The key dates are outlined in the Key Dates section of the Elections Candidate Handbook or at [KeeleSU.com/Elections](http://KeeleSU.com/Elections). It is crucial to adhere to these dates as they are strict and cannot be changed for anyone.

### 3. How will I be notified of any changes to the election process?

- Candidates will be notified of any changes through official communication channels such as emails, Microsoft Teams updates, the official Keele SU Elections website, and social media.

### 4. What are the voting days and times?

- Voting will take place from Monday 23 February at 9:00 AM to Wednesday 25 February at 6:00 PM.

### 5. Where are the polling stations located?

- The primary polling station will be at the Students' Union, with additional pop-up sites around campus. Any student can vote online at [KeeleSU.com/Vote](http://KeeleSU.com/Vote)
- 6. Are there any incentives for students to vote?**
- Yes, freebies will be handed out to voters at the polling stations if they vote or show proof of voting.
- 7. What is the Candidate Briefing?**
- The Candidate Briefing is a compulsory meeting for all those who have submitted a nomination, this will cover the rules around the election, key dates, important campaign information and it is your chance to ask any questions.
  - Additional briefing will be held at 10AM each morning of the voting period to update candidates on voter statistics, address any issues, and outline plans for the day ahead.
- 8. When and where is the results night event?**
- The results night event will be held on Thursday 26 February, starting at 6:00 PM in the Ballroom at the Students' Union.
- 9. What should I do if I have questions or need assistance during the election process?**
- If you have any questions or need assistance, you can contact the us on [su.voice@keele.ac.uk](mailto:su.voice@keele.ac.uk) to arrange a meeting or seek help during the Candidate Briefing sessions.
- 10. What happens if I miss a deadline?**
- Missing any deadlines could result in disqualification or other serious consequences. It is essential to adhere to all key dates outlined in the Elections Candidate Handbook.
- 11. Where can I find more information about the election process?**
- For more information, you can visit [KeeleSU.com/Elections](http://KeeleSU.com/Elections) and refer to the Elections Candidate Handbook.

## Appendix #1

# ELECTIONS PLEDGE //

This pledge is designed to enable the elections to be a positive, enjoyable experience for everyone involved and sits alongside the Election Regulations that govern the operation of the elections. All candidates are asked to sign the pledge to say that they agree to follow and adhere to the principals within it.

### Respectful to all

All Campaign material and campaigning must not contradict Keele SU's Code of Conduct. In addition, candidates will be subject to the usual University policies on bullying, harassment, and discrimination. As a candidate, you agree to-

- Treat other candidates respectfully and not interfere with the campaign activities of another candidate
- Not interfere with students whilst they are casting their vote.
- Treat the campus and Leicester city with respect; ensuring not to cause any damage to buildings or structures on campus.
- Ensure the accessibility of your campaign materials
- Get creative with your campaigning! But remain respectful

### Being positive and focused is the key to success

All the research shows that most students vote because of a positive interaction with a candidate either in person or virtual therefore as candidate you agree to:

- Be positive about what you would bring to a role will get you more votes than being negative about others.
- Rather than outlining the failures of others, highlight your strengths and experience.
- Challenge candidates manifesto or their campaign but avoid referring to a candidates, personal traits, character or religious/political views.
- Ensure you respect your fellow candidates
- Only raise complaints when there is evidence that an election regulation could potentially have been breached.
- Not to use the complaint process with malicious intent.

### Being Accountable

- Take responsibility for the action and behaviour of your campaign team

Signed:

Print Name:

Date:

## Appendix #2

# KEELE SU BYE-LAWS //

### Keele SU Bye-Laws – Chapter 9 – Elections Guidance and Regulations

1. Keele SU will arrange free and fair elections to elect all democratic positions within Keele SU. All elections will be conducted by secret ballot, the procedure, arrangements, and guidance set out in this chapter fully taking into consideration for accessibility of any such elections to all members, regardless of orientation, origin or disability.
2. Elections Bodies and Responsible Officers
  - a. Returning Officer
    - i. Keele SU shall appoint an impartial Returning Officer, on an annual basis, who shall not be a sabbatical officer or employee of the Union.
  - b. Duties of the Returning Officer
    - i. The Returning Officer shall be responsible for the observation of these regulations and shall have the power either to suspend the election or declare a nomination invalid should these regulations be contravened.
    - ii. The Returning Officer shall have the power to suspend or disqualify a candidate or group of candidates from an Election or declare an Election void.
    - iii. Keele SU will appoint a Deputy Returning Officer and other officials to ensure the good administration and promotion of the Election in agreement with the Board of Trustees. The Deputy Returning Officer and Elections officials shall be instructed by the Returning Officer on their duties and shall perform these in an impartial manner. Any of the actions in this Chapter applicable to the Returning Officer may be carried out by the appointed Deputy Returning Officer. Wherever possible, the Deputy Returning Officer and Elections Officials should not be members of Keele SU.
    - iv. The ruling of the Returning Officer on the conduct of the campaign and execution of the Election and/or Referenda shall be final.
    - v. The Electoral Forum may review the decision of a Returning Officer and may (in exceptional circumstances) overturn their decision by a formal vote achieving a majority of all voting members of the Electoral

Forum if the consequence of any decision of the Returning Officer is deemed to fall outside the scope and authority of these regulations.

1. Electoral Forum shall consist of 3 Union Assembly Delegates.

vi. The Returning Officer shall publish any additional rules that are not provided for within these regulations in the Candidate Information Pack which must be made available to candidates.

### 3. Election Timetable

- a. Elections shall be held at times which are intended to enable the largest possible number of members to fully participate in all aspects of the electoral cycle.
- b. Elections shall be held at a time to the greatest benefit to the membership.

### 4. Nominations

- a. An Election Information Pack must be made available before nominations open. The pack shall contain a copy of the description of the role of each position available in the election, an election timetable, a copy of the election rules and regulations and information on the facilities and support the Union will make available to each candidate.
- b. Full members of the Union, as defined in the Keele SU constitution, can stand for Election and shall be considered for nomination providing a nomination is submitted on the Keele SU website before the close of nominations.
- c. Cohort voting will be permitted for a number of positions within KeeleSU. The Returning officer has responsibility for ensuring that the correct requirements are in place to ensure accurate and fair cohort voting.
- d. Candidates may not stand for more than one post in any single election cycle, with the singular exception that candidates may be simultaneously elected to Keele SU office and elected as a NUS Delegate.
- e. In all elections there will always be one further candidates, namely “Re-Open Nominations”. Thus in the event of there being only one candidate for one of these posts, the election shall continue as normal with the candidate running against “Re-Open Nominations”.
- f. In the event of no nominations being received for any positions, the election for that position shall be postponed and rescheduled at the earliest convenience. Elections postponed in this way shall be conducted according to the by-election rules.

### 5. Voting

- a. Voting shall be by the Single Transferable Vote scheme (STV) as prescribed for in the Electoral Reform Society Guidelines

- b. Exception to the guidelines is outlined in '14. Resignations'
  - c. No elector shall vote more than once, and no elector shall be allowed to vote in proxy for another elector
6. The Count
- a. The count shall be supervised by the Returning Officer
  - b. Subject to good order, the count shall be open to all members of Keele SU.
  - c. Any candidate, independent observer, or Returning Officer may request a recount within twenty-four hours of the close of the count.
  - d. The Returning Officer shall retain all available count information for a period of 3 months from the last date of polling.
  - e. In elections where more than one candidate can be elected, if at any stage of the count "Re-Open Nominations" candidate gains the required number of votes to be elected, it shall be deemed to have been elected. No further candidates can be elected after this point.
7. Poll Review Meeting
- a. The Electoral Forum will meet after the close of poll but before the count.
  - b. This meeting will consider any outstanding complaints and appeals under these regulations. If the Forum decides that any problem has affected the election, then the following resolutions will be open to it:
    - i. Allow the count to begin unhindered.
    - ii. Disqualify one or more candidates for breach of the election Bye-Laws. In this case the count shall proceed normally; all votes for disqualified candidates will be transferred to the electors next preferences according to the counting rules.
    - iii. In extreme circumstances, where the result of the poll could be adversely affected, declare the election invalid and reschedule it, according to these regulations. In this case, the Forum must either:
      - 1. Restart the election from the opening of polls, with the exclusion of one or more disqualified candidates. Or;
      - 2. Restart the election from the opening of nominations, with one or more disqualified former candidates prohibited from nomination.
8. The Declaration
- a. Election results shall be declared by the Returning Officer or their nominees within a reasonable time after the count has been completed.
  - b. Should "Re-Open Nominations" win, nominations shall be re-opened for election to be held as soon as possible at a time to be determined by the Returning Officer.

## 9. Appeal Meetings

- a. The Electoral Forum will meet upon receipt of an appeal against a decision of the Returning Officer at any time from the opening of nominations until the close of polling.
- b. The forum has the power to overturn decisions made by the Returning Officer.

## 10. Extraordinary Meetings

- a. The Returning Officer may at any time summon the Electoral Forum for the purpose of Consultation
- b. The Electoral Forum may call an extraordinary meeting at any time during an election from the open of nominations to the close of polls for the purpose of conducting business they consider too urgent to wait until the next scheduled meeting.

## 11. Election Discipline, Complaints and Appeals

- a. The Returning Officer has discretionary power to apply any reasonable penalty to candidates breaking these election regulations, except where regulations stipulate automatic disqualification.
- b. Any full member of Keele SU can complain in writing about the conduct of the election or the conduct of any of the candidates of their campaign team and should address these complaints to the Returning Officer.
- c. If a complainant or any other full member of Keele SU is dissatisfied with the Returning Officer's actions or decisions:
  - i. In response to a complaint made under 11b;
  - ii. In the exercise of their powers as Returning Officer then the complainant shall have right of appeal to the Electoral Forum. Appeals may be made in writing to any member of the Electoral Forum, who must then notify the chair, who will convene an appellate meeting of the Forum at the earliest opportunity.

## 12. By-elections

- a. By-elections shall be conducted under the election regulations insofar as they apply.
- b. In the event of a By-Election, the following timetable rules shall apply. The Returning Officer shall determine the actual dates.
  - i. Polling dates and hours must be published in advance of the opening of nominations.
- c. On receiving notice of the resignation or removal of an Elected Officer of Keele SU, the Returning Officer shall, within a reasonable period, declare a by-election for the post, pending approval from the Trustee Board.

### 13. Statute of Limitations

- a. A 'Statute of Limitations' shall exist for 14 days following the close of polls. Candidates shall be subject to punitive action from the Returning Officer and the Elections Forum during this period.

### 14. Resignations

- a. Where a Full-Time Officer resigns following election, the Returning Officer shall, in accordance with 12.c, be permitted to return to the original ballot and elect the candidate with the highest votes once the full-time officers' votes who has resigned had been re-distributed, following the single transferrable vote protocol.
  - i. This shall only be permitted for Full-Time Officer elections and shall only be permitted once. This must be conducted before the designated start of office.
  - ii. If candidate with the highest votes (following re-distribution) no longer wishes to hold the Full-Time Officer position a by-election shall be held.
  - iii. If candidate with the highest votes (following re-distribution) does not reach quota a by-election should be held.
- b. Where a part-time officer resigns, the Returning Officer shall not be permitted to return to the original ballot. A by-election will be held.