

BE PART
OF SOMETHING

ELECTIONS

BYDDA'N RHAN
ORYWBETH

ETHOLIADAU

2025 OFFICER



ELECTIONS

CANDIDATE BRIEFING



CONGRATULATIONS ON
STANDING FOR ELECTION



Your Elections Team

- **NUS Charity**, Returning Officer
- **Jacob Webb**, Deputy Returning Officer
- **Trish McGrath**, CEO
- **Aisleen Sturrock**, Democracy and Campaigns Coordinator

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Coming up...

- Key Dates
 - Expected Behaviours
 - Candidate Rules
 - Complaints
 - Voting Process
 - Candidates Standing
 - Campaign Expenses /
- Materials
 - Campaigning Guidance
 - Candidate Wellbeing
 - Q&A



   Introductions

-  What is your name?
-  What position are you standing for?
-  What made you decide to stand?



Why do we have elections?

- We aim to elect people in a free and fair manner.
- Elections are the mechanism for our members (students) to choose their representatives.
- Wherever possible members (students) should always decide/be the decision makers.
- We are not here to give everyone an equal chance of winning, just a fair one.

**We are shaped
by students -
Your voice
matters most**

Key Dates: 2025 Spring Elections

- **Standing Opens** – 10am, Monday 27th January
- **Standing Closes** – 12pm, Monday 24th February
- **Candidates Briefing** - 5:30pm, 24th February
- **Voting Opens** – 10am Monday 17th March
- **Voting Closes** – 12pm Friday 21st March
- **Results** – 6pm Friday 21st March



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RULES



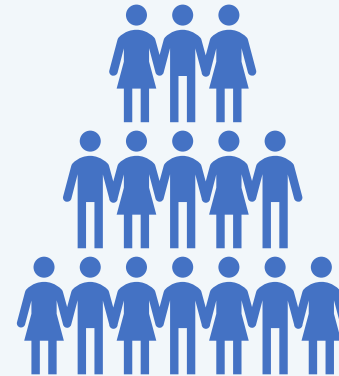
Why do they exist?

- Designed to help create a “level playing field” between candidates.
- There are limits though... Friends (Online and Offline).
- Attempt to control behaviour and use of resource without stifling creativity.
- Wider existing laws which govern individual student behaviour remain.
- A sense of fair play and friendly competition reflects best on you and the process as a whole – and gets more voters!

The Rules – Key Principles



Do only what other candidates have an equal opportunity to do;



Treat all students, candidates and staff members with respect.



The Rules – What **not** to do

- ✗ Use University or Students' Union resources including email lists (except where explicitly permitted by the Deputy Returning Officer).
- ✗ Deface, tamper or interfere with another candidate's publicity.
- ✗ Bribe voters or election officials.





The Rules – What **not** to do

- × Threaten or harass voters or election officials.
- × Produce offensive or defamatory publicity.
- × Prevent the free and confidential exercise of a vote by voters, including the improper use of devices.
- × Compromise or interfere with the integrity of the election.
- × Cast a vote on another person's behalf

The Rules – Current FT-Officers

- Must **take leave** if they wish to undertake campaigning during normal office hours.
- May **not use any of the resources** of their current position to assist any election campaign.





The Rules – Campaigns Team

- **Campaigns Team** = “Campaigners who assist you during the election”.
- **Campaigner** = “Someone who would be reasonable thought to be acting on behalf of a candidate to further the election of that candidate”.
- **Campaigning** = “Work in an organised and active way towards a particular goal, typically the election of a candidate”.

You are responsible for their actions.



In summary...

- ✓ **Fair** – The election will be by secret and consenting ballot.
- ✓ **Independent** – Undeb Aber will not endorse any candidate.
- ✓ **Respect** – Undeb Aber expects all students and staff to be treated with respect.
- ✓ **Fun and positive** – We want it to be an experience everyone enjoys.

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ELECTION



COMPLAINTS



Complaints

- Must be submitted using the complaints form on the elections pages of the SU website. We **CANNOT** accept complaints in person.
- If necessary the DRO will investigate to obtain further evidence.
- The RO (NUS Elections Support Service) will rule upon complaints.
- Can't count votes until all complaints have been dealt with.
- Complaints must be **timely** and in **good faith** – deadline for all complaints is **1pm, 21st March**.



Results, penalties and appeals

If no penalties are applied to any candidates:

- Count can only commence when all complaints are resolved.
- Results will be announced **6pm, Friday 21st March** in the **Main Hall** at our results ceremony.

Where penalties have been applied:

- Results will not be announced until all appeals have been resolved.
- Disqualified candidates will be informed first.
- Candidates for each position will be informed privately.



Appeals

- Must be submitted in writing by email to union.elections@aber.ac.uk.
- Where it relates to a candidate only someone in receipt of a penalty can appeal.
- Must specifically state the ground on which the appeal is being made.
- Must be submitted no later than 12pm on the day after the RO has ruled on a complaint.
- A panel will be convened including the University Secretary and two independent members.
- The appeals panel's decision is final.

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CANDIDATES



STANDING



Candidates

President

- Millie Hackett
- Will Parker
- John Crisis
- RON

Student Opportunities Officer

- Dewi Price
- Ffion Johns
- Henry Howe
- Mallika Kumar
- Mott Grigg
- RON



Candidates

Academic Affairs Officer

- Abi Shipman
- Esperanza Bizama Monnier
- Lorraine McConnell
- RON

Welsh Culture Officer & UMCA President

- Nanw Maelor
- RON

Wellbeing Officer

- Alex Molotska
- Kasia Pochylska
- Livvy Haggett
- Miya Davies
- Tanaka Chikomo
- RON



Candidates

LGBTQ+ Officer

- Fresno Thomas
- RON

BAME Officer

- RON

Women's Officer

- Livvy Haggett
- Natasha Goodwin
- RON

Disabled Students Officer

- Harley Harrison and Billy Smith
- Milo Pitman
- RON

Trans and Gender Nonconforming Officer

- Magpie Cousins & Sera Talea
- Mason
- RON

Independent Student's Officer

- Kathleen Pritchard
- RON



Candidates

Welsh Language Officer

- Eiliw Mair
- RON

Environment & Sustainability Officer

- Blue Bell
- RON

Union Chairperson

- Francesco Lanzi
- RON

International Students Officer

- Christopher Arimma
- Duraab Arshad
- Suprabha (Sue) Adhikari
- RON

Mature Students Officer

- Mesh Tamilchelven
- RON

Postgraduate Students Officer

- RON



Candidates

Faculty of Humanities Officer

- Mariam Elsergany
- Varsha Raj
- RON

Postgraduate Trustee

- Tristan Wood
- RON

Faculty of Sciences Officer

- Jo Buys
- Spencer Tinklin
- RON

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VOTING



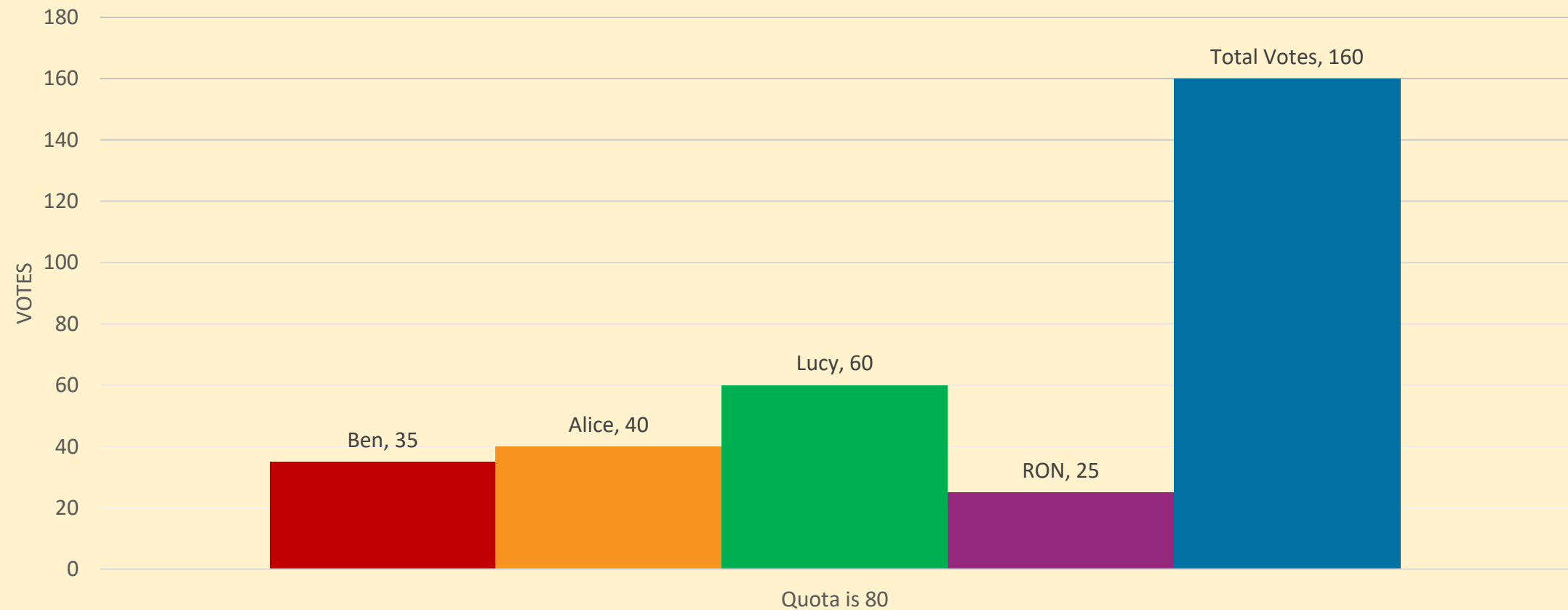
PROCESS



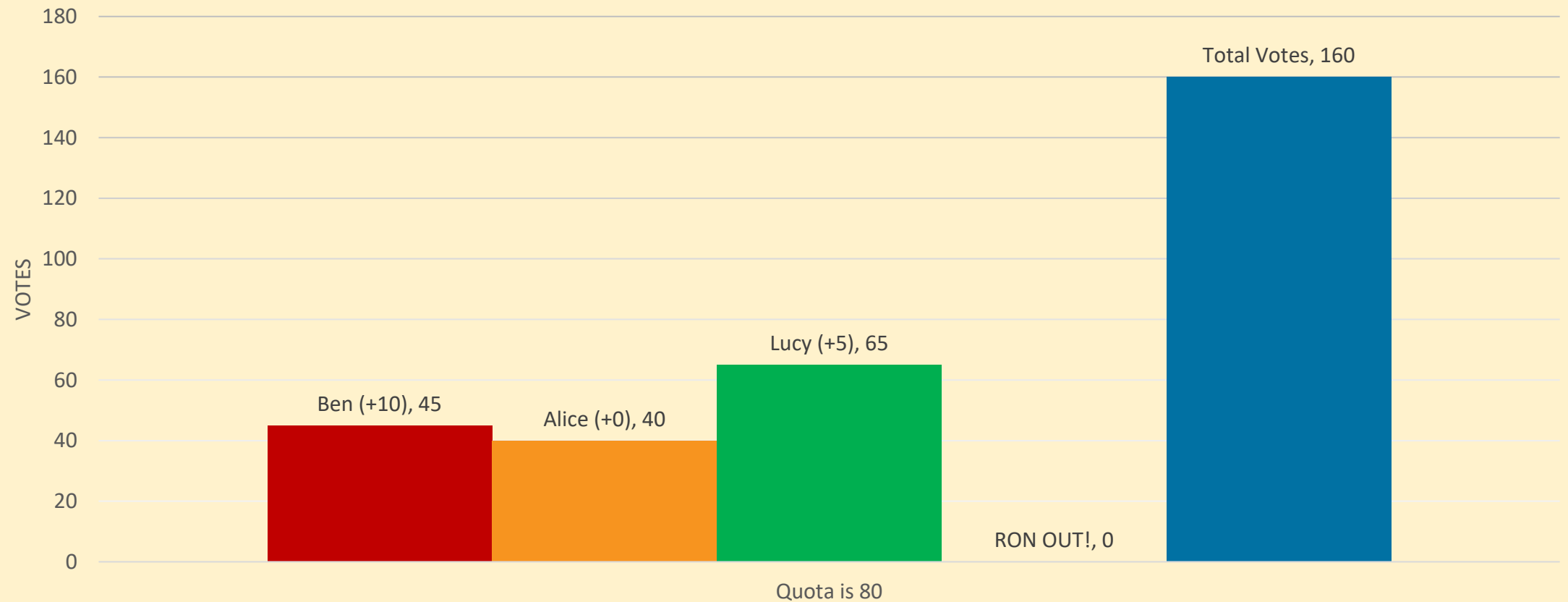
The wonders of transferable votes

- Elects the “least unpopular” candidate.
- Voters rank their candidates in order of preference.
- If I can't have Jane (#1), I'll have Tom (#2), if neither Alan (#3).
- Sometimes called Single Transferable Vote (STV) or Alternative Transferable Vote (ATV).

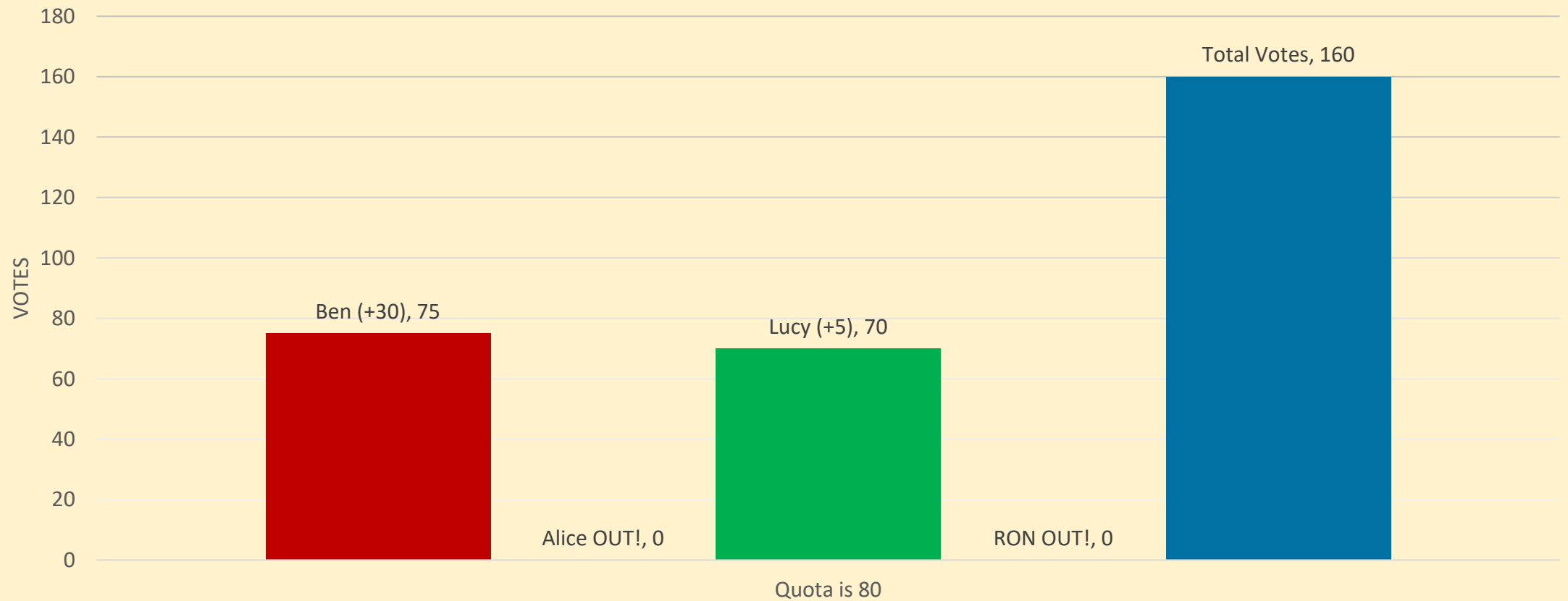
Round 1 - Everyone Loves Lucy



Round 2 – Here Comes Ben



Round 3 – Poor Lucy!





How students vote?

- Voting takes place via the Student's Union website.
- Any issues direct students' to union.elections@aber.ac.uk

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CANDIDATE



**EXPENSES/
MATERIALS**

Campaign Expenses – Monies & Receipts

- Maximum spend **£30** Full Time Officers & **£20** Volunteer Officers
- Those standing as a pair are considered a single candidate.
- All receipts submitted by **1pm on Friday 21st March** (proforma available on Elections Hub).





Campaign Expenses 2024

- Free black and white printing – A6, A5, A4 and A3
- Submit requests to union.elections@aber.ac.uk for collection from reception the next working day
- Colour printing to come from candidate budget A4 5p / A3 10p
- T-shirts? Badges? Stickers?

Campaign Expenses

- Printing

- As much as possible we want to encourage limited printing to reduce our paper consumption.
- However, we recognize that you may well choose to print a few well considered posters or flyers.





Campaign Expenses - Printing

- The cost of printing from non-SU printers should be accounted as follows:

1x A4 Black and White 3p / Colour 5p

1x A3 Black and White 5p / Colour 10p



Candidate Expenses - Materials

Remember there are lots of free online resources available to all candidates...

- Canva – www.canva.com (cannot use a paid society/club account)
- Later – www.later.com
- Hootsuite – www.hootsuite.com
- Powtoon – www.powtoon.com
- Office 365
- Google Docs/Sheets/Slides/Forms



Translation

- Translation is available to candidates via the Union's translation service.
- Please note this service will be in heavy use over the election period and requests may take longer than usual...
- Translation of Publicity and Summaries will be prioritised.
- If you would like to request translation please email your text to union.elections@aber.ac.uk noting the total word count of your request.
- Top-tip... keep it short and concise for a quicker turnaround!
- **Deadline – 9am Wednesday 26th February**

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CAMPAIGNING



GUIDANCE

Expected Behaviours: Be Kind

- Positive vs Negative campaigning.
- Challenge policies not individuals.
- Be mindful of others.
- Starting as you mean to go on.





Campaign Teams

- You are responsible for their actions.
- Gather a wide range/strong personalities.
- Do you allocate responsibilities or tasks?
- Have regular meetings with them.
- Support them, encourage them and thank them!



Slates and joint campaigning

- Slates are OK!
- Joint publicity is OK!
- Pairs treated as single candidates
- No combined spending.
 - No pooled items.
 - No bulk discounts more than an individual could get.

Sports Clubs and Societies



- Sports Clubs and Societies can support you.
- Cannot spend money or resources on your campaign.
- No conflicts of interest – remember to only do what others have the opportunity to do.
- Endorsement must be done in accordance with Clubs and Society's usual decision making processes and you must be able to evidence if asked.
- It is in your interest to ensure processes are followed.



Publicity on campus

- Do not block or reduce visibility of pedestrians near roads
- Do not block fire exits or doorways
- Posters in the SU are [broadly] fine – but not the dragon wall.
- Leaflets can be left on tables but may be removed
- No staff on duty can wear promotional materials
- If in doubt always ask

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CAMPAIGNING



JUICY TIPS

Publicity & Summary

- “I read their publicity” biggest reason why voters voted.
- Simple, specific and structured – the rule of three.
- Get feedback.
- Learn it in full.

The image shows a screenshot of a university nomination page. A modal window titled "Additional Information for Steffan Huw Jones" is open, displaying the candidate's publicity and a summary. The publicity text is in Welsh and discusses the candidate's passion for student opportunities and their experience as a president of a sports club and a society. The summary text is in English and provides a more detailed overview of the candidate's views and goals. The background shows a list of other candidates with their names and brief descriptions, along with a "Vote for me" button for each.

Additional Information for Steffan Huw Jones

Fel llywydd clwb chwaraeon a chymdeithas, dwi'n angerddol ynglŷn â'r cyfleoedd a roddir i fyfyrwyr. Dwi wedi gweld yr UM yn gweithio'n galed i ddarparu cymaint ag y gall ei wneud, ond mae'n ymddangos eu bod wedi'u llyffetheirio gan brinder buddsoddiad a'r diffyg sylw a roddir i gyfleoedd myfyrwyr gan y Brifysgol. Fy mhrif amcan ar gyfer y flwyddyn fyddai cael y brifysgol i ymateb i rai o'r cwestiynau anodd ynglŷn â chyfleoedd myfyrwyr, megis cyfleusterau sy'n dirywio a'r ymdrechion tala a wneir o ran cynrychioli cyfleoedd myfyrwyr, yn y gobaith y gellir sicrhau ymrwymiad i gyfleoedd myfyrwyr at y dyfodol.

Yn ogystal â hyn, dwi am barhau i adeiladu ar y gwaith caled sydd wedi'i wneud efeni i gyd-drafod pris y Cerdyn Sbortl. Dwi hefyd am sicrhau na chaiff unrhyw weithgareddau academiaidd, fel seminarau ac arholiadau tymor eu trefnu ar ddydd Mercher, er mwyn caniatáu i bobl nid yn unig gystadlu yn BUCS a chynrychioli'r Brifysgol, ond hefyd fel gall pobl gyfranogi yn yr amrywiaeth eang o gymdeithasau, cyfleoedd gwirfoddoli a chwaraeon sydd gan yr Undeb i'w cynnig.

Byddai pleidlais i mi'n bleidlais dros osod cyfleoedd myfyrwyr ar ben rhestr flaenoriaethau'r Brifysgol.

As a president of both a sports club and a society I am passionate about the opportunities given to students. I have seen the SU work hard to provide as much as they can but it appears they are hamstrung by lack of investment and attention given to student opportunities by the University. My main objective for the year would be to get the university to respond to some of the difficult questions about student opportunities such as the deteriorating facilities and seeming lacklustre efforts at representing student opportunities, in hope, to secure future commitment to funding opportunities.

On top of this I'd like to continue to build on the hard work done this year to negotiate the price of the Sporty Card. Also I'd like to see that no essential academic scheduled or unscheduled activities such as seminars and term examinations are allowed to be on Wednesdays to allow not only for people to compete in BUCS and represent the University but for people to partake in the wide variety of societies, volunteering options and sports that the Union has to offer.

A vote for me would be a vote to put student opportunities as the Universities top priority.

[Close](#)

Sayantan Patra

- Pleidleiswch dro
- Vote for me, ill g

Steffan Huw Jones

- Byddai pleidlais i rhestr flaenoriae
- A vote for me wo Universities top

Jessica Williams

- Mae grwpiau dar mhrofiad yma yn gorau.
- Student-led grou experience. I wa

Isabel Grace Ander

Ciaran Campbell

- Dyw pleidlais i C
- Don't Gamble vo

Grant Coleman

- Ymroddedig i fyf Pleidleiswch dro Grant.
- Committed to students, dedicated to progress and change. Vote Grant.

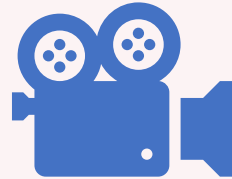
Ailgored Enwebiadau | Re-Open Nominations

umaber.co.uk | abersu.co.uk

Campaign Ideas 2025



Use Social Media advertising to promote your campaign page.



Work with friends or campaigns team to make an eye-catching elections video.



Speak to Students. In Lectures?
Outside the Library? Out clubbing?

Tell them what they need to know

- Your name, the position.
- To vote you #1.
- Where and how they can vote.
- The dates.





Utilise 60 second summaries

- Video of each candidate giving their 60 second pitch as to why they would be a good fit for the role they are standing for.
- Videos will be made 25th February & 27th February, 11am -2pm

Photos!

- To be taken today!
- x2 photos – one plain and one fun, both taken against a white wall and ideally from the shoulders and above well-lit area (Do not wear any items of clothing with the Union or University logo).





Speak to students

“Voters contacted face-to-face were 21 percentage points more likely to vote for the candidate after speaking with them for fewer than 10 seconds, compared with those left alone”

“The experiment found that voters called on the phone or sent postcards were not noticeably more likely to vote than those sent nothing. But canvassing was different. Just one in-person conversation had a profound effect on a voter’s likelihood to go to the polls, boosting turnout by a whopping 20 percent (or around 9 percentage points)”

“We find that a brief visit by the candidate dramatically increases the support for the candidate regardless of the nature of the message delivered. The actions of candidates seem to speak louder than words”

Royal Economic Society

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WELLBEING



Self care is crucial

- Make sure you get 7-8 hours sleep a night.
- Plan rewards and times to switch off from elections.
- Complete urgent work before voting opens so that you can prioritise your campaign during voting week.
- Plan to win but be prepared to lose – plan post elections.
- Know and prioritise your individual needs



Considering withdrawing?

- Be clear on why.
- Rationalise with if you were applying for a job.
- Discuss with someone beforehand.
- Consider remaining on the ballot.
- 24 hour cooling off period for all candidates.

Candidates Tea-Party / Awards

- Relax from campaigning with a bite to eat and early update as voting closes
- SU Picture House 12pm - 2pm Friday 21st March





Results

- Friday 21st March, 6pm.
- Main Hall – pending outcome of complaints.

QUESTIONS? 

EMAIL: union.elections@aber.ac.uk **OR**
jaw151@aber.ac.uk