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Students' Union

ELECTIONS

**CANDIDATE
GUIDE**

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NO NEED FOR AN ELECTION TO FEEL SCARY.

There is no getting away from it – elections are competitive. But that should not put you off. Whether you are due to graduate this summer or in the future, your next step will be a competitive one. Remember you got on to your course, others didn't – you've already undertaken one of the most competitive parts of your life.

Running in an election is no less competitive than applying for a job – and there are very similar aspects:

You have to put yourself out there, talk about why you want the role, what you know about the organisation, and what you will bring to the role.

There are two primary differences between an election and a job application:

1. You'll know who else is going for the role.
2. You can build a team around you to campaign for you and tell everyone how great you are!

In this handbook we've put together all you need to know about running in the election whether you're running to be an Officer, Convenor or as a Committee Member.

CAMPAIGN TIPS.

CRAFTING A COMPELLING MANIFESTO: BLUEPRINT FOR SUCCESS

What is a manifesto?

A manifesto is a brief statement presenting a candidate's platform and vision, aiming to persuade voters by outlining their experience at UEA. Your Manifesto is not just a document; it's a manifesto for change, a roadmap that outlines your vision and commitment. Here are some tips to help you draft an impactful manifesto:

Understand the Role:

Begin by thoroughly understanding the responsibilities of the role you're running for. This Knowledge will serve as the foundation for your manifesto, ensuring that your proposals align with the demands of the position.

Identify Key Issues:

Highlight the key issues that matter to your audience. This shows you awareness of their concerns and establishes a connection. Consider incorporating elements from the official job descriptions for added relevance. If you think there is an issue - why not talk to UEA first and get their perspective to help inform how you want to tackle it?

Set Clear Goals:

Clearly outline your goals and the steps you'll take to achieve

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them. Make your promises tangible, measurable, and realistic. A well-defined set of objectives demonstrates your commitment to bringing about real change.

Personalise Your Message:

Infuse your personality into the manifesto. Share personal anecdotes, experiences, and values that shape your perspective. This not only humanizes your candidacy but also helps voters connect with you on a deeper level.

INNOVATIVE CAMPAIGNING: STANDING OUT IN THE CROWD

Elections provide a canvas for creativity. Here are some tips to infuse innovation into your campaign:

Leverage Social Media:

Utilise the power of social media platforms to connect with your audience. Craft engaging content, share your manifesto, and actively participate in conversations. Create a digital presence that reflects your personality and campaign message.

Host Virtual Town Halls:

In our connected world, virtual town halls, which are online gatherings utilising digital platforms, offer a dynamic platform to interact with voters. Enabling candidates to discuss their vision, answer questions, and address concerns in a dynamic way, thereby engaging with a diverse audience.

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Design Memorable Visuals:

Capture attention with visually appealing campaign materials. Create eye-catching posters, banners, and digital graphics that convey your message effectively. A picture is worth a thousand words, and in a campaign, it can leave a lasting impression. Be creative where you put your campaign material – the Hive is not the only place on campus or in Norwich – have a friend with a house on the Avenues?

Organise Creative Events:

Move beyond traditional methods by organising unique campaign events. Whether it's a themed rally, a flash mob, or an interactive online challenge, creative events generate buzz and set you apart from the competition.

Don't forget...!

...All candidates participating in the election are required to submit their campaign material for vetting in terms of factual accuracy by the election team before publication. Manifestos posted on the website will undergo automatic checks by the election team, simplifying the process. However, candidates must ensure that the text for any other promotional materials is submitted either by physically delivering copies to the SU office starting from Friday, 1st March, or by emailing su.voice@uea.ac.uk with the subject line 'Candidate campaign text [your name].'

THE POWER OF A CAMPAIGN TEAM: UNLEASHING COLLECTIVE POTENTIAL

A campaign team is not just a support system; it's a powerhouse that amplifies your message. Here's how to maximise the

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potential of your campaign team:

Build a Diverse Team:

Assemble a team with diverse skills and perspectives. Having individuals with various strengths will contribute to a well-rounded campaign strategy.

Clearly Define Roles:

Ensure that each team member has a defined role and understands their responsibilities. A clear organisational structure minimises confusion and enhances efficiency.

Regular Communication:

Establish open and regular communication channels within your team. A cohesive team relies on effective communication to stay informed and aligned with campaign goals.

Empower and Motivate:

Encourage team members to contribute ideas and take ownership of their tasks. Empowerment fosters a sense of dedication, resulting in a motivated team working towards a shared vision.

Remember, your campaign is not just about you – it's about the collective effort of your team working towards a common goal. By combining your individual strengths, you'll create a formidable force that leaves a lasting impact on the minds of voters.

Don't forget, your campaign team are your responsibility. If they do something problematic, you'll be held accountable.

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RETURNING OFFICERS.

RETURNING OFFICER

For all elections, the Returning Officer (RO) is Peter Robertson; NUS Charity Director. The RO is ultimately responsible for ensuring free and fair elections in The SU. Election complaints can be escalated to the RO, however, they delegate their authority to the DRO who oversees elections day-to-day.

www.nusconnect.org.uk/ud/elections-hub/elections-support-service/election-appeals

DEPUTY RETURNING OFFICER

For all elections, the Deputy Returning Officer (DRO) is Jumara Stone, uea(su) CEO. The DRO is responsible for the day-to-day running and oversees the SU elections. The DRO will examine and respond to all election grievances in the first instance.

su.elections@uea.ac.uk

ELECTION RULES.

The elections should be a fun and creative event. These election rules are in place to ensure a fair and transparent election

1. CONDUCT REGULATIONS:

- a. Throughout the election campaign, candidates are urged to comply with existing conduct policies or regulations that go beyond the specific election guidelines.
- b. It is important to note that the Union does not condone any violation of Union Bye-Laws, University Regulations, or any Laws for the sake of election campaigning.
- c. Any accusations of Code of Conduct breaches will be duly addressed by the Union, and similarly, the University will handle alleged breaches of University General Regulations. The appropriate actions will be taken in response to ensure fair and transparent conduct during the election process, including but not limited to, expulsion from the election.

2. CANDIDATE AND CAMPAIGN TEAM CONDUCT:

- a. **Campaign Principles:** Candidates are expected to uphold the following principles throughout the election process:
 - 1) **Fair and Open:** All candidates should ensure fairness, openness, and accessibility in their campaign activities.
 - 2) **Democratic:** Adherence to democratic principles is crucial, promoting a respectful and inclusive election environment.

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- 3) **Accessible:** Campaigns should be accessible to all, fostering an environment where everyone can engage in the electoral process.
 - 4) **Transparent:** Transparency in all campaign activities is essential for maintaining the integrity of the election.
- b. Candidates are encouraged to treat each other with respect, discouraging negative campaigning. While challenge and criticism of candidates and manifestos are normal, personal attacks based on personal characteristics, discrimination, harassment, offensiveness, or defamation are strictly prohibited.
- c. **Candidates must:**
- 1) Ensure their campaign team adheres to election rules, taking reasonable steps to demonstrate compliance in the event of a complaint and hold responsibility for the conduct of their supporters, both online and offline.
 - 2) Only promote, share, alter, move, or remove their own campaign materials.
 - 3) Refrain from using club/society/academic reps mailing lists for campaign purposes without consent.
 - 4) Not bully or intimidate voters, allowing them to cast their ballot freely.

3. SPECIFIC GUIDELINES:

- a. **Early Campaigning:** Early campaigning is not allowed. However, certain activities, like informing close friends about candidacy or recruiting team members discreetly, are not considered early campaigning.
- b. **Content Creation:** Candidates are permitted to create election-related content in public places before the official election period, provided it does not involve active

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campaigning. For instance, a candidate may conduct research on the student experience during this time, as long as no direct campaigning activities occur. This ensures that candidates have the freedom to engage in preparatory work without violating election rules before the designated campaign period begins.

- c. **Communication:** Campaigners cannot use mailing lists without permission, and posting in social media groups requires Admin approval.
- d. **Restricted Areas:** Campaigning is prohibited in specific locations, including the Library, SU Office, Student Services and the Student Information Zone.
- e. **Banners:** Banners on campus are only permitted during SU Officer Elections.
- f. **Voter Freedom:** Individual students can endorse candidates in a personal capacity. Club and Societies are not allowed to endorse candidates.
- g. Clubs and societies must provide equatable campaign access to all candidates running in the same election.
- h. Candidates cannot accept endorsements from non-members of uea(su) and should not seek endorsements from external individuals including members of UEA staff.
- i. **Campaign Slates:** Campaign slates will be permitted in this election. A campaign slate refers to a group or list of candidates who run together as a unified team, often sharing similar goals, values, and a common platform. Instead of individual candidates campaigning seperately, a slate presents a collective approach to student government, where each memeber contributes specific skills, perspectives, or expertise to address various aspects of campus life.
- j. **Transparency:** Campaigns must be transparent and accounatble to The SU to ensure a fair and open election

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process.

- k. **Current officers:** no current elected officer may endorse a specific candidate in any union election verbally or in writing. Elected officers can encourage student participation in elections but must not offer individual advice to candidates beyond general guidance. However, current officers who are re-running in the election are permitted to have the same campaign freedom as all other candidates.

4. ONLINE CAMPAIGNING GUIDELINES:

- a. **Equal Standards Online:** Online Campaigning for SU Elections is considered an official part of the process and follows the same rules as physical events. Unacceptable behavior in physical spaces is equally unacceptable online.
- b. **Safe Interaction:** All users engaging with the Student's Union, including representatives and student leaders, should feel safe.
- c. **Live Streaming:** Live streaming is considered publishing, and all campaigning rules apply during live streams.
- d. **Social Media Platforms:** Online campaigning should be open and transparent. The Union discourages campaigning on closed platforms such as Discord.
- e. **Digital Footprint Consideration:** Candidates using personal social media accounts should be mindful of their digital footprint, considering the perceptions of friends, family, and future employers.
- f. **Privacy Concerns:** Consider creating a dedicated campaign account, visible to election officials, to maintain compliance with rules. Do not share personal social media account access with supporters.
- g. **Audience Awareness:** Campaigners should be aware that

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some groups may include alumni and non-students. Respect the purpose of online spaces and avoid unwanted campaigning.

5. CAMPAIGNING EXPENDITURE GUIDELINES:

- a. Definition of Campaigning Expenditure:** Campaign expenditure in expenses incurred to promote a candidate and may be further defined by the returning officer.
- b. Maximum Spending Limits:** Candidates have a maximum spending limit (£40 for Full-Time Officer elections and £20 for Part-Time Officer and Convenor elections) that can be reimbursed by the Union submission of receipts. Failure to provide receipts by the deadline may result in disqualification.
- c. Equitable Expenditure:** Expenditure must be both replicable by all candidates and an opportunity that all candidates could reasonably carry out.
- d. Excluded Labor Costs:** Labor costs are not counted; only costs related to hiring, materials production, and distribution of consumables are considered.
- e. Paid Advertising:** Paid Advertising, such as boosting Facebook posts, is acceptable but must be recorded and reported like any other campaign expenditure.
- f. Reasonable Test:** The Returning Officer will use a “reasonable” test to determine whether the use of a resource needs to be charged to campaign expenditure. For instance, owning a mobile phone for social media activity is reasonable, but assuming all students have a full-scale media studio at home is not.
- g. Replicable Principle:** Actions must be replicable by any candidate in the election. For example, telling jokes to students in a common area is replicable, but winning a unique item in an ebay auction may not be replicable by

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all candidates.

h. Examples:

- 1) Free Pizza Vouchers: If given free pizza vouchers as incentives, the cost equivalent must be declared as part of the expenditure.
- 2) Discounted Advertising Space: If a discount is obtained on advertising space, the declared cost should be the full, undiscounted amount to ensure replicability.
- 3) Using Personal Items: Writing on existing posters with a personal pen is not counted as expenditure, assuming all students can access a pen.
- 4) Non-Replicable Items: Borrowing a unique item, like a blimp, and using it for the campaign is not allowed, as it is not reasonable to assume all students can access such items.

6. ELECTION PROCEDURES:

a. Ballot Paper: In any election involving nominations, the ballot paper incorporates the option to 'Re-Open Nominations' (RON). RON is treated comparably to any other candidate, possessing an equivalent campaign budget, undergoing similar vote-counting procedures, and being subject to identical disciplinary actions. If RON secures the requisite votes at any point, it is considered elected, and surplus votes are redirected to another RON candidate. This cyclic process continues as needed, with unfilled vacancies matching the number of RON candidates deemed elected declared by the Returning Officer.

b. Voting: The electoral system employs the Single Transferable Vote, and candidates, along with their representatives, are explicitly prohibited from attempting

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to coerce or intimidate members into voting for a specific candidate or preference.

- c. Complaints and Results:** Written complaints about election conduct or violations must be lodged with the Deputy Returning Officer before the count, unless related to the count itself. Dissatisfied complaints or those with grievances against the Deputy Returning Officer, whose ruling is considered final. Election results are formally presented to the Union council by the Deputy Returning Officer.
- d. The Count:** The count is overseen by the Returning Officer or their nominee and adheres to the regulations set by the Electoral Reform Society for Single Transferable Vote elections. Complaints about the count must be submitted in writing to the Returning Officer within one working day after the result announcement. The election results are only deemed effective after the Returning Officer certifies the accuracy of the outcome as a fair and democratic procedure. The count commences once all complaints and appeals related to campaigners are resolved and initiated after the Deputy Returning Officer ensures the resolution of all complaints regarding election conduct and administration.

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FURTHER THINGS TO CONSIDER.

If you have any ideas to enhance the student experience and wish to include them in your manifesto, it is crucial that any commitments you make are achievable. It is also essential to fact-check any statements you make.

In the sections below, we have included information from the operational functions of various Union Departments, highlighted the traditional influence of student leaders on these operations, and addressed key issues students have told staff in these departments about the student experience. UEA has generously provided additional information to assist you in formulating your manifesto. Remember to conduct your own research too; for instance, if you have concerns about the waiting times for Wellbeing appointments, engage with the Well being team to obtain accurate information on the actual waiting times.

As you embark on your campaign creation, take advantage of the opportunity to approach any staff member for information that is freely available to all candidates.

DEPARTMENT: OPERATIONS (LCR/BARS/WATERFRONT)

What Do You Do?

We aim to operate safe and fun spaces for students to socialise on campus at the same time as providing income for uea(su) and employment opportunities for students. The Teams that help

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deliver this are:

- Bars & Events
- Security
- Technical
- Alcohol Impact
- First Aid
- Duty Management

How Do Student Leaders Shape What You Do?

Elected officers are encouraged to help shape what we deliver particularly in the areas of safety, accessibility, and EDI as well as the price of a pint of snakebite, the range of products we have to offer and whether we show big sporting events in the pub. However, these all need to be balanced with our financial obligation to maximise income for uea(su) and our legal obligations – particularly under licensing laws.

What Are The Key Issues You've Heard From Students?

Safety, pricing, and the range of events on campus.

DEPARTMENT: COMMUNITIES AND PROGRAM

What Do You Do?

Our Communities Team are responsible for ensuring that our students have a fun, engaging and value-adding experience during their time at University. They organise events, activities and support networks for students to make friends, share new experiences and create lasting memories. They also support a big community of student-led groups such as Societies, Sports

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Clubs, Peer Support Groups and our Media Collective. These groups are run by students with these opportunities whilst developing valuable skills for life beyond University.

Our Programming Team carefully curate a programme of immersive, engaging and exciting events across the year that cater to a diverse range of students and members of the public to bring life-defining experiences to UEA. We have two live music venues including the Nick Rayns LCR which is on the University campus and the Waterfront which is in the heart of the city centre. We organise a wide range of student club nights in both venues and we are constantly creating new events, bringing fresh artists and providing consistent opportunities for people to express themselves whilst embracing a diverse range of musical and social cultures.

How Do Student Leaders Shape What You Do?

As well as listening to all our student leaders' feedback, the Activities and Opportunities Officer represents the needs of our student body by shaping the above to meet student needs and ensures that the Union's extra-curricular experience remains relevant to both our students and the general public. They also both collaborate with and lobby the University to truly advocate for students and their experiences, ensuring that student-feedback is embedded in University spaces to make UEA the best it can be for our students, staff and wider community.

What Are The Key Issues You've Heard From Students?

Students are expressing concerns primarily about finance and the cost of living, which impacts various aspects of their lives. It's not merely a financial issue; it also affects time management and the ability to engage in extracurricular activities and induces

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stress and pressure from balancing multiple responsibilities amidst financial constraints. For instance, club night attendances have become less regular, reflecting the broader impact of financial strain on student activities and social life.

DEPARTMENT: INSIGHT, COMMS AND MARKETING

What Do You Do?

The Insight, Comms and Marketing team oversee all the communications and marketing that the SU produces. This can range from signs to posters, to social media campaigns, to branding the building! The team also works with and supports all the other teams of the SU. Everyday is different and everyday has a fresh and exciting challenge!

How Do Student Leaders Shape What You Do?

The Officers play a vital and pivotal role in the work we do. The Officers and the democracy of the Union underpins all we do, we regularly work with the Officers supporting all of them by helping to bring their campaigns and ideas to life! This can be filming, video production or digital publishing!

The biggest challenge the team faces is always managing expectations - the Officers oversee and lead a large organisation with a wide range of products and service, and it can be a struggle to always meet the needs and ambitions of every aspect of that. We work closely with the Officers to ensure priorities and expectations are agreed and managed.

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DEPARTMENT: REPRESENTATION AND ADVICE

What Do You Do?

The Representation Team plays a vital role in supporting the democratic functions of the Union, striving for the effective representation of student interests. This involves overseeing elections to guarantee fairness and transparency, maintaining adherence to constitutional principles, and championing the inclusion of diverse student perspectives in university decisions. The team actively collaborates with other union departments to integrate democratic principles into every aspect of our work at the SU. Primarily, we serve as the support system for student leaders, providing assistance for their campaigns and lobbying efforts, ensuring they have the backing they need to make a positive impact.

The advice(su)

We are a team of professional advisors and advocates. Being separate from the University enables us to deliver a completely independent, unbiased, and confidential service. We adopt a person-centered approach, placing students at the core of how we operate. Never telling students what to do, we equip them with all the information to help them make well-informed decisions. We advise on a range of issues including non-academic, complaints, and housing issues, and can provide support and representation at university discipline meetings.

How Do Student Leaders Shape What You Do?

Everything the Representation team undertakes is in service of and guided by student leaders, as our primary aim is to amplify

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their voices. Student leaders collaborate with senior staff to define priority campaigns that aim to address pressing issues. The Undergraduate Education Officer and the Welfare, Community, and Diversity Officers hold political accountability for the operations of the advice centre. We collaborate closely with them and other officers to highlight concerns observed within the advice centre that have a direct impact on the broader student community, thereby advocating for necessary changes within the University.

What Are The Key Issues You've Heard From Students?

Upcoming alterations to Freedom of Speech Laws in the UK are poised to significantly impact the high education sector, leading to some apprehension among portions of the student body regarding potential misuse against their cultural values and beliefs.

The cost of living remains a prominent area of worry, with the UK Government recently announcing a mere 2.5% increase in Maintenance loans. Against the backdrop of inflation exceeding 10% last year and standing at 4.2% at the end of January 2024 (ONS), this amounts to a real-terms reduction in financial support for students.

The incorporation of AI in academic studies is sparking inquiries about its role as either a tool for good academic practice or a potential facilitator of plagiarism.

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FURTHER THINGS TO CONSIDER (CONT).

The following information has been provided by the University to help candidates have an understanding of some of the key areas they will likely work with within their portfolios.

SCS Guidance Notes for Prospective Officer Candidates (Catering)

Financial viability to include:

- Develop value for students (all day value and mains discounts).
- Target break-even, i.e. net income = food/labour/operating-costs
- Assess value of in-house production versus brought-in (labour versus food cost).
- Product procurement outsourcing.

Development opportunities:

- Zest full refurb w/ street food counters.
- The Street food hall, i.e. games cafe with food by converting Ziggy's/Warren into three food & drink concepts, combining Blend, SU Bar food and Ziggy's.
- Outlet performance reviews - occasional work on consolidation to drive efficiency.

Technological development:

- App development to incorporate click & collect, delivery,

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loyalty, etc.

- Catered accomodation solution.

Sustainable objectives:

- Nutritional info & menus; CO2 info.impact; healthier options.
- Reduce demand for meat products.

Events catering objectives:

- Delivered catering on campus; summer schools; SCVA events.
- Fill accomodation out of term with commercially viable business.

PES Ops (Sportspark)

Fitness development:

- Additional campus facility to relieve pressure on SP gym & improve customer experience and close some participation gaps in certain demographics.
- Additional peer-to-peer staffing/management of facilities and opportunity for something that can be more targeted to the student population.

Developing online services:

- Full review of systems to ensure they are futureproof.
- Ability for more to be automated, targeted and for staff to be able to engage e.g. online PT, online classes/support etc.

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Facility improvement/modernisation/energy efficiency:

- Move towards some more 'cutting edge' services and avoid falling into basic sports facility, attracting people to new opportunities rather than just to a standard facility.
- Continue to provide excellent value for money and opportunities for payment schemes such as the instalment plan or introduction payments as part of accomodation fees.

PES Dev (UEA+Sport)

Continuous review and development of the programme on offer:

- Opportunity to discuss potential development with candidates would be welcomed.
- Further enhancing the uea+sport/SU relationship and how certain systems work between the two parties.
- Exploring new ways to operate the service to offer VFM and efficient service provision.
- There are exacting budget challenges for sport and physical activity that need to be delivered while offering a broad programme for all.

RTL (The Shop)

Shop service development:

- Contract review for new/improved supplier is being worked on (target is Sept 24 to complete).
- Costs of products and a minimum financial return from this service is a requirement for the University.

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- Seeking innovative and new product lines to stay current for the student and staff needs on campus.

NURS

Our Outstanding Ofsted rated nursery is a full day care nursery and Forest School offering the highest quality standards for babies and children from 3 months until starting school. We open all year round except for the University closure days and bank holidays.

We offer students either academic or full year contracts. If eligible, students can access financial help of up to 80% of their nursery fees through Student Finance.

MARCOMS

Insight and planning:

- We run programme of customer insight work to best gain the feedback of students and staff and anyone using our facilities on campus. This includes an annual Net Promote Score survey 24/7 online feedback forms and mystery visits.
- Our marketing plans aim to react to trends and offers (for example 50% vegan mains) as well as campaigns to inform students and improve the student experience with events, clubs and offers throughout the year.
- We have a range of channels to best communicate with our audiences across Sportspark, uea+sport, accomodation, nursery, campus kitchen and retail (shop). In the last year we have also introduced an Instagram page for The Street to share campus events, market dates,

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- news in The Warren and more!
- We work closely with the UEA and uea(su) social media teams to collaborate with content and ideas to support the central strategy.

RES (Student Accommodation and Broadview Lodge)

Residential infrastructure:

- We manage, allocate and fund maintenance of UEA's 4,300 rooms (which includes family houses), working closely with our colleagues in STS, SIZ, Cleaning, Estates and Security.
- We run Broadview Lodge, our guest accommodation on campus. Linked to this we also run our Group accommodation business which uses empty student rooms to accommodate groups of visitors mainly during the summer period.
- We liaise with the city-based PBSA organisations, working closely where offers to UEA students are in place.
- We work closely with uea(su) on the Home Run programme supporting students in private residences of HMOs.

Operational management and planning:

- As members of the Student Disciplinary Triage Group we work with the Student Disciplinary Officer to deal with misconduct issues in our residences with a focus on formative action to keep students safe in our accommodation.
- We work closely with the uea(su) on rent reviews and appointment of increases required within UEA's financial

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**FEB
05**

MON, 05 Feb
Nominations
open (at 10am).

THURS, 29 Feb
Nominations
close (at 5pm).

**FEB
29**

Students' Union

<https://shared-assets.adobe.com/link/af4ce04d-77fe-423d-5>

ELECTIONS

**MAR
11**

MON, 11 Mar
Voting opens
(at 10am).

FRI, 15 Mar
Voting closes
(at 10am).

**MAR
15**

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