UCSA ELECTIONS

CAMPAIGN
TIPS & TRICKS

THIS BOOKLET IS INTENDED AS GENERAL TIPS ONLY.
FOR ELECTION RULES AND POSITION DESCRIPTIONS,
SEE THE UCSA WEBSITE OR TALK TO THE RETURNING OFFICER.

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ABOUT THE UCSA

Our mission

We're a not-for-profit organisation, and we're here to support UC Students.

Our services

What we offer:
- Advocacy and welfare services,
- Club support,
- Events year-round,
- CANTA Magazine,
- Bars and Cafes on campus, and
- Two early learning centres for students with children

Funding

UCSA is funded by 22.7% of the student's services levy, supplemented by our commercial activities.

We have an annual turnover of around $20 million, and net equity valued at approximately $15 million.

UCSA also employs over 350 staff (as of July 2024).

UC recognise the UCSA as the official student representative body on campus.

ABOUT THE EXEC

The Exec are the governing body of the UCSA
The core role of the UCSA Exec is to work with UCSA staff to ensure all students to succeed and belong at UC.

HOW DO THEY DO THIS?
Direct access to UCSA Staff
Regular exec meetings and workshops – every Monday evening during term time - allow exec to understand how the UCSA is performing and delve into feedback to staff around representation, events, advocacy and welfare, media and communications and much more.

Direct access to UC Staff to provide student feedback and drive change
Across all the roles on the exec, UCSA has representation on close to 50 boards and committees across UC, allowing exec to speak directly with senior UC staff who make decisions that affect all students.

Representing the UCSA at our events.
Whether it's our Annual General Meeting (AGM) and Half-AGM, wellbeing expos, BBQs or music events, chat with students to get a feel for their issues, concerns and needs.

Working on special initiatives and projects for students:
Got a great idea? Exec can apply for funding to get an idea off the ground. If it is a winner – UCSA staff will budget for it and continue it for years to come – what better way to leave your mark on the UCSA?

For more info, see the position descriptions.

Tip: Have a chat with current Exec members about the type of work you'd be doing.

UCSA.ORG.NZ

EXEC PERKS

- **Learn leadership, governance and strategic skills to add to your CV – stand out from the crowd!**

- **Payment for your work ('an honorarium')**

- **Career guidance via a Mentoring Support Programme**

- **Ongoing support from UCSA staff (including an orientation period to help you ease into the role).**

- **Apply for funding via the Executive Special Initiatives / Projects to help get an idea off the ground.**

- **A free ticket to UCSA-run events – that includes Tea Party!**

- **An office on campus**

YOUR OFFICE HERE

THE ELECTION

A basic timeline

24 July: Nominations open and Election Info Session help

1 August: Nominations close at 12pm – followed by compulsory

Candidate Briefing at 5pm

5-14 August: Campaigning begins

8 & 13 August: Meet the Candidates Sessions

13 August: Presidents Debate

Just before voting opens, Presidential candidates come together for a public debate in the Undercroft. Hosted by CANTA, it always gets a good turnout!

14 August: Voting is open, 9am

16 August: Campaigning ends at 3pm, voting closes at 5pm, results are announced at 6pm.

Candidates, their plus ones and staff are invited to the results announcement function held in Bentleys.

RUNNING A CAMPAIGN

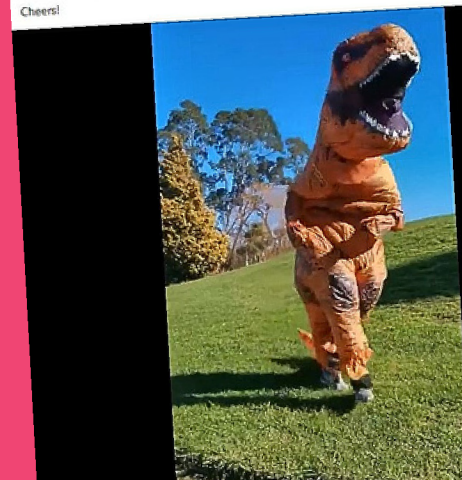Your campaign is a way to tell students your values and vision for campus.

Tips:

- **Run with someone.** It helps having support.
- **Make friends with your other candidates. It makes the process so much less daunting when you're in it together and support each other.**
- **Know the campaign rules.** Make yourself very familiar with the rule booklet and utilise everything to its full potential.
- **Be strategic with your sign placement. Think about where people walk regularly and will be most likely to see you, and make sure your face is there.**
- **Plan out your lecture visits carefully.** Don't underestimate how impactful it is to be physically present speaking to people. Identify what those key courses are that you want to hit and contact the lecturers well in advance.

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CREATING A PITCH

During the campaign, you'll need to pitch yourself to other students (think: social media posts, speeches and student hall visits).

It doesn't have to be hard:

- Keep it short and sweet.
- Let them know the Elections are on and students can vote.
- Introduce yourself and the role/s you're running for.
- Explain your goals clearly.
- Tell them about your experience or traits that make you great for a role.
- Keep it to 1 minute, less is more!

When it comes to policies, remember you might not get the chance to enact all of yours if elected - you'll be part of a team making decisions together.

It's a good idea to think about what's realistic, too. If you have any questions about the feasibility of a policy, have a chat with a UCSA Manager.

SUPPORT FROM THE UCSA

Each year we hire a Returning Officer - they're your contact person for info about election rules and procedures.

We also offer candidates:

- **A Prezzy Card** if needed to help with campaign costs.
- **Some free stakes** and photocopying for signage.
- **Use of our digital signs** across campus.
- **Use of the UCSA Noticeboard** on Facebook to post your own campaign messages.
- **Space in CANTA magazine's election special**, which is replicated on our website's Election page, and our poster board/s on campus. (We publish the profile that you submit with your nomination papers – these can't be edited after the submission period has ended.)
- **An opportunity to speak directly to students** through our scheduled Hall visits.

Note: Rules apply for each. Talk to the Returning Officer for info.

MAKING YOUR CAMPAIGN LOOK GOOD

There are free tools you might find handy:

CANVA.com - Easy design tools and templates for EVERYTHING.

Microsoft video editor or iMovie - Microsoft and Apple both have basic editing software if you want to piece together a short video. Free music can be found on Youtube's Music Library.

Tip: CANVA has a lot of sizes saved for different platforms.
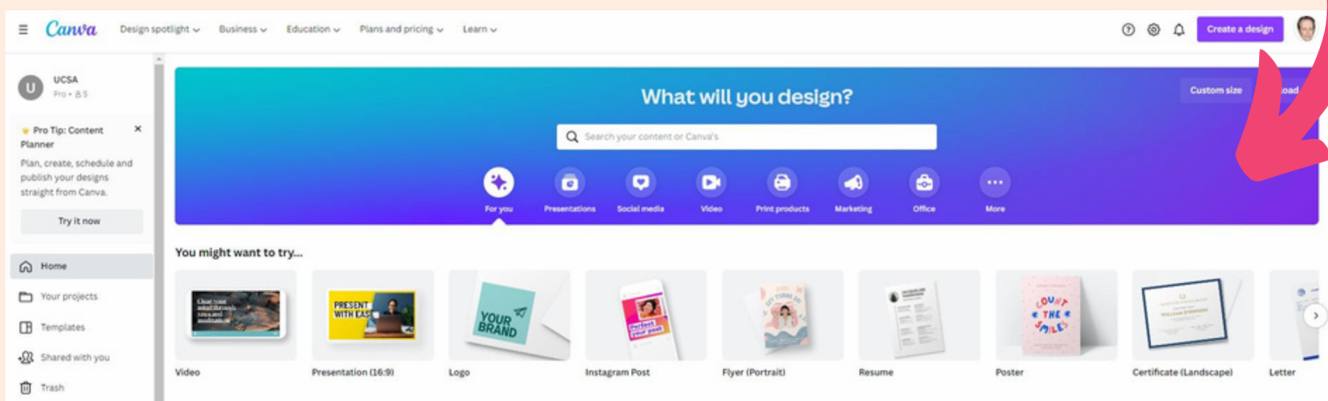
QUESTIONS?

Contact the Returning Officer:
returningofficer@ucsa.org.nz