



Candidate Academy



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OXFORD SU
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TODAY'S SESSION:

- **Introduction to the SU**
- **Introduction to the Roles**
- **What do Sabbs do?**
- **Why run?**
- **How to run**
- **Effective Campaigning**

What is SU

- **A registered charity**
- **Made up of 6 elected student officers and a team of permanent staff**
- **Governed by a Board of Trustees, which includes elected officers**
- **Independent from the University and the colleges**
- **Led democratically by students for students**

Sabb Roles

President

**VP
Activities &
Community**

**VP
Liberation &
Equality**

**VP
Welfare**

**VP PG
Education &
Access**

**VP UG
Education &
Access**

What Do Sabbs Do?

Sabbatical officers represent the student voice to the university about issues that affect students. They do this by:

- 1. Sitting on university committees to voice student opinion**
- 2. Lobbying for their manifesto pledges and what they have been mandated by the Student Council**
- 3. Support Campaign Committees**
- 4. Support Common Room and Divisional Reps**

What Do Sabbbs Do?

5. Being the face of SU - this means attending events, being in Social Media content, speaking to press, and meeting students

6. To be a Trustee and play a key role in the relationship between Student Council and the Trustee Board.

7. Working with the Trustee board and the SU staff in the development of the SU

8. Run and Deliver projects

Why run?

Looks great on the CV!

The job helps you gain many transferrable skills such as networking, project management, leadership and much more!

It's a job & you get PAID!

Being a sabb is a full-time job and you get paid for it!

Meeting new people!

During the elections campaign and the job itself, you will spend so much time meeting and networking with students and key internal and external stakeholders

Campaigning!

You can campaign for issues that mean the most to you such as sustainability, accessibility, securing more funding for postgraduates etc.

Making important university decisions

Sabbs get a seat on every university committee. Which means you are a key stakeholder in university decision and get the opportunity to making lasting changes. For example, one of the former sabbs influenced the university to get rid of postgraduate application fee

Another year of student experience!

You will get to stay in Oxford for another year. Sabbs are eligible for many student perks such as student discount and council tax exemption.

Other Roles



NUS Delegate



**Student
Trustee**

How to Run?

You can nominate yourself until 26th of January 00:00 here.

Find out more at www.oxfordsu.org/elections

Candidates will be asked to provide:

- **Name**
- **Role you're interested in**
- **Proof of student status**
- **Right to Work**
- **Permission Slip from college/department**

Key Dates

ELECTIONS TIMELINE

- **12th January (0th Week) 00:00 - Nominations Open**
- **26th January (2nd Week) 00:00 - Nominations Close**
- **29th January (3rd Week) - Candidate Briefing**
- **30th January (3rd Week) 12:00 - Manifesto Deadline**
- **31st January (3rd Week) - Hustings**
- **31st January (3rd Week) - Campaigning Begins**
- **5th February (4th Week) 08:00 - Voting Opens**
- **8th February (4th Week) 18:00 - Voting Closes**
- **8th February (4th Week) Evening - Results Night**

Top Tips for Effective Campaigning



Get the Basics Across

The most important thing to communicate in your campaign is the voting link (oxfordsu.org/elections)

Students will be able to see your manifestos, the timeline & how to vote once they're there.

Once the link is clear, you can communicate more details - such as why they should vote for you!

Focus on Change

Content that focuses on your manifesto - i.e, what you want to change - tends to be more convincing than content that focuses on your previous achievements. Students want to know what you will do for them.

It's good to look into your current sabbs work and take inspiration from that if you're stuck

Widening Reach

Your friends are probably already going to vote for you no matter what! Remember to focus some time and energy outside of your usual circles, aiming to "convert" students who you don't know.

Plan visits to several colleges & departments. Make sure you bring your campaign committee/friends along so it is less intimidating and you can chat to more people

Make an engaging digital profile - post lots of content on your campaign agenda. Ask your friends to share!

Have a plan!

Making a successful Campaign Plan is key to a successful and less-stressful campaign for you.

Download or print off a calendar and plan your posts ahead of time. Campaign dates are already available on the elections web page.

If there are any friends helping you with your campaign, schedule in some time they can help you. Campaigning with friends can be extremely fun and take some weight off your shoulders.

Active times on social media vary platform-to-platform but posting in the early evening still tends to get the best engagement.

In your plan, include any work deadlines you have so that you know ahead of time when you're going to be busy.

QUESTIONS?

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