
Glossary of Key Terms

Accountability - put most simply, this means making sure the organisation is doing its job properly. This includes things like blogs, reports and making sure election manifestos are available for students to see all year round.

Ballot Station or **Polling Station** - this is a physical place where students can vote. The Students' Union tries to have multiple ballot/polling stations across different campuses during the voting period, so as many students as possible have the opportunity to vote.

Bye Laws - this is a document containing our organisation's 'local laws' which are made by the Students' Union and students. They cover all sorts of areas of the Students' Union including Election. They define how the organisation should run certain activities.

Campaigning - this is what you need to do in order to demonstrate to students that they should vote for you. It means trying to achieve something, such getting yourself elected, by taking part in a number of planned activities to engage with your fellow students. As you will have seen in the guide, there are lots of different ways to do this. Be creative!

Candidate - someone who puts themselves forward to run in the elections.

Code of Conduct - this is a set of rules outlining the responsibilities or proper practices and expected behaviours of a student at University of Worcester.

Deputy Returning Officer - The Returning Officer delegates their responsibilities for the day to day running of the Students' Union Elections to the Deputy Returning Officer. This person reviews initial complaints and ensures the elections are run according to our rules and Bye Laws.

Democracy - this just means we're run by our members and they tell us how we should operate and what we should prioritise as an organisation. Elections are one part of this.

Elections - the process by which students choose their elected officers.

Electorate - the name for the group eligible to vote in an election (in this case any registered student at University of Worcester).

Full Time Officer - this is the same as a Sabbatical Officer. These Officers lead the Students' Union and are elected annually. We tend to use this term more often than Sabbatical Officer.

Hustings / Question Time - Hustings (which we commonly call candidate question time) is an event which offers all candidates the chance to speak to an audience of students on a range of topics.

Lobby - this is the process of using skills and persuasion to convince a group or organisation, such as the University, to change or introduce something.

Manifesto - this is the document that each candidate produces, to be published online, for students to read to help them decide who they want to vote for. You should put what work you would prioritise if elected in this.

Nomination - you must submit a nomination in order to be a registered candidate in the elections. Nomination is the way you put yourself forward for an election. In our case you complete your nomination on the Students' Union website.

Policies - a set of ideas that reflect your opinions and beliefs, which you use to try and persuade people to vote for you.

Publicity - this is what you will use to publicise your campaign to students. From leaflets to social media posts, there are many mediums you can use to create publicity.

Returning Officer - the Returning Officer is the person who has the final say over election disputes and problems with the election process.

Slogan - something you might use to brand your campaign, such as Vote John Smith #1, Choose Cheryl, or Select Susan. It normally links with your whole brand for the campaign you want to run and is meant to be short and memorable.

Voting Period - this is the period of time that the elections run for and students are eligible to vote; they cannot vote outside of this time.
