

Board of Management

Date of Meeting	Wednesday 30 March 2022
Paper No.	BoM3-G
Agenda Item	4.1
Subject of Paper	SA Update – Election Outcomes 2022
FOISA Status	Disclosable
Primary Contact	Sinead McKenna / Sandra Cook
Date of production	17 March 2022
Action	For Discussion

1. Recommendations

To note the engagement update on Big Student Elections 2022.

2. Purpose

This paper will provide an overview of how elections have been ran this year, what key changes were made to improve accessibility and statistical results.

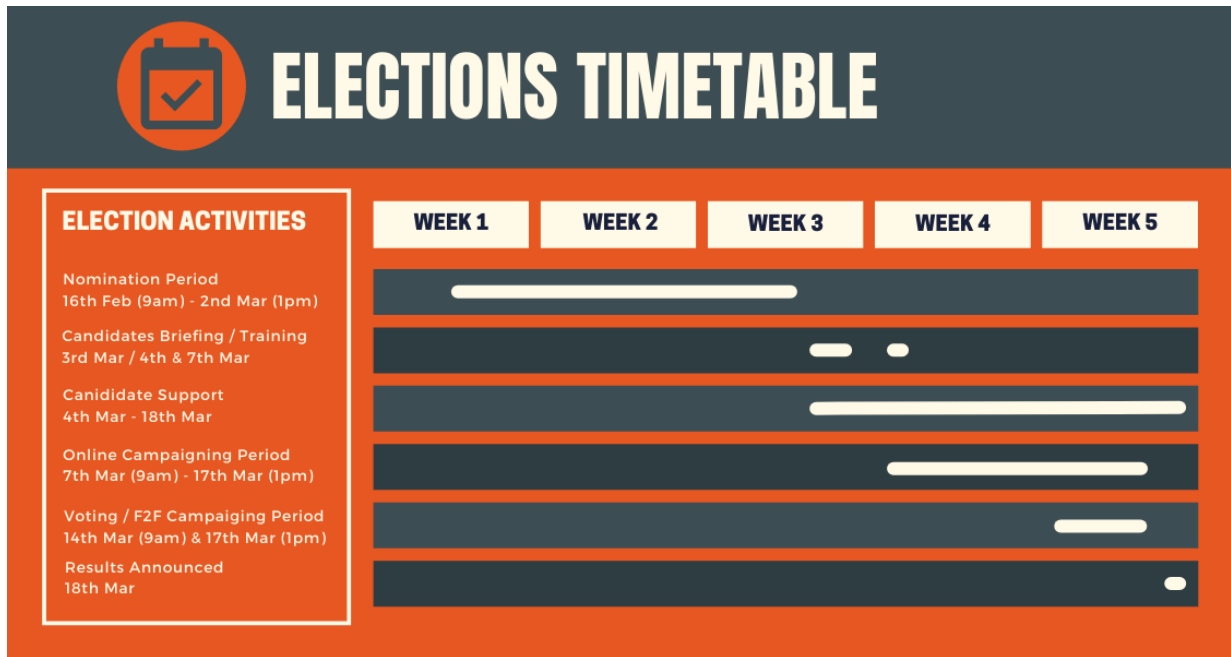
3. Consultation

N/A

4. Key Insights

Timeline as context

Our elections engagement with Students runs across five weeks (with admin planning and round up by the SA/SE team before and after). It is typically split into three phases, Nomination Period, Candidate Support and Voting Period. Enhancements to improve engagement has been made in all phases.



4.1 Enhancements to Nomination Period

To improve engagement with the nomination period, in addition to the usual comms steps (Social Media posts, all student Emails, etc) the team implemented:

- Cold Call Comms activity with students on breaks, handing out QR coded flyers
- Updated or Elections Guide, reducing its size offering just key info to get started
- Ran online information sessions for students to ask questions before applying

4.2 Enhancements to Candidate Support

To improve engagement with our candidates, in addition to the usual support activities (Briefing Session, Campaigning Budget, etc) the team implemented:

- Briefing recording provided for candidates who could not attend live session
- External Campaign training on running effective comms and using digital tools
- External Resilience training offered on taking care of yourself whilst campaigning
- Online support group offered via our SA Social Media Channels
- Private announcement set up for Candidates to reduce anxiety

4.3 Enhancements to Voting Period

To improve engagement with our voters, in addition to the usual actions (All Student Email, Voting incentives, etc) the team implemented:

- Targeted voting support at Priority Groups (ESOL, Supported Learning, etc)
- Re-Introduction of Paper Ballots to combat digital poverty
- Introduction of Voting Workshops as part of Student Engagement offering
- Set up of Support Info for Staff on voting

5. Impact and Implications

5.1 Candidate Figures

Total Number of Applicants: 31

Total Number of Candidates: 19

Candidates by Faculty:

	No. of Applications	No. of Candidates
Creative Industries	12	8
Education & Humanities	7	5
Nautical & STEM	7	3
Hospitality & Leisure	5	3

5.2 Voting Figures

Total Number of Voters: 2789

Total Votes Cast: 10056

Votes per Faculty:

	No. Of Voters	% of Votes Cast
Education & Humanities	768	27.54%
Nautical & STEM	752	26.96%
Creative Industries	742	26.60%
Hospitality & Leisure	508	18.21%

5.3 Notable Areas of Improved Voting (2021 Vs 2022)

Courses	2021	2022
ESOL	137 Voters	195 Voters
Supported Learning	11 Voters	36 Voters
Riverside (Campus)	199 Voters	512 voters
Construction	23 Voters	46 Voters

5.5 Note of Successful Candidates

A full run through of the election results can be viewed in the Appendices below.

Student President - Megan McClellan

VP Learning & Teaching - Josh Taylor

VP Social & Activities - Zara Grew

VP Diversity & Wellbeing - Rose Subido

The new team will start in July 2022 following handover with existing team in June. We welcome an invite from members to meet them and tell them about your work.

Appendices

[Staff Info Page Link](#)

[Elections Rules Link](#)

[Election Announcement Link](#)