

**9TH MAY 2021**

**ONLINE**

# **ISSU ELECTION HANDBOOK**

**ALL YOU NEED TO KNOW ABOUT RUNNING FOR ELECTION AT  
THIS YEAR'S ISSU ANNUAL ASSEMBLY**



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# WELCOME

Dear ISSU Member,

We have put this booklet together to inform you about everything you will need to know about running for the National Student Executive (NSE) and the Monitoring & Advisory Committee (MAC) of the Irish Second-Level Students' Union (ISSU).

For many of you, this will be one of your first experiences of running for a role in a national organisation! We are delighted that you are considering putting yourself forward, and we hope this booklet will help you to make the correct decision.

We encourage anyone who is thinking about running for a role in the organisation to read this booklet and to ensure you know all there is to know about running for such a position. It can be a very time consuming and challenging role, but with great rewards and opportunities for self-development. It really can be an amazing experience.

Any questions regarding running can be directed to the current officers or myself at [returningofficer@issu.ie](mailto:returningofficer@issu.ie)

Ádh mór!

Le meas,

Craig Smith

Annual Assembly 2021

Returning Officer

on behalf of the ISSU NSE 2020-21



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# GLOSSARY

There are lots of terms that will be used frequently throughout this document. Here is a list of them!

It is important that you familiarise yourself with the 'lingo' if you are running for election.

**AA - Annual Assembly**

**NSE - National Student Executive**

**ROB - Regional Officer Body**

**MAC - Monitoring & Advisory Committee**

**CONSTITUTION** - The official document of the ISSU which sets out the rules by which the organisation must follow.

**DIRECTIVE POLICY** - A policy which can be submitted by ISSU members, mandating the organisation to do an action.



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# ISSU AN INTRODUCTION



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# WHAT IS THE ISSU?

Some of you may know lots about the ISSU and others may not know anything at all. Not to worry, you can still run for election at this year's Annual Assembly. It's never too late to learn about the ISSU and to get involved.

The ISSU is the national representative body for second-level students in the Republic of Ireland. Membership is based on the student council model, and the ISSU currently counts almost **500 schools** in Ireland as members. The ISSU aims to provide support, training and assistance to member student councils and their schools.

Through this support, the ISSU aims to foster a stronger student voice at all levels of the education system. Schools students should be involved in all matters that directly affect them, and this means having a seat at the decision-making table and being respected as an equal stakeholder

The ISSU is run for students, by students., for the benefit of students.

We represent, uplift and defend student voice in Ireland.

The main aims of the ISSU are;

- To provide support, training and assistance to second-level student councils.
- To develop policies on issues affecting Irish second-level students and bring the needs and rights of students to the attention of the relevant authorities.
- To provide a transparent, democratic and reliable organisation.
- To work in collaboration with other educational institutions and bodies both in Ireland, and Europe.
- To work closely with educational partners to continually develop a transparent, fair and modern education system.
- To give students a structured platform through which the voices of the Irish second-level students will be heard.



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# WHAT IS ANNUAL ASSEMBLY?

The Annual Assembly is the highest governing body of the ISSU.

It is essentially the Annual General Meeting of the ISSU.

Each member school is entitled to send **2 voting delegates** and a certain amount of non-voting delegates, as outlined in the **Annual Assembly Procedure**. The voting delegates vote in the election of the NSE and MAC for the new term, and on constitution amendments and ISSU policy.

Any individual from a member school can bring forward amendments to our constitution and ISSU policy at the Annual Assembly. You can do this by submitting amendments via the forms on our website under the Annual Assembly tab.

## ELECTIONS

Any individual from a member school can run for a position on the NSE. They must, however, be nominated by their student council to do so.

A student can run for a position on the MC if they have previously been a member of the NSE, a Regional Officer or a member of a Working Group.

If a student in your school is a member of the NSE or a Regional Officer, they are not counted among the voting delegates. Your school should nominate 2 other voting delegates.



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# WHAT IS THE NATIONAL STUDENT EXECUTIVE (NSE)?

The National Student Executive (NSE) acts on behalf of the ISSU on a daily basis and is the group of young people who publicly represent the organisation.

There are 13 members on the NSE. Any student in a member school may run for a position on the NSE.

The NSE is elected annually at Annual Assembly, and each hold an individual role.

The roles of the NSE are as follows;

- President
- Deputy President
- Secretary
- Education Officer
- Student Council Support Officer
- Welfare Officer
- Equality Officer
- International Officer
- Communications Officer
- Oifigeach na Gaeilge (Irish Language Officer)
- Sustainability Officer
- Honorary President
- Disability Officer

*These roles are explained in greater detail later in this document.*





# WHAT IS THE MONITORING & ADVISORY COMMITTEE?

The Monitoring & Advisory Committee oversees the work of the elected ISSU structures, in particular the NSE and ROB, ensuring that their work is in line with the Constitution, Policy and aims of the organisation.

The MAC consists of 5 people who have held a position on the NSE, or been a Regional Officer or member of Working Groups.



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# **IMPORTANT DATES FOR ELECTION CANDIDATES**



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# IMPORTANT DATES TO REMEMBER

The following are important deadlines for candidates which cannot be missed. These deadlines and dates apply to both students running for the National Student Executive (NSE) and the Monitoring Committee (MC)

**Tuesday 9th March:** NSE & MAC Nominations Open

**Saturday 17th April @ 7pm:** Running for Election Webinar

**Sunday 25th April:** NSE & MAC Nominations Close

**Wednesday 28th April @ 8pm:** Candidates Webinar & Q&A

**Thursday 29th April:** Change of Mind Deadline

**Sunday 2nd May @ 12pm:** Campaigning Begins

**Saturday 8th May:** Elections

All times unless stated are at 11:59pm



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# WHY RUN FOR ELECTION?



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# **WHY SHOULD YOU RUN FOR THE NATIONAL STUDENT EXECUTIVE (NSE)?**

Being a member of the National Student Executive (NSE) is an amazing opportunity for students who are passionate about student voice and want to be at the centre of the school student movement in Ireland.

As a member of the NSE you will be representing second-level students across Ireland on a national level.

With that, you will have the opportunity to meet with key stakeholders in education and to liaise with similar organisations in a collaborative way.

As a member of the NSE you will be involved with the development of campaigns related to second-level students and you will also have the chance to organise large scale events, all of which can have a fantastic impact for the betterment of the second-level student experience.

Being on the NSE is an exciting and unpredictable role which means that you are always learning to adapt to new situations and to challenge your creativity to make impactful change. Each year the NSE is different, no two terms are ever the same.



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# **WHY SHOULD YOU RUN FOR THE MONITORING & ADVISORY COMMITTEE?**

Being a member of the MAC is a great role for anyone that has had an active role within the ISSU previously.

Every year there are students who engage more with the policy of the ISSU as part of their role within the NSE, ROB or working groups.

Being on the MAC allows you to continue to engage with ISSU Policy and to ensure that all elected officers are following their mandates and the constitution effectively, as voted by members.

You have the task of ensuring that the NSE are held accountable to their member schools.

As a MAC member you can offer an abundance of advice and experience to the other Officers which can help to guide the organisation.

Being on the MAC is the perfect role for those who have a passion for the work of ISSU and who want to continue to be involved with the union in a more policy specific capacity.



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# NSE ROLE DESCRIPTIONS



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# ALL NSE OFFICERS

Although there are 13 officer positions, all of which have specific mandates, the NSE work as a team at all times in order to fulfil the tasks mandated to them by ISSU member schools.

Depending on the time of year, one officer may be busier than another and so it is expected that all NSE officers will support each other year round with campaigns, events and initiatives even if they are not specific to their role. This is important to keep this in mind when running for election.

The time commitment for every officer position is pretty much the same. It is a team effort to successfully fulfill the work plan of the NSE and it is never down to just one officer because that is within their specific remit.

We highly encourage students who are going into exam years to really consider the time commitment of being an NSE officer. Being able to manage your time efficiently and to balance ISSU with your education and social life can be a difficult task. It is possible but you will need to commit to it.

This organisation is run by the NSE as volunteers and so it is essential that every officer running has the passion, drive and ideas to represent and work for students across Ireland.

**Please note the below Officer Descriptions are subject to approval at Extraordinary Assembly.**

Best of Luck!



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# UACHTARÁN (PRESIDENT)

The Uachtarán leads the ISSU, acting as the main representative and spokesperson of the ISSU. They chair meetings of the National Student Executive and have the responsibility of guiding the work of the NSE Officers and ensuring that the NSE are completing their work plan and following through on the work they have been mandated to complete by the Annual Assembly.

The Uachtarán will ensure that communication between all groups within the ISSU is efficient and continuous and be a point of contact for assistance for anyone working within the organisation.

The Uachtarán will represent the ISSU in national media and in meetings with fellow education stakeholders and relevant Government ministries.

The Uachtarán will represent the NSE at meetings of the ISSU Board of Directors in a non-voting capacity.

The Uachtarán will work for continuous membership development and promotion of the ISSU on a national level.

In the event of a deadlock within the NSE, the Uachtarán holds a casting vote.

## Sample Tasks

- Chairing meetings of the National Student Executive and calling monthly meetings.
- Conducting media interviews as the national representative of the ISSU.
- Writing and presenting submissions to Government bodies and fellow education stakeholders on behalf of the ISSU, in conjunction with other NSE Officers and supported by the Secretariat.
- Attending meetings with education stakeholders and organisations the ISSU are working with.
- Acting as a point of support for NSE Officers and providing guidance and leadership with regards to their work plans and campaigns.
- Representing ISSU at various conferences and other events in the education and youth sectors.





# LEAS-UACHTARÁN (VICE PRESIDENT)

The ISSU Leas-Uachtarán assists the Uachtarán in leading the organisation day to day, ensuring all structures within the union communicate effectively and delegating work to the officers of the National Student Executive. The Leas-Uachtarán will assume the duties of the Uachtarán in their absence. Working with the Uachtarán, they will ensure that the yearly work plan of the ISSU is fulfilled within their term and that the NSE act on Directive Mandates passed at Annual Assembly. The Leas-Uachtarán will also represent the organisation on a national level, along with the Uachtarán in dealings with stakeholders and partners where appropriate. The Leas-Uachtarán will also help to promote the grassroots engagement and membership development of the union.

## Sample Tasks

- Working closely with NSE officers and offering support with their individual mandates e.g. campaign development, event planning, report writing
- Attending meetings with stakeholders and partners in education
- Giving media interviews in the absence of the Uachtarán
- Writing and presenting education related submissions to relevant stakeholders with the Uachtarán in conjunction with other NSE Officers and supported by the Secretariat.

***NOTE: The runner up in the Presidential race will be the Leas Uachtarán***



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# RÚNAÍ (SECRETARY)

The Runaí is responsible for producing an agenda and minutes for meetings of the NSE. They shall make official meeting minutes available to the NSE, Monitoring and Advisory Committee, and Board of Directors no more than one week after each meeting. They shall also ensure that a suitable copy of all minutes is made available to all members on the ISSU website. They shall work with the Uachtarán and Leas-Uachtarán to organise and plan meetings of the NSE and communicate the date, time and venue of such meetings. They are also expected to assist and support other NSE members where needed when possible.

## Sample Tasks

- Producing an agenda and minutes for all meetings of the NSE.
- Communicating the date, time, and venue for all NSE meetings.
- Ensuring suitable copies of NSE meeting minutes are available to members.
- Supporting and assisting other officers in their projects and campaigns.



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# WELFARE OFFICER (OIFIGEACH LEASA)

The ISSU Welfare Officer has the overall responsibility for the advocacy of student wellbeing within and on behalf of the ISSU. They develop national campaigns and initiatives for second-level students in the area of wellbeing, e.g. Mental Health, Sexual Health, Substance Abuse etc. They also have the responsibility for the implementation of the ISSU's welfare policies.

## Sample Tasks

- Leads the ISSU's efforts to promote student wellbeing nationally and within second-level education institutions.
- Liaises with welfare organisations in the promotion of student welfare within the second-level school environment.
- Runs welfare related campaigns, in conjunction with relevant bodies of necessary.
- Works to ensure that second-level schools are working to ensure student well being.
- Leads ISSU's Welfare policy and represents the ISSU on welfare related issues and submissions.
- Producing student council resources related to student welfare and welfare related campaigns.



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# **SUSTAINABILITY OFFICER (OIFIGEACH INBHUANAITHEACHTA)**

The ISSU Sustainability Officer will have the overall responsibility for action surrounding sustainability and climate justice within and behalf of the ISSU. They will also be responsible for working to ensure student voice in the implementation of the SDGs, alongside the integration of sustainability within the ISSU.

## **Sample Tasks**

- Works to support students to implement and advocate for sustainability.
- Runs SDG and climate justice related campaigns in conjunction with relevant bodies.
- Liaises with SDG and climate justice based organisations and relevant stakeholders in the promotion of sustainability in second-level institutions.
- Leads and liaises with other officers on ISSU submissions to stakeholders in relation to sustainability.
- Producing student council resources related to sustainability.
- Ensure that actions by the ISSU in relation to sustainability are inclusive of all students, such as rural and low income students, in line with the ideals of climate justice.



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# INTERNATIONAL OFFICER (OIFIGEACH IDIRNÁISIÚNTA)

The ISSU International Officer liaises with OBESSU (Organising Bureau of European School Student Unions) and ensures that OBESSU policies are implemented in Ireland. They will also liaise with other international education bodies. They are also responsible for the promotion of inclusion with regard to international students in Ireland and ensure that ISSU International

Policies are implemented on a national and local level.

## Sample Tasks

- Attend OBESSU events, relevant to the work plan of the NSE as mandated by Annual Assembly.
- Liaise with submissions to stakeholders in relation to international affairs in conjunction with other NSE Officers and supported by the Secretariat.
- Implement campaigns and initiatives in Ireland which have been mandated by OBESSU.
- Producing student council resources related to international campaigns.



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# REGIONAL LIAISON AND SUPPORT OFFICER (AN T-OIFIGEACH TACAÍOCHTA AGUS CEANGAIL RÉIGIÚNACH)

The Regional Liaison and Support Officer has the overall responsibility for the organisation and coordination of the Regional Officer Body. They will chair any meetings of the ROB and will ensure smooth communication between the ROB and the NSE. In the absence of the regional officers, they will chair ISSU Regional Councils. They play a key role in the ISSU grassroots development. They will assist regional officers with local projects that they work on throughout their term. They will ensure that each member school has an ISSU School Representative and work with Regional Officers to ensure that national campaigns and events are implemented on a local level.

## Sample tasks

- Organising ISSU Regional Councils alongside Regional Officers and the Student Council Coordinator.
- Communicating the implementation of ISSU Campaigns and Policy on a regional level.
- Coordinating and assisting members of the NSE with the creation of student council resources.
- Ensure that ISSU School Representatives are elected democratically and support regional officers in their communication with their respective ISSU School Representatives.



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# EQUALITY OFFICER (OIFIGEACH CHOMHIONANNAIS)

Overall responsibility for the defence and promotion of anti-discrimination within and on behalf of the ISSU, and on issues that affect second-level students. Has the responsibility for the implementation of the ISSU's equality Directive Mandates.

## Sample Tasks

- Leads the ISSU's efforts to promulgate equality and eradicate discrimination within secondary schools.
- Liaises with equality organisations in the promotion of equality within the second-level school environment.
- Runs equality related campaigns, in conjunction with relevant bodies of necessary.
- Setting up a working group to work on a particular equality related issue for students.
- Works to ensure that second-level schools are working to promote equality.
- Leads ISSU's Equality policy and represents the ISSU on Equality related issues and submissions.
- Producing student council resources related to equality campaigns.



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# COMMUNICATIONS OFFICER (OIFIGEACH NA CUMARSÁIDE)

The Communications Officer is responsible for the publication of ISSU media in all forms. They will strongly assist in the organising and strategising ISSU campaigns as required by the NSE in pursuit of the Directive Mandates. They have the overall role of ensuring a strong communication link between the NSE and member schools. They have responsibility for keeping the ISSU website up to date and liaise with the Secretariat on any changes needed.

## Sample Tasks

- Oversee the design and formatting of ISSU publications, posters and other promotional material.
- Liaise and assist relevant NSE officers in pursuit of campaigns.
- Publish official ISSU documents onto the website, such as
  - Minutes from AA, NSE and ROB meetings
  - ii. Policy books
  - iii. Reports
- Keep the ISSU website, Facebook, Instagram and Twitter accounts up to date, and liaising with Oifigeach na Gaeilge to keep the Irish language twitter account active.
- Upholds the ISSU Media Policy book & Brand Guidelines Document.
  - Any changes to the book must be voted on at the Annual Assembly as part of Mandates and Positions.



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# OIFIGEACH NA GAeilGE

The Oifigeach na Gaeilge is responsible for promoting the Irish language within ISSU. They are the primary liaison with students from gaelcholáistí and are responsible for the upkeep and implementation of the Irish Language Scheme.

## Sample Tasks

- Oversee the regular translation of ISSU publications, internal and external communications and ISSU policy books and constitution, to ensure all resources are available bilingually.
- Liaise with Irish language education groups like Conradh na Gaeilge and Gael Linn to promote the Irish language in schools.
- Represent second-level students at conferences and/or events regarding the progression and development of the Irish language.
- Organise Oifigeach na Gaeilge training days so that second-level students can learn how best to promote the language in their local area.
- Work closely with the Education Officer to ensure the Irish language is taught in the best way possible in schools.
- Support students who have had Irish language resources taken away from them.
- Leads ISSU's Irish language policy and represents the ISSU on Irish language related issues and submissions.
- Producing student council resources related to Irish language campaigns.



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# EDUCATION OFFICER (OIFIGEACH OIDEACHAIS)

The Education Officer is responsible for the promotion of the students perspective in regards to the education they receive. The role is largely policy and representative based, ensuring that the voice of students is listened to in the form of education they receive.

## Sample Tasks

- Writing policy documents on behalf of the ISSU with regard to educational matters in conjunction with other NSE Officers and supported by the Secretariat..
- Attending events and consultations with regard to the educational sector eg. National Council for Curriculum and Assessment.
- Making formal submissions on behalf of the ISSU to educational bodies. eg. State Examination Commission in conjunction with other NSE Officers and supported by the Secretariat.
- Organise consultations with member students on educational issues.
- Leads ISSU's Education policy and represents the ISSU on education related issues and submissions.
- Producing student council resources related to education campaigns.



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# DISABILITY OFFICER (OIFIGEACH MÍCHUMAIS)

The Disability Officer has Overall Responsibility for the promotion of accessibility for disabled students at second-level within member schools. They have responsibility for anti-discrimination and awareness campaigning and/or issues that affect students within the ISSU and second-level schools in general.

## Sample Tasks:

- Liaises with Youth Organisations and other Disability Advocacy Organisations with regard to promotion of youth disability, accessibility and equality.
- Liaises with Awareness-raising disability organisations in regards to promoting the acceptance and integration of neurodiverse and physically disabled people into all aspects of society, including school, from a young age.
- Runs Disability related campaigns in conjunction with relevant bodies
- Offers team support and help where necessary
- Works with relevant officers to ensure that the ISSU website and social media platforms are adhering to the internal accessibility guidelines, as well as following the EU Web Accessibility Directive, in which All websites of public bodies created after 23 September 2018 will have to be accessible by 23 September 2019. Existing websites will have to comply by 23 September 2020.
- Works with relevant officers to ensure that the ISSU internal accessibility guidelines are reviewed at a minimum of once a month
- Has responsibility for clear protocols for accommodation within the union and ensuring the ISSU engages effectively with disabled students



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# MAC ROLE DESCRIPTION



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# MAC ROLE DESCRIPTION

As outlined previously, the Monitoring & Advisory Committee now consists of 5 people.

The MAC work as a collective and may delegate tasks among themselves accordingly.

Their primary responsibility is to ensure that the ISSU Constitution and Policy book are upheld at all times and to give feedback to the NSE for improvement.

## Sample Tasks:

- Read monthly NSE minutes and give feedback
- Attend ISSU events in a non-participatory capacity and evaluate them
- Produce 2 annual reports on the work of the ISSU
- Stay in regular contact with the NSE and also meet with them at least twice a year



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# HOW TO RUN FOR ELECTION



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# DO YOU WANT TO RUN FOR A POSITION ON THE NSE OR MAC?

## FOLLOW THESE STEPS

Please consult the deadlines outlined previously in this document in conjunction with these steps

1. Firstly you will need to submit a nomination application form which you can find on the ISSU website under the Annual Assembly tab.
2. You will then need to be nominated to run either by a member student council or the NSE, ROB, RO or Working Group (for MAC elections). For a nomination from the NSE, please email [president@issu.ie](mailto:president@issu.ie)
3. Next, you will have to submit an election manifesto. Information about writing a manifesto can be read in this document.
4. At Annual Assembly you will be required to make a speech and answer questions at hustings. As the AA will take place online, this will be done via a pre-submitted video of 2 minutes in length for all races other than President, which can be up to 3 minutes. At the Online AA, the Presidential Race will also have a live Q&A.



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# CAMPAIGN GUIDELINES



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# General Regulations

- 1 .No candidate is permitted to commence canvassing before the close of nominations.
2. No candidate shall obtain any form of sponsorship or support or aid for their campaign.
3. No candidate may use their official position within the ISSU to gain advantage with public media.
4. No candidate may use the ISSU name in the branding of their campaign. For example, 'name4issuprez' is not permitted for use as a campaign domain. 'Name4prez' and a description in the biography outlining the campaign is for the ISSU National Student Executive role is permitted. The ISSU name and logo must not be used on any campaign materials. The ISSU name can only be used in the descriptions or biographies explaining the campaign materials.
5. Approved social media pages may only be published publicly after approval from the Returning Officer.
6. On the day of polling there shall be no canvassing or campaigning within the marked areas of designated polling station.
7. During an Online Annual Assembly, no background images campaigning for candidates are to be allowed.
8. Any candidate who is found in breach of any regulation shall be subject to sanction by the Returning Officer. Reports of breaches should be made to [returningofficer@issu.ie](mailto:returningofficer@issu.ie)



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# Campaign Team

1. Any person who campaigns on a candidate's behalf or contributes to a candidate's election campaign is a member of that candidate's campaign team.
2. This includes (a) Online support in the form of social media posts, Facebook filters, sharing campaign materials online. (b) Any support or promotion of candidate election day or in the upcoming weeks
3. Each candidate has the option of nominating a campaign manager, which may be the candidate themselves. This person will be the first point of contact for the returning officer and must be available to communicate with the returning officer when necessary.
4. These regulations apply to a candidate's campaign team as well as the candidate. Candidates are responsible for the actions of their campaign team and will be held accountable for them by the returning officer.
5. No member of the NSE, ROB, MAC or any candidate seeking election to the NSE or MAC may
  - be a member of any candidate's campaign team
  - publicly support or endorse any other candidate
  - canvass for any candidate(other than themselves).



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# Online Presence

Any online web presence controlled or generated by a candidate, or any persons acting on behalf of the candidate, is subject to the following election regulations:

1. The returning officer (returningofficer@issu.ie) must be sent a link to your Facebook like page. Any campaign groups designed to strategize campaigns and formulating discussion around campaign teams:

- i) must be 'opt-in', as in, you may not add any individual to a campaign group without their express permission.
- ii) are to be set to secret and they will not interfere with the operation of public campaigns, bar the restriction outlined above. These must be made closed and non-viewable on timelines.

2. Any pages, Instagram accounts, Twitter accounts, Tiktok accounts or Snapchat names or any other use of social media must be brought to the attention of the returning officer before campaigning begins through the [Social Media Declaration Form](#).

3. Buying 'likes' for Facebook pages or spending money for the promotion of any social media pages is forbidden.



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# Manifestos

- Any person running for a position on the NSE or MAC must produce a manifesto.
- A manifesto is a public declaration of policy and aims. The electorate will understand your beliefs, stances and ambitions should you be elected into office.
- Your manifesto promises something to the electorate, therefore you should not describe projects or guarantee the realization of a particular vision if you won't be able to follow through.
- Manifestos should be clear, concise and to the point.
- Your manifesto must not exceed 400 words.
  - A translated version of this manifesto may also be produced, also limited to 400 words.
- Your manifesto should be submitted to the Returning Officer as an A4 PNG or JPEG file.
- You must submit the manifesto along with your video before **11:59pm on Thursday 29th April.**



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# What Should be in a Manifesto?

Our manifesto should include :

- Opening statement about yourself (no more than 2 lines)
- Projects / Campaigns / Events you will undertake.
- Changes / Improvement / Reform you will make for students and to the union.
- Aims / Ambitions / Goals / Visions
- Relevant details about your past experience that makes you suitable for the role

Your manifesto should not include:

- Vague statements
- False achievements / experience
- Too many words. Keep your point short & concise

It is advised that you consult the ISSU Constitution and use the officer brief to aid your manifestos.

## TIPS

- We recommend using the free online graphic designer **Canva**, for your manifesto. The website is easy to use and navigate. If you are experienced using any other design software you may use that if you wish.
- Use a photo of yourself, it makes your manifesto more personal.
- Use a campaign slogan, you'll stand out and be remembered.
- Stay honest, don't make promises you know you can't keep, stay true to your beliefs.



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# What Should be in my Video?

In order to ensure a smooth running of the Annual Assembly, and an equal footing for all election participants, videos will now be used instead of live speeches.

Participants in all elections must produce a video no longer than 2 minutes (3 minutes for Presidential Candidates) introducing themselves, and outlining why they are running for the role.

This video must follow a simple format with no editing, or special effects added. The video essentially acts as your speech on the day, so make sure you are prepared when recording!

This video must be sent to [returningofficer@issu.ie](mailto:returningofficer@issu.ie) by **11:59pm on Thursday 29th April**.

Further videos and more creative ways to share your vision can be created in your own online campaign, which can take place from **Sunday May 2nd**, when campaigning begins.



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# QUESTIONS?

If you have any questions about running for election don't hesitate to ask us, we'd be more than happy to help!

If you have general queries you can email [returningofficer@issu.ie](mailto:returningofficer@issu.ie)

If you would like to email a specific officer to ask about their role you can do so by emailing the current officers directly. Their contact details can be found on the [ISSU website](#).

It is a really good idea to contact the specific officer for the role which you are applying for.



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# Best of Luck!



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