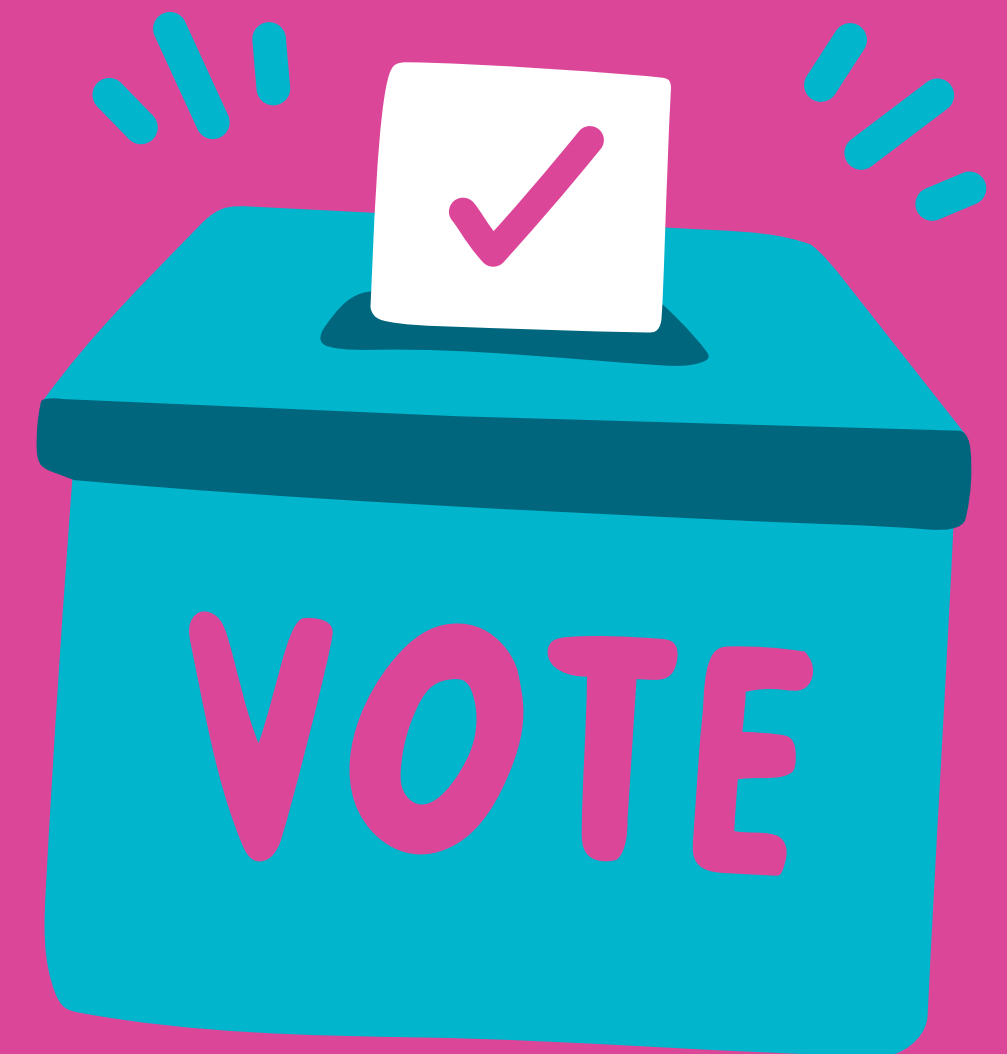


Elections 2024 Playback



Content

Big SU Survey: SU Election Report 2024

RO recommendations

Case studies

Turnout

Key survey insights

Key candidate demographics insights

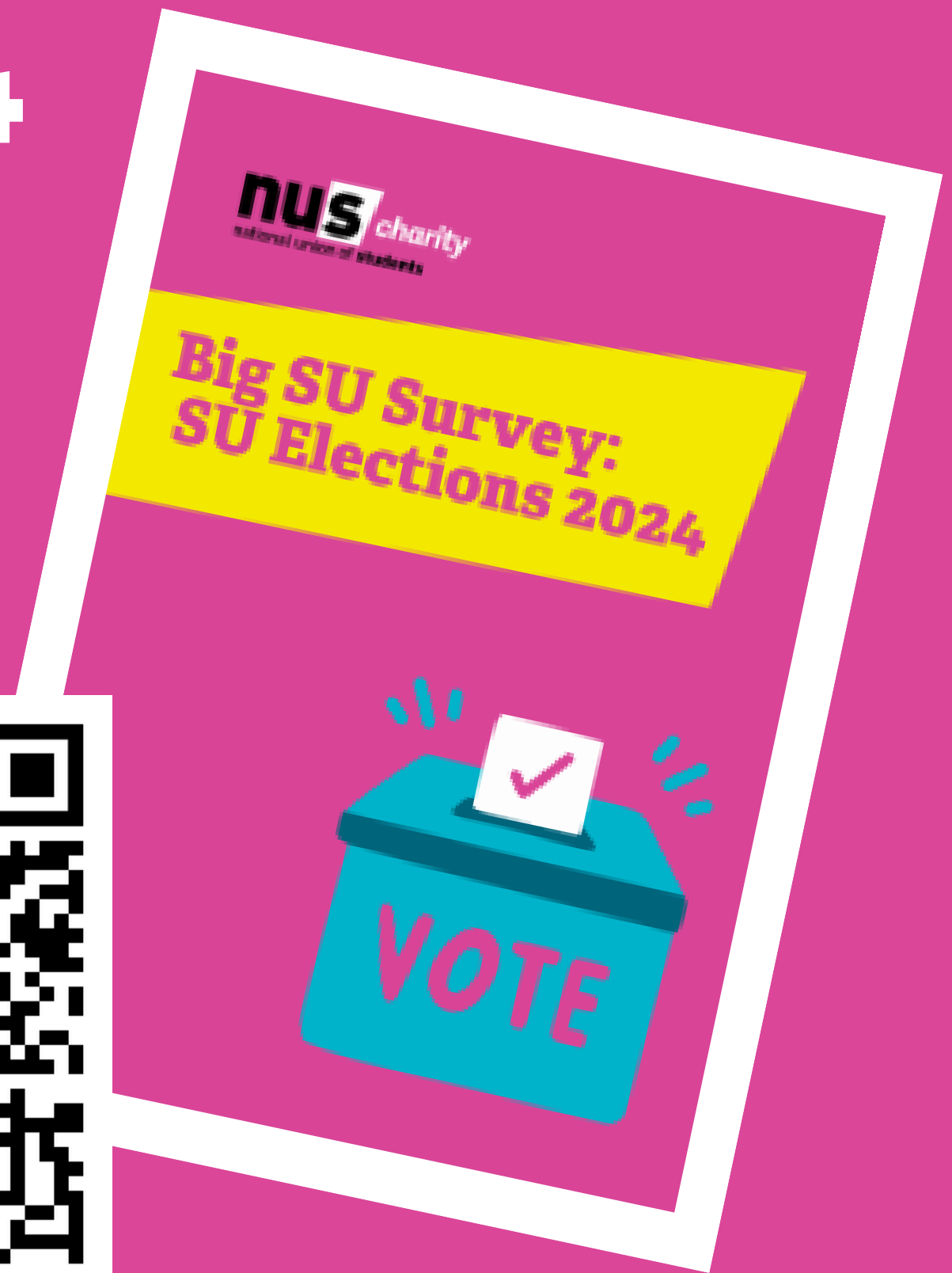
Our Support in 2023/24

- Returning Officer for 107 SUs over 150 elections
- 34 in Autumn 2023 & 116 Spring 2024
- Development webinars in December/January
- Daily drop-in triage over peak period in March

- 73 SUs completed the Elections Survey
- 15 SUs used the Candidate Demographic Survey (162 candidates) & more data collected

Big SU Survey: SU Election Report 2024

- Annual report
- Informed by the Elections Survey, shared in Spring 2024
- 73 SUs contributed
- SUs from across the UK



Returning Officer's Recommendations

- From Peter Roberston, NUS Charity Director & national Returning Officer
- Updated annually to reflect the common complaints & issues
- Covers: candidate behaviour, rules and regulations, complaints & more



Top 2024 Recommendations

- Candidates should not campaign with personal devices and should not touch any electronic voting device, especially of their fellow students. DROs should consider how to clearly communicate these rules during candidate briefing and/or training.
- Artificial intelligence (AI) has emerged as a tool more candidates are utilising. Candidates have already been receiving various forms of support in developing their manifestos over decades of SU elections, and so AI should be considered as another tool at their disposal.
- The eligibility criteria required to stand in elections and SU employment as an officer should be clearly communicated with candidates at the point of nominations, especially important when considering right to work and visa implications.

Case Studies

- x6 case studies from SUs
- Qualitative examples to accompany the quantitative data from the survey
- Worcester SU created a debrief event with candidate wellbeing in mind
- Huddersfield SU moved to a one day voting period & used lanyards to denote campaign team members
- University of Nottingham's SU focused on supporting student media and swapping QR codes for NFC tags
- King's College London SU embedded their elections in a wider student leadership journey

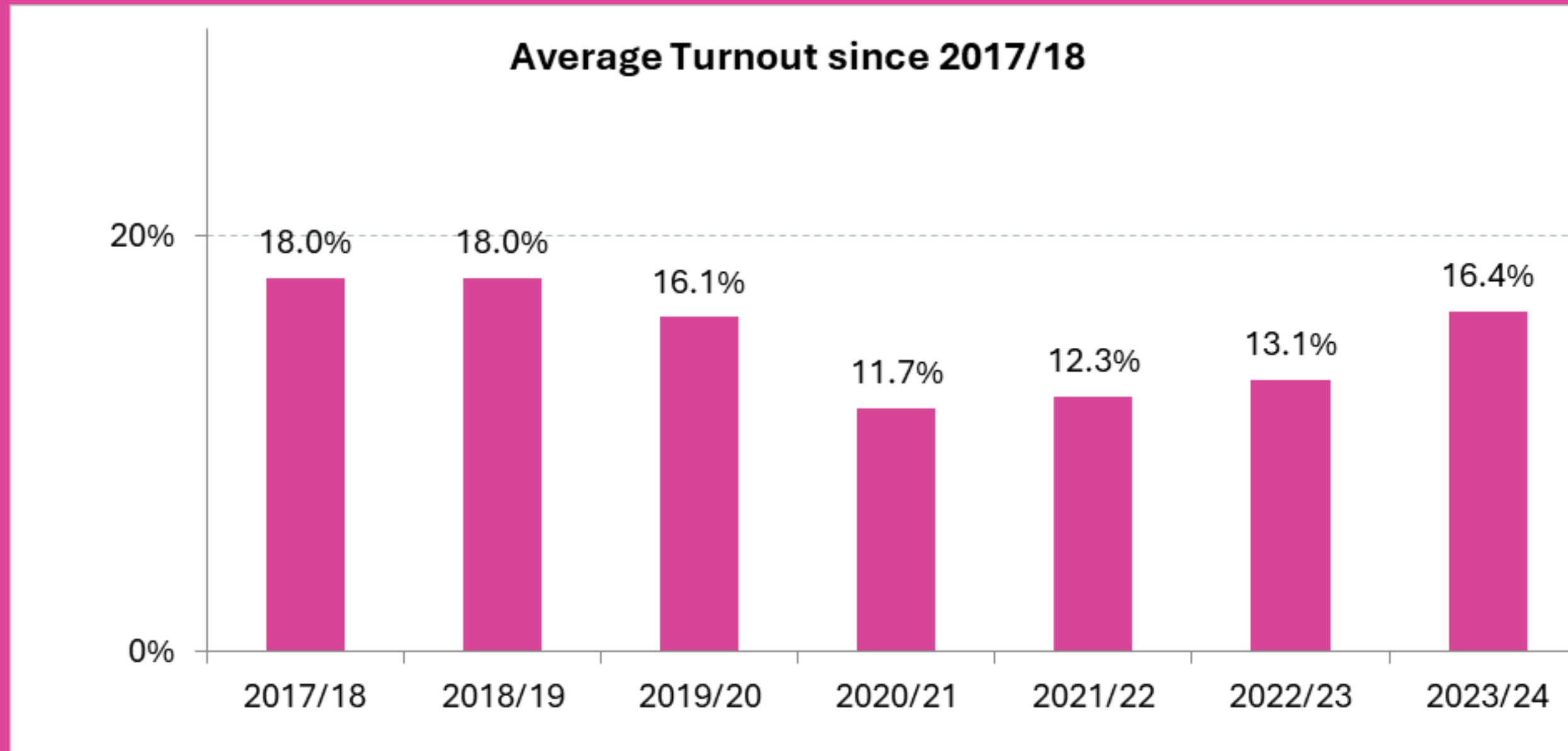


Survey & report highlights



Turnout

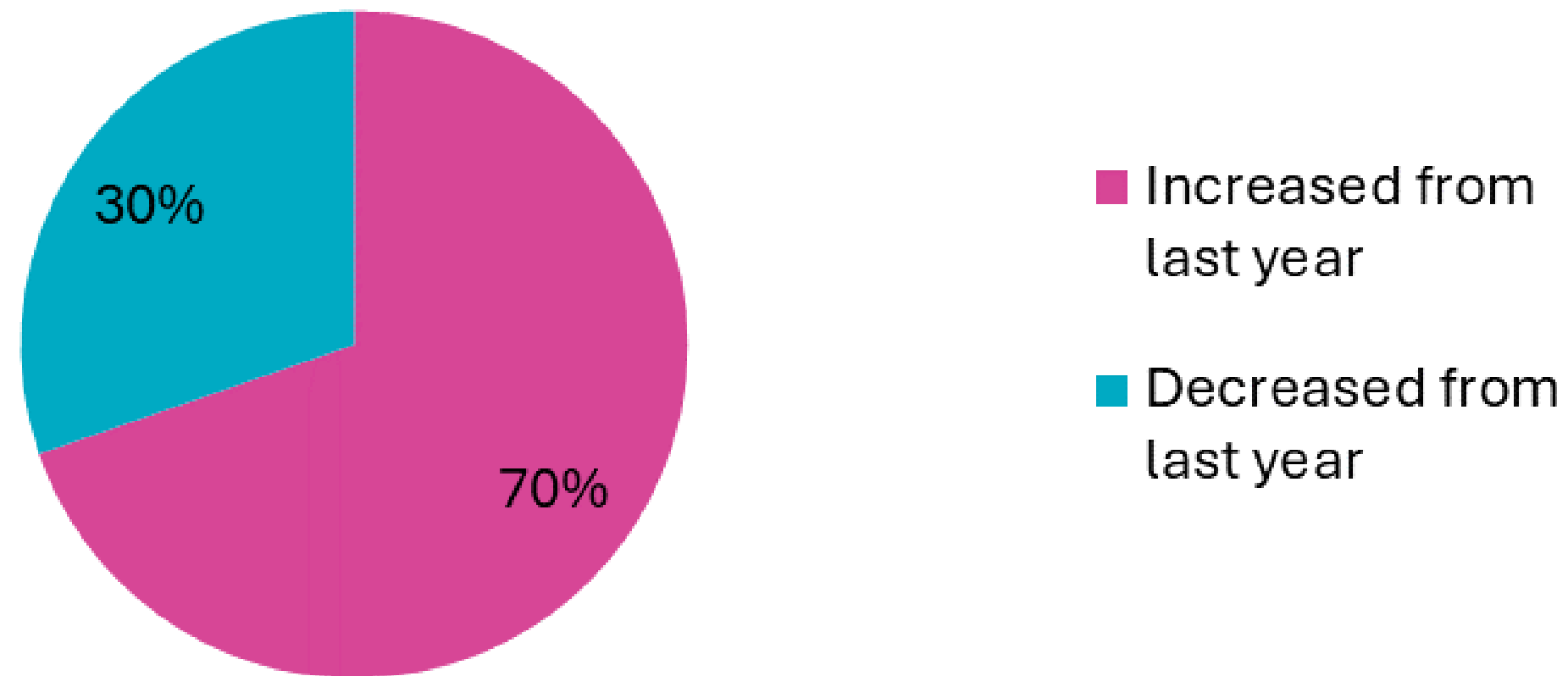
- National turnout up to 16.4%, up 3.3% from last year.



Turnout

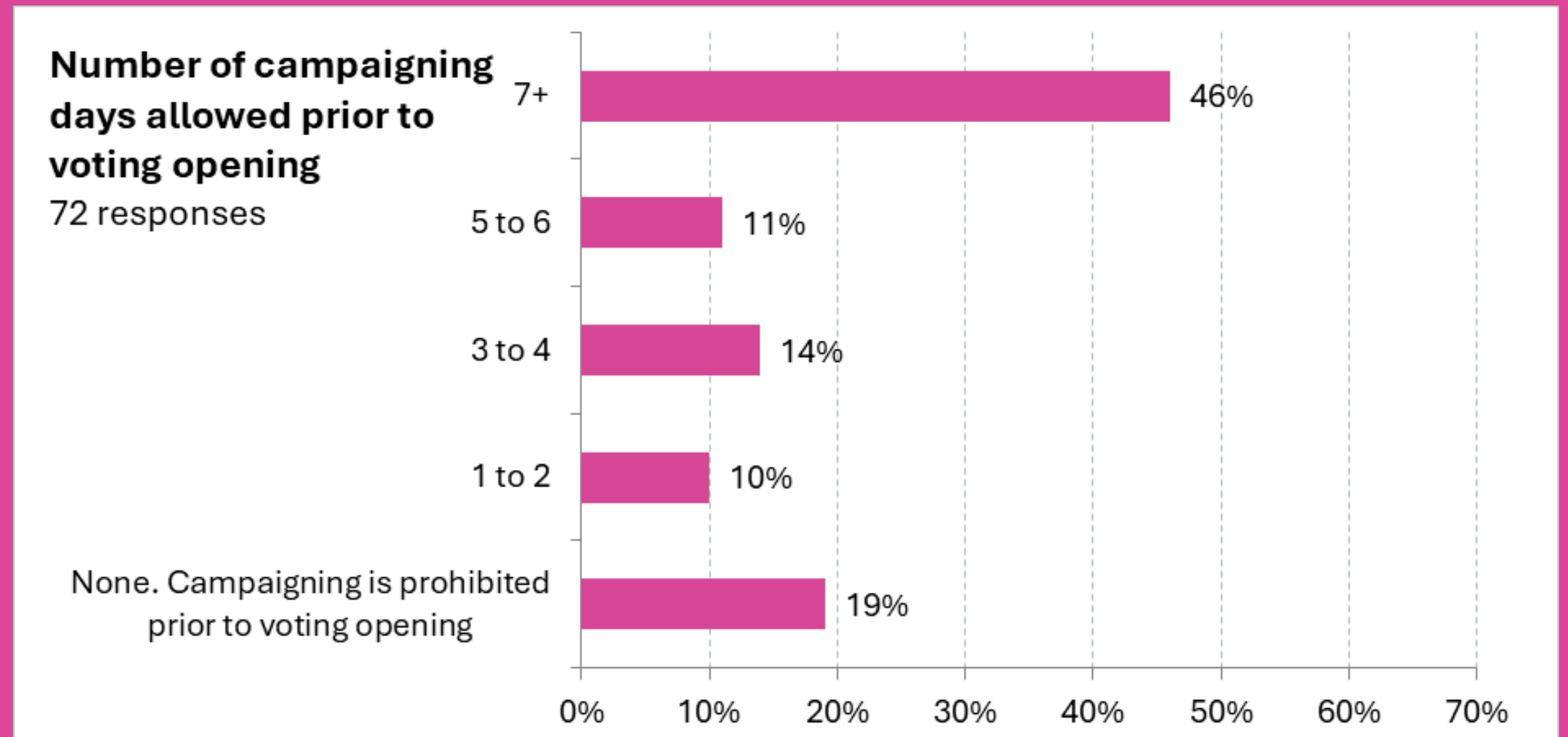
- 70% of SUs saw increased turnout from last year

% reported turnout in 2023/24 compared to last year
66 responses



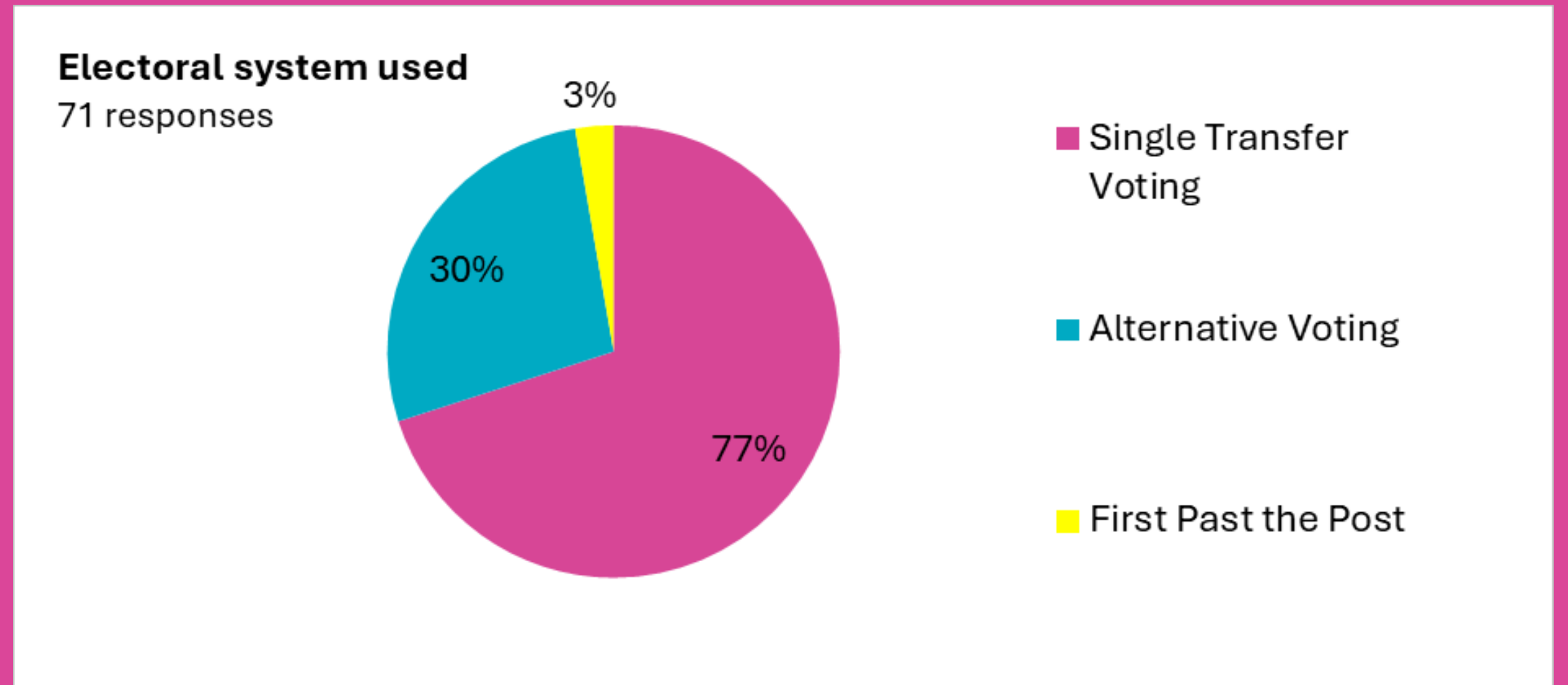
Nomination & Voting Periods

- Nomination periods are getting longer.
- In 2022/23, 26.3% of SU's nomination periods were open for 29 days or longer, which has increased to 40% this year, a jump of 13.7%.



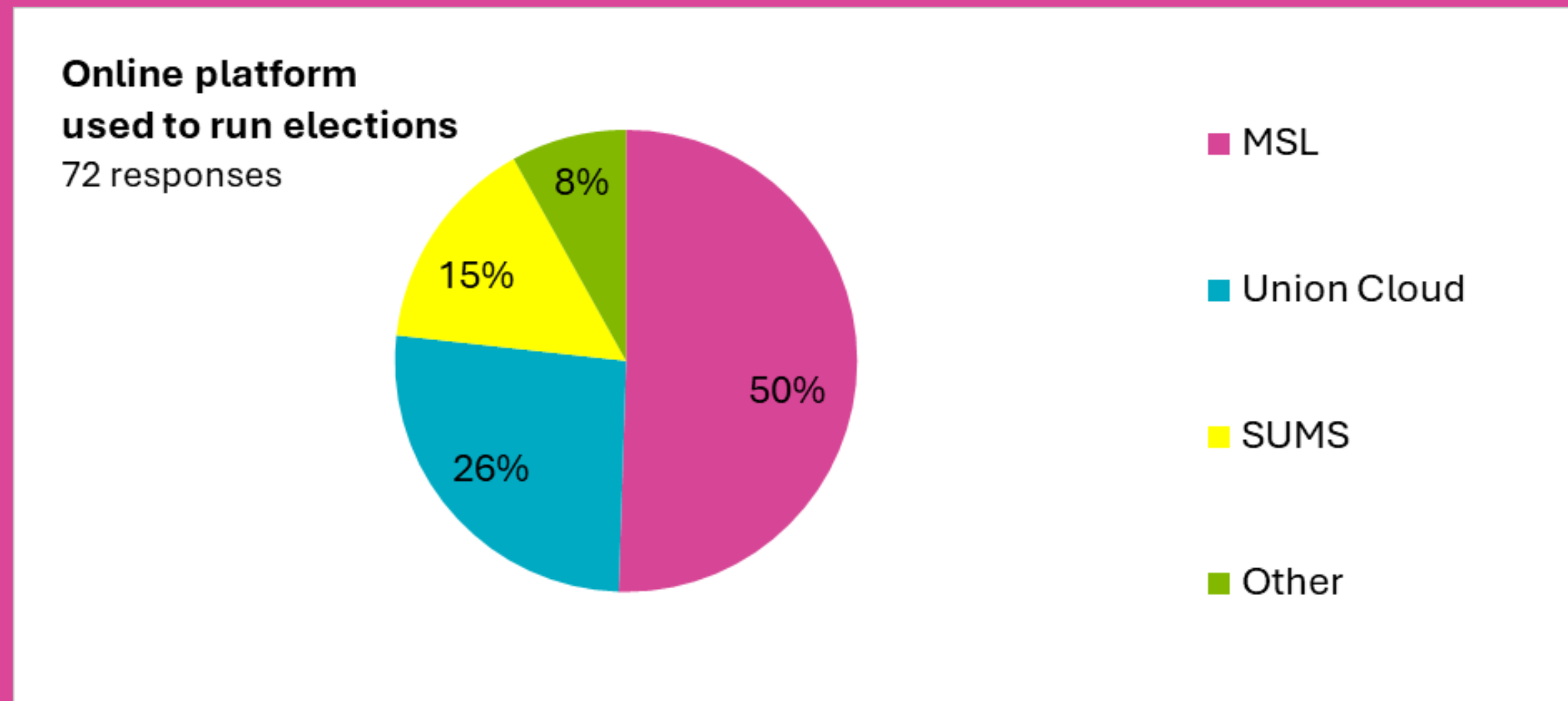
Voting Systems

- The amount of SUs that use the single transferable vote (STV) method has increased in these recent elections, with 77% of using the system, up 22.6% from last year's 54.4% of SUs.



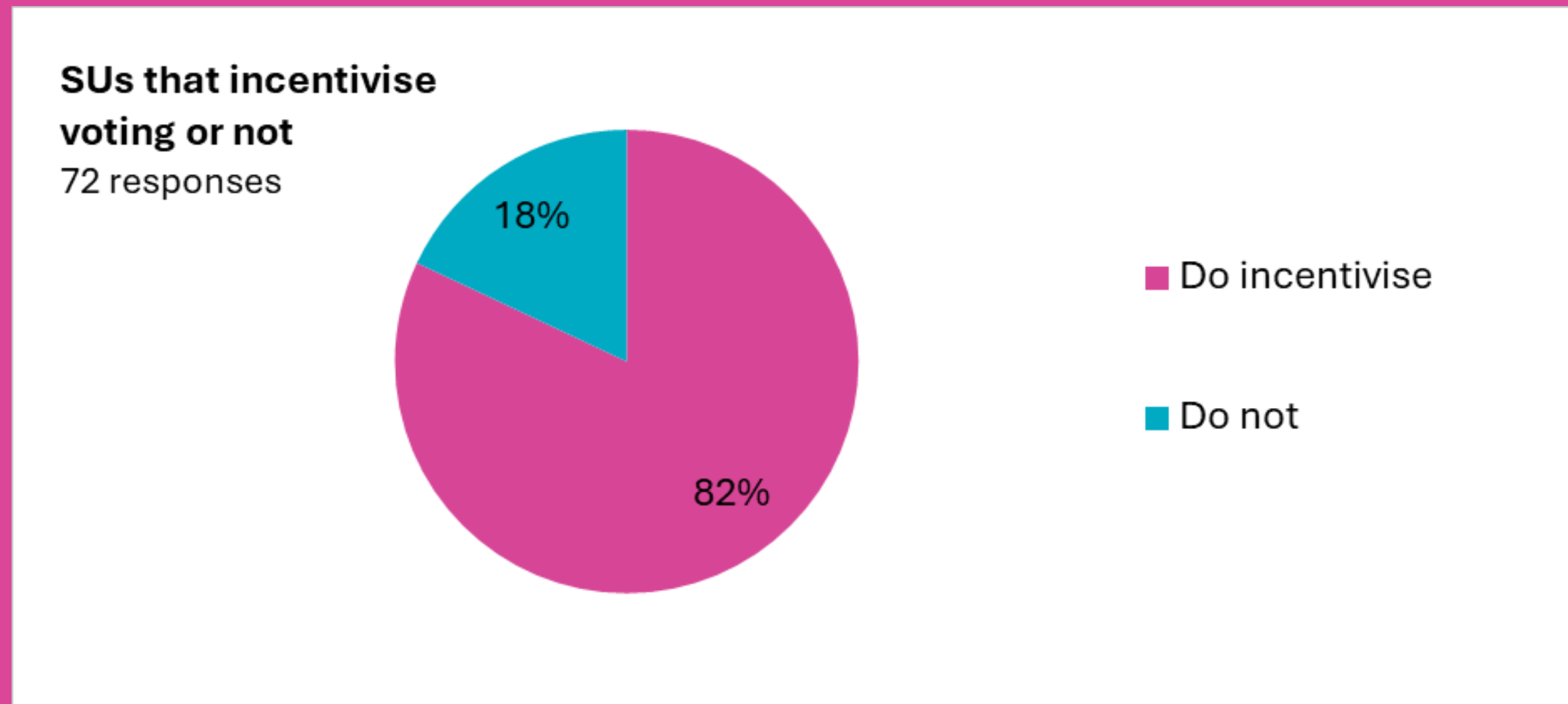
Voting Platforms

- Exactly half of SUs use MSL as their voting platform (36 SUs). Another 26% used Union Cloud to run their elections.



Voter Incentives

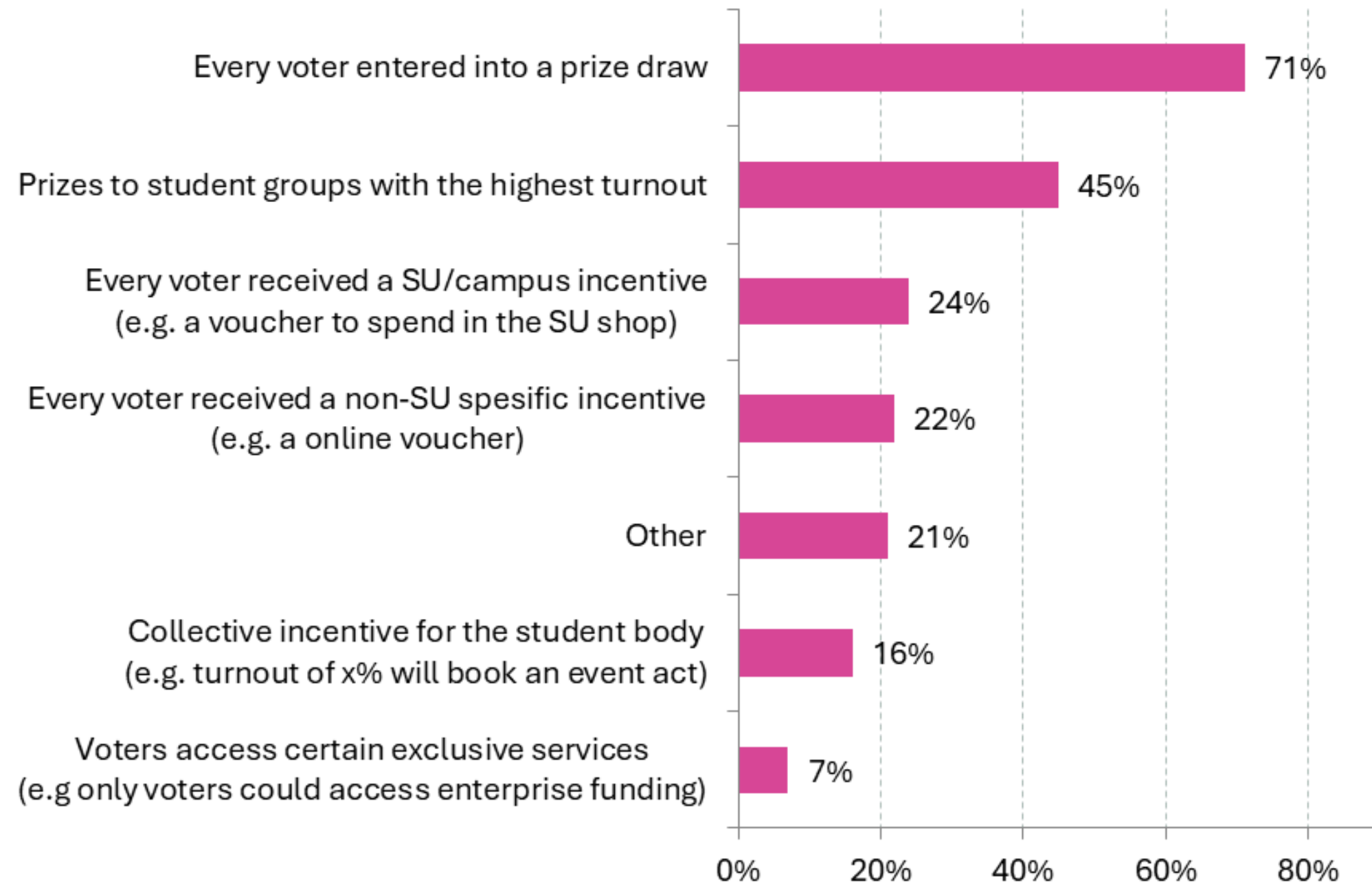
- The use of incentives continues to rise in SU elections, with 82% of SUs reporting that they use some form of incentives in their elections.



Voter Incentives

Methods used to incentivise voting

58 responses



Voter Incentives

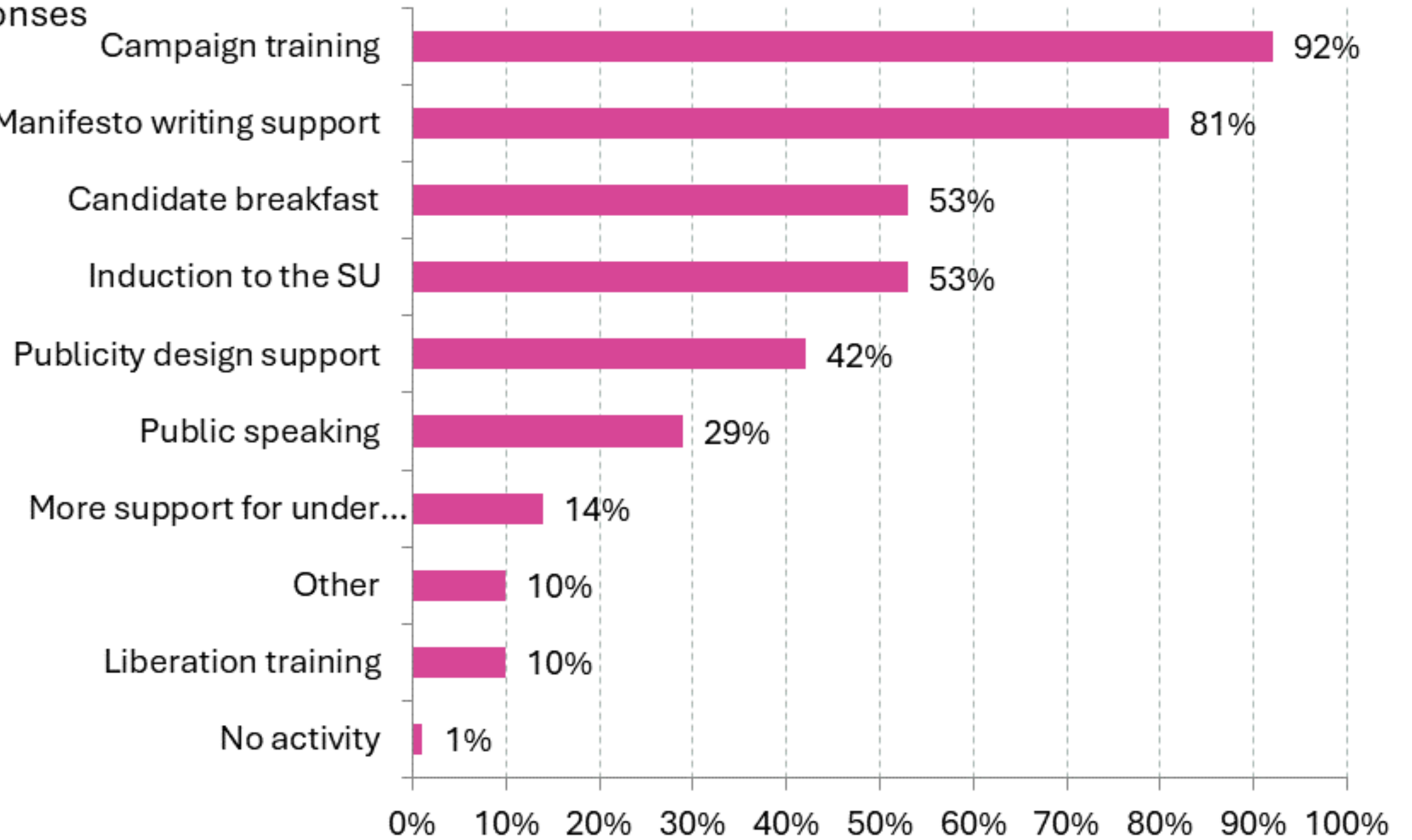
- Increase in SUs using prize draws, spinning wheels and lucky dips.
- Many incentives remain food focused.



Candidate Support

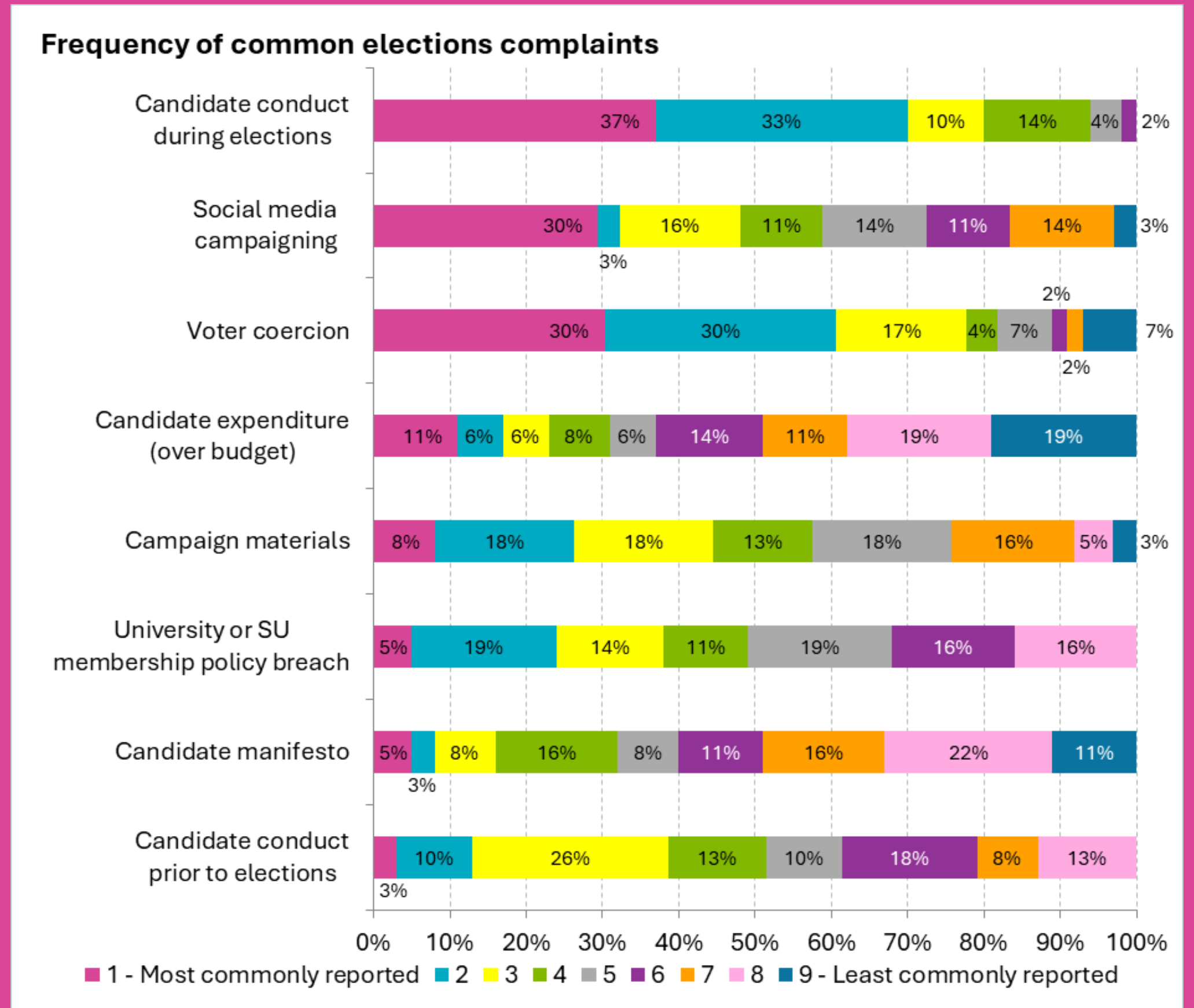
Candidate Development activity

72 responses

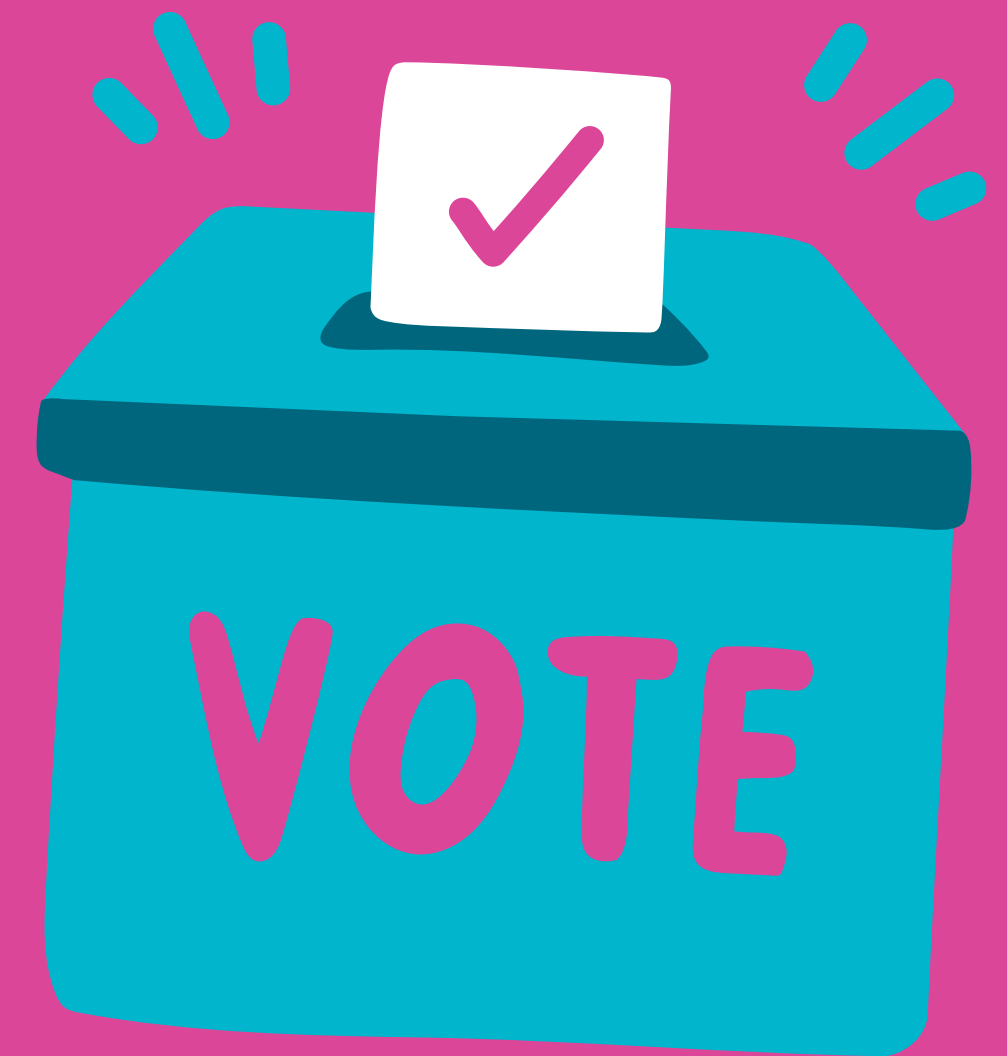


Complaints & Conduct

- Vast majority of complaints still surround candidate behaviour (in personal and social media conduct) and voter coercion.
- Least reported complaints around expenditure (overspending budget).

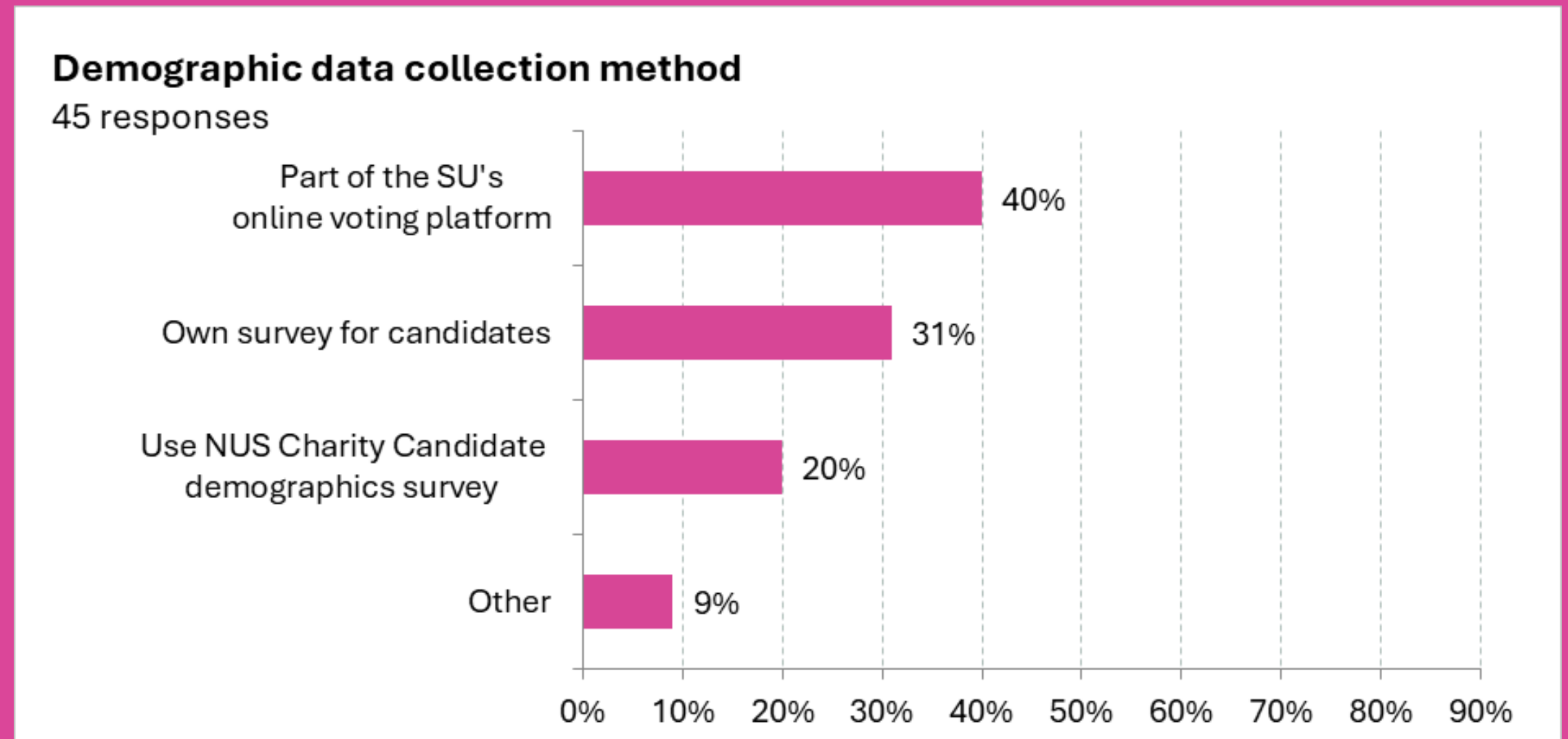


Candidate Demographic Data



Collecting Candidate Demographic Data

- 63% of SUs who responded to our elections survey confirmed that they do collect data to better understand their candidates' demographics.



Collecting Candidate Demographic Data

- New approach this year, we combined data from the Candidate Demographic Survey and the Elections Survey.
- Resulted in significantly more data for 7 key demographic questions.
- Between 380 - 3,300 candidate responses per question.

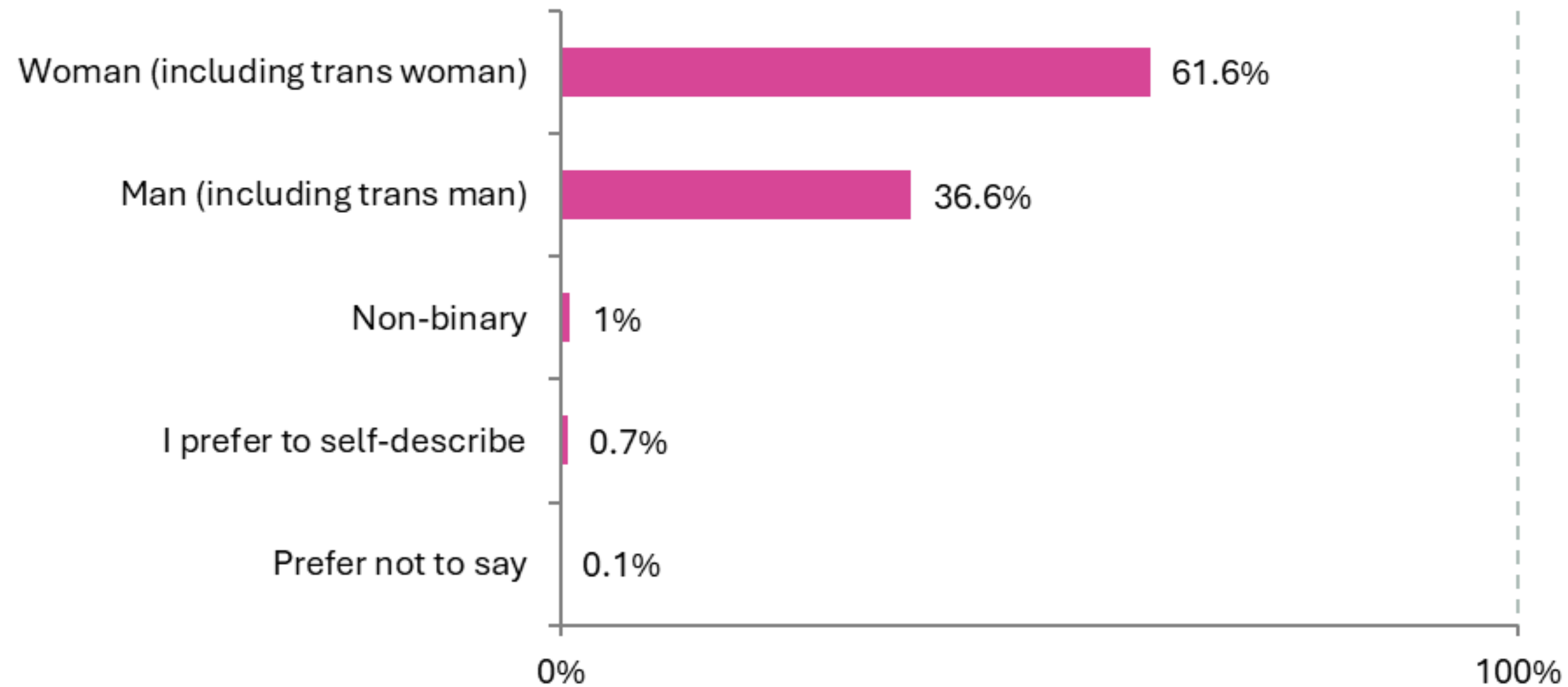
Candidate Gender

Candidate Gender

39 SU responses accounting for **3,386** candidates in total

24 SU responses accounting for 3,238 candidates via elections survey

15 SU responses accounting for 148 candidates via demographics survey



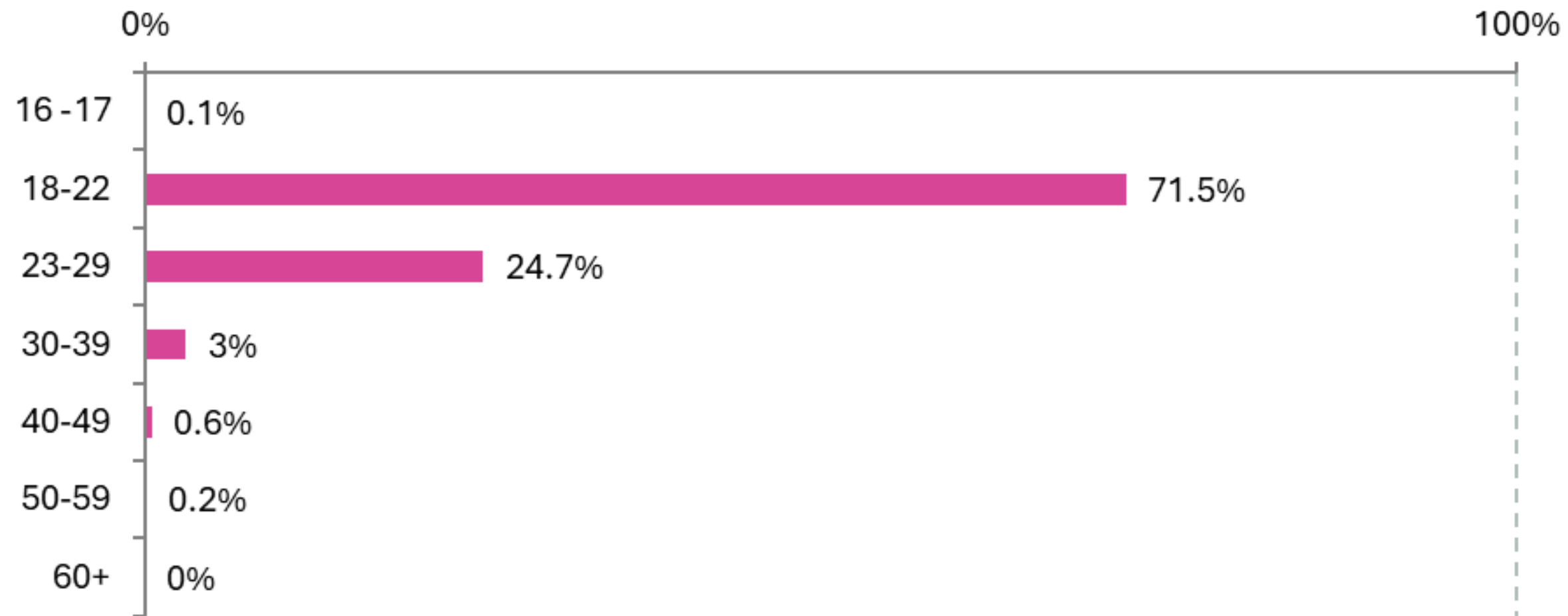
Candidate Age

Candidate Age

35 SU responses accounting for **3,083** candidates in total

20 SU responses accounting for 2,935 candidates via elections survey

15 SU responses accounting for 148 candidates via demographics survey



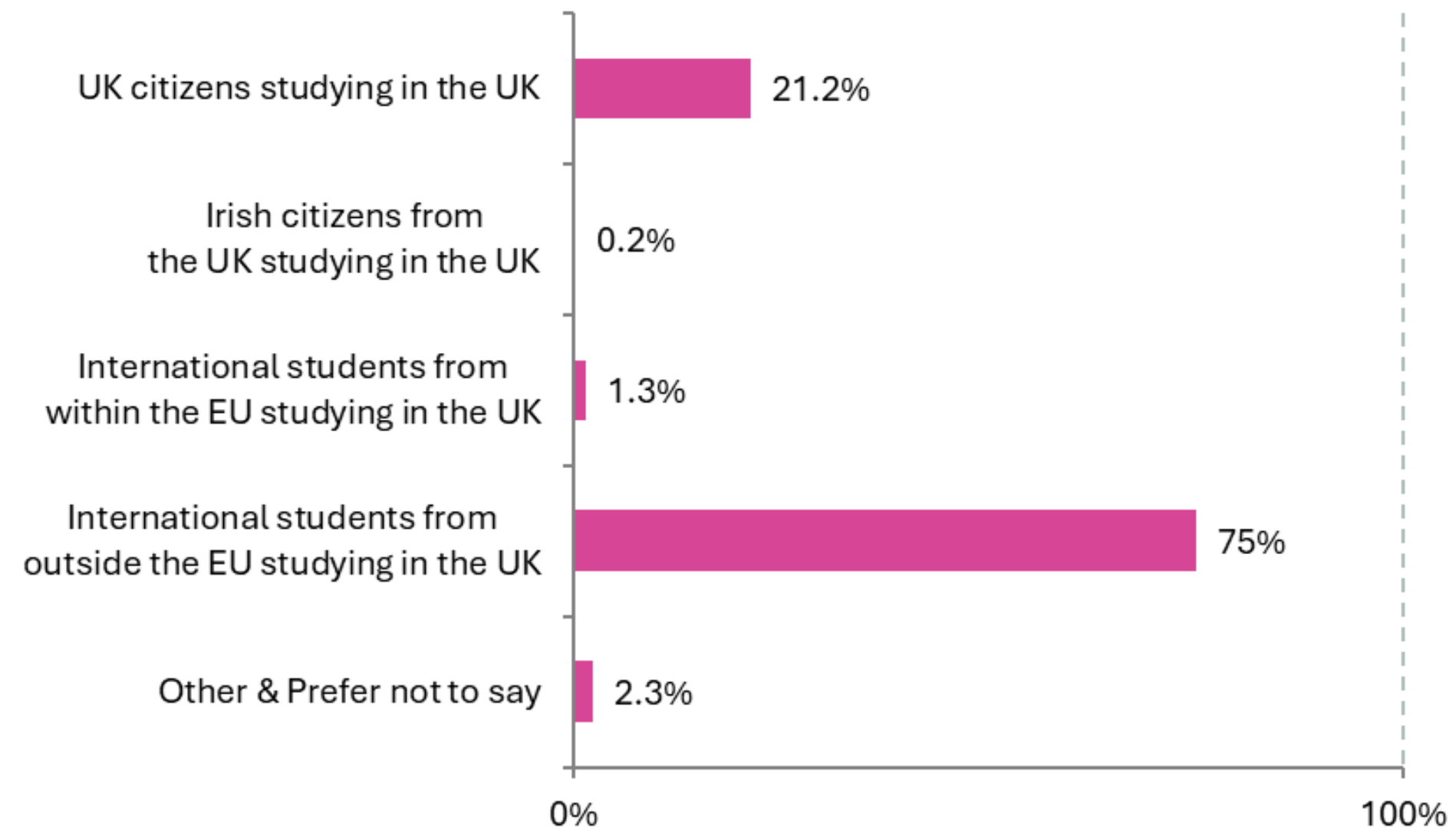
Candidate Citizenship

Candidate Citizenship

35 SU responses accounting for **1,666** candidates in total

20 SU responses accounting for 1,519 candidates via elections survey

15 SU responses accounting for 147 candidates via demographics survey



More Candidate Demographic Data in report

- Gender
- Age
- Citizenship
- Sexual Orientation
- Religion, Faith or Belief
- Ethnic Group
- Disability

Q&A

Challenges & opportunities
from this year



Handy Links



SU Elections
Report 2024



Election Service
webpages on
NUS Connect



Workplace
DRO Group

Thank you!
elections@nus.org.uk

