

Candidates Guide 2023

What is the Student Council?

The Student Council consists of 37 representatives. It gathers in meetings about 7 times a year. The Student Council annually decides, among other things, OYY's action plan, budget and elects OYY's Executive Board. The Student Council makes all major financial and political decisions in the Student Union. These decisions are in the political policy paper, strategy and contingency plan which are updated when necessary. The Student Council also makes the decision to hire the Secretary General of The Student Union and the Editor-in-Chief of The Oulu Student Magazine.

The composition of the current Student Council can be found from OYY's webpage: <https://www.oyy.fi/en/contact-us/>

Examples of the Student Council's decisions:

- Adopting the Student Union's strategy for the term 2021-2025
- Amending and adopting the Student Union's new rules.
- Revised the political policy paper.
- Elected the student representatives in the University Board of Directors and the University Collegium.
- Elected the representatives in different sections of the Student Union.
- Approved the Action Plan of the Student Union
- Approved the Budget of the Student Union
- Elected the Executive Board of the Student Union of the University of Oulu.

How do I enter as a candidate?

All members of the Student Union who have registered for attendance at the University by 18 October 2023 are eligible to become members of the Student Council. The candidate must be 18 years old on the election day at the latest. A person who has been assigned a legal guardian is not eligible for the election.

To run for the election, candidates need to submit electronic election documents which are available on OYY's website <https://www.oyy.fi/en/participate-and-make-a-difference/student-council-elections-2023/>. Entering as a candidate begins on 18 September 2023 at 12 pm. and closes on 18 October 2023 at 12 pm. This means that all the documents must be submitted by 18 October 2023 at 12 pm.

You can discuss your candidacy and enter as a candidate with the electoral alliance representative you find comfortable. Contact information for the electoral alliances are updated to the web page <https://www.oyy.fi/en/participate-and-make-a-difference/student-council-elections-2023/> when the Student Union receives information about electoral alliances and circles. If you do not find an alliance which is suitable for you from our web page, be brave and contact your own student society, guild or student council election coordinator to find out about other possible lists.

If you have any questions about running as a candidate, please contact the Election Coordinator, Iikka Meriläinen (edustajistovaalit@oyy.fi) or the Secretary General, Kauko Keskisärkkä (paasihteeri@oyy.fi).

Electoral alliances and election circles

It is possible for all candidates to form both new electoral alliances as well as election circles. An electoral alliance can be formed by at least two candidates. A candidate can be a member of only one electoral alliance. In an electoral alliance, the maximum number of members is twice the amount of council members elected in the elections, which means the total of 74. An election circle can be formed by at least one electoral alliance and at least one candidate or at least two electoral alliances. A candidate can be a part of only one electoral alliance and one election circle. An electoral alliance can be a part of only one election circle. In an election circle, the maximum number of members is twice the amount of council members elected in the elections, which means the total of 74.

Searching for candidates should be started early, preferably the previous spring. In a group, go through all potential names. Potential names for candidates are, for example, those who are part of guilds and other societies. But keep in mind that all the students are possible candidates. Therefore, you should talk about your alliance in every possible situation. Please remember to respect ethical rules for elections and election advertising when recruiting candidates.

Electoral alliance or election circle should think together about what to bring up when campaigning. You can, for example, use social media impulses or encourage other students to vote. For social media it might be a good idea to create a common layout for electoral alliance or election circle. Filling the election compass together is also a great way to present the line of the electoral alliance or election circle.

Me as a candidate

Steps to candidacy:

1. Find out what the Student Council does.
2. Take a look for the Student Union's political policy paper, council decisions and the long term decisions.
3. Think about what you want to change or drive in the Council.
4. Think about your own themes and take a look for alliance themes.
5. Build up your candidate profile, campaign and fill the election compass.
6. Good luck for the elections.

As a candidate it is vitally important to make it clear for yourself and voters why you are a candidate. After that you can start to think about your own candidate profile. Building the profile begins from your basic information:

- Who am I and what I study.
- Which electoral alliance I am part of.

After the basic information you can use these questions as a help:

- What are my values?
- Which things are important to me in student life?
- What do I want to change in the university community?
- What issues will I promote in the Council?
- What is my slogan?

These questions should help you to tell about yourself and what kind of Representative Council Member you will be.

Candidate photo is a very important part of your candidate profile. Remember to think about what you want to communicate with your photo? Do you choose a

CV picture, which is more official? Or do you choose a sunny summer picture, which is more relaxed?

After the profile it is time to think, who are going to vote for you. Your voters are often people close to you. Naturally, your campaign should reach the students outside your own faculty as well, as people with similar interests can also be found in different areas of the university. You can talk about your candidacy face-to-face or use social media. Tuudo's election page is also a great way to get your message through to voters.

Election compass

Take a good moment to fill the election compass. It includes both national as well as Student Union's own questions. You can also justify your answers. It is highly recommended to justify some answers. You will get an email where you get a link to fulfill the election compass. You can also add your own picture, description and basic information.

Campaign

Key to a successful campaign is versatile means of influence. It is good to bring up your own themes and what kind of influencer you are. You should make a communication plan that creates a framework for your campaign.

You should campaign where your voters are. You should chat with as many students as possible. So, use every single student event. Remember to use social media, you can use your own account or make a new one. It is easier to campaign with a friend, so ask your friend if they want to help.

An example of the communication plan

- Who would vote for me?
- What networks do my voters use?
- Where do my voters visit daily?
- Where can I reach the voters?

Date	Task	Check
18/09/23	Entering as a candidate	
15/10/23	Profile picture	
Weeks 43-44	Social media	
30/10/23	Election fair at Linnanmaa	

Rules for advertising

The Central Electoral Committee has adopted the instructions, which can be found on the election website. However, keep the following things in mind:

- Advertising in noticeboards, marked by the Central Electoral Committee, is allowed from 23 Oct 2023 to 9 Nov 2023.
- Advertising is not allowed during the teaching situations and in close vicinity of teaching situations.
- Advertising in guild rooms, subject society spaces or their networks is allowed with the permission of the administrator.

Breaching the ethical rules for Student Council Elections and election advertising should be immediately informed to the Chair of the Central Electoral Committee, Tiitu-Lotta Paju (kvl@oyy.fi).

Help from the Student Union's office:

- You can borrow a camera. One reservation per alliance.
- Rooms can be arranged for meetings and taking pictures. One reservation per election alliance.
- A maximum of 10 copies of A3-sized campaign posters delivered to the Student Union in a pdf-file.
 - The material should be sent by 26 Oct to edustajistovaalit@oyy.fi.
 - Please note that advertising in noticeboards begins on 23 Oct.

In matters of reservations, please contact Election coordinator, Iikka Meriläinen (edustajistovaalit@oyy.fi).

Remember Student Unions's ethical rules for Student Council Elections and election advertising!

What to remember:

1. Sign up for a candidate and contact your electoral alliance.
2. Think, why am I running for a candidate and what I want to achieve.
3. Make a campaign plan.
4. Talk about your candidacy.
5. Remember to vote!

Timetable and deadlines for elections

- 18 Oct 2023 at 12 pm. Enrolling for candidates begins
- 18 Oct 2023 at 12 pm. Deadline for enrolling as a candidate
- 23 Oct 2023 Advertising begins at the Central Electoral Committee noticeboard
- 26 Oct 2023 Deadline for sending camping posters to Election Coordinator
- 30 Oct 2023 at 11 am. – 2 pm. Election square at Linnanmaa
- 30 Oct 2023 at 1-2 pm. Election panel at Linnanmaa
- 31 Oct 2023 at 11 am – 2 pm. Election square at Kontinkangas
- 31 Oct 2023 at 1-2 pm. Election panel at Kontinkangas
- 1 Nov 2023 at 12 pm. Voting begins
- 8 Nov 2023 at 4 pm. Voting ends
- 9 Nov 2023 Advertising ends, please remove your advertisements

Need more information?

Election Coordinator, Iikka Meriläinen (edustajistovaalit@oyy.fi)

The Secretary General, Kauko Keskisärkkä (paasihteeri@oyy.fi)

The Chair of Central Election Committee (kvl@oyy.fi)