

A candidate's guide

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It is fantastic that you have made the decision to take part in the Student Council elections! You might have already given a lot of thought to what your campaign might look like, or you might have just decided to enter as candidate. You might already have some prior experience in campaigning, or this might be your very first time as candidate. The purpose of this guide is to support you in your Student Council elections campaign.

What is the Student Council?

The Student Council is the highest decision-making body in the Student Union of the University of Oulu (OYY). It consists of 37 representatives who are elected every two years. The Student Council decides on the guidelines of the Student Union's finances and activities, that is, on how the membership fees are used and what kind of activities are arranged by the Student Union. The Student Council also selects the Executive Board and the Secretary General. The representatives gather in meetings usually once a month, excluding the summer months (about 6–8 times a year), and topical issues are discussed in a lively manner. The Student Council is directed by the Chair of the Student Council, who is also the main interpreter of the Student Union's rules.

During the past two years the Student Council has decided on the following matters:

- Adopting the Student Union's strategy and policy paper
- Amending and adopting the Student Union's new rules
- Ending the production of Oulu Student Magazine's calendar and focusing on digital content
- Electing the new Secretary General
- Electing the student representatives in the University Board of Directors and the University Collegium
- Electing the representatives in the different sections of the Student Union, for example, the Committee for Economic Affairs and the Central Election Committee.
- Accepting the annual action plan, which defines what the following year's Executive Board of the Student Union will do during their year of operation
- Accepting the budget
- Electing the Executive Board of the Student Union of the University of Oulu

How do I enter as candidate?

All members of the Student Union who have registered for attendance at the University by 16 October 2019 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, the candidate needs to submit election documents. Election documents are available in OYY's office in the Linnanmaa Campus (Erkki Koiso-Kanttilan katu 1, 2T door, 1st floor, 90270 Oulu) and in OYY's website (www.oyy.fi/edustajistovaalit) starting from Sept 16, 2019. Candidates can form electoral alliances and election circles. The deadline for entering as candidate is on 16 October 2019 at 12 pm, which means that the election documents must be submitted to the OYY's office by 16 October 2019 by 12 pm at the latest. Documents delivered by mail must

also have arrived by this time. The candidates can form electoral alliances and election circles.

You can discuss about your candidacy and entering as candidate with the group leaders of the student alliances. Contact information for the group leaders of the current student alliances are listed below:

- Cross-disciplinary Alliance, Kalle Parviainen, kalle.parviainen@student oulu.fi
- Centre Party Students, Taneli Kastikainen, tkastikainen@gmail.com
- Alliance of Technology and Business Students, Olli Joki, olli.joki@student oulu.fi & Petteri Hollanti, puheenjohtaja@oty.fi
- Alliance of Science Students, Emmi-Kaisa Molkkari, emmi-kaisa.molkkari@student oulu.fi
- Green Alliance, Mirja Mustapirtti, mirja.mustapirtti@gmail.com / IG: @boabaobab
- Medical Alliance, Eelis Palokangas, eelis.palokangas@student oulu.fi

In addition, all candidates have the right to form a new electoral alliance. 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.

Advice for electoral alliances:

No stone should be left unturned when searching for candidates. In a group, go through all potential names and contact each of them personally. For example, those active in subject and interest societies and those working as student tutors often share the characteristics needed in the OYY's activities. However, your goal should be to get all willing candidates to take part in the elections, so be open about that you are gathering candidates for a list and ask if anyone is aware of a person willing to take part in the elections. Surveys can also be arranged.

Me as a candidate

Why have you decided to stand for the Student Council elections? Why should someone vote for you? Who could vote for you? How could you reach your voters?

Before you enter as candidate, you should give some thought to why you are standing for the Student Council elections. If the reason behind your candidacy is unclear to you, it might remain unclear for the voters as well. You should clarify what kind of issues do you plan to work on in the Student Council. You can find it helpful to discuss the campaign themes with your electoral alliance. You can also reflect on your main objectives for the next two years are. Tell people who you are. An easy way to get votes is to tell all your acquaintances and

their acquaintances as well that you are standing for the elections. If you want to broaden your circles, you can start a Facebook page to support your campaign. The following questions might get you started:

- Who am I and what do I study?
- Which electoral alliance am I part of?
- What motivates me to stand for the Student Council elections?
- What things define me as a person and what are my values?
- What things are important for students and how could I improve them?
- What things do I want to work on to improve the lives of all students?
- What kind of things will I be working on in the Student Council?
- What is my campaign slogan?

Your photo is also very important. Consider what you will be wearing in your campaign photo, as different clothes express different attitudes. In addition, you can think of the facial expression you will be using. Will you be smiling or giving a more serious facial expression? What kind of message do you want your photo to convey to the voters? Do you take a selfie or use the photo you have in your CV? Keep in touch with your electoral alliance, as they often arrange photoshoots for their candidates.

When you are done planning your profile, you can start thinking what kind of people could be voting for you. In the Student Council elections, your voters are often people close to you, so you should let all your colleagues and their friends know of your candidacy. 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.

Campaigning

A successful political campaign includes influencing other people through different methods that support each other. In a broader sense, campaigning can always be considered as an attempt to sell yourself to the voters.

You should consider creating a communication plan to support your campaign. It doesn't have to be anything impressive as long as it helps you track your objectives and follow the schedule. In your communication plan, you can for example answer the following questions:

- Who would vote for me?
- What kind of channels of communication are my voters using?
- Where do my voters go on a weekly/daily/monthly basis?
- How can I best reach the group of voters?

The schedule section of your communication plan can for example look like this:

DATE	TASK	CHECK
16 Oct 2019	Enter as candidate	x
20 Oct 2019	Take the campaign photo	
24 Oct 2019	Answer the candidate selection engine	
25 and 27 Oct 2019	Inform about your candidacy on social media	
Week 44	Tell 20 different people in your guild that you are standing for the elections	
XX XX 2019	etc.	

You can find the important deadlines that you can use in your communication plan at the end of this guide.

Advice for candidates:

Focus your campaign on where your voters are. Hand out flyers before or after a lecture outside the lecture hall and mention your candidacy to as many people as possible during a student event. You should also spend time thinking whether you can utilize your own social media channels, or do you want to create new ones to support your campaign. Campaigning is usually much more fun in a group, so take your friend with you to plan and carry out your campaign.

Advice for electoral alliances:

Bring your objectives and candidates forward with social media campaign. In a group, discuss what kind of a message you want to convey as a group and what is the best way of presenting it to the voters. Voting stunts and social media pulses, that is, sharing the same post in social media, are good ways of reaching a lot of people. You can use applications like Canva to create good-looking images.

www.canva.com

Advertising instructions

The Central Election Committee has adopted the instructions, which can be found on the election website. However, keep the following things in mind: Election advertisement can be posted only on noticeboards designated by the Central Election Board.

- election advertisement is allowed only from 24 Oct to 7 Nov on notice boards designated by the Central Election Committee
- handing out campaign leaflets on campuses is only allowed between 24 Oct and 7 Nov
- **advertising during lectures and in other teaching situations is strictly prohibited**

- in order to advertise in guild rooms, subject society spaces, or their e-mail lists, the candidate needs permission from said guild or society

The advertising instructions can be found at

<https://www.oyy.fi/student-council-elections/?lang=en>. The Central Election Committee should immediately be informed for any breaches of the advertising instructions (kvl@oyy.fi).

What kind of support can electoral alliances receive from the Student Union office?

- You can borrow equipment. The Student Union can borrow equipment used for capturing images and videos for the alliance. The equipment can be borrowed only once per alliance. Inquiries: janne.hakkarainen@oyy.fi.
- Rooms can be arranged for meetings and taking pictures. One reservation per election circle. Inquiries: diana.yletyinen@oyy.fi
- A maximum of 5 copies of a A2-sized campaign posters delivered to the Student Union in a pdf-file. The material should be sent by 22 Oct to janne.hakkarainen@oyy.fi

Candidate selection engine

Reserve enough time for answering the candidate selection engine. The application has both nationwide questions and questions by OYY. You should also give an explanation to your answers, at least to the ones that are most important to you, so that the voters get a clearer image of your thoughts. A hyperlink to the candidate selection engine will be sent to each candidate by e-mail. In addition to your answers, you can also add a description of yourself, your campaign photo and basic information about you to the candidate selection engine.

Advice for candidates:

The Student Union's policy paper and other documents can be used to gain more information on the matters that are dealt with in the Student Union.

www.oyy.fi/asiakirjat

Advice for electoral alliances:

Arrange a meeting for answering the questions in the candidate selection engine. All candidates in your alliance should not be required to give the same answers, but as you discuss the questions in a group, you can get a more versatile picture of the issues and learn something new.

Remember these:

1. Enter as candidate in time and, if necessary, contact the electoral alliance representatives.
2. Think why you are standing for elections and what the objectives of your campaign are
3. Plan your campaign and make its schedule fit your own schedule

4. Tell as many people as possible about your candidacy
5. Do not forget to vote. The electric voting will take place on from the 1st to the 6th of November at vaalit.oyy.fi

Schedule/deadlines

16 Oct at 12 Deadline for enrolling as a candidate

xx Oct Voting Aid Application open for candidates, give your own answers

24 Oct Advertising period starts

xx Oct Voting Aid Application closed for candidates, give your answers before this date

xx Oct Voting Aid Application open for voters, let the voters know of the Voting Aid

30 Oct at 10 am to 2 pm Election fair on Linnanmaa campus in front of restaurant Mara

30 Oct at 12 pm to 1 pm Election panel on Linnanmaa campus at restaurant Napa

31 Oct at 10 am to 2 pm Election fair on Kontinkangas campus

31 Oct at 12 pm to 1 pm Election panel on Kontinkangas campus

1 Nov at 9 am Early voting starts

6 Nov at 9 am to 4 pm The last election day

7 Nov Advertising period ends, remove your advertisements

7 Nov Coffee at the Student Union's office for all voters

Contact information

Is something still unclear? If you have questions concerning the elections, you can contact the Head of the Central Election Committee (kvl@oyy.fi) or the Secretary General (paasihteeri@oyy.fi).