

Referendum: Campaigner Briefing

Hannah Roberts (she/her), Deputy Returning Officer / Deputy CEO | City SU

Hello & welcome!

- Introduce yourself in the chat (name, course, year)
- If you are happy to do so, please add your preferred gender pronouns to your Zoom display name

What is a referendum?



A referendum is a ballot (or vote) in which all Student Members of the Union are entitled to participate.

At City, a vote by referendum can be called in three ways, which are:

- A resolution passed by the Board of Trustees
- A two thirds majority vote by Student Council
- A secure signed petition by at least 300 Student Members

A referendum requires at least 500 votes in order for the majority resolution to officially pass.

Key information for this referendum

The question for this referendum is 'Should the University reject the IHRA definition of antisemitism?'

The referendum will take place entirely online as we take measures to ensure the safety of campaigners, voters and the wider University community.

The options when Student Members cast their vote on the ballot will be 'Yes', 'No' and 'Abstain'.

Our Team

Our staff team remain impartial throughout any democratic activity, including referendums.

Peter Robertson (NUS) is our Returning Officer and has sole responsibility for interpretation of the referendum rules and Union bye-laws.

Hannah Roberts and Sayed Alkadiri (Greenwich SU) are the Deputy Returning Officers and have delegated responsibility from the Returning Officer.

The referendum is supported in the background by the wider Union staff team, sometimes referred to as the Referendum Team.



Elected Sabbatical Officers

We recognise that our Officers are also Trustees and have been part of the decision to call a referendum.

The advice we have given to Officers is as follows:

- Officer are not permitted to campaign on either side of the argument.
- Officers are advised not to post their opinion on the matter on their personal social media until after the vote has taken place.
- Officers are allowed to encourage Student Members generally to vote in the referendum but cannot give their opinion.
- Officers are allowed to post central impartial Union communications about the referendum on their social media.
- Officers are Student Members and can vote in the referendum.

Being a Campaigner



Overview of how the Union supports referenda

The question for this referendum is 'Should the University reject the IHRA definition of antisemitism?'

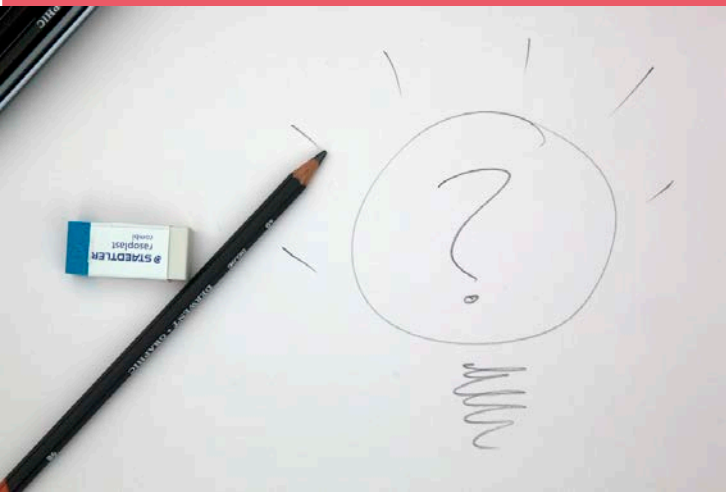
All referenda are governed by two documents at City: Bye-Law 2 and 4.

The rules of the referendum are in addition to Union and University rules, as well as UK law.

The referendum will take place entirely online as we take measures to ensure the safety of campaigners, voters and the wider University community.

The options when Student Members cast their vote on the ballot will be 'Yes', 'No' and 'Abstain'.

Being a Campaigner



Simply put, a campaigner is a student who is aligned to one side of the question, they use their view to persuade the outcome of the vote by canvassing voters.

Anyone who is currently a City student can be a campaigner.

Each campaign group will be led by up to three Lead Campaigners.

Campaigners work together to build their side of the argument, for or against, for the question being put to students.

Over vote week you will spend time messaging and chatting with students to persuade them to vote in line with your side.

Lead Campaigners



Up to three Lead Campaigners will be appointed / elected on each team.

The role of the Lead Campaigner(s) is to

- Lead the activity of the campaign.
- Organise meetings of the campaign.
- Ensure campaigners follow Union and University rules.
- Facilitate the drafting of the arguments
- Upload the arguments to the Unions website before the deadline.
- Participate in the Debate panel on behalf of the campaign side.
- Communicate to the DRO on behalf of the team as needed.
- Submit the team expenses before the deadline.

Guidance on external support

We understand that this is a deeply personal topic and ask that campaign teams focus on canvassing City students to vote.

All and only Student Members of City, University of London Students' Union can:

- Register as a Campaigner
- Become a Lead Campaigner
- Attend, speak and submit questions to the Referendum Debate
- Vote in the referendum

It is advised that campaign teams do not seek support and commentary on the debate from external organisations and press.

Building an argument



As part of the referendum process both campaign teams will be invited to submit a case for their side of the argument.

When forming your argument teams are encouraged to think about the following:

- A clear, persuasive summary statement
- What evidence and explanations support their argument
- How you may wish to constructively address the opposing argument on the topic
- How you can conclude to canvas students to vote for your case

Cases must be uploaded by Sunday 14 March, 23:59.

No changes to cases will be accepted after the deadline.

IHRA Referendum

Should the University reject the IHRA definition of Antisemitism?

[Read motion document](#)

 [Edit 'For' case](#)

 [Edit 'Against' case](#)

You have one vote.

Vote FOR if you believe this motion should pass.

Vote AGAINST if you believe this motion should not pass.

You may also cast a vote of abstention.

 [How to Vote](#)

 [Read 'For' case](#)

Vote Now

To vote, simply click on your preference below:

For

Against

Abstain

Please note: The order in which the voting options are displayed is randomised for each vote. Please ensure you select the correct option.

Digital campaign materials



Campaign materials are the resources you use to promote your side of the argument.

Campaigning materials your team may want to consider could include:

- Digital posters / flyers
- Social media assets
- Moving pictures / GIFs
- Videos

All publicity must be submitted to the Deputy Returning Officer by a Lead Campaigner for approval.

Things you must not do when organising your campaign:

- The Students' Union logo, University logo or University Crest must not be used in any referendum campaign.
- Gifts, such as vouchers or any other incentive for voting must not be used.

Campaigning conduct



🚫 In line with current Government and City guidance in-person campaigning is strongly discouraged. 🚫

🗣️ Campaigners and campaign teams must take reasonable steps to ensure that their actions comply with Union, University and Referendum Regulations at all times and must be able to demonstrate this in the event of a complaint.

🗣️ Campaign teams should not undertake activity which the other team could not also reasonable do.

🗣️ Campaigners must allow voters to cast their vote freely and must not communicate with voters when voting.

🗣️ Union computers or resources (including membership lists and other data) may not be used to assist with campaigns.

Digital campaigning conduct

🔊 Campaigners and campaign teams may only use mailing lists where lawful to do so. In most cases this will require the consent of the people on the list.

🔊 Bulk unsolicited direct messaging is not permitted.

Social Media

Campaigners and campaign teams may use social media and other messaging apps for campaigning.

Email

University email addresses must not be used for campaigning purposes for any email sent on behalf of a campaign to more than 20 students.

Moodle

Messages or posts via Moodle are not permitted.

WhatsApp

Next slide please... 🗨️

WhatsApp and other messaging apps



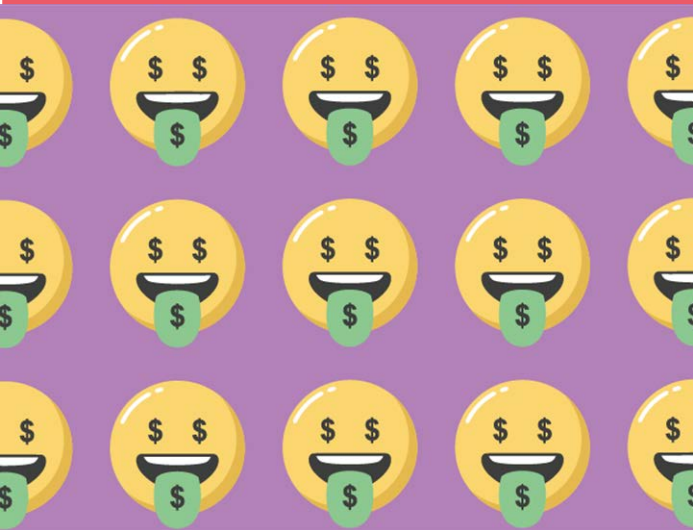
We recognise that because we aren't on campus getting students to vote will be difficult.

WhatsApp, Signal, Telegram, Facebook, Instagram and any the other apps that allow direct messaging can be used for campaigning.

However, when using these apps, we ask that campaign teams:

- Do not mass add numbers to new WhatsApp group, but instead share a join group link.
- Do not take student's personal telephone numbers from larger groups.
- Only direct message people on their personal numbers who they know within their network.
- Think about letting students know how to leave a group if posting a message to a large group.

Campaign team budget



Each campaign team may have their expenses reimbursed up to a maximum of £100.

Key information relating to budget:

- Campaign teams must not exceed their budget limit.
- Anything bought must be evidenced and the money will be reimbursed after voting has closed.
- All receipts for campaign expenses must itemised and be in GBP (£).
- If teams do not spend any money during the referendum this must be made clear in writing to the Deputy Returning Officer.
- No society funds may be used to finance a campaign.
- **All expenses must be submitted by a Lead Campaigner via email to SUElections@city.ac.uk not later than Thursday 25 March, 5:00pm (GMT).**

Union and University staff

This is a referendum for City, University of London students.

The University are currently consulting staff on the IHRA definition and all staff are encouraged to voice their opinion through that forum.

Staff should not engage in any campaigning activity, including but not limited to:

- Sending emails on behalf of a campaign side;
- Giving one side of the question to speak at a lecture and not the other; and
- Telling students how to vote.

Students working for the Union, University or UniTemps may not engage in campaigning activity during their working hours.

Referendum Debate



Debating the referendum question

The Referendum Debate is taking place on Thursday 18 March, 6:15pm - 7:30pm (GMT) on MS Teams.

This event will be chaired by the Deputy Returning Officer or their nominee.

The debate panel will be made up of the three Lead Campaigners for each side.

Both campaign teams will be invited to:

- Make an opening speech on their argument
- Answer pre-submitted questions
- Make a summation / closing speech on their argument

Questions for either side can be submitted by emailing SUElections@city.ac.uk

Proposed Debate Running Order

Item	Time	Speech timing
Lead Campaigners debate briefing	18:15 – 18:30	N/A
Welcome & Opening from Chair	18:30 – 18:40	N/A
Opening Speech 'Yes' / 'No' side*	18:40 – 18:50	3 minutes
Opening Speech 'Yes' / 'No' side*		3 minutes
Pre-submitted Questions (x3) 'Yes' / 'No' side*	18:50 – 19:20	3 minutes per answer
Pre-submitted Questions (x3) 'Yes' / 'No' side*		3 minutes per answer
Summation / closing speech 'Yes' / 'No' side*	19:20 – 19:30	3 minutes
Summation / closing speech 'Yes' / 'No' side*		3 minutes
Closing words from Chair	19:30	N/A

* The running order for who debates first will be decided by a coin flip facilitated by the Chair in the debate briefing.

Complaints & Support



Submitting a complaint

Any student can submit a complaint about a campaigner or about the referendum process until 1-hour after the close of voting.

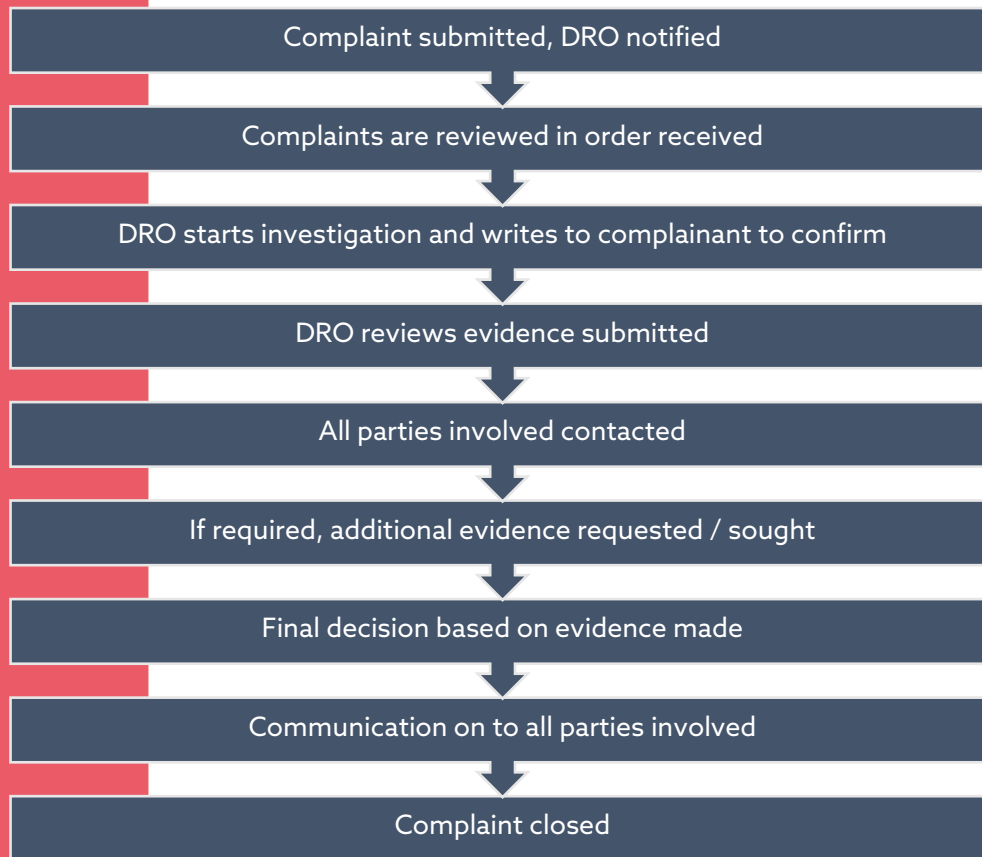
Complaints must be sent in writing.

Complaints can be made on the following grounds:

- Failure in good conduct
- Behaviour and activities of campaigners
- The administration of the referendum
- A clear rule break

From start to finish a complaint should be heard within 2 working days.

What happens when you submit a complaint



Complaint outcomes and sanctions

When the Deputy Returning Officer has finished reviewing a complaint, they may decide to apply any of the following:

- Not to uphold the complaint (no action).
- Suspend the referendum for an amount of time pending investigation(s).
- Apply sanctions to a campaign team.
- Hold the referendum result and decide whether the basis of the complaint has any impact on the outcome of the vote.
- Re-run the referendum.

Sanctions

Possible 'minor sanctions' with no appeal include:

- A penalty to the campaign budget
- Restrictions on participation at the Debate

Other sanctions include:

- A formal written warning, published online
- Campaigner disqualification

Other services for your information



Student Conduct / Disciplinary

Outside of the Referendum Rules all students must behave within the University rules and policies. Allegations of misconduct can be submitted to City by emailing ace@city.ac.uk

You Report, We Support

City's confidential reporting tool can be used for a range of issues which may affect you.

Chaplaincy and Faith Advisory Team

City's multi-faith team are available to chat over the phone, email or social media.

Togetherall App

All students have access to this confidential digital mental health service. This service is available from any location, 24/7.

Mental Health & Counselling

City's Mental Health team can help with confidential support and advice for students with diagnosed mental health conditions.

Key Dates


Activity	Date
'Yes' campaigner briefing	Weds 10 March 2021
'No' campaigner briefing	Weds 10 March 2021
Lead Campaigners confirmed	Thurs 11 March, 23:59 (GMT)
Argument submission deadline	Sun 14 March, 23:59 (GMT)
Referendum debate	Thurs 18 March
Voting opens	Mon 22 March, 09:00 (GMT)
Voting closes	Thurs 25 March, 16:00 (GMT)
Expenses deadline	Thurs 25 March, 17:00 (GMT)
Results published	Fri 26 March

Key Contacts

Our staff team work Monday – Friday, 10:00 – 17:00.

If you are trying to contact us outside of this time, please bear with us and we will get back to you as soon as we can.

Peter Robertson (NUS), Returning Officer
Sayed Alkadiri (Greenwich SU), Deputy Returning Officer
Hannah Roberts, Deputy Returning Officer

 0207 040 5607

 SUElections@city.ac.uk



Final Questions & Close