



## Imperial College Union Communications Committee

AGENDA ITEM NO.	8
TITLE	Autumn Elections Evaluation
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EXECUTIVE SUMMARY	<p>Autumn Elections 2018 were conducted in October with:</p> <ul style="list-style-type: none"> <li>• Record turnout among Undergraduates and Postgraduates with 229 positions filled from 263.</li> <li>• CSP By-elections conducted separately without incident or major impact on the conduct of the main event with 58 roles filled from 129.</li> <li>• Unfilled, uncontested or new AE18 positions filled online for the first time with 50 roles from 89.</li> </ul>
PURPOSE	For the Committee to note the results of the AE18 Communications campaign.
DECISION/ACTION REQUIRED	To note and discuss

## **INTRODUCTION**

The election of Academic & Wellbeing Reps, Representatives to Council, Constituent Union Committees, CSP Committees and LGBT+ Officer was held in three phases between 29 September and 1 November 2018:

- **Autumn Elections (29 Sept – 19 Oct)**  
Election of Academic & Wellbeing Reps, Representatives to Council, Constituent Union Committees, and LGBT+ Officer.
- **CSP By-elections (8-25 Oct)**  
CSP Committees unfilled or vacated
- **AE18 By-elections (26 Oct -1 Nov)**  
Election of positions unfilled, uncontested, or not included in AE18

## **SUMMARY**

More than 80% of all positions were filled as a result of these activities with the following highlights:

- Historically high participation rates overall
- Historically high PGT and PGR engagement
- Differentiation of CSP By-elections was successfully differentiated and delivered
- By-elections for unfilled positions were held for the first time online
- More candidates vied for open positions
- More positions filled than ever before

## **NOMINATIONS:**

Nominations communications were included in all Welcome activities, starting from A Level Results Day in August with mention in the Hub, handbook, social media, and heavily promoted at all stalls, events as well as the fair.

This, in addition to the general awareness and targeted communications conducted throughout the busy information heavy period led to increased nominations across the board with the following highlights:

- 4.5% increase in candidates per position / vacancy
- 16% decrease in proportion of positions having no candidates
- 10.6% increase in proportion of positions having 2+ candidates

## **VOTING**

There was a separate campaign for the voting period with visual changes to the collateral and more intense targeting. Turnout was 33.14% on the back of 6, 570 votes from an electoral pool of 19, 381, as against 26.75 percent last year from 5115 votes.

- UG: 4358 voters of 10180 students - 42.81%
- PGT: 1413 voters of 5147 students - 27.45%

- PGR: 799 voters of 4495 students - 17.78%
- PG all: 2212 voters of 9642 students - 22.94%
- All students: 6570 students of 19822 33.14%

### Highlights:

- Highest ever UG turnout for Autumn Elections, increase of 10% over last year, first time we've passed 4000 UG voters in Autumn Elections.
- Highest ever PGT turnout for Autumn Elections, increase of 58% over last year, first time we've passed 1000 PGT voters in AE.
- Highest ever number of PGT voters and second highest turnout for **\*any\*** major election, second only to the record-breaking Leadership Elections 2016 (1117 of 3910, 28.57%)
- Highest ever PGR turnout for Autumn Elections, increase of 104% over last year - more than double)
- Almost 1000 more PG voters overall vs last year (2212 – 1229 = 983) Overall turnout increased by 24.8% vs last year
- More voters than in any Leadership Elections prior to 2015 (but not turnout due to smaller electorate in those elections, e.g. Big Elections 2014 was 6537 of 16631, 39.31%)

### UNDERGRADUATES

Year	Voted	Total	Turnout
2013	3555	9075	39.17%
2014	3506	9448	37.11%
2015	3528	9680	36.45%
2016	2569	9843	26.10%
2017	3886	9986	38.91%
2018	4358	10180	42.81%

### POSTGRADUATES TAUGHT

Year	Voted	Total	Turnout
2013	682	3624	18.82%
2014	676	3649	18.53%
2015	632	3838	16.47%
2016	414	4369	9.48%
2017	844	4856	17.38%
2018	1413	5147	27.45%

## POSTGRADUATES RESEARCH

Year	Voted	Total	Turnout
2013	360	4034	8.92%
2014	418	4046	10.33%
2015	353	3868	9.13%
2016	154	4229	3.64%
2017	385	4432	8.69%
2018	799	4495	17.78%

Clear growth in postgraduates linked to more targeted communications during the Welcome period with activities at PGT and PGR Welcome events, as well as inclusion of election information in the Graduate Students' Union video created for GSU during Welcome.

### COMPLAINTS:

There were 6 formal complaints submitted during the elections period regarding the rules and these were resolved in a timely manner.

### CANDIDATES' BRIEF

Approximately 50 students attended the Candidates' briefing, however this was not heavily advertised as it was preferred that students engage with the content online.

### CHALLENGES and RECOMMENDATIONS:

- Some unfilled positions do not have cohorts - time and resource needs to be allocated to properly align course codes against positions in the System in order to get a truer picture of the representation needs of the Union.
- More work needs to be done to get all PG positions online and work will start earlier to achieve this.
- Two mistakes were miscommunicated after the results during the mail merge process – this needs to be automated so there is no potential for this to recur.
- A candidate survey has not been issued for this election, limiting the potential for more feedback than can be construed from the Complaints.

### Non-communications election evaluation

Further information around each Rep Network and other aspects of the election's conduct will be communicated to Governance.