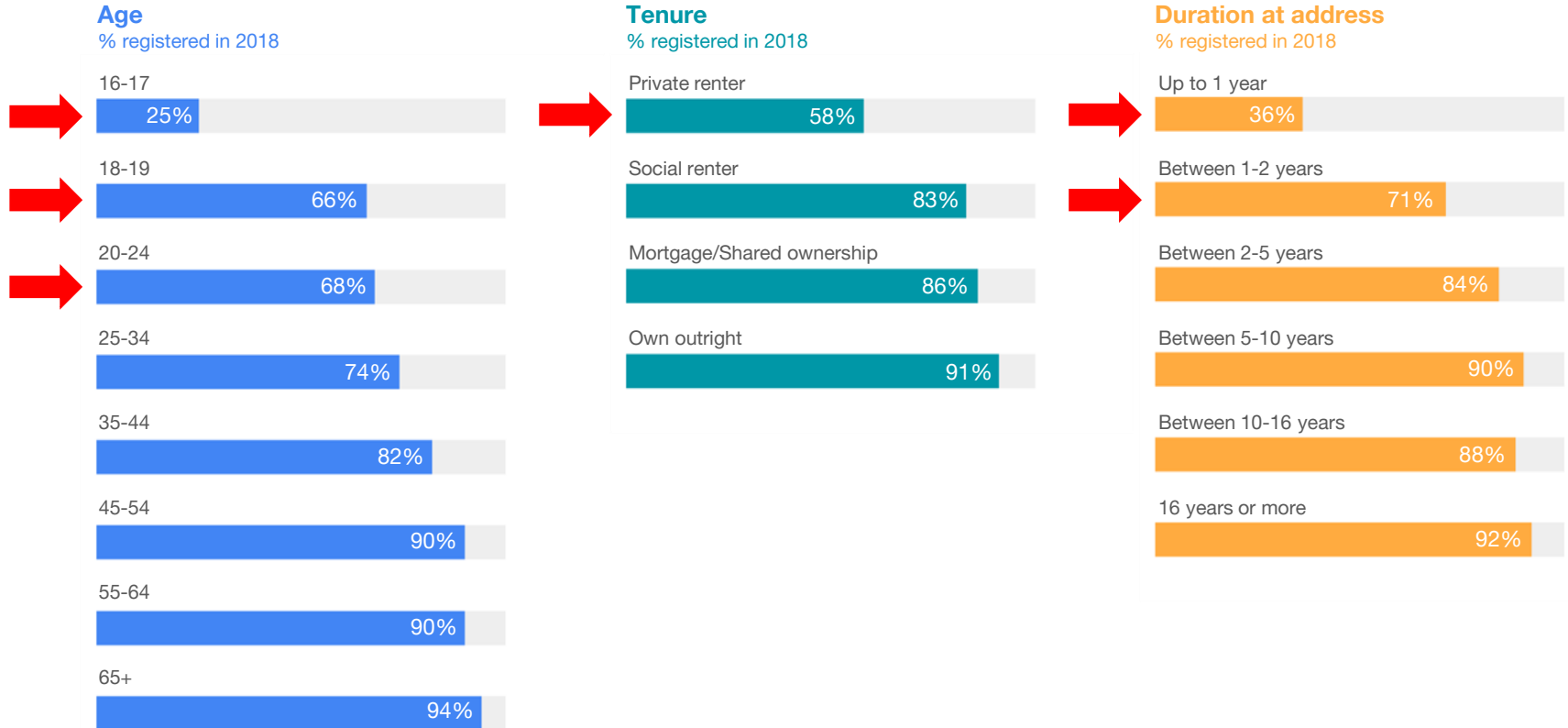


A photograph showing a person in a blue uniform, likely a poll worker, assisting a person in a wheelchair. The person in the wheelchair is holding a ballot. The scene is set at a voting station. The image has a semi-transparent dark overlay.

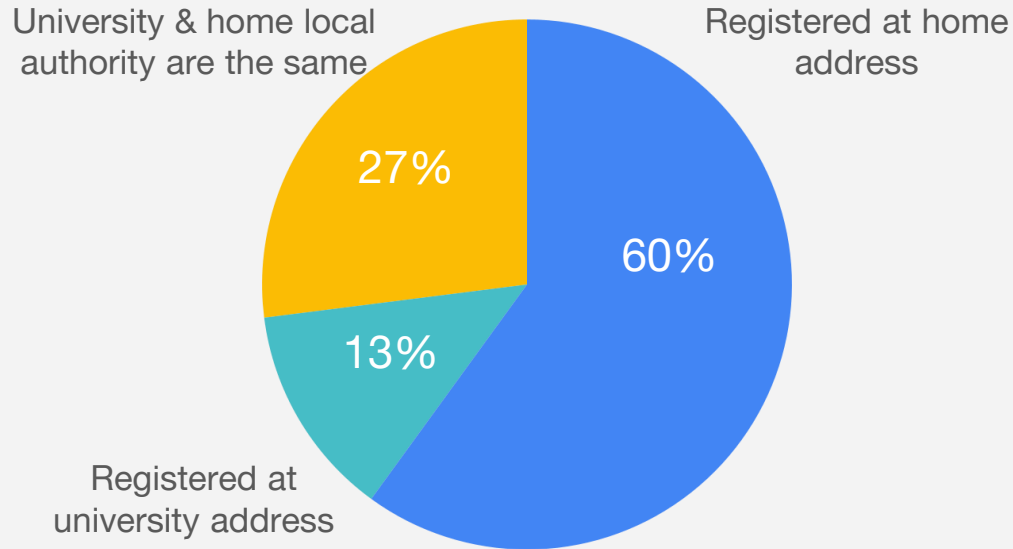
Help your students register to vote

Bess Mayhew, Purpose Union

Students are among those groups least likely to register to vote



For those who do register, the majority do not do so at university



Students are missing out on:

- Voting in local and mayoral elections
- Voting in Scottish, Welsh or London Assembly elections
- Attention from local politicians, who know they can't vote if they're not registered

Some councils may even have to cut the number of councillors in student areas if too few are registered.



Embed opt-in on enrolment form
(Auto-enrolment / Sheffield
Model)



Include link to govt
website on enrolment form



Email students with
registration info



Create info page
on website



Promote on social
media



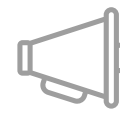
Print posters or
leaflets



Hold events / stalls
on campus



Pass student emails
to ERO



Fund student union to
run registration
campaigns

Auto-enrolment (the Sheffield Model)



Student opts in to register to vote on enrolment form



University sends data to local Electoral Registration Officer
(then deletes data)



ERO verifies and adds to electoral register

Auto-enrolment (the Sheffield Model)



- Potential to increase registration from 13 to 75%
- Register seamlessly
- Sets up good habits for life

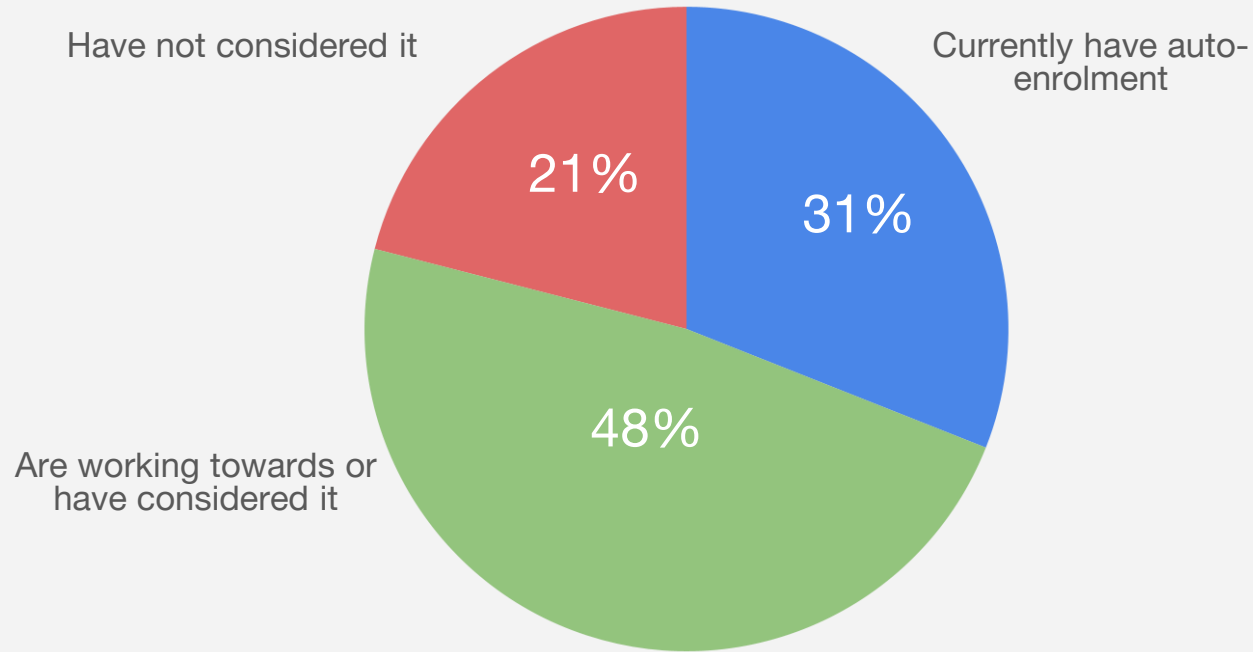


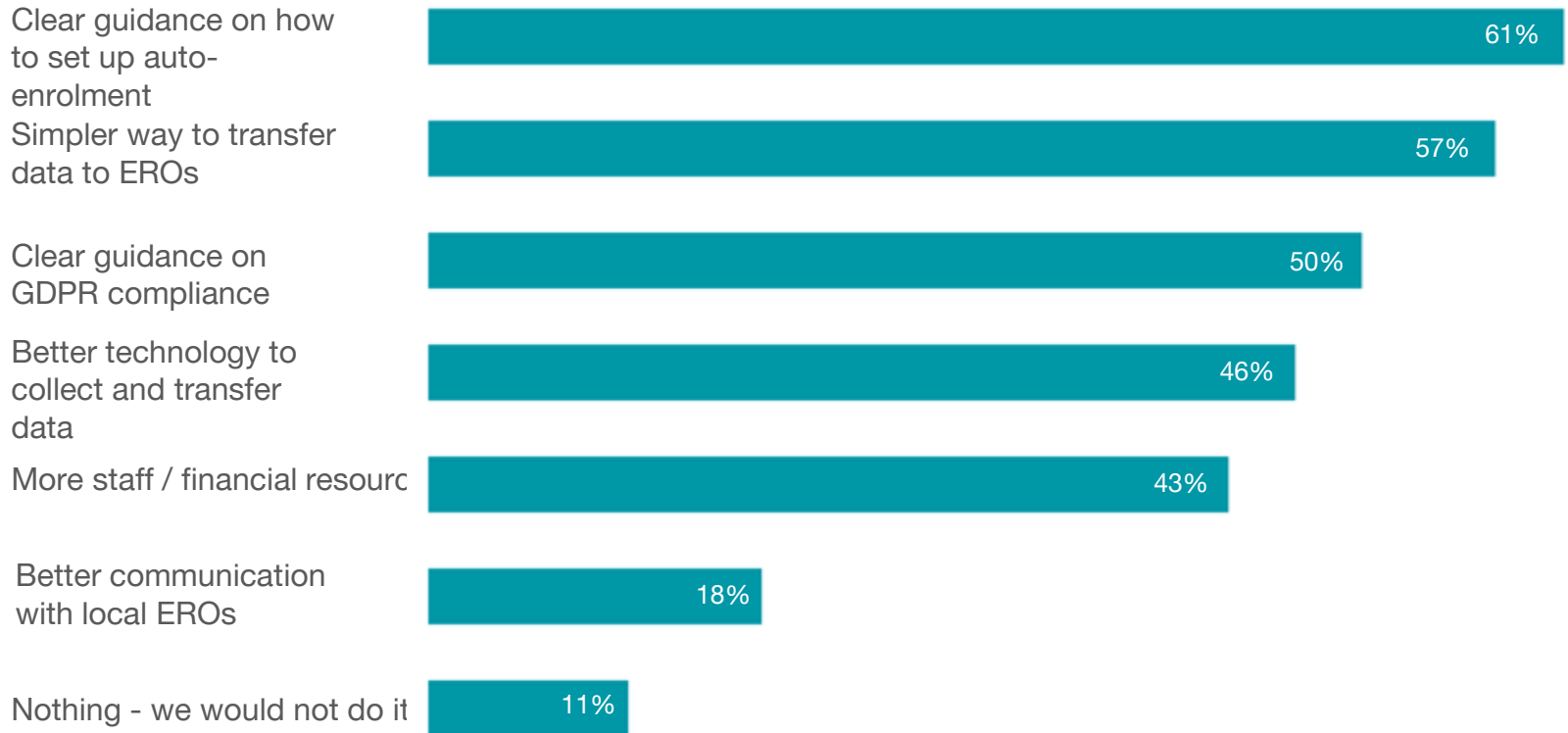
- Easy to maintain (once set up)
- Can free up time for other activity
- May get paid by ERO (£2-3k)
- Helps track KPIs and impact



- Reduces number of students they need to contact directly
- May save money (£100,000 for a student population of 25,000)

4 in 5 universities in the UK have auto-enrolment, are working towards it, or have considered it





www.purposeunion.com/s/Auto-Enrolment-Guidance

REGISTERING STUDENTS TO VOTE

A best practice guide to implementing auto-enrolment at universities



Snapshot of the guide

- Step by step guide for staff teams
- Template data sharing agreements and online form text
- Advice on technology requirements
- Advanced recommendations including:
 - a. Offering registration outside enrolment (e.g. via one-off forms or student portals)
 - b. Working with multiple council areas
 - c. Including eligible international students

What can AHUA members do?

- 1 If you don't already have auto-enrolment, add it into your strategy asap
- 2 Consider a one-off form or student portal option for registration in case the election is called before the next academic year 2024/25
- 3 If you already have auto-enrolment, consider some of the advanced options, including expanding council areas
- 4 Add student registration numbers into your KPIs and reporting on civic engagement
- 5 Promote auto-enrolment to other AHUA members and colleagues at other institutions

A person is walking away from the camera down a long aisle in a library. The aisle is lined with tall bookshelves filled with books of various colors. The lighting is soft and focused on the person in the center, with the shelves on either side slightly blurred. The overall atmosphere is quiet and studious.

Thank you!

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www.purposeunion.com/s/Auto-Enrolment-Guidance
www.purposeunion.com/s/Help-your-students-register-to-vote-2023