

Demonstrating Impacts: General Election 2015

Introduction

The 2015 General Election provided students' unions across the UK with the opportunity to *ENGAGE* their members, *DEVELOP* their activities and demonstrate the *IMPACTS* they could have on their learners, their college and wider society. Below is an example of such activity from Tresham College Students' Union and their efforts to engage their members in their Voter Registration campaign.

Activity

Tresham College Students' Union used a number of creative methods to engage many of their members in their Voter Registration activities. Specific activities included:

- tutorial visits from student representatives and staff featuring information on the importance of the election and the opportunity to register to vote
- *Open House* sessions
- visits from seven PPCs in total
- PPC Q&A at Annual Learner Conference
- social media activity

Impacts

The activities developed by the Students' Union at Tresham College led to a great deal of engagement with students regarding registering to vote and the general election as well as about democracy and citizenship more generally.

Over 1500 students received a tutorial visit and more than 600 engaged in the *Open House* and Annual Learner Conference so the engagement levels of the campaign were widespread through the college on each campus. Furthermore, there were approximately 350 social media interactions logged by the Students' Unions which demonstrates the impact of the campaign external to the college.

Not only was this campaign successful in registering over 700 students to vote in the General Election but the political influence of the Students' Union was also increased due to the success of their Annual Learner Conference and the related interactions with PPCs thus ensuring they become a stronger force for change in the local community.

A further impact was achieved in relation to democracy within the college with a noticeable increase in the number of candidates and votes cast in the Students' Union elections in the week following the General Election. It appears that this campaign has had what will hopefully be a long lasting positive impact both internally and external to the college.