

## **Making change happen:**

The role of campaigning in a strong,  
autonomous students' association

Jenny Batty, Campaigns Delivery Officer

# Objectives

- Explore the relationship between representation and campaigning
- Consider the benefits of campaigning
- Explain some of the qualities of a strong campaign

# Icebreaker

# Representation

- The Education Act 1994
  - exists to represent the interests of students
- Griggs Review
  - student representation should become enhanced
  - strong, autonomous, sustainable and appropriately funded

What is representation?

What does it mean to be a representative?

# From representation to campaigns

- “The purpose of representation is to secure educational and institutional change”  
**Digby Jacks, President of NUS, 1975**
- Promote, defend and extend the rights of students
- Lobbying vs. campaigning

# Campaign Case Studies

- What is the campaign aim?
- What are the strengths of the campaign?
- What was the result of the campaign?
- What recommendations would you make to improve the campaign?

# Campaign case studies

- **Living Wage**
  - Canterbury College Students' Union
- **Say no to First Bus**
  - Aberdeen College Students' Association
- **Our Future, Our Fight**
  - Students' Association of John Wheatley College
- **Equal Marriage**
  - NUS Scotland
- **No to FE fees**
  - NUS-UK



# Campaigning top tips

- Think about whether campaigning is the right way win
  - Is it widely felt, deeply felt and winnable?
- Have a specific campaign aim
  - Specific, measurable, achievable, realistic and time bound
- Difference between change and awareness campaigns
- Planning
  - Think about impact, outcomes, activities and resources
- Mapping and targeting decision makers
- Working in partnership – find your allies, critical friend
- Appropriate tactics
- Be prepared to compromise
- Use the media

# Benefits of campaigning

- Making students' lives better
- Individual benefits to those involved
- Societal benefits
- Fostering greater relationships
- Recognition

# Overview

- Campaigning is a key part of representation
- Campaigns are an opportunity for students to build on key transferable skills
- Working in partnership and using appropriate tactics are key to winning for students
- In order to this associations need to be strong, autonomous, appropriately funded and sustainable

Jenny Batty  
Campaigns Delivery Officer

[Jenny.Batty@nus-scotland.org.uk](mailto:Jenny.Batty@nus-scotland.org.uk)