



Hello Lakers!

My name is Jack Chevrefils and I am excited to be running for the position of your 2018/2019 Nipissing University Student Union (NUSU) Vice President (VP) of Services. I am currently enrolled in Nipissing University's four-year honours business administration program. Throughout my academic career, I have held both volunteer and paid positions at the university, which shows my dedication and passion with respect to improving student life. I believe that my desire to positively impact the university experience for ALL students will carry over into my efforts as a NUSU representative.

My background in business, both academically and professionally, will equip the upcoming executive team with the resources and tools essential to improving the quality of events implemented by NUSU. As harmless as the title may be, the VP of Services handles budget lines in excess of over \$100,000 per academic year. That being said, you should feel comfortable placing a financial responsibility such as this in the hands of a finance major. My volunteer experience with the recruitment team, student development and services, and athletics (NUSAC) are a prime example of my dedication to improving the quality of student life at Nipissing University.

The VP of Services holds many responsibilities within NUSU. One of these responsibilities is acting as chair for the Green Initiatives Committee. For my campaign, to make a true statement towards my dedication to the positions held throughout the executive term, I will be conducting a paperless campaign. This means I will be relying solely on social media and word of mouth to express my platform and desire to enhance every aspect of student life.

In addition to the environmental component of this initiative, I will be acting on another promise I am making to the students of Nipissing University. It is my greatest hope that, if elected, with the support of fellow executives, I will be able to alleviate unnecessary expenditures and budget lines that currently exist within the student union. For example, the \$200 per candidate campaign printing budget. It is frivolous disbursements of this nature that increase student ancillary fees each and every year.

If elected, I plan to carry implement the following:

Frosh Week

One of the major roles of the VP of Services is to plan and coordinate frosh week for the upcoming year. Executive hours are at a surplus during the summer months in to allow a sufficient amount of time to prepare for the academic year. With this in mind, much of the time will be spent organizing frosh week. If elected, my ideas regarding frosh week are:

- Focus on revamping frosh week with new and improved events for students which are traditionally only seen at larger universities. Traditional frosh events will be kept and enhanced. I intend to implement this through collaboration with both local businesses as well as efforts to include sponsorships for increased funding.
- Frosh week fundraising efforts will be transformed into less costly and more profitable events.
- Some events will be tailored to include ALL students, not just those involved with Frosh.
- A Frosh Concert proposal will be submitted to the board and subject to approval. (More information in events.)

Clubs

The VP of Services is also responsible for the facilitating of clubs at Nipissing University. If elected, I would like to:

- Create a more personal relationship with both on and off campus clubs, promoting the formation of new clubs on campus.
- Organize regular meetings for club presidents and potential club founders to share fundraising, event planning and social media advertising ideas to generate universal, successful club operations.
- Work with individual clubs to increase exposure during club days. Create a fun and inviting atmosphere in which students can stop and talk to campus clubs to get a better sense of a given groups values and goals.

Events

The coordination and implementation of events is another responsibility of the NUSU VP of Services. Part of improving the quality of student life at Nipissing University is to successfully run engaging events. It is important to cater to both the student population as well as include the surrounding community to ensure a good relationship is maintained between the university, local businesses and North Bay residents. It is my hope to act on the following ideas:

- Engage with current students through social media polls and face to face interactions to gather event ideas with the intent of shattering all NUSU event attendance and revenue records. For example, polls will include artist from all genres that fit within event budgets in order to select the best performer based on student consensus.
- Work closely with the VP of Finance, reaching out to both local businesses and multinational corporations for sponsorships to minimize student event ticket costs and maximize revenue in an attempt to run a much larger end of year event.
- As a result of operating financial surplus, larger events will implemented in order to put Nipissing University on the map in regards to Ontario university events.
- Collaborate with NUSAC/Lakers Crew/Athletics to make games more accessible to students (Road game fan busses, halftime entertainment (pending increased event revenue)
- With respect to NUSU events, blend with community to increase revenues which will enable the team to run better events with more popular (expensive) artists..

Food Bank

The VP of Services is responsible for managing the NUSU Food Bank. In my opinion, the Food Bank is an undervalued and underutilized service provided by NUSU. If elected, I would:

- Increase initiatives both on and off campus to improve that quality and bounty of our student food bank. (ex. Bring food item for event entry)
- Maintain collaborative relationship with athletics to increase food bank contributions.
- Frequently collaborate with VP of Communications to raise awareness via social media.
- Create a more accessible outlet for students to take advantage of the food bank.

Other Collaborations and Efforts

Lastly, collaboration is without a doubt the most important responsibility of the not only the VP of Services, but the Student Union as a whole. As a union, executives must work as a team to provide the most positive and enjoyable university experience possible. Furthermore, it is the duty of all executives to show students what a rewarding experience it is to be a Laker! As a candidate with a “team-player” attitude, I have been able to establish strong, lasting relationships with both my peers and faculty. With this in mind, I believe I am the best candidate to represent the student population through this executive position. If elected, I intend to implement the following:

- Break ground on student centre construction. We have all heard rumours of a NUSU student centre and I believe it is time that these promises become a reality.
- Collaborate with fellow executives to turn NUSU into a sustainable Organization. In other words, initiate lasting sponsorship contracts with sponsors and partners. These efforts will reduce the workload for future executives and establish a better relationships with the community.
- Work in collaboration with Nipissing Universities recruitment team to enhance the prospective student experience at events such as the Ontario University Fair and New Student Orientation. After all, as enrollment numbers increase, so do event revenues, which enables NUSU to run bigger and better events.
- Using my background in business, if elected, I will work closely with the rest of the executive team, specifically finance and governance, to remove/dissociate NUSU from unnecessary memberships which will lower student ancillary fees.
- Work with other executives to operate with an open door policy. In order to better serve current and future students, executives need to be accessible and open to ideas.

Though I have made note of many efforts I plan to pursue if elected, this platform barely scrapes the surface of my intentions to “Make Nipissing Great Again”. Nipissing University and affiliated groups have been nothing but great to me, and I would love this opportunity to reciprocate. Once again, I believe that I have the best interest of all students in mind and I will be the best advocate/representative of you. Therefore, I, Jack Chevrefils, am the best candidate for the position of your 2018/2019 Vice-President of Services.

Please tune in to the live broadcast of my debate on Wednesday, January 24, 2018. The link will be available on the NUSU website.

Your interest in my campaign is much appreciated,

Sincerely,

Jack Chevrefils
Vice-President of Services Candidate