

Hi everyone! My name is Shannon (Jackson) MacCarthy and I am one of the three candidates running for the position of Vice-President of Communications. VP Communications is a big part of NUSU's goal to be the student voice. As Vice-President of Communications, it would be my responsibility to inform Nipissing students of various events and awareness campaigns, relevant information and news, Health and Dental Plan information, volunteer opportunities within the community, and much more.

In my year off after high school, I was teaching kindergarten while simultaneously working in a fast-pace team environment as a waitress. I am currently a member of General Council, a co-complex representative of Governor's House, as well as a current member of Social Committee. I have volunteered every year around the holidays fundraising for the Salvation Army as well as at Fall Open House here at Nipissing University. In addition, I was part of leadership course in my final semester in high school, something that prepared me well for the roles of a position of this nature.

As VP Communications, my top priority would be approachability. As capable as I see myself, I don't want to be the only one contributing ideas to the school. Everyone has an equal voice, not one opinion is better than another, and if two minds are better than one, I can't even imagine how effective an entire student body would be. It is another main goal of mine for students to be aware of the open door policy that would be in place if I am elected for the position. It is important that peers feel they can come to me with ideas, concerns and feedback.

As a candidate in this year's election, there are a few things I would love to see improved. Personally I believe the way in which information is distributed around the university is something that could be upgraded. The majority of the time, students are unaware or uninformed of the programs, campaigns, events, clubs, sports, and much more of what goes on around campus. As I stated, my focus is learning what the student body thinks. How are they interested in receiving information? How would they like important news to be relayed? Also, I would concern myself with the history of what has worked to catch the eye of students as well as what has failed.

I am confident that a strong presence on social media platforms would be successful. We are living in a time where electronics and social media have a large influence over our lives. We often spend time browsing through Instagram, Facebook, Snapchat, and so on. If information of events and campaigns are posted on social media such as a NUSU Facebook page, Instagram page and Snapchat

story, I feel as though more students would be seeing the message. However, it is also important to make visual reminders around the campus as well for the few without social media or those who miss the post. Using both social media and visual advertisements, I feel like a wider range of students would be touched, becoming more informed of the events occurring in Nipissing University.

In collaboration with clubs and awareness campaigns, it would be beneficial to brainstorm ideas on how to best promote clubs, events and other initiatives. One thing we have now is club days. The idea behind club days are great. It is a time when several clubs gather to promote themselves in person to the student body. However, how effective is this time? Speaking personally, all I see when walking through the aisle of tables lining the outside of the Campus Bookstore are students walking through with their heads lowered to avoid the tables and those behind them. I feel to improve this event, it may be more effective to reserve a classroom or shared gym for “Club Day” where students can come as they please to view what is offered. Additionally, clubs should be listed year round on a board that is visible to all students.

There are so many ideas that I have to bring to NUSU’s Executive team as a Vice-President of Communications, and so many ideas I would love to hear from others! I am more than grateful for the opportunity to run in this year’s election and I hope you are interested in seeing what I have to offer for the 2018-2019 school year and vote Shannon (Jackson) MacCarthy for VP Communications.