

Jordon Staroba VP Finance

My Qualifications:

Current Business Administration - Marketing Student: I have taken courses such as Accounting, Microeconomics, Public Relations, Introduction to Marketing, Marketing for Managers, Consumer Behavior. These classes will give me an insight on how to market NUSU events, campaigns and initiatives.

I am Minorng in Human Resources and Corporate Social Responsibility: I have chosen to do a double minor in Corporate Social Responsibility and Human Resource Management. The relevant courses that I have taken in regards to this position include: Human Resource Management, Organizational Behavior, Organizational Change and Development, Gender and Diversity in Organization and The Evolution of Business.

As far as my practical experience, I was a member of the Nipissing University Student Union's Board of Directors as a Director at Large. This gives me good insight into how NUSU operates and how to approach the communications role. Furthermore, I was able to attend the Canadian Federation of Students Skills Symposium. This conference taught me essential skills on how to be an exceptional student union executive. The conference also showed me how other student unions approach their roles as executives. I have also worked within NUSU as a Frosh Team Leader and as a Frosh Utility Leader (Food and Beverage).

In addition, I have previously held a Residence Council Executive position through which I ran many fundraisers and events including the annual Residence Formal. This is a practical application of similar skills that are required of a VP Finance to the amount of event planning, fundraising and advertising that is involved with both roles. Moreover, I have held countless positions in my high school such as Student Senate, Student Council, Prom Committee, etc.

Platform:

Sponsorship: The past few executives have done exceptionally well when it comes to obtaining sponsorship and government grants, I hope to continue to add to their hard work and continue to grow our network of sponsors. I also think it is important to try to give back to our sponsors as much as we can, this could be as simple as running an event at one of our sponsors venues to help generate revenue.

Perks Card: Over the years there have been many attempts and at student perks card. Many of which have not been profitable and very few have been exciting or effective for students. I think we need to take a look at other student unions such as Laurentian, Trent, and Lakehead, and see what is effective for them in regards to student perks cards and most importantly how to profit from them. I would like to develop what we currently have in place and what we have done in the past and find something that works for everyone. I do not know if I will be able to create a profitable student perks card in my term as VP Finance, however I do hope to set up strong infrastructure for the future.

NUSU Retention: In the past, many Frosh Leaders, NUSU Crew members and NUSU Board of Directors have had their involvement drop off as the year goes on with no real benefit to staying an active member in their role I would like to explore the opportunity to reward those who work hard for NUSU at any level with some type of reward whether it be Honorariums or Jackets or something completely different some kind of incentive is important for retention at all levels. Also this goes for our full time NUSU staff who have worked endlessly year to year to make NUSU the amazing corporation it is, I think there position need to be evaluated and rewarded in a fair manner for the amount of work they do, this will help reduce turnover for the staff of NUSU.

Furthermore as NUSU has often experienced many directors, senators and executives that have been unable to serve their entire elected term. I think for student elected positions, it is very irresponsible to the student body and to NUSU as a corporation. Although many have had very valid reasons, they are still backing out on a commitment that they have made to the students. I pledge to fulfill my entire elected term if elected as the VP Finance.

Feedback: I would like to have an open line of communication with the students. This would apply to every aspect of NUSU, whether it is the actions of staff members or executives, or an event idea, or a comment on a previous event, I think we need to be more attentive to the students. The first way to achieve Feedback is from an economic feedback by doing cost benefit analysis on events that are run to show if events like that are worth the financial investment. A similar measurement of a cost per student event would be a great way to see if the event was meaningful for both the corporation and the student body. Furthermore, I would like to hold Facebook livestreams Q&A's to get to know what the student body has questions about so we can focus on how to address these questions better. Currently we do have a comment box on the NUSU website but it is very difficult to find. I would also like to explore the option of gaining feedback through the NUSU Talks App for easy student access.

Collaboration Part 1: I found through my first three years at Nipissing that there are many events to attend, but I have found that these events are often run by one group and is not scheduled around other events happening on campus or residence. I want to work with clubs and group on campus in order to make sure that NUSU events on ran effectively and price consciously. This extends farther then just events it also includes getting students from different faculties to apply their knowledge in a practical setting, whether it's using the marketing students to help create campaigns or the film students to help film videos, the possibilities for cost saving collaboration is endless

Collaboration Part 2: There are a lot of groups that could potentially be beneficial partners or collaborators with NUSU. I would like to try to improve the overall quality of programs and services offered by NUSU with the help of other groups on and off campus. Some of the groups include: Residence, The Canadian Federations of Students, The Athletic Centre, Canadore College/Students Council, Local MP's and MPP's, Laurentian University, Campus Clubs, Relay4life, Let's talk about consent, and our sponsors (Moose, CIBC, etc..). By teaming up with these groups we will not only prove the success of NUSU events but also the individual groups as well. These groups have many people and NUSU has resources and by teaming up with these groups we can ensure that all events are cost effective and meaningful to the students.

Increase Revenue: In order to fund some of the ideas listed above I would focus on both increasing revenue with current products and expanding the amount of things the NUSU makes money on, In the past selling extra frosh kit materials has been effective but we need to find more ways to increase revenue.

Improve Clarity with the Student Body: There is a large communication gap between NUSU as a corporation and the students. Few students know what NUSU does with their money. Students also are not aware of new developments within NUSU. Few students know about the new building project, what their student health plan covers, as well as where their ancillary fees go. The current NUSU Executives and Board of Directors have extensive knowledge on those topics, but very little of that knowledge is shared with the students. I will work to fix this with informational posters, using the NUSU Talks App, as well as utilize events and programs run by NUSU to also inform students on these ideas.