



CAMPAIGN UPDATE REPORT

Prepared for:	Student Council	Date:	25/04/2018
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Summary: *This paper provides an update on the implementation of the campaign(s) of the Executive Committee member*

Priority campaign(s) and objective(s)

1. **Let's Be Honest:** To improve mental health services on campus, encourage the ARU community to have more honest conversations about mental health and equip them to support one another. We will be rolling out our "You are irreplaceable" campaign to support this
2. **Monthly distress events** To allow all ARU students access to free event and space to relax and take a break from daily stresses of life
3. **Monthly drop ins-** To ensure all students are able to express and raise any questions, comments or concerns regarding their course, module, faculty etc.
4. **Cultural GIAG** – Empower students to share their love of their culture with the ARU community and bring a bit of home to ARU.
5. **Family day** – Aims to cater to mature students and students whom 9-5 working hours don't allow them to access services that they need. Whilst also providing an open house / bring your family to uni fun activities day.

Progress on priority campaign(s)

2. Monthly distress events

- The aim of this campaign is to extend last year's distress fest into a more frequent occurrence on both small and large scales.
- How I am going to achieve this aim is through working out the events and dates so that as many students as possible can attend.
- What I have done so far I have collaborated with student services on one event and we will be running another together. I have some dates and places already insight so please check out the attachments. There is also a budget break down for what is needed and why.
- What my next steps are to put all of these in the staffs calendars, set up events pages on the website and get the communications out there so everyone can join in on the fun!

IN PROGRESS

Update April 2018

- As part of my campaign to run monthly De-Stress events, I am excited to be helping out with the De-stress fest activities and events as it's like the mecca of the smaller monthly events I have put on.
- De-Stress fest is the 23rd-27th of April, so stay tuned and make sure you get involved in all the fun and relaxation!

Update February 2018

- You are irreplaceable bracelets have been being given out to students and staff. Building that sense of community and love for our ARU family.
- 1,000 bracelets were ordered half in SU colors and the other half in different LGBTQ+ flag colors VP Laura D did that and collaborated with me on this campaign so that `You are Irreplaceable` could be rolled out and be a part of the February Pride month and beyond. Students have been loving the bands

and paying it forward with them as well which was the idea and intention behind them.

Update January 2018

The last LUSH cosmetics event had more than 120 students on the combined campuses. Which is really exciting and I also saved a bit of money on the Chelmsford event, due to their honouring prior agreed upon rates.

I have received funding for the next two events which are my fresh check days and you are irreplaceable bracelets. The fresh check date for Chelmsford is on the 29th from 12-2pm in the dome and on the 31st in HEL street from 12-2pm. Feel free to drop by and check it out. The You are irreplaceable launch is super exciting and I will be working with Laura to get this launched during LGBT History month in February.

Black History Month

- The aim of this campaign is to empower students through representation and a celebration of culture. Last years first ever black history month was large and we aim to have the same kind of buzz.
- I will achieve this through running successful and student lead events for the month.
- So far I have worked closely with Katie P, to get other administrators in the University to get involved. We have had by in and have had our most expensive expenses for BHM covered! There is a calendar of events out and weekly events happening. I also have NUS president Shakira Martin in to speak as well as Lionheartfelt a TEDX and BBC international speaker.
- Booked all the needed rooms, made adjustments and finalized the times.
- A variety of societies are involved and excited to partake!
- ACS will be hosting a fashion show and Katie and I have been working closely on everything to ensure it's a success.

Update April 2018

- In March during Global Week I held my first 3Vs the global fashion show it was a hit and 50+ students attended. We started with just 15 models at the start and the numbers steadily grew as students began to participate and have fun with their mates.
- The logo is done and campaign up on the campaigns page!
- Next I am working on compiling the vide message for the campaign and the mosaic of faces image of students from our campuses.

Update January 2018 "3Vs"

The events that fall under this campaign aim to promote pride through cultural awareness, entertainment and education. Although ambitious I would like to work towards breaking down barriers of ignorance of different heritages, through facilitating events that encourage better understanding through representation thus enhancing the diverse community we have within the ARU community.

- I have finished the design briefs for the shareable images and the main launch video/image on Voice, Visibility and Validation.
- I am working on getting the videos and images together for the launch with the help of our Cambridge BME rep
- The main three events to kick off this campaign will take place during global week. On Monday the 13th there will be a global fashion show and on the 12th

there will be a 'reppin your roots' open mic night. Both of these events are taking place only on the Chelmsford campus.

3. Monthly drop- ins

As Vice President of two different faculties I appreciate and embrace the fact that each faculty has their own students with different individual needs. Bearing this in mind I would like to host monthly drop in sessions allocated to different key areas dependent upon which campus I am on. The chat would be a time where you could express questions, concerns, happiness or any other feelings regarding your course. I will do my best to improve and help change things that are widely and deeply felt by students within the FHSCE and FMS student body.

The drop in sessions would also be a time where students can come in and generally meet other students within their faculties and relax. I am aware that some students won't be able to make day time hours, due to this I will also try and host evening sessions so as it's more inclusive and accessible.

Update April 2018

- These are happening I will push myself to be more proactive about highlighting dates and times on social media that I will be around to meet with students.

Update January 2018

I have been meeting with lots of students and am collaborating with a few of them on upcoming campaign events. The shareable image and pop up poster are done. So it's a go!

4. Cultural GIAG

The idea behind this is that I was homesick and I thought that it would be great to have GIAG activities centered on learning about different cultures. Students teaching others about their cultures, doing some activities and enjoying great food from around the world. I thought it would be a great way for students to embrace where they are from and to share it with the ARU community.

Update April 2018

- 1) Cultural giag- will be happening at the end of May My budget got approved and Caroline from international is keen to make it happen. I haven't narrowed down a date as, I'm going to double check the events calander to make sure it doesn't conflict with something else, enabling more students to be present and that the date works for the Cambridge BME rep as she is supporting me on this event.

Update Nov 17

- Cultural GIAG inflatables budget ran over by £40 due to shipping. I ask that the £40 be taken out of my communications budget to pay it back.
- Teaser videos and most of the communications has also been done. Passports and boarding passes look amazing!
- The event is now live on the website as well as on Facebook. So please feel free to share that!
- I am contacting the Jerk station to have them cater the event and am asking for an extra £50 for food. The projected £150 would not be enough to cover the service charge for food service.

<p>Update January 2018</p> <ul style="list-style-type: none"> - The event is finally set to happen in Chelmsford on February 1st from 12-2 in the dome. - I have booked the photo booth and am working on changing the green screen images to be that of places in Nigeria. The cater is making nice little snack and finger foods so students can have a taste of traditional Nigerian food. - I am working with Georgia to get the passports and boarding passes printed in house as the images are already done and ready. - The event is already live on Facebook and has a few people who have RSVP but please feel free to like and share! 	
<p>5. Family day: the one stop shop</p> <p>Work in progress, I will update better once I get the other campaigns rolling and out. From the talks I have had with different faculty members there is a major buy in to this and im really excited/ looking forward to working more on this to roll it out for term 2!</p> <p>Update January 2018</p> <ul style="list-style-type: none"> - <i>Working on creating a template that can potentially be carried over by the next officer team.</i> 	IN PROGRESS
<p>Day to day updates</p> <ul style="list-style-type: none"> - I have been working on trying to set up a social work society in PB and putting on a GIAG. - I am working with a nursing rep from the Chelmsford campus to bring about a placement support peer to peer type event and system. - I am looking forward to going to the national conference and will be gathering feedback on what students would like me to represent or bring. Feel free to comment and let me know your thoughts. 	

Members are asked to **DISCUSS**