



CAMPAIGN UPDATE REPORT

Prepared for:	Student Council	Date:	05/12/2017
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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!

Update November

- "Snacks on us" was a great success we gave out fruit and water to 120plus students! I was also £21.57 under budget.
- Students are looking forward to the December LUSH cosmetics distress event. Please do continue encouraging people to sign up online as there is a 60 person limit for the activity.

In progress

- I am requesting money for the next two de-stress events that are occurring in January and February. Budget for the **Fresh Check day** on both campuses is 220£ (Mab foyer/ hel street) student services, student money advice, international office it will offer a fair like vibe with music, games, giveaways. All aimed at checking in with our current students and connecting with our second intake of students, whilst shouting about our services in an informal way. £110 budget will be given to each campus to pay for the free tea, coffee, snacks, games and giveaways. For the Paint night event 6 canvases for £9.35 (6x4=24=37.4) (£74.80) little glass of non-alcoholic wine/finger food treat(£15) (£30 paint) Request £120. The paint cost will go towards providing anything if needed that the arts and crafts soc does not have within their supplies.

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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 25/10/17

- *The BHM kick-off event with our poet Lionheartfelt 50 students came for food, 36 for the talk, as of today our online video has had more than 127 views.*
- *Women's empowerment Shakira Martin talk- Just an update that the live stream from Shakira's talk has generated more than 158 views and we had an audience of 26 people.*
- *Both of the BHM events we have live streamed have been watched over 100 times and we will continue to do this for further guest speakers so that students whom are unable to attend don't miss out in participating.*

Update November

- *As I promised students BHM will not be contained to one month it is a continued celebration and as such the 3V's (Voice, Visibility,*

Validation) Campaign is continuing its work. The three main events for this campaign will roll out during Global Week ☺

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 25/10/17

- *Working with communications to get shareable images, dates and a little pop up poster to make them stick out and relevant to students.*
- *Will be working on an article to help promote the drop-ins to students.*

Update November

- *Still working with comms to get this shareable image done. I have been meeting with lots of students and am collaborating with a few of them on upcoming campaign events.*

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 25/10/17

- *I've been working with communications to get the adverts together and the type of language we will use.*
- *Looking for authentic cuisine for the event so students truly are able to have a taste of "Home or Nigeria".*
- *Waiting on the budget to see how much money I will have for the event, food and activities. Thus determining the scale I am able to deliver at.*

Update Nov 17

<ul style="list-style-type: none"> - 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 style="text-align: center;">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 25/10/17</p> <ul style="list-style-type: none"> - <i>Will begin looking over notes and contacting those whom have key interest in this to begin creating actions and next steps.</i> <p>Update November</p> <ul style="list-style-type: none"> - <i>Contacting relevant university staff to try and get this rolling for the third trimester.</i> 	In progress
<p>Day to day updates</p> <ul style="list-style-type: none"> - I am working on developing a campaign that is an extension and continuation of BHM 3V's. I can share a exemplar of what global weeks events will look like as this is the role out for my campaign. - I have also been meeting with more students, collaborating on ideas and that has been amazing! - I have been officially elected as a National Conference Delegate which I am super excited about and looking forward to. 	

Student Council are asked to **DISCUSS**