



URJA SINGH (SHE/HER) VP BOM

CANDIDATE STATEMENT:

HI, I'M URJA, A THIRD-YEAR BUSINESS STUDENT, AND I'M RUNNING FOR VICE PRESIDENT BOARD OF MANAGEMENT. MY JOURNEY WITH QMU STARTED AS A FRESHERS' HELPER IN 2023, AND IT QUICKLY BECAME AN ESSENTIAL PART OF MY UNIVERSITY EXPERIENCE. I'VE MET AMAZING PEOPLE, CONTRIBUTED TO THIS ORGANISATION WHICH I CARE SO MUCH ABOUT AND DEVELOPED VALUABLE SKILLS ALONG THE WAY. IN THE LAST ELECTION, I WAS HONOURED TO BE VOTED VICE PRESIDENT MEMBERSHIP, CLUBS & SOCIETIES, A ROLE I'VE LOVED. NOW, I'M EAGER FOR THE NEXT CHALLENGE AND WOULD BE PROUD TO CONTINUE MY WORK WITH QMU AS VPBOM, BRINGING MY FRESH IDEAS AND CREATIVITY TO THE ROLE..

AFFILIATIONS

AS VPBOM, I'LL EXPAND AND REFINE QMU'S AFFILIATIONS TO MAXIMIZE BENEFITS FOR SOCIETIES. WHILE THIS YEAR WE'VE STRENGTHENED TIES WITH GUSA CLUBS, I SEE POTENTIAL TO GO FURTHER BY CREATING A DEDICATED AFFILIATION PACK FOR CLUBS, MAKING PERKS CLEARER. TO ENHANCE PRE-DRINKS, I'D INTRODUCE AN OPTION FOR CLUBS TO PRE-ORDER SHARING PLATTERS (E.G., CHICKEN STRIPS) FOR THEIR EVENTS.

BEYOND SPORTS, I WANT TO STRENGTHEN TIES WITH SOCIAL JUSTICE SOCIETIES THAT CHAMPION CAUSES ALIGNED WITH QMU'S VALUES. (FOR EXAMPLE, STUDENT FOR CHOICE, GUJPS AND FEMCOLLAB) BY COLLABORATING ON EVENTS AND WORKING CLOSELY WITH THE CAMPAIGNS CONVENOR, WE CAN FIND THE BEST WAYS TO SUPPORT THEIR INITIATIVES WHILE ALSO CONSIDERING THE QMU'S COMMERCIAL INTERESTS.

FINALLY, I'D INTRODUCE AN ANNUAL AFFILIATE FEEDBACK FORM TO ENSURE WE IMPROVE YEAR-ON-YEAR WHILE MAINTAINING OUR STRENGTHS. THIS WOULD INCLUDE THEIR OPINION ON OUR BENEFITS AND EXPERIENCE USING OUR SPACES.

BOARD

FIRSTLY, I WANT TO ENHANCE BOARD TRAINING, ESPECIALLY FOR CONVENORS, ENSURING THEY FEEL CONFIDENT AND WELL-EQUIPPED TO EXCEL IN THEIR ROLES. A KEY PART OF THIS WILL BE STRENGTHENING RELATIONSHIPS WITH MANAGEMENT AND PROVIDING TRAINING ON ROLE EXPECTATIONS, BUDGETS, AND SOCIAL MEDIA

INCREASING BOARD VISIBILITY IS ALSO A PRIORITY. AT THE START OF THE YEAR, I'D INTRODUCE EVERY BOARD MEMBER ON OUR MAIN INSTAGRAM ACCOUNT AND ENCOURAGE ONGOING ENGAGEMENT THROUGH A STRUCTURED PR CALENDAR. THIS WILL GIVE BOARD MEMBERS MORE NOTICE ON CONTENT OPPORTUNITIES, MAKING PARTICIPATION EASIER AND MORE EFFECTIVE. BY HIGHLIGHTING THE BOARD WE ALSO SHOW THE OPPORTUNITIES AVAILABLE ON BOARD TO ENCOURAGE HIGHER ELECTION TURNOUT.

IMPROVING ENGAGEMENT

LAST YEAR A KEY PRIORITY OF THE QMU WAS SUPPORTING STUDENT BANDS/PERFORMERS, BUT THAT FOCUS HAS FADED. I WANT TO BRING IT BACK BY HOSTING BI-MONTHLY GIGS IN JIM'S, GIVING FRESH TALENT THE CHANCE TO PERFORM ON A PROFESSIONAL STAGE AND CONTINUING OUR LEGACY AS AN ORGANISATION THAT NURTURES YOUNG TALENT.

ADDITIONALLY, I'VE NOTICED THAT MANY SOCIETIES ARE ROUTINELY LOOKING FOR PLACES TO STREAM MEDIA TO THEIR MEMBERSHIP (FOR EXAMPLE, LIVE SPORTING EVENTS OR WATCH-ALONGS) I'LL POSITION QMU AS THE GO-TO VENUE FOR THESE EVENTS, ACTIVELY PROMOTING THIS BENEFIT TO AFFILIATES.

TO IMPROVE EVENT VISIBILITY, I PROPOSE A WEBSITE CALENDAR SHOWCASING UPCOMING EVENTS, INCLUDING THOSE RUN BY SOCIETIES OPEN TO ALL STUDENTS. THIS WOULD MAKE IT EASIER FOR PEOPLE TO DISCOVER EVENTS WHILE HELPING SOCIETIES EXPAND THEIR REACH.

STRONGER COLLABORATION BETWEEN STUDENT BODIES IS ALSO KEY. DURING THE 16 DAYS OF ACTIVISM, I NOTICED SIMILAR EVENTS BEING RUN SEPARATELY BY ALL FOUR STUDENT BODIES. A COORDINATED APPROACH WOULD CREATE A BIGGER IMPACT AND ALSO HELP US ALL TO ENGAGE MORE STUDENTS

I ALSO BELIEVE THAT, AS A HUB FOR INTERNATIONAL STUDENTS, THE QMU SHOULD ALSO WORK CLOSELY WITH CULTURAL SOCIETIES TO HOST MORE DIVERSE EVENTS. BY FOSTERING INCLUSIVITY AND CELEBRATING DIFFERENT CULTURES, WE CAN MAKE QMU A HOME AWAY FROM HOME FOR STUDENTS.

MARKETING THE QMU

I WANT TO INTRODUCE A MONTHLY NEWSLETTER FOR MEMBERS, HIGHLIGHTING UPCOMING EVENTS AND SHOWCASING EVERYTHING QMU HAS TO OFFER. THIS WILL HELP US REACH MORE STUDENTS AND KEEP THEM ENGAGED WITH OUR ACTIVITIES.

FINALLY, I'D LIKE TO ENHANCE OUR SOCIAL MEDIA PRESENCE BY WORKING WITH OUR PR MANAGER TO DEVELOP A COHESIVE VISUAL IDENTITY FOR INSTAGRAM. A CLEANER, MORE POLISHED LOOK—INCLUDING A CONSISTENT STYLE FOR STORY POSTS AND CURATED HIGHLIGHTS—WILL MAKE OUR CONTENT MORE ENGAGING AND PROFESSIONAL.