



# **BEE PRITCHARD**

## **(SHE/HER)**

### **VP MCS**

#### **CANDIDATE STATEMENT:**

**HELLO! MY NAME IS BEE, AND I AM A SECOND YEAR HISTORY OF ART STUDENT RUNNING FOR VICE PRESIDENT, MEMBERSHIPS, CLUBS AND SOCIETIES. I AM CURRENTLY A CSR, AS WELL AS FEATURES EDITOR AND LEFTIE FOR THE AMAZING IN-HOUSE PUBLICATION QMUNICATE. MY MANIFESTO FOCUSES ON THREE MAIN IDEAS: DEVELOPING A COOL, COHERENT AND CLASSY VISUAL IDENTITY TO BETTER BRAND THE UNION; BEING PRESENT, PERSONABLE AND PROACTIVE FOR EVERYTHING MEMBERSHIPS-RELATED; AND WIDENING THE FINANCIAL ACCESSIBILITY OF WHAT I PROMISE TO BE A FANTASTIC FRESHER'S WEEK.**

**AS VP MCS, ONE OF THE MAIN THINGS I WOULD LIKE TO DO IS BETTER THE ADVERTISING AND BRANDING OF THE UNION. CONTINUING TO DEVELOP A COHESIVE VISUAL LANGUAGE AND IDENTITY (THAT IS THEN CONSISTENTLY USED ACROSS COMMITTEES, EVENT ADVERTISING AND SOCIAL MEDIA) WOULD STRENGTHEN THE IMPACT AND REACH THE UNION HAS ACROSS CAMPUS, ONLINE AND IN THE MINDS OF THE STUDENT BODY. THINK OF THE CLASSIC QMU PINK, AN IMMEDIATELY IDENTIFIABLE AND UNDENIABLY ICONIC COLOUR. WITH THIS ALREADY AT THE HEART OF THE QMU'S VISUAL IDENTITY, I WOULD EXPAND UPON GRAPHICS USED BY THE TECH TEAM: THE CLEAN, MODERN LINES AND STRONG ANGULAR SHAPES OF THESE GRAPHICS PARALLEL THE BLOCKY SHAPES OF OUR BEAUTIFUL BRUTALIST BUILDING. NOT ONLY DOES THIS CREATE A SENSE OF COHESION, BUT IMPORTANTLY PROVIDES AN IMPRESSIVE VISUAL BASE THAT CAN BE CREATIVELY EXPANDED UPON. I WOULD THEN WORK ALONGSIDE THE EVENTS AND PUBLICATIONS CONVENORS AND MANAGEMENT TEAM TO DESIGN A WHOLE RANGE OF POSTERS, STICKERS AND FLYERS CONSISTENTLY THROUGHOUT THE YEAR.**

**I BELIEVE A FUN, RECOGNISABLE BRAND WILL GENERATE MORE INTEREST IN THE UNION AND IN TURN DRIVE UP MEMBERSHIP NUMBERS AND AFFILIATIONS. AS VP MCS, EXPANDING THE QMU'S MEMBERSHIP BASE WILL ALWAYS BE AT THE FOREFRONT OF MY MIND. BY WORKING WITH THE EVENTS CONVENOR, I WOULD PUSH FOR MORE INCENTIVES FOR STUDENTS AND SOCIETIES TO AFFILIATE AND BECOME MEMBERS - FOR EXAMPLE, POTENTIALLY DISCOUNTED ENTRY FOR FUTURE CLUB NIGHTS - AND ENSURE THAT THEY ARE WELL-ADVERTISED. I WOULD ALSO LOOK TO HAVE SOME FORM OF PERMANENT ONLINE RECOGNITION OF MEMBERSHIP ONCE PEOPLE HAVE JOINED. AS A POINT OF CONTACT FOR ALL UNION-RELATED QUERIES, IT IS IMPORTANT THAT PEOPLE KNOW I AM PERSONABLE AND APPROACHABLE. I WOULD THEREFORE HOLD WEEKLY OFFICE HOURS WHERE I AM GUARANTEED TO BE IN THE BUILDING FOR ANY IN-PERSON CONVERSATIONS THAT MAY BE NEEDED.**

**MY IDEAS FOR FRESHER'S WEEK ARE THREE-PRONGED: WIDENING FINANCIAL ACCESSIBILITY; ATTRACTING BOTH FRESHERS AND FRESHER'S HELPERS; AND RETAINING THEM IN UNION LIFE ONCE FRESHER'S WEEK IS OVER. FRESHER'S WEEK SHOULD BE BOTH ENJOYABLE AND AFFORDABLE, SO I WOULD WORK WITH MANAGEMENT ON A RANGE OF FINANCIAL OPTIONS FOR EVENTS, INCLUDING DISCOUNTED RATES FOR STUDENTS RECEIVING BURSARIES. I WOULD ALSO LOOK TO WORK CROSS-CAMPUS ON THIS ISSUE TO ENSURE THAT FRESHER'S WEEK ACROSS THE UNIVERSITY IS ACCESSIBLE AS IT CAN BE, ESPECIALLY WHEN MONEY IS AN ISSUE FOR SO MANY STUDENTS. ADDITIONALLY, NOT ONLY WILL DAYTIME EVENTS BE BETTER ADVERTISED, BUT SO WILL COMMITTEE MEETINGS, AS THEY ARE CRUCIAL TO STUDENTS STAYING INVOLVED WITH THE UNION. I WILL WORK CLOSELY AND CONSULT WITH SOCIETIES, HOME STUDENTS, BOARD MEMBERS AND MANAGEMENT DURING THE ORGANISATION OF FRESHER'S WEEK TO MAKE SURE AS MANY STUDENTS AS POSSIBLE FEEL HEARD, REPRESENTED AND VALUED BY THE QMU, A SENTIMENT THAT IS INTEGRAL TO MY CAMPAIGN.**

**THE QMU HAS BEEN SUCH A WELCOMING, FUN AND EXCITING PART OF MY UNIVERSITY LIFE, AND AS VP MCS I WILL STRIVE FOR IT TO CONTINUE TO BE SO, FOR AS MANY STUDENTS AS POSSIBLE.**