

Greetings!

My name is Sara Al Kafry, and I am a third-year student at the University of Calgary. I major in Law and Society with a minor in Political Science. I am excited to announce my candidacy for the position of VP Communications. Through my involvement in various extracurricular activities, I have cultivated the skills and passion for marketing and graphic design which I hope to bring to FASA in order to enhance communication within our university community. Furthermore, I am committed to promoting student engagement and fostering a welcoming atmosphere within the Faculty of Arts. I believe that effective communication is essential for building a strong sense of belonging and community among students, and I am dedicated to contributing to this goal.

My three main goals for the upcoming year as VP communications are to encourage two-way communication, increase social media presence, and promote all of the amazing events and activities within our university.

Encourage Two-Way Communication

Communication is truly the foundation for any relationship, especially our relationship with students within our faculty. I aim to foster open communication by encouraging members to share their ideas, suggestions, and concerns. I intend to create channels for students to provide feedback and raise concerns openly or anonymously, if they wish, through suggestion boxes, surveys, polls, or open forum discussions.

Here are the ways in which I plan to operationalize two-way communication:

- Distributing surveys or feedback forms to gather input from students on social media and via email.
 - Sending a link to a Google Form at the beginning of the year, which will remain open throughout the year for students to share any concerns or feedback.
 - Holding regular polls and utilizing the Instagram question story sticker to gather feedback from students.

Increasing Social Media Presence

Another important foundation I would like to focus on is student engagement, especially on social media as it has become such an important thing in our day-to-day life. I believe that visibility is very important to ensure that students are actively aware of who to contact when they have any concerns or are in need of help.

Here are the ways in which I plan to operationalize student engagement on social media:

- Establish a consistent posting schedule to keep students engaged and maintain visibility on their feeds.

- Creating a meta business account and updating it monthly to maintain engagement on social media.
- Engaging with students regularly through weekly polls and questions on social media, most likely on Instagram stories.
- Showcasing student achievement in the arts program by start a monthly or bi-weekly highlight segment on our social media labelled as “Achievement Avenue.”
- Update FASA website regularly.
- Producing more content with Council members to increase their visibility and ensure students are aware of the proper channels to contact when needing help.

Promoting Events and Activities

Within the Faculty of Arts, students often possess diverse interests spanning across multiple fields. Moreover, university clubs host a variety of captivating and enriching events that students may not yet be acquainted with, having not been exposed to the clubs previously. As VP of Communications, my goal is to amplify the visibility of these club events and proficiently promote them to students who may find them relevant to their areas of interest.

Here are the ways in which I plan to operationalize promoting events and activities:

- Promoting club events on our social media (Instagram/Facebook story).
- Making the calendar with university club events more visibly and accessible to students.
- Creating and distributing a newsletter by email and on social media to share upcoming events.

That is all for my goals as of now. I hope that once elected I can achieve these goals and many more, but my main focus is to gain the trust of the student body and work alongside them and the rest of the executive to foster a nurturing and inclusive environment within the faculty.

If you have any questions regarding my campaign, please contact me by email at sara.alkafry@ucalgay.ca.