

## Rusty Smith for SU President (UG)

### **Vision**

It's time for a change. With the recent merge between the SU and the GU there's a great opportunity to revitalize the Union and make sure that everyone feels heard, all are represented, and the Union continues to provide essential and helpful services. Although the Union has done great work over the past few years, many students still don't know what services it offers, or how they, personally, can be helped, and that needs to change. With a fresh re-brand, a new service rollout, and some fundamental operational shifts, we can make the new SU a really great part of Cambridge student life.

### **Policies**

- **Access**
  - Increase # of Non-Sabbatical officer roles
  - Create set of student activism training sessions
  - Work closely with JCRs and Socs to increase Union visibility
  - Advocate for widened admissions requirements
  - Increase proactivity in advertising existing access schemes
- **Communication**
  - Run large-scale re-brand and marketing campaign for new SU
  - Build app with central directory of student services and locations
  - Increase marketing spend on advertising student votes
- **Accountability**
  - Introduce accessible officer open hours
  - Implement daily officer diaries so students can track officer's use of time
  - Create more accessible expenditure tracking tool to gain student's confidence that money is well used

### **Why Me?**

Although I'm a relative outsider to the SU, my experience with the Advertising and Marketing Society, as well as in starting and working with multiple online businesses, puts me in a great position to help revitalize the new SU. I have a proven track record of good project management, organizational ability, and a talent for getting projects off the ground. All these skills are essential to both running the day-to-day of a Union, and to widening the scope of its assistance. I am well prepared and well equipped to work with a team of officers in making sure that the new SU is better at service provision, better at communicating with the student body, more directly accountable, and which continues to effectively advocate for student rights.

### **Experience**

- Co-President, CAMSoc
- HSPS Faculty Board Rep
- HSPS Part 1 Rep
- CMO, Stowe