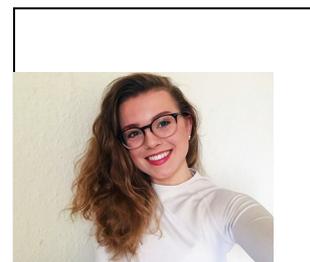


GUSA Council Member - Nomination Form & Manifesto 2021/22

Position: PUBLICITY CONVENOR		
Nominee:	Name: ISLA MCCLUNG	
	Club: MUAY THAI	
Nominator:	Name: ANDREW CHRUMKA	
	Club: SQUASH	
Seconder:	Name: EWAN GALBRAITH	
	Club: VOLLEYBALL	



With COVID-19 forcing us indoors and restricting in-person socialisation, I recognise the importance of a strong online presence, and the impact that this can have. Not only do social media posts need to be engaging in their presentation, but they also need to effectively appeal to a wide and diverse audience. I believe that this requires skills in organisation, time-management and communication. My previous experience in 2018/19 as Publicity Convenor of the Muay Thai club has equipped me with these attributes, alongside my role as Captain over the past year. Furthermore, over 18 months I was responsible for scheduling social media posts and promoting weekly yoga events while employed at lululemon Glasgow. Together, these roles have developed my ability to curate appealing content to promote sport and wellness across campus, and refined my professionalism when managing incoming inquiries and collaboration requests. Importantly, I believe a crucial role of the Publicity Convenor over the coming year is to recognise the incredible efforts of clubs in supporting their members, both physically and mentally – from online Zoom workouts to greater Welfare engagement. I would aim to expand the volunteer-based photography team, allowing aspiring student-photographers to attend sporting events and develop their skills, alongside have their work publicised across GUSA’s social media pages and website. This would lead into a new monthly digest of sporting achievements, promoted in collaboration with UofG Sport. In addition, I would be delighted to carry forward the prospect of a *Year in Review* project – envisioned to be an ongoing development throughout the year. This would result in a video to look back on and celebrate some of the sporting highlights across different teams and clubs. I intend to reach out to local magazines (within the University and beyond) in the hopes of sharing the *Review* as a way to spread the positive impact of GUSA and advertise the achievements of clubs and individuals. Finally, a key intention for my term as Publicity Convenor is to increase interaction between GUSA and other societies across campus. For example, in the past year GUSA worked with GUST to trial an initiative known as ‘*GUSA TV*’, a monthly summary of sporting events and happenings within the association. **Overall, my goal as Publicity Convenor would be to utilise our online platforms to increase collaboration between clubs within GUSA, as well as develop GUSA’s relationships with other associations, societies, and unions across campus.** This would enhance the experience of existing members, alongside allow GUSA to engage with potential new members and advocate for greater involvement in sports and fitness. I am especially interested in targeting first-year students during Freshers’ Week and beyond, since engagement in sport has been shown to improve sense of belonging and satisfaction at university, alongside benefit mental and physical wellbeing. As such, I recognise the responsibility of upkeeping an online presence – especially in the current state of the world – and the importance of effective cooperation between each council member and the wider community. I believe myself capable of not only fulfilling but elevating this role, and eagerly anticipate all to come over the next year!