

# Tawanda Masawi (SHIFT SFU)

Hello SFU,

My name is Tawanda Masawi, and I'm running to be your next SFSS Vice President of - Student Life. I currently serve as a Vice President of the African Students Association, and previously served as a Student At-large on the Strategic Engagement Committee for the SFSS. I'm also currently a fellow at the Civic Innovation Change Lab where I've been exposed to methods in tackling systemic problems by applying design thinking strategies. My platform is based on 3 years of experience as an international student living on and off campus and transferred from Fraser International College to SFU.

Below are my promises to You!

## Campus Space - Surrey Space and Hubs in Student Union Building

The issue of space on all three campuses is a growing issue. However, Surrey campus lacks adequate space for students to create meaningful relationships. To create value for students my goals will be the following:

- **Social Hubs** - The Student Union Building will help provide a central space for community building in Burnaby. But, there are spaces all over SFU that could be leased by the SFSS to create additional space to create social hubs, especially in Surrey and Vancouver, which will be my priority. To do this we will utilize the Space Expansion Fund. This can be done without increasing fees as the fund currently holds \$2.2 million for expansion purposes. And, it collects over \$300,000 a year which is enough to cover the operating costs of 30 spaces the size of the copy center.

## Communication Channels - Informed Students are Happy Students

Improving student engagement is vital to ensuring that students remain invested in campus life. To achieve this I promise to:

- Improve engagement by making use of popular, widespread social channels and platforms (Facebook and Facebook Messenger) that are already familiar to students. This will require changing our communication policies.
- Create social media profiles for all 16 Board members.
- Develop a marketing plan to increase awareness of Board Social Media profiles.
- Create a plan for transitioning social media profiles to future incoming board members.

This allows for Students and other groups to have direct access to their respective board members, and provides a space for board members to take a proactive approach within SFU'S three commuter campuses.

## Bridge the Gap between Athletes and Students

There is much more to student athletes than their respective disciplines. Athletes play a vital role in creating school spirit and enhancing the average student's life. Students as a whole also have a role to play in contributing to the student athletes success at SFU. Ultimately the two are dependent on each other. To address this impact gap, I promise to do the following :

- Dedicate open and clear communication with the Student - Athletic Advisory Committee
- Support student athletes with their Make-A-Wish campaign as they aim to *create life-changing wishes for children with critical illnesses.*
- *Bring Make-A-Wish reveal to SFU.*
- Create school spirit by integrating athletes into SFU Orientation.
- *Work with SAAC in their new four pillar community strategy for the upcoming*

## Clubs and Student Union Support

In my experience as a Vice-President at the African Students Association we identified that the failure in 2016 was due to the lack of succession planning and ownership that was taken up by senior executives. This is the case in many other clubs where we see great clubs with good leaders that leave a vacuum once they have left SFU.

I propose the following:

**Junior Executive Training program** for student union and club leaders to learn how to run their groups more effectively. The goal would be to increase the longevity of clubs and support them in creating dedicated student leaders throughout SFU.

This is a long term item, my goal is to integrate it into the next strategic plan that will be developed by the next incoming board of directors

