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Campaigns Officer  
3<sup>rd</sup> Quarter Report 2018  
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## **Part One: Executive Officer Position Description Duties**

### **1.1 Be responsible for ensuring the execution of the publications, campaigns and initiatives OUSA undertakes.**

*I have maintained regular contact with all exec members, checking in on them to ensure the campaigns and initiatives in motion are executed properly. The main one being the RA Pay campaign whereby I have worked closely with Colleges Officer Norhan to ensure the research and feedback session were adequate.*

### **1.2 Where reasonably required, assist the Colleges Portfolio Executive Officer with their duties.**

*Colleges Officer Norhan and I have worked closely on the RA Pay campaign and have helped each other in fulfilling each other's duties.*

### **1.3 Be a member of appropriate internal committees of the Association, including, but not limited to:**

#### **1.3.1 Welfare Committee**

*I have attended all Welfare Committee meetings this quarter*

#### **1.3.2 Colleges Committee; and**

*Not applicable*

#### **1.3.3 Education Committee.**

*I have attended all Education Committee meetings and to the limited extent I can, have reported on the progress of Computer Based Examinations trial for the second semester as well as act as the Humanities Divisional Board.*

### **1.4 Support all Executive Officers in the running of campaigns and initiatives, ensuring they are executed in line with the Association's Strategic Plan and objectives, and that the student body are informed of the events.**

*I have maintained contact with executive members regarding any campaigns they have, or any plans they have of any coming up either formally or informally to discuss their ideas and how they fit into OUSA's strategic plan and objectives. I have also let the exec know my assistance is at their disposal if need be. Upon decision to embark on any campaigns and initiatives, I have conveyed them to the student body by way of my weekly videos.*

**1.5 Liaise weekly with the Chairs of all OUSA committees to ascertain the campaigns and initiatives directives from those committees, and act on those directives where appropriate.**

*I maintain a good relationship with the chairs and am aware of what they are working on. As such I felt meeting weekly with each of them was not needed. Of the committees that do/plan to run campaign(s), I sit on those committees.*

**1.6 Maintain a good working relationship with the manager of OUSA Events, proactively seeking opportunities to tie their events in with campaigns and initiatives.**

*I have a good working relationship with the manager of OUSA Events but have not seen an appropriate opportunity to tie executive campaigns/initiatives.*

**1.7 Maintain a good working relationship with the Administrative Vice President, proactively bringing issues relevant to campaigns and initiatives to their attention, and where reasonably, meet with them on a weekly basis.**

*I have met with Cam weekly for our catch ups, discussing many things including relevant campaigns such as the RA Pay campaign and the implementation of the new alternative vote system. I also relay to him the information I get from marketing and communications and well as the other exec member.*

**1.8 Maintain a good working relationship with the Managers of the Student Support Centre, the Recreation Centre, Events, and Planet Media Dunedin Limited, and where reasonable liaise with them on a weekly basis**

*I have a good working relationship with each manager of these departments. I do not meet with them on a weekly basis as it is not yet required.*

**1.9 Act as the reference point for Executive and staff for all issues relating to OUSA campaigns, initiatives and events.**

*Earlier in the semester I was meeting weekly with Kat, the previous marketing and communications manager prior to her departure. As a result, I was, for the most part, aware of what is going on regarding OUSA campaigns, initiatives and events. With Kat having left, I still liaise with the other Marketing and Communications members and relay information to and from them regarding OUSA campaigns, initiatives, and events.*

**1.10 Be responsible for adequate representation of Executive Officers at OUSA campaigns, initiatives and events.**

*So far, I've attended and helped out with a vast majority of OUSA campaigns, initiatives, and events.*

**1.11 Where practical, work not less than ten hours per week.**

*On average. I have worked at least 10 hours a week.*

## **PART TWO: GENERAL DUTIES OF ALL EXECUTIVE MEMBERS**

**1.12 Where reasonable, all Executive Officers are expected to assist as volunteers for OUSA events and functions, including, but not limited to:**

**1.12.1 Assisting at the OUSA Tent City marquee and other activities during Summer School, Orientation and Re-Orientation;**

*Not applicable for the 3<sup>rd</sup> quarter.*

**1.12.2 At an individual Executive Officer's discretion, be a safety contact during Orientation, Re-Orientation and other OUSA events throughout the year;**

*Not applicable*

**1.12.3 Collecting for the capping charity; and**

*Not applicable*

**1.12.4 Assisting with elections and referenda where appropriate, including but not limited to advertising the election and collecting votes.**

*Not applicable*

**1.13 Where reasonable, all Executive Officers are to be available for Executive meetings, national conferences, national and local campaigns, Executive training sessions and Executive planning sessions.**

*I have attended all Executive meetings, national conferences, national and local campaigns, Executive training sessions and Executive planning sessions*

**1.14 All Executive Officers with control of budget lines, or who have been allocated a budget line, shall maintain detailed budgets and not exceed their budgeted expenditure.**

*I have still spent well below my budget having only spent my budget on items such as the \$20 vouchers for the giveaways and snacks for the RA forums Norhan and I held.*

**1.15 All Executive Officers, where possible, shall maintain regular, publicised office hours, and are expected to regularly check and respond to all correspondence received.**

*I am normally in the office when not in class, certainly for at least 10 hours a week. And my office/reception hours are in my email signature and the OUSA website.*

**1.16 All Executive Officers shall, every quarter, undertake five hours of voluntary service which contributes to the local community.**

*I have been a POLSA mentor this quarter and can confidently say I have spent over 5 hours towards it.*

## **PART THREE: ATTENDANCE AND INVOLVEMENT IN OUSA AND UNIVERSITY COMMITTEES**

*As of writing this I sit on the following committees:*

- *Humanities Divisional Board- I have been to every Divisional Board Meeting and I have confidently pointed out issues I have disagreed with such as the deletion of the final remaining Arabic Paper.*
- *Humanities Academic Committee- I have attended all but one AC meeting and sent my apologies for the one I have missed. I'm still looking for typos, missed commas, and the poor formatting. From this I have been chosen to be a panelist in the upcoming humanities teaching and learning symposium in October and am a judge for the inaugural humanities teaching award.*
- *Education Committee- refer to point 1.3.3*
- *Information Technologies Advisory Committee- I have attended their two meetings this quarter (all the others have been canceled due to lack of agenda items) and was heavily involved in discussion.*
- *Computer based Examinations Working Group- We have met a number of times this year and I have contributing to most discussions. We have finished up with the first semester trial and am in the process of the second semester trial.*
- *Student App Steering Group- Having met only once (last quarter) the progress of this is that it is in the tender selection phase and some other steering group members are working through this. I am excited to see what this group does this year but am kinda worried.*
- *Welfare Committee- refer to point 1.3.1*

## **PART FOUR: GENERAL**

*Alright alright alright. Another quarter, another report. Again, if you're making it to this part, massive shout out to you! This quarter has had peaks and troughs in how busy I've been but most of it was either continuing things I had started last quarter or making small starts to larger projects like me and Education Officer James' Student Meetings.*

*Weekly recap videos- So we've seen a massive bump in production value with making the video more visually engaging and this has been reflected in the engagement with the videos. They now regularly get at least 2,000 views which is bloody fantastic. I've also shifted from a "gift prize" to a \$20 voucher. I've also added a question as a prerequisite for winning the prize which makes for more students properly interacting with the videos. Also, anecdotally, people a telling me every week how much they enjoy watching them and like how easily consumable the videos are. I think moving forward, I would change up the prizes from week to week, offering different things each time.*

*Student Meetings- So after the student engagement meeting from last quarter, James and I decided to set up meetings that would provide an opportunity to facilitate discussion. While originally intended to be fortnightly, given when we started looking into bookings, this turned into a logistical nightmare and so they were shifted to being monthly. So far I've held and ran 2 of these - one on mental health and another on education. While not too many people have attended them, they act as a starting point for bringing more people into the fold and offer potential to grow into more of an*

*establishment, especially considering the next meeting will be an AMA with the VC Harlene Hayne.*

*RA Pay Campaign- This semester Norhan and I have gone forward with the RA Pay campaign per the referendum question to decrease RA board to be covered by their pay. In line with this, we set up two open forum opportunities for people to see us face to face in order to voice their opinion as well as a 6 week written submission period. Afterwards, we compiled information from a number of other campuses around NZ as well as collating the responses we got from the feedback sessions. This was turned into a document which we presented to Jamie Gilbertson, James Lindsey and Dan from University Human Resources. The meeting did not go as well as we had hoped but we have a plan for steps moving forward.*

*Committee work- Still sitting on over half a dozen groups, still reading agendas as long as 300 pages at times, and it's still taking up a lot of my time. While I have enjoyed being on them, I've been hard pressed to add too many new projects.*

*So all in all, what are our thoughts on this quarter? I've really enjoyed it. For the most part, I've been continuing things like sitting on committees and working on the weekly recap videos which still take up about 4-5 hours of time to write, film, and edit. But the main new things this quarter are the RA Pay campaign and the establishment of the monthly (hope to be fortnightly next year) meetings. While some may say I'm spending my minimum of 10 hours a week ineffectively, I am confident what I'm working towards is incredibly beneficial.*

## **PROGRESS ON GOALS/RECOMMENDATIONS**

*Having shifted my focus towards student engagement, I believe that through the student meetings and continuous upkeep of the weekly exec videos, I'm on the road towards further engagement as they are slowly but surely getting more and more exposure. Obviously it's nigh impossible to reach full engagement but I've seen new faces from the "normal bunch" attend the meetings and interacting with the weekly videos which in my book is absolutely a win.*

*Moving forward I want to increase the quality of the videos by learning how to become a better editor, this will be done in personal capacity but the skills I learn from this will hopefully translate to a higher level of video for students to watch. **I aim to get the videos to 30 reactions/likes each.***

*I also hope to push the upcoming ask me anything session with Harlene via marketing pushes, grass roots ads like the banner James and I made for the SGM last quarter, and ways for students to pre-emptively submit questions for the VC to answer which will hopefully build hype for the event. **I aim to get at least 100 people to the Harlene Hayne AMA.***