

MANIFESTO

SINÉAD 4 COMMUNICATIONS & ENGAGEMENT



#STILLRIGHTWITHROCHE

VOTE #1 ON MARCH 21ST & 22ND

WHO AM I ?

Hey UCC, My name is Sinéad Roche pronouns She/Her and I'm running to be your Communications and Engagement Officer for the 22/23 academic Year.

I have been your UCCSU Education Officer and Deputy President for the past year. I'm 21 years old and I graduated this year with a BA in Politics and Sociology. I'm from County Kerry (up the Kingdom) and was born in London (the accent is a giveaway).

The last year has taught me about the love and passion I have for student activism and social issues and ensuring students feel empowered within their Union. It is essential that UCC students not only know who the UCC Students Union are but the power it holds when students are unified in the process.

Students NEED to be more engaged with their union. But for this to happen students must be aware of the function of UCCSU and must be communicated with effectively. Every single student is a member of UCCSU and they deserve to feel like one!



EXPERIENCE

- UCCSU Education Officer & Deputy President (21/22)
- UCCSU College of Arts, Celtic Studies and Social Sciences Rep (20/21)
- Gender Equality Rep on UCCSU Equality Working Group (2020)
- UCCSU Entertainments Crew (2018-2021)
- Second Level Student Council Chairperson 3 consecutive Years
- Junior Adult Leader on Killarney No Name Club (2018 - Currently)

SINÉAD ROCHE 4 COMMS & ENGAGEMENT

MAIN MANIFESTO POINTS

- COMMUNICATIONS
- APPROACHABILITY OF UCCSU
- TRANSPARENCY
- GREEN CAMPUS / SUSTAINABILITY
- CAMPAIGNS
- CAMPAIGNS CREW
- STUDENT ENGAGEMENT
- COMMUNITY ENGAGEMENT
- STUDENT UNION COMMON ROOM(S)
- STUDENT HUB / STUDENT CENTRE
- EQUALITY WORKING GROUP



SINÉAD ROCHE 4 COMMS & ENGAGEMENT

COMMUNICATIONS

- UCCSU will only be successful when they effectively communicate with the UCC Student Body so UCC Students are engaged with the Union itself.
- I want to engage with UCC student media to have more consistent coverage of what the union is doing throughout the Academic year, working with UCC FM, UCC Express, Motley etc. This will not only allow for more effective communication with UCC Students it will increase accountability for the Union itself.
- All UCCSU content must be accessible for students, especially students who are hard of hearing or have visual impairments. Working with the UCCSU student content creators and the disability officer I will ensure any content made by UCCSU is Accessible for the entire Student Body.
- With the new UCCSU website set to be ready by the next academic year I want to make sure it is more student friendly and centric. Having informational content on it regarding different aspects of student life. For example - student housing rights, how to deal with your landlord, welfare tips, study tips, dealing with your roommates etc.
- Communicating with the media is a huge part of this role and I want to ensure that students are getting the positive exposure regarding the role UCC students play in Cork City and county.

APPROACHABILITY OF UCCSU

- One of my main goals is to ensure that UCC Students are always comfortable to come and engage with their union.
- Ensuring we are engaging with platforms such as tik tok, having interactive Instagram videos, being present on campus will ensure that this approachability happens.
- I want to bring back the 'Know Your Union' Campaign - Both Online, In person and through posters across all UCC campuses.
- The 'Know Your Union' Campaign will involve all officers in the UCCSU executive, not just the Sabbatical Team, to be able to explain what their role is, and how they can help the student body. I will ensure this happens on all campuses.

TRANSPARENCY

- To ensure that students not only engage with their union but ultimately trust their union, we must ensure that UCCSU is as transparent as possible.
- Students should know the behind the scenes work of the SU Officers, as I know at times students can be frustrated if they feel as though Officers aren't doing their job or not engaging with a particular issue. a lot happens behind the scenes that students aren't aware of.
- To break down this frustration, we can make the officer reports that are done for the council available on the UCCSU website / on the Student Council Social Media.
- With higher levels of transparency UCC Students will trust and have a bigger belief in their union which in turn will increase engagement and allow for better communication.



SINÉAD ROCHE 4 COMMS & ENGAGEMENT

GREEN CAMPUS & CLIMATE ACTION

- A central part of the Communications and Engagement officer role is acting as co-chair on the Green Campus Committee. I will work on engaging more students in Green Campus, through events, information workshops etc. Student and staff engagement needs to be improved with Green Campus.
- Work closely with Green campus, UCC Environmental Society and the UCCSU Environmental officer for Green Week 2023 to continue to ensure it is a university wide week.
- UCC is meant to be Single-use Plastic Free by 2023, I will work to ensure that they are on track to maintain their pledge!
- I will work on mobilising students to take part in Global Climate Strikes. This year was the first year I got involved in Climate Action as before I felt as though I did not know enough about the topic / was uneducated. What I learned is that turning up and listening and learning is more important than not showing up at all. I will work on breaking down this barrier and using my experience to get more students involved!
- I want to continue to ensure bike sheds are available on campus more frequently for students, in addition to upholding the litter picking events that took place during the year trying to get more students involved.



SINÉAD ROCHE 4 COMMS & ENGAGEMENT

CAMPAIGNS

- Working on the SU Sabbatical Team this year and subsequently working with the USI (Union Students of Ireland) has opened my eyes to the power of Campaigns and Student Activism.
- This year we saw the F*ck the Fees campaign with USI and we are still waiting for the governments report regarding college fees, If elected I will continue to lobby the government for the abolishment of student fees.
- The student accommodation crisis in Ireland is still at breaking point, we will see this again at the start of the academic year. This academic year I camped outside Leinster House for the 'No Keys No Degrees' campaign. If elected I will continue to work with USI to lobby the government to start taking this crisis seriously.
- I will work with the welfare officer and entertainments officer to ensure that SHAG week is not only fun and informative but really interactive for students. Focusing on consent, sexual empowerment, healthy relationships, safe sex etc.
- I want to continue raising awareness and establishing effective campaigns around consent. I want to push for consent classes to be mandatory for all first years when they have orientation in September.
- For drug and alcohol harm reduction week I will ensure that information and educational materials are distributed but additionally look for new and innovative ways to engage students!



SINÉAD ROCHE 4 COMMS & ENGAGEMENT

CAMPAIGNS

- For mental health and wellbeing campaigns I want to work with the welfare officer to ensure UCC Keep well is utilised and that we have a mental health and wellbeing week in Semester 1 and 2.
- We saw a huge spiking epidemic this year for students. UCCSU took part in the #TakeBackTheSpike with the feminist society and bystander intervention to not only raise awareness but show solidarity. I want to continue raising awareness for students but also working with the establishments in Cork City to ensure they are taking the necessary steps to keep students safe.
- I want UCC to have a PRIDE Week next academic year. I will work with the entertainment officer, welfare officer, UCCSU LGBTQ officer and LGBTQ society to organise this.
- I will work with the education officer to aid with educational campaigns during the year and especially during study week/ exam time.



CAMPAIGNS CREW

- As you can see above there are a lot of essential and important campaigns that happen throughout the year. These campaigns cannot be done without students getting involved for real change to happen, I want to make sure there is a campaigns crew with the SU next year.
- This crew will be the force behind these campaigns, this crew will allow for new and innovative ideas to surface to find new ways to mobilise students

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STUDENT ENGAGEMENT

- Student Engagement is a term that covers several areas of student life.
- I will make sure UCCSU are present at all orientations to have a 'Get to know your Union' presentation so all incoming first years know exactly who we are, what our socials / emails are, where the offices are etc. Then engagement starts straight away.
- I want to work with the entertainments officer to ensure there is a wide range of events for the student body to engage with. May this be the traditional events like freshers and RAG week or something completely new that can be discussed and talked about with the student body. Events allow the union to not only be showcased to the student body but allows UCCSU to directly engage.
- Working with the welfare officer to ensure UCC Keep Well instagram and website is upheld to allow students to have a platform where Mental Wellbeing can be discussed and promoted.
- Working with the Education Officer to Implement Digital UCC Student Cards, which will be a huge benefit to students
- Ensuring I am working with the UCCSU mature, international and postgraduate student Representative throughout the year to work on how we can engage with these cohort of students.

COMMUNITY ENGAGEMENT

- This year the UCCSU have made great steps to improve the relationship between the community and Students.
- Students can at times be seen under a harsh light with negative public perception however my goal is to continue to ensure that students are shown in a positive light for all the work they do.
- I want the UCCSU to not only be the voice that defends students against negative stereotypes but to ensure that the great work the UCC students do is at the center of these conversations & media.
- Furthermore I want to work with residents not against them, creating positive community relations keeping both the residents and students happy.

SU COMMON ROOM(S)/

STUDENT HUB

- The Students Union common room is a space where students can come together, socialise, relax, meet friends and have a safe space.
- However, the Students' Union common room beside the SU offices needs a REFRESH.
- My goal for the next academic year is to start this process, sourcing what funding is available for the SU common room to give it a well needed makeover. looking into what we can do to ensure this is more of a student centric place, the more students utilise the Students' Union common room the more engaged they'll be with the union itself.
- In addition to the SU Common room that is present on main campus I want to ensure that the common rooms present for students on all UCC Campuses are student centric.
- We have seen for years the fight to get microwaves into the Western Gateway building. This year I started the process of managing to get this done, if elected I want to continue this work and FINALLY get microwaves in the Western Gateway Building.
- The student hub opened in 2020 before the pandemic hit and since then I believe it is not being utilised for the original purpose. The student hub has 'student' in the name we need to start utilising this space FOR STUDENTS. I want UCCSU to start holding events such as markets there in addition to utilising the space for shows in the evening time.

EQUALITY WORKING GROUP

- I was the gender equality rep on the Equality working group in 2020 and if elected communications and engagement officer I will be working with the EWG and the Equality officer throughout the year.
- It is an underutilised part of the union and I want to make sure they have the support and guidance to fulfil their roles to the best of their ability.
- Additionally I want to make sure there is a strong communication channel between the Union and the EWG so these essential voices are heard and listened to!



ENDING STATEMENT

Thank you for reading my manifesto !

I Would love to be elected as your Communications and Engagement officer as I wholeheartedly believe with my Experience, Passion and Knowledge I will be able to represent, fight for and engage UCC Students in the next Academic Year.

I will be dedicated to listening and advocating for UCC students to ensure we see Positive change for Students.

If you have any questions, queries, thoughts or opinions please reach out! either on my Social Media channels (@sinead4comms) or if you see me on campus do not hesitate to come up to me I would be delighted to have a chat!

excited to chat to you all over during this election season!

**Vote #1 Sinéad Roche for Communications and Engagement Officer
Remember you're STILL Right With Roche x**

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4 COMMUNICATIONS

& ENGAGEMENT



@SINÉADFORCOMMS



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