



Célem Deegan

UCCSU Commercial & Fundraising Candidate

About Me

Hi, my name is Célem Deegan and I'm a 4th year Film & Screen Media student, taking Economics as a minor to my degree. This year, I'm delighted to be running for Commercial and Fundraising officer for your Students' Union.

I'm from New Ross in Wexford, although Cork has been my home since I began studying here almost four years ago. I've been incredibly lucky to have supportive people encourage me to setup a small business while at college, something I didn't think was possible before starting at UCC.

If given the opportunity, I would love to broaden the Student Union's online promotional capacity, exploring commercial opportunities through Instagram reels.

As we are mostly communicating virtually, we need to create more promotional value from the Union's Instagram, One way of doing this is by developing reels into a creative and fun area for students to engage with local businesses in Cork, thus creating new opportunities for the union to receive increased funding, which all students will benefit from as a result.

UCC is full of talented students with various skillsets. I want to offer students paid opportunities to work with the union, to produce content for the Union's social media accounts and website.

Covid-19 has stolen a year from all of us. I want to make sure that our Students' Union is equipped with all of the necessary tools and experience to keep us all connected.



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Instagram Reels (fundraising)

Instagram and tiktok have become two of the most used mobile applications for Apple and Android users. Knowing this;

We now need to utilize Instagram's newest feature, 'Instagram Reels'. Similar to tiktok, reels is an easy-to-use video feature embedded into Instagram. Users can record multiple clips to create a 15-second video with music overlaid.

The potential for Creative, Fun and Engaging content is endless, all while learning about local businesses through instagram.

A set fee would be paid to the union by the business, allowing for much needed funds in a year without many physical promotions for the union.

Without income from freshers fest and RAG week, it leaves the union with far less funds to support students in much needed supports

If elected, I would work closely with the featured business to provide prizes for students who upload the most creative reels, tagging the business and UCC Students' Union.

Students will benefit from

- 1) Prizes and
- 2) Increased Students' Union funding (better services)



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UCC Alumni Events (Fundraising)

UCC currently controls the UCC alumni network, putting little effort towards retaining contact and engagement with their graduates.

We have an amazing alumni network here in UCC, which I believe can hugely benefit current students if the graduates are encouraged to engage with students through hosting events. First-hand insight from graduates is invaluable to students when they are deciding their paths after college.

If elected, I would love to develop a bi-monthly alumni event, where graduates can give their experience in certain industries to current UCC students. Ensuring that students are prepared for the jobs they want after graduating.

If this initiative is successful, it would create a better relationship between graduates and current students, so that UCC will always feel like home for you, even after you graduate.



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Raise & Give Week (Fundraising)

In the last 12 months, Students have raised thousands of euro for charity from several initiatives. From running a little every day, to a widely successful Movemeber campaign, UCC students consistently give back to their community.

Efforts by students to raise money for charity should not go unnoticed.

Ahead of RAG week next year, I would like to develop an online fundraiser hub for UCC students, to keep track of all of the individual efforts made by students, while also giving those students a place to support and share each others' fundraiser campaigns.

If elected, I would work closely with the Entertainments Officer on the Union to develop an exciting week of activities and music on campus.

I will organise on-campus coffee trucks from some of our favourite coffee shops in Cork city, while also getting food trucks back on campus.

I plan to get several businesses on-board with competitions being offered to students throughout the entire week.

I will work with the Cork Chamber of Commerce to develop a promotional campaign for the week.

Businesses in Cork accepting a promotional code from UCC students will give that student a single entry into a prize draw from that business, with that business then donating an agreed percentage of profits to RAG Charities on behalf of UCC students.



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Support Student Businesses (Commercial)

Blackstone LaunchPad (externally funded) previously existed in UCC Library's Creative Zone, however, the initiative's funding was cut and UCC was not prepared to support the cost of maintaining its existence.

Many students develop passions outside of their degree. With a little help, students can earn an income from doing something they're passionate about while studying.

UCC has many musicians, singers, DJ's, photographers, writers, artists, dancers and fashion bloggers. Many students also give grinds classes to students in secondary school.

A space for entrepreneurs is essential for the success of student start-ups in UCC.
You don't need to be a business student to have a great business.

If elected, I will advocate for the further development of mentorship supports for student businesses in UCC.

I would like to improve the current union's student business promotion website, making it more user friendly and engaging.

I would like to create an interactive space online with regular events, where students can meet and get to know other students with a business.



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Student Housing (Commercial)

UCC Students are simply paying too much for housing, with some students living in terrible conditions for the price being charged.

Every year, students are left with questions as to where and how they will find accommodation for the following year.

Covid-19 unfortunately postponed previous protests by UCCSU. 'Occupy The Quad' campaign made national headlines for almost two weeks in 2019, with not many changes for students since.

If elected, I would like to develop a Feedback Database on student rented properties in Cork, in an attempt to easily identify properties for students, where students have experienced issues. and help students make the right choice for them.



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Campus Life (Commercial)

Next year I want to bring the buzz back onto campus like never before.

Along with regular food and coffee trucks, I would love to organise live music sessions by the amphitheatre every two weeks.

I want to promote non-alcohol related events to try encourage a healthier lifestyle for students post covid-19.

Iron Stomach and other large scale events were greatly missed on campus this year due to restrictions.

If given the opportunity next year, I would love to organise as many fun, engaging activities as possible to bring back that great sense of community onto campus.