

# MY MANIFESTO



**SIOBHÁN  
MURPHY**

**FOR COMM  
& FUND**



# WHO AM I?



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- My name is **Siobhán Murphy** and I am a final year Arts student from the Clare/Limerick border. I have a passion for fundraising and have been involved in various charities growing up and on into college, from **Simon** to **The Irish Red Cross** to **Saint Vincent dePaul**.
- I have volunteered with the Irish Red Cross and **Milford Care Hospice**.
- I have always been involved in UCC student life, from my role as an Ents Rep in first year to being the **PRO** for **UCCSVP** this year.
- I have a genuine interest in UCC student life and in improving on-campus events (when allowed).
- 2021/22 will be a defining year for the role of Commercial and Fundraising Officer on UCCSU if we can return to campus and utilise the role to its full potential, and I believe I have the necessary skills and qualities to improve on-campus events both commercial and fundraising based!



# EXPERIENCE



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- I am the **Public Relations Officer** for the **UCC SVP** society this year, so I have an understanding of the difficulties that come with fundraising from the societies perspective, especially having had no option but to fundraise online this year.
- I am one of eight **student representatives** on the **UCC Mental Health Advisory Group**, working alongside the SU, UCC psychiatrist and other student representatives in improving students' awareness of the facilities available to them, reviewing Silvercloud as a virtual mental health platform, and working hard for the wellbeing of students in every aspect of their university experience.
- I was an **Ents Rep** in first year, which involved co-ordinating events for a group of over 60 students, from bowling to study groups.



# MY PLANS FUNDRAISING

- I want to work with the Ents Officer to ensure we are **maximising charitable donations**, not only during RAG week but also branching out to SHAG week, when we can fundraise for charities such as Sexual Violence Cork who could really benefit from student fundraising.
- In addition to this, I would love to establish a **RAG committee**; the roles of Commercial and Fundraising Officer and Ents Officer are full-time jobs, but RAG should be a job in itself. I hope to work with the Ents crew and societies to make a small committee who would work with the CommFund Officer and the Ents Officer to plan RAG week, allowing students to become more engaged in the planning of RAG, and allowing the SU to delegate.
- I also want to make RAG week **accessible** for everyone, including alcohol-free gigs on-campus and alcohol-free bowling tournaments, karaoke etc.



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# MY PLANS FUNDRAISING



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- I want to work with the Societies President, Clubs President and the Comms Officer to **promote the good** work being done by UCC students in clubs, societies, class groups or independently. Students deserve credit for their fundraising efforts, and we need to showcase our charitable interests, publicising a **report each semester** on SU social media, and reaching out to local newspapers and radio stations with our reports.
- This year, we have seen students adapt to online fundraising, with **interactive and innovative fundraisers**, using apps like Strava, appealing to our competitive sides to raise money for good causes; I think we should continue to use social media and apps to fundraise, but we should also keep up interactive fundraising and continue to appeal to each other's competitive sides.



# MY PLANS COMMERCIAL



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- **Student businesses** are an asset undervalued by the university; they contribute to UCC student life in a massive way, and encouraging young entrepreneurs is something that should be at the forefront of the University and the SU's plans.
- I have contacted the student entrepreneurs on the newly established **Student Advertising Portal** on the SU website. Just some of the ideas we came up with to support growing student businesses were:
  1. Start a **podcast** including lecturers, small Cork business owners and the student entrepreneurs, where they share their stories and advice.
  2. Hold a **marketing workshop** once a semester, open to all students, covering social media advertising, algorithms, who to go to for funding and how to expand your business even further.
  3. Introduce a '**Meet the Students**' section on the advertising portal, where students can tell their stories and explain their brand.



# MY PLANS COMMERCIAL

- There is no denying that this year has been tough on students looking for **work placements and work experience**. We need to find a sustainable solution in case this is a problem for students in coming years.
- I have contacts in two **temp agencies**, and I want to work alongside UCC Careers Services to help students gain valuable experience:
  1. One works with students on short-term contracts, – varying from a few hours in a week to a few weeks part-time – with specific requirements, eg. '3rd year Civil Engineering, conversational French'; short contracts mean students can gain valuable experience and try out different types of jobs without too much commitment.
  2. The other agency works with recent graduates from all disciplines and gives them experience in the public sector; contract lengths vary from a few weeks to a year, and give graduates an opportunity to trial different areas, from reception to HR.



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# MY PLANS COMMERCIAL

- I want to work with the Ents Officer to bring a **buzz** back to campus if we can have in-person events, and if not, to adapt and plan for online events.
- I want to work alongside the **Marina Market** to bring new and fresh stalls to UCC, and to give students the opportunity to try new things without having to travel too far.
- I want to work with the Ents Officer to have these stalls on the Honan Plaza at least once a month, and in Brookfield or WGB once a month too, so we could work with the stalls to have them on-campus twice a month overall.
- As well as this, **transparency** has and always will be the most important thing your Students' Union can provide. If elected, I promise to work with the Comms Officer on posting updates once a month on the SU's social media, detailing the SU's **plans**, what we have **achieved** in the month before and **why we didn't achieve** what we were hoping to achieve. I believe that this makes your SU **accountable for you, for their actions and for their plans.**



# THANK YOU

**SIOBHÁN MURPHY  
FOR  
COMMERCIAL AND  
FUNDRAISING  
OFFICER  
VOTE #1**



Thank you for taking the time to read my manifesto! If you have any questions, please feel free to contact me on Instagram or on Twitter!



@siobhan4commfund



@siobhy4commfund