

ANANT NAIK | MANIFESTO

Hi, I'm Anant Naik, your current VP Communications & Engagement. I am re-running to give the RSU communications zone the level of consistency and continuity that it deserves over its most crucial year ever.



AS YOUR VICE PRESIDENT THIS YEAR:

I've expanded our avenues beyond just the newspaper and website, piloting podcasts, blogs and making social networks like Twitter essential. With Fresh, we now have a team of house writers ensuring each issue has consistent content, written by dedicated, passionate writers. It now also accommodates marginal groups, such as mature, international and off-campus students!

I've spent hours on end working on our governance restructure, debating how the RSU actually works for you, and have challenged every part of us - including my job role and title, have thoroughly networked with the NUS and have been knee deep in student focused and led campaigns concerning student debt, rising tuition fees, student voting and climate change. I've met MP's and Government Ministers - not for a photo opportunity, but to discuss these issues for you guys!

I've ensured vital services like Programme Reps and Student Union Council are now advertised and branded and have worked with university marketing on the MYRU/National Student Survey campaign. Opinion is something I feel strongly about, and I'm currently working on our first ever 'Fresher's Survey', to highlight areas in which the RSU/RU can work better for continuing students, who would benefit first hand from the change they lobby.

I promised to make us far more environmentally friendly and have done so; by cutting down our print run for Fresh from 3200 to 1500 copies monthly, distributing them in three times as many locations and hosting every issue online, I pushed the university to pledge to reduce their carbon emissions by at least 10% this year (10:10 Campaign)! Building relationships with ethical companies from local shops featuring regularly within our media to partnerships with the Co-operative to push global campaigns.

AS A STUDENT:

I spent two years working part time within the RSU, as a Newspaper Editor and later as a Publicity Officer, understudying this role by working on Fresh, I encouraged Dyslexic students to write regularly, and even launched our first video service, RSView. I wrote for a range of student publications and co-ran an independent magazine. I was Vice- President of the People & Planet Society, one of the RSU's most influential campaigning bodies, where I lobbied the Vice Chancellor to hire a full time Environmental Manager, campaigned to gain the university it's Fair Trade Status and helped to dig and create the allotment.

MY POLICIES FOR NEXT YEAR:

- To carry on developing student involvement/engagement within all RSU media.
- To effectively head up the new Communications/Campaigns Zones in order to effectively develop our use of both new and traditional media.
- To continue to push further emphasis on less known services run by the RSU.
- To use our NUS membership to the fullest with our campaigns, running campaigns with, more aims, goals and targets, even if they are just awareness raisers, so we actually seek to objectify campaigns.

Promising is one thing, doing is another. Now that you have read my passion for this position in fine detail there's only one thing left to do. So, ***'For Students' Sake – Re-elect Naik!***