

Bursting the Bubble

Most students either aren't aware of what services the SU offers (did you there's IT repairs?) or they don't believe that reaching out can actually get results. I've seen the SU make a difference for students, and I'll make sure students know that real help is out there, even if they're not in the bubble.

Marketing is a Service

The deals we make have an impact on student's quality of life. I will expand partnerships that make basic necessities like healthcare more affordable, as we have done this year with Merrion Square Dental. We can absolutely balance interesting perks for students with making essentials more affordable.

In-Person Approach

Our comms have to go beyond social media. While digital spaces help us get in touch with students, physical interaction will always have a greater impact. Filling notice boards, visiting lectures and running stalls makes the SU seem real and shares information with everyone, not just those who follow @TCDSU.

A Hub for Student Deals

The SU's deals make Dublin more affordable, but they're often inaccessible. I'll make a centralised hub for our student deals to allow students to regularly reference it and plan their schedules (rather than at the whim of the weekly email). This has been promised before, but I won't overcomplicate it—a section on the website will do.

Present For Everyone

Students disengage from the SU when it's physically and socially distant. To remedy this, I'll work one day a week from the student centres in the Hamilton and Saint James' Hospital. I'll also respond to every email and message sent to SU accounts. Talking about engagement doesn't do anyone any good if we're cloistered in Teach 6.

Making Irish Equal

The SU's approach to Irish cannot be tokenistic. I'll ensure all comms are sent bilingually, that students do not have to read English to access Irish and that our platform is used to normalise Irish in all spaces. I'll also promote resources to learn Irish place names around campus to reduce anglicisation.

Informed Elections

Class Reps are the primary advocates for students yet their elections aren't accessible. There's no way to campaign and some schools force students to elect reps without SU involvement. I'll make sure candidates are given ways to campaign, students are informed of their constituencies and we resist faculties' efforts to run unsupported elections.

Marketing Transparency

Our brand deals carry weight: TCDSU forced Domino's to walk back the actions of its Israeli subsidiary. I commit to publishing a regularly updated list of our partners, the nature of our agreements and the contractual requirements we have to ensure that students are aware of where our money is sourced and what actions are available to us.

Fixing Freshers' Week

Freshers' Week is the best opportunity to get students to buy into student activism. I'll make sure we share the history of TCDSU's campaigns to demonstrate that their union can achieve results. I'll also make sure we give students functional ways to get involved beyond the SU's bureaucracy.

Modernising the Website

The SU's website is in dire need of an overhaul. I'll make the website fit for purpose by designing it according to what students need (services, campaigns, contacts and information). I will also add an archive to the website and work with the Oifigeach na Gaeilge to introduce a fully translated version.

Following Up

Students often don't know what the SU is doing aside from public demonstrations. I'll make sure we follow up on our campaigns by informing students of our objectives and identifying what our actions meaningfully achieved. I'll make sure we collect evidence for what we're saying, too, like sharing pictures of overcrowded lecture theatres.

Lowering Barriers

Every email, graphic and flyer either raises or lowers the barrier to entry for students. I'll establish binding accessibility standards for SU comms and ensure that alt text is provided on all posts and that accommodations descriptions are provided in event bios.

Improved College Comms

College is notorious for its poor comms, particularly with joint honours and Erasmus. This is unacceptable and leaves students bereft. I'll draft durable guides for these and other recurring problems while relentlessly lobbying college and publicly holding them accountable when they leave students in the dark.