

## Communication Officer Candidate Statement

My name is Jeffrey Zavala and I'm running for Communication Officer. I am in my final year as an MES student at the faculty of Environmental Studies.

I have been an active member within in the local and have sat on various committees such as the accessibility committee, LMC (Labour Management Committee), Distribution Committee, Elections Officer and I am currently one of the Posting Officers. I have also recently attended CUPE national convention and sat in on the communication caucus where I was able to network and gain more insight on how to provide more effective communication campaigns for the local.

As Communication Officer, I want to develop new PR campaigns for the upcoming bargaining year and provide an e-newsletter to keep members informed on the various activities the local has been up to such as meetings and union news. My experience with social media and my academic background in communications I feel is an asset to the union.

If elected I plan to work with the communication committee and membership to achieve the following goals:

- Keep members posted with e-newsletter on union activities towards the upcoming bargaining year
- Maintain and improve social media presence amongst membership
- Provide more resources and information to incoming member by attending faculty orientations and creating an e-mail sign up sheet

If you believe in effective change and a member that is proven to be able to work with all members in an equitable, respectful manner then I hope you would support my campaign and vote for me as communication officer. THE VOICE FOR THE VOICELESS