

Manifesto

Louise Kavanagh for Communications and Media Officer!

Hello TU Dublin! My name is Louise Kavanagh (Pronouns She/Her) and I am running to become your Communications and Media Officer for the 2023/2024 academic year.

I am currently your Deputy President for Blanchardstown with responsibility for Education and more recently Welfare and Equality on campus. I graduated with a BA Hons Creative Digital Media in 2022.

I have a passion for activism, social issues and helping students feel empowered by their student union. I am a great networker and over the past year, I have built some lasting relationships across all TUD campuses. This is going to be hugely beneficial for the role, so I can access information across a wider network and have positive relationships with the university and wider media.

I am so excited for the role and would love to use the skills learned during my degree and as my time in the students' union to help shape this brand new role. I look forward to meeting you during the campaign trail!

Vote Louise Kavanagh #1 for Communications and Media!

Main Manifesto points

- **Community** Students need to know about TUDSU but also the power we hold when we come together as one union, one voice.
- **Communication** Students need to engage with the union, but TUDSU needs to make the experience inclusive, transparent and effective.
- **Transparency** Students need access to accurate, unbiased information and TUDSU needs to make that happen with a student media outlet.

Community

We need to be celebrating the great things you get up to. I will work closely with clubs and societies across TUD to make sure we capture the awesome events and activities you get up to. Let's keep the students at the centre of the conversation.

Equally, the officers are doing great things but don't get to share as much as they would like. I will be utilising all our social / in person tools to be present within the TUD student community.

We have seen this year just how powerful our voice is, and with over 30,000 students, we are one of the most influential universities in Ireland.

I will ensure that TUDSU has a voice at the table of future campaigns at a national level and encourage more student activism across the board.

This year we have seen more pan university events, and many friendships have blossomed through class rep nights out and training, student council events and themed events. There is so much potential to continue this growth and I will work with the events and engagement team to ensure we get meeting opportunities for students.

We love crews! We also know that students want to support the students' union at events. I want to continue to grow our volunteering network across many interest areas such as welfare, education, events and working groups.

Communication

We have spent time this year evaluating how we communicate with students. I will ensure that we are using relevant platforms for social engagement, and that we are conscious of our carbon footprint and printing costs when advertising using posters and other print materials.

We must be inclusive in our communication. We need to output audio, video and print materials that will be accessible to all students. I will work with the relevant officers, university and any outside organisations to ensure we meet requirements for web accessibility, universal design guidelines and ensure that we are as accessible as possible.

Communicating with the media and the university is important for our image as a students' union and for our student image overall. I will work with the communications team inhouse and with the president to ensure that we are promoting the great work of TUD students in the best possible light.

Transparency

Getting to know your union is a great initiative that is run every year during freshers. I will work with the team to build on the campaign with our new roles, to explain what the union is, how we work and to encourage people to run for roles throughout the year. I will do this using social media, interactive videos, and plenty of face to face opportunities to meet the executive team.

The student media outlet is an amazing initiative and I will be excited to be part of this brand new project. I will be writing relevant content, and as our community outreach improves, we will have quality stories that people will want to contribute to and share across the university. I will use the existing tools available to manage the workload, and ensure that we don't miss any important dates that matter to students.

I will also work to ensure that information is unbiased, accurate and relevant. I look forward to working with the university and other outlets to ensure that we are acting ethically and in the interest of the student body.