Dear Council,

Hello! What a beautiful life we’re living? I’m feeling great! I love seeing all of the graduates parade proudly around campus; it makes me happy to be part of such a vibrant university community. I’ve been working hard on multiple projects, and they’ve all been coming together fairly well. The skill-sharing network, the vegan menu and the student group catalog are campaign goals of mine that are now underway, as is the elusive “marketing improvement” goal, which I will elaborate on.

Marketing
This past week we had a couple of intense, long brainstorming sessions all about UASU marketing: the strengths, weaknesses, and opportunities that the organization faces. In my platform, I ran on improved communication with students, primarily focused on the $46.46 fee that they pay. It is integral that students understand the value of their money so that they can take advantage of the services, events and advocacy offered to them. These marketing meetings have started with a very high level approach, and we are slowly making our way down to a more technical, tangible level, and I am excited to see what comes of them.

Sustainability & Goals
Something that I didn’t originally run on in my platform, but am trying to incorporate more into our exec goals is environmental sustainability. It is in our strategic plan, but hasn’t been a focus of the exec in quite some time, so I’ve taken it upon myself to make it a priority. This started by going straw-less at the bars, but can encompass many aspects of the SU and University operations, from bike lanes to reducing styrofoam usage. I am meeting with Sustain SU mid-late June to hear what their goals are to see if we can help them in any way, but also to get suggestions as to how our overall SU operations can be more sustainable. Is this something that you’re passionate about, or have ideas about? Feel free to reach out at any time.

Thank you GovCamperz + Office Hours
Thanks to all who showed up for GovCamp last weekend! It was a lot of fun, and great to get to know all of you. I hope you found the sessions valuable, and if you have feedback, don’t forget to fill out the survey found in the email sent to you by Discover Governance. For those of you who want to get to know me a bit more, or have questions or projects you’d like to collaborate on, I will be hosting office hours on June 14th from 5:00-6:00 at RATT on the Patio, so please come by for a chat!

Kind regards,

Emma Ripka