



Science Union

**2022
Presidential
Report**

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Challenges specific to 2022

- Mass reduction in **Campus culture** and on **campus presence**
- Camp cancelled due to covid ☹️, thus lack of **fresher engagement**
- Reduction in funding, namely funding being cut for **collaborative events** (SPG funding was cut to about 1/3 what it was last year), **no corporate funding** to fall back on
- Liminal zone of **not a Faculty society** but not specific to a school
 - Many faculty societies ran less than 10 events per semester, so despite a challenging year, we have done incredibly well



Goals for 2022

01

Inclusivity

02

Marketing portfolio implamentation

03

Working with University bodies

04

Supporting fellow clubs



Inclusivity

- Expanding and better **integrating subcommittees** into central SU, **lowering barriers for involvement**
 - Implementation of SOC /ball subcommittee
 - Implementation of more shared bondings + shared Facebook group
- Focus on **safe drinking practices**, maintaining balance between wholesome and cursed both for com/sub and event attendees



Marketing portfolio



In comparison to 2021, our **engagement statistics** have seen drastic improvement this year.

- On Facebook, our visits have increased by 80% and new likes have increased by **46%**.
- Our Instagram engagement has **drastically improved** in reach (**38%**), visits (**75%**), and new followers (**38,000%**)
- On LinkedIn, our **visitor metrics** have all increased: page views by **165%**, unique visitors by **132%**, **clicks to our website** by **1,000%**, and new followers by **25%**.
- Our interactions have also increased: reactions increased by **1,860%**, and 3705 impressions, 2177 unique impressions, and 527 clicks were seen over the year.
- In comparison to clubs with **similar audience pools (WAMSS, UEC, HSS)**, we have seen **7.8% - 162.2% more followers** and **168.9% - 706.7% more organic engagements**.

Working with university bodies

- Barry J Marshall Library
 - Regular contact, **space for events** and **advocacy** for science facilities
 - **Sit in study space** for science students coming up soon
- Science Student Office
 - **Orientations** panel
 - **Marketing** opportunities
 - Referring students on to them and visa versa
 - **International** student relations
- Development and alumni relations
 - Massive resource for all our **industries** and **career events**



Supporting fellow clubs



- Expansion of **presidents forum** – continuing circulation of Board of Health and Life science meetings but also facilitating collaborations / discussion
 - STEM fest
 - Study nights
 - Industries nights
- **Collaborating** with small clubs to allow them to run events at **low cost** and us to have access to a broader range of students
- Both recreating old collaborations and crafting new collaborations

Areas for improvement

- Committee / subcommittee turnout
 - Definite lack of engagement and a notable disconnect compared to previous years
- Campus presence
 - Despite best efforts with ticket sales we had a much lower campus presence compared to previous years
- International student / postgraduate student representation
 - This has always posed a challenge, saw small improvements in 2022 but is still a massive gap in our representation
- Fresher representation
 - Obviously a struggle with no camp
 - The kids seem to be moving away from Facebook completely, yet its still our primary social media, might be worth expanding to other options

Big Achievements

~500 signups

Relay for life

- 2nd place overall (1st place facsoc)
- 4th highest in fundraising, \$4751 raised

Faculty Society Choice award

- Chosen by Faculty society presidents / Education VPs (joint award with SNAGS)

Over 50 successful events / initiatives (with more to come)



Thank you!!!

