

Hey everyone! I'm Eli Rogers, and I am running for the Webmaster position. I'm currently a freshman double-majoring in biochemistry and French, a pre-med, an ambitious 803, and am in the EMT class. I am enormously invested in MERT and in medicine in general, and will use the forum of Webmaster to advance our organization's standing, increase awareness of our community-wide activities, educate the general public, and beautify our digital presence. I am currently the communications director of the Rochester Hillel, and I will use the valuable experiences and dynamics I have absorbed from that position to promote and augment our already-brimming online network. While I cannot claim an extensive knowledge of coding or web design, I will, if elected, bring vivacious artistic potential, a drive toward community outreach and immediacy, and an initiative for medical education.

As Webmaster, first and foremost, I would continue Tad's tireless work in organizing, governing, assuring, and expanding day-to-day shift operations, and bolstering the health of our campus by ensuring a stable MERT presence. Furthermore, however, I would develop, initiate, and execute efforts to invigorate our on-campus image and vitalize our connection with the general Rochester community. My goals, above and beyond the traditional Webmaster role, are three-fold:

1. I will energize our Internet presence by taking, digitally amplifying, and consistently posting photographs and videos of major MERT events, revitalizing our neglected photo gallery. I will update our Facebook page weekly and regularly, publishing and updating the Rochester community at large of our numerous accomplishments and events, increasing community awareness of our enthusiastic and indefatigable work.
2. I will create a new tab on the webpage and Facebook site that will be consistently updated with medical news and research relating to EMS and their application to our target population on campus. People would turn to our webpage as a source of new, interesting, and applicable medical knowledge. We would simultaneously educate the community with the latest novelties in emergency medicine and its research, fortify our communication and approachability, and reassert our public presence with compelling and timely updates.
3. I will bring an artistic and aesthetic to our digital media, creating and harnessing the power of art to broaden our reach and render our publications striking to the eye. I know people in my EMT class will attest to how I'm *constantly* sketching, drawing, and designing as a creative outlet. If elected, I would use the post of Webmaster as a productive use of my artistic endeavors and bolster MERT in the process. Particularly in promoting events, working with PR and other organizations, and in maintaining interest in our digital activities, I will use visual design and artistic skill to fashion a modern, lively aesthetic in our publications that not only attracts attention, but commands it.

Thank you for your time.