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Vote  
~  
**HAYLEY**  
LEE  
for FIMSSC  
President



Hi everyone, my name is Hayley and I am running to be your 2021/2022 FIMSSC President! I am currently pursuing a degree in Media and the Public Interest (MPI), specializing my degree in public affairs and marketing with a keen interest in sustainability – very ~ FIMS ~, if you get my vibe. My journey in FIMS politics and leadership started in first year where I co-lead the FIMS Advocacy Team, and then as International Outreach Coordinator in my second year. This year I am the LGBTQ Liaison on the FIMS Wellness Team. I knew since my first year I wanted to be president to work collaboratively with all the internal and external stakeholders to ensure every FIMS student gets to have an exceptional student experience and have access to all our resources and support systems in the faculty. Ultimately, I am passionate about student driven policy, digital campaign strategy, political communications, making FNB have more chairs, and your voices!

**LEE IS A GUARANTEE**

# 1

# COMMUNITY

## Advocacy plan for engaging our faculty with main campus and promoting greater social support within FIMS.

### 1. More student-requested events

- Possible events include: Come Roast FIMSSC for Airpods, Decorate your Denim (DyD), FIMS Intramurals, Exam Wellness Days. Accommodation for virtual events will be available contingent on the climate of COVID. \*\*all contingent on lockdown - will be possible in virtual format if required

### 2. First-year voices and inclusion

- First Year Survival Kits during Faculty Day

### 3. Increased awareness and transparency of all things FIMSSC through elevated communication

- Newsletter, IG story council updates, robustified website, accessible outreach to VPs and President,

### 4. Greater connection with main campus and the city of London

- More promotion of main campus and local London opportunities that are related to FIMS students' interests

### 5. New roles on council

- Year Representatives (voted by students in the respective year), International Student Representative, LAMP Representative

### 6. Increased collaboration with academic and international supports

# 2.

# LEADERSHIP

## Goals and plans to develop representative leadership both for and within FIMS.

### 1. Working collaboratively with the USC to ensure communication-related roles are available and accessible for interested FIMS students, providing them with tangible professional experiences

- Experiences include: publishing opportunities, paid roles at the USC such as intern positions

### 2. Stronger connection to the Soph Team

- Greater communication and check-ins with the Head Soph
  - Working collaboratively to ensure adequate support for the team
- Increased communication material between FIMSSC and the Soph Team to provide better disclosure of information from sophs to frosh

### 3. Improved international student support and encouragement for Soph Applications

## **3. INTERNAL & EXTERNAL RELATIONSHIPS**

**Working closely with the FIMS administration and other groups and resources on campus to help deliver the best possible student experience.**

1. Consistent flow of information regarding FIMS events, resources, and opportunities
  - Such things include: USF, FIMS-restricted opportunities, Academic Success Program (paid positions)
2. Utilizing external club connections and opportunities to increase FIMS representation on main campus
3. Bridging the gap between FIMS and other faculties and groups on campus
  - Possible actions include: Marketing Conference/Collab with Western Marketing Association (WMA), Law School panel
4. Advocating for more study spaces/furniture and increased heat in FNB
5. Working with the admin to develop a clear mission statement for the FIMS program
  - Being able to pitch and sell your degree and academic and student experience

## **4. ACADEMIC WELLNESS & DIVERSITY**

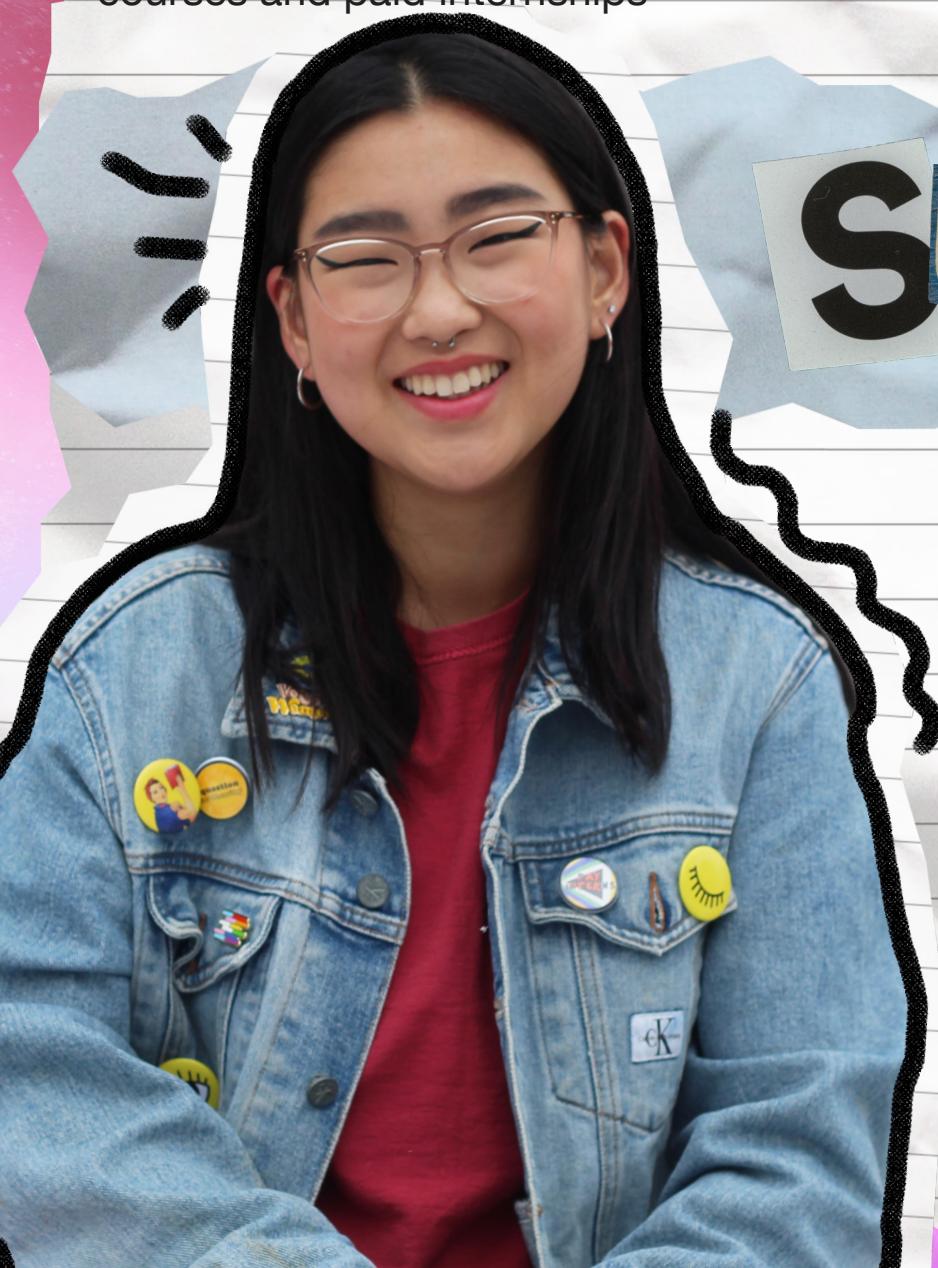
**My perspective on how we can sustainably supports students' wellbeing during the COVID-19 academic year and diversity within FIMS.**

1. Advocating to admin on the importance of representative academic content with the advisory of FIMS students from all years
2. Streamline FIMS Specific Writing Support through LAMP and the Writing Support Center
3. Mandatory Academic Counselling in Third Year to ensure students are on the right track to graduation
4. Advocating for and working with Academic Counselling to produce a road map on career planning

# 5. IMPROVED CAREER ACCESSIBILITY

**Helping FIMS students get better access to resources and opportunities that can accelerate their career path.**

1. Working with Admin to develop and better market our Alumni Network to provide students with connections to build their professional skill sets
2. Advocating to Admin and working with the FIMSSC and Soph Team to lead senior student led workshops on hard and soft skills
  - Such as: Microsoft Office, Google Drive, Outlook, Adobe Suite, UI/UX, resume and cover letter building, LinkedIn 101, How To: Behavioral Interviews)
3. Advocating for more production based opportunities at higher level courses and paid internships



## SOCIALS

**Thanks for reading!  
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