

1. Problem Statement

Explain briefly:

- What issue or unmet need existed?

The university media mainly focused on administrative matters and neglected student life, achievements, and the broader academic story of both professors and students. Coverage was limited and didn't represent the full scope of activities or successes within the college.

- How did this affect students, learning quality, or patient care?

This lack of coverage led to underrepresentation of students' efforts and academic accomplishments, reducing motivation and engagement. It also limited communication of innovative ideas and scientific achievements that could inspire learning or improve the academic environment.

- Why did you feel it was important to take action?

We wanted to empower students to become active contributors for positive change. The Student Media Club aims to develop students' communication, leadership, and creativity skills while highlighting the scientific and cultural achievements of students and professors in a way that reflects the medicine's values of respect, innovation, teamwork, and empowerment.

2. Goal and Vision

Our goal is to empower students and strengthen their presence in academic, social, and professional spheres. We work from students to students by building a creative and professional team that supports and uplifts peers through shared learning and collaboration. We also work from students to the public by shaping a positive, creative identity for Iraqi medical students and connecting them with external opportunities that enhance their skills and visibility.

Our long-term vision is to include students in administrative, educational, and professional processes—making them active partners in driving positive change toward a better future under wise leadership and an aware generation. Starting locally at Basrah Medical College, the initiative now extends to Al-Zahraa Medical College, with plans to expand nationally through collaboration with other student-led initiatives sharing the same vision.

3. Activity Description

- **Structure:**

The Student Media Club is led by a manager supported by an assistant coordinator, with specialized sections including design, photography, copywriting, creative production, and consultation. Each member contributes to an annual work plan, and every year we open a new call for motivated students to join our team. While the first two years focused on members from Basrah Medical College, the initiative is now expanding to include students from other colleges.

- **What Has Been Done So Far:**

Our activities combine professional media projects, academic collaborations, and cultural engagement.

Professional Projects

- Accreditation Project – A series of 10 videos and social media posts produced by our creative team to raise awareness about accreditation standards and their importance. This campaign was conducted in collaboration with the Central Student Accreditation Committee and concluded with the successful accreditation of Basrah Medical College.
- Conference Participation – Our team represented students in major national medical events, including the Problem Cases in Pediatrics Conference (Basrah, September 2024) and the 2nd Iraqi Cancer Board Conference (Baghdad, October 2024), promoting meaningful student engagement in academic and professional forums.

Recreational & Media Outreach Projects

- Ramadan Iftar Gathering – Organized for two consecutive years, this unique event brought together professors, the dean's office, and students outside the classroom in an atmosphere of unity and peace.
- Sports & Campus Coverage – Our photographers and media team covered major student events, including football tournaments, graduation ceremonies, and welcoming activities for first-year students.
- Collaborative Media Reports – Highlighted the Clinical Attachment Program at BMC, showcasing how pre-clinical students explore clinical specialties under professional supervision.

- **Resources & Branding:**

Logo Concept :

- The logo is derived from a set of books combined with a camera lens, symbolizing the blend of knowledge and media creativity.

- The final mark forms a dynamic star-like shape, representing growth, focus, and connection — fitting for a student media initiative.

Slogan : To Empower Your Presence

Colors :

Gradient Palette:

- Transition from Bright Blue to Deep Blue.

Primary Palette:

- Deep Blue
- Bright Blue
- Medium Gray
- Dark Navy
- White

Secondary Palette:

- Light Cyan
- Deep Navy

Social Media : Our presence on social media—especially Instagram and LinkedIn—is active and growing, reaching medical students across Iraq.

In the last 30 days, our platforms achieved 113.5K views, reached 8,231 accounts, gained 2,072 interactions, and engaged 909 accounts across 45 published Content.

Account total followers 3822 of real accounts most of them medical students from all over Iraq.

- **Outcomes:**

Accreditation Project:

A collaborative media campaign of more than 10 videos and posts - 25 students worked together created to raise awareness about accreditation standards and their importance. The campaign gained wide attention and concluded with the college's successful accreditation.

Conference Participation:

We supported meaningful student engagement at key medical events, including the Problem Cases in Pediatrics Conference (Basra, Sept 2024) and the 2nd Iraqi Cancer Board Conference (Baghdad, Oct 2024).

Recreational Projects & Media Outreach:

We organized the Ramadan Iftar Gathering for two consecutive years — the first event of its kind at BMC — uniting professors, the dean's office, and students beyond the classroom with attendance of more than 500 attendees.

Our team also provided dynamic media coverage of student tournaments, graduation ceremonies, and welcoming events.

As well as media reports and collaborations for unique programs like the Clinical Attachment Program as a summer training course in Basra Medical colleges.

Online sessions presented by professionals to empower students soft skills in college and after the like the journey of mind and heart by Dr Rabbie Hana attended by 35 students from different colleges.

- **Links:**

Instagram: <https://www.instagram.com/studentmediaofficial?igsh=c3h4Z3l1Yjh2MHJx>

LinkedIn:

https://www.linkedin.com/in/students-media-765860385?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app

4. Enhancement & Evaluation System

We maintain a continuous feedback and improvement process that values the voices of both our team members and our audience. Within the team, we hold regular online meetings and peer evaluations to discuss recent activities, review performance, and identify strengths and challenges. From students and participants, we collect feedback through social media comment sections, feedback boxes, and direct messages to understand how our content and initiatives are received.

We take every comment seriously—whether it's a suggestion, compliment, or constructive note—and use it to refine our planning, organization, and creative approaches. This helps us align our future projects with student needs and college goals, ensuring that every new version of our work is stronger, more engaging, and more inclusive.

Our evaluation follows a continuous improvement cycle similar to the Plan–Do–Check–Act (PDCA) framework:

- Plan: Identify needs and set clear objectives based on feedback.
- Do: Implement the activity or project.
- Check: Review outcomes and gather team and audience feedback.
- Act: Apply lessons learned to improve future initiatives.

This structured approach ensures that growth is ongoing, data-informed, and student-centered, helping us maintain both creativity and quality in every project.

5. Future Plans

Short-term:

We are preparing a series of workshops in collaboration with Basrah colleges to enhance students' knowledge, professionalism, and media skills. In parallel, we are working toward national collaborations with other student initiatives to build a unified student empowerment network that supports both academic and professional growth.

Long-term:

We aim to ensure the sustainability of the initiative through continuous mentorship, annual recruitment of dedicated students, and the development of future leaders who share our mission of positive change. In the long run, we envision expanding from a local to a national level—creating a student-led media and empowerment system that strengthens communication between universities, highlights student achievements across Iraq, and contributes to building a more engaged and innovative academic culture.

6. Contact or Team Lead (Optional)

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LinkedIn account:

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