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| **Campaign Name:** | International Students Campaign |
| **Chair/Co-Chairs:** | Alexander Nowak, Ashley Wong |
| **Campaign Progress** |
| **Targets set at last term** | **Achieved?** | **How? / Why not?** | **Spend** |
| Add members (not sent in a formal report but agreed upon by co-Chairs; note: no formal report was previously sent) | Partial | Abandonment of co-Chair, lack of resources, other commitments | 0 |
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| **Next Term Targets** |
| **Target** | **Description** | **Expected Spend** |
| Add members | To fill vacant committee roles | Unknown (potential recruitment costs) |
| Establish working processes and functioning | To formalize working mechanisms of team, roles, and build a sustainable program for successful handoff and growth | 0 |
| Organize buddy/meeting program(s) | To connect international students for independent one-on-one meetings/communications (ex: walking buddy program) | 0 |
| Organize event(s) | To organize at least one, ideally more and regular, socials for international students (picnics, potlucks, cultural events) | Unknown |
| Launch informational campaign(s) and develop resources (primarily digital) | To educate students across matters, including health, travel, immigration, employment, student services, and other areas of interest for international students | 0 |
| **Chair/Co-Chair’s Comments:** |
| Given the lack of attention paid to the ISC in recent years, ‘starting from scratch’ has been difficult, compounded by personnel changes, varying priorities, lack of resources (financial, time, personnel), and health factors of members.Our focus is to rebuild and re-establish this campaign, by:* Setting working processes, inter-committee documentation, structure
* Recruit members and launch achievable, modest campaigns, events, and/or programmes to establish a footprint in the minds of students
* Market and connect the campaign across societies and colleges to drive the awareness and potential of the ISC

All efforts are geared towards addressing the credibility and sustainability of the campaign.Ideally, a campaign that ‘learns to walk’ this year will enable a campaign able to run next year.With special SU support given unique circumstances (ex: flexibility on deadlines, uses of finances, guidance and marketing support) can help the ISC ‘catch up’ to the presence of the other established and successful SU campaigns. |