



**Director Plan 2020-2021**

**Dawson Student Union**

**Director of Mobilization and Communication**

**Danahé Orduña Martínez**

**Presented to Executive Committee on November 5, 2020.**

### **Plans for the Fall Semester 2020**

1. Plan the official DSU photoshoot. [October 25<sup>th</sup>, 2020]
2. Do a “reveal” of all DSU members on social media with pictures and bios[. Between the week of November 1<sup>st</sup> and November 8<sup>th</sup>]
3. Work with the Special Committee for the Organization of the Fall GA in order to do the promotion of the event.
4. Do a video where I present myself and talk about the General Assembly and the attendance prizes offered [October 25<sup>th</sup> or October 26<sup>th</sup>]
5. Do at least three other posts that will talk about this event (General Assembly). [ All week of October 26<sup>th</sup>]
6. Work closely with the Director of Student Life in order to organize activities during Halloween week. (Promote them enough)
7. Develop new ways to engage and reach first-year students in the DSU student lifer. [All November]
8. Develop skills in graphic design and familiarize myself with software such as Canva for graphic design. (All Fall 2020)
9. Create branding for the union’s communications on Canva. use the features to specify the use of colours, fonts, graphics, etc. (November)
10. Create DSU Gifs for Instagram. (November 2020)
11. Create a Communications committee in which students can be involved. Create a structure for this committee to begin a selection/recruitment process to invite students. (November)
12. Use canva for content planning and preparing posts on social media. (November)

### **Plans for the Winter 2021 Semester**

1. Do a poll of what might want to see for the rest of the semester and try to do the activities

and give the services that the students. .

2. Redo the DSU website.
3. Do a “fun” unveiling of Executive team for the start of the Winter Semester.
4. Do an unveiling of the Student Council (pictures and bio) on social media and the website.
5. Work with student life to promote and organize workshops such as cultural workshops.

### **Long-Term Year Plans 2020-2021**

1. Work with all members' Executive Committee to promote their respective projects throughout the mandate.
2. Work to revamp the DSU Website. Work with a website designer to create a new layout and theme.
3. Inform the students about global concerns and promote a well informed and ethical behavior.
4. Gain a strong following on Twitter (minimum of 500 Followers by the end of the mandate)
5. Gain more followers on LinkedIn and create a more active page (post updates). (Minimum of 300 followers by the end of the mandate)
6. Increase following on Facebook and Instagram by 20% by the end of the mandate. Create giveaways in collaboration with Student Life where students will be invited to follow/like our social media accounts.
7. Work with the Finance committee to boost social media accounts in order to have more reach.
8. Create a Wikipedia page for the union describing its goals, history, etc.
9. Create a student guide to the DSU (virtual version) that will be available online. Work in collaboration with Student Life to develop this guide.
10. Create a DSU Clubs guide (virtual version) that will be available online. Work in collaboration with the Director of Clubs and Services to create this guide.
11. Work with the Chairperson and Director of External Affairs to liaison with the Plant and outside News sources to promote our projects.

12. Manage the Linktree for Instagram. Work with the student life Director to ensure the linktree is always up to date.
13. Work with the Director of Clubs and Services on the Dawson Radio project.
14. Work with The Hive coordinator, Director of Internal Affairs and Advocacy and any director designated on the Hive rebranding project.

### **Director Plan Approval**

This Director plan was approved at a regular meeting of the Dawson Student Union's Executive Committee that took place on November 5th, 2020. The Director certifies that they will attempt, to the best of their ability to complete tasks presented in this plan for the duration of their current mandate as a member of the Executive Committee of the Dawson Student Union. This plan can be amended by the Director, but any amendment must be approved by the Executive Committee.

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Danahé Orduña Martínez - Director of Mobilization and Communication

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Date

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Kevin Contant-Holowatyj - Chairperson

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Date

