



**AKARI MAEDA**  
Candidate for Vice President Marketing  
*HSA Elections 2019-2020*

I am Akari Maeda, a first year Operations Management student and am running to be YOUR next VP Marketing at the Haskayne Student Association (HSA). Over the past year, I have had the pleasure of being an active member of HSA. Through this experience of promoting and organizing events, I have grown my desire to increase the student involvement within the Haskayne community. I believe that the role of VP Marketing will enable me to make this happen, while also maximizing the use of my abilities and ideas.

If elected to be the VP Marketing, I will:

**1. Increase interactions between HSA members and Haskayne students.** This year, HSA has launched its office on the fourth floor of Scurfield Hall. However, not many students know of it and I believe that this will be a great opportunity to better inform students with the projects and members of HSA, as well as to provide a space where students can drop by and connect with peers. I will leverage this opportunity and achieve my mission by implementing a free coffee station called “Chit Chat and Coffee” in the HSA office. This system will also enable HSA to keep our busy Haskayne students caffeinated and energized. For those who do not have a high tolerance in caffeine, we will provide some decaf options too.

**2. Inform and engage students of various opportunities available through new marketing methods on social media.** As the biggest student body within Haskayne School of Business, transparency of HSA information should be one of our priorities. I will improve HSA's communication with students and ensure that each of you are informed of the events, opportunities, important deadline, and so on, through a daily reminder on Instagram story, which I will use the marketing method of Students' Union as a reference. I believe that providing information in more efficient ways will enable each of you to have more opportunities that could enhance your career paths.

**3. Gain student involvement through better marketing campaigns.** Over the past year, the Haskayne app got shut down due to the internal conflict and financial difficulties with other parties. Effectively collaborating with the President and other Vice Presidents, I will restore the Haskayne app, adopt more effective house system, and increase students' pride of being a member of Haskayne, as well the student's involvement in the events. If the proper technology becomes available, I will implement the paid advertisement system for Haskayne-related clubs, in order to further promote the unique events available and to support the financial stability within HSA.

As the VP Marketing, I will ensure that all of you have better chances of being an active part of the Haskayne community. Should you have any questions, please reach out to me at akarimaeda8 on Instagram, <https://www.facebook.com/akari.maeda.522> on Facebook, or akari.maeda1@ucalgary.ca on email.