



# Quarterly Report

University of Otago Pacific Islands Students' Association

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**Quarter** 1 (January to March)

**Role** Public Relations

**Submitted** 23<sup>rd</sup> day March, 2024

**Accepted** 28th March, 2024

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The purpose of this Quarterly Report is to allow the Officer to meet their responsibilities outlined in Section 31 (Reporting by Executive Officers) of the Constitution. Given that this report is accepted by the Executive as a true and accurate record of the Officer's contributions to UOPISA this quarter, the Officer will be eligible to receive remuneration at rates stipulated by the annual budget and according to the *Policy for Executive Honorariums*.

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## **PART ONE: CONSTITUTIONAL RESPONSIBILITIES**

### **Section 27: Responsibilities of Executive Officers**

#### **Public Relations**

- 1.1. *The Public Relations Officer is responsible for coordination and oversight of public affairs of UOPISA and will be the communication point between UOPISA and external and internal stakeholders.*

#### **Promoting Upcoming events**

I have created various advertising media ie posters, Instagram post and Instagram stories to help promote our upcoming events such as the Back2Basics workshop and our SGM. This allows UOPISA members, staff and the public to be aware of UOPISA's upcoming events.

#### **Monitoring Instagram**

Many of our Member Association advertise through social media. Sharing their Instagram stories of their events on our account allows our wider UOPISA community to see what our member associations are up to.



- 1.2. *The Public Relations Officer is responsible for handling all aspects of planned publicity campaigns and PR activities. This includes developing PR campaigns and media relations strategies, editing and updating promotional material and publications (brochures, videos, social media posts etc, serving as the Association's spokesperson as deemed appropriate and necessary by the Executive, and seeking opportunities for sponsorships and funding.*

As Public Relations Officer, I oversee not only our social media platforms, but also our website.

### **Instagram**

- Instagram is our main social media platform we use to promote events and important dates. I would create our Instagram stories and posts through the design platform Canva. The features on Canva allowed me to explore different styles, then replicate the designs in different sizes for our posts and stories. After creating the drafts, I received feedback from our Executive to ensure that I was representing UOPISA best.
- I began the year by creating a welcome back post. This was a great opportunity to welcome back not only past students, but also new incoming ones. It also laid a good foundation for our colour scheme and styles I could cohesively incorporate into future PR activities.
- As we came closer to our Back2Basics workshop and SGM, I started promotion on Instagram. This included posts with key information, as well as stories.
- During member association, and other events such as the Pacific Student Welcome Night, I uploaded videos onto our story. When I could not attend events, other Executive members would do this. This helped showcase what our hardworking Pacific groups have to offer, and our support for them.

### **Link Tree**

- Link Tree is a tool we use on our Instagram page that allows viewers to easily access various links. For example, a link to our monthly calendar and registration forms for events
- As PR officer, I would also be responsible for uploading these links and including reminders in post captions to check it out.

### **Website**

- The website is an important platform for people to learn more about UOPISA and stay up to date with our events and constitution. I uploaded our monthly calendar onto it, along with our most recent constitution.
- If inquiries or comments came through from our website, I would report them back to our Executive Committee during meetings.



## Slide show

I created a slideshow for our President Tele to present to the 2024 Kick Start students. It included some key information about our member associations and our various platforms they can engage with us through.

## Event Resources

I started brainstorming name tag designs and other materials that could be used during our leadership weekend.

## Calendar

I worked alongside our Secretary Elsie, to create our monthly calendar. I then updated it on our website, on our link tree, and put it on our story.

## General Responsibilities

*1.1. Executive Officers should support each other in their roles and duties where appropriate and necessary, without compromising the responsibilities of their own role.*

- I have attended all of our weekly Executive meetings except for three of which I sent my apologies in for.
- **Supporting the President:** I helped create a slideshow for Tele to share at an event. I maintained communication with her when I felt overwhelmed and needed support.
- **Supporting the Secretary:** as previously mentioned, Elsie and I worked together to create our monthly calendar, which I later uploaded onto our various platforms.

*1.2. Executive Officers should attend, where possible and appropriate, the Annual General Meetings of the member associations. When representation is not possible, an apology should be sent to the member association on behalf of the Executive.*

- PIHPSA SGM

*1.3. Executive Officers should endeavour to attend other events of the member associations, where possible and appropriate. This will ensure the Executive Officers maintain relationships with the Pacific community.*

- Pacific Student Welcome Evening
- PIHPSA Welcome



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## **PART TWO: PERSONAL GOALS AND PROGRESS**

*Use this section as an opportunity to discuss the personal goals you set for this quarter. How are you tracking and what are the next steps? It's important to discuss how your personal and leadership attributes have developed since stepping into your role, and to keep measuring their growth throughout the year.*

I was elected to this role during the 2023 UOPISA Annual General Meeting at the end of last year. I came into it excited to embrace my creative side, give back to our pacific student community and to challenge myself.

Unfortunately, due to my studies and other commitments I could not give this role as much as I hoped to. After lots of consideration I decided it was best for me to resign from the Public Relations Officer role. It was a tough decision to come to, but through this process I have learnt a lot about myself, particularly how to set boundaries to create balance. I am incredibly grateful to have been a part of such a great team of leaders. I wish the next PR officer and UOPISA all the best for the future.

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## **PART THREE: GENERAL COMMENTS**

*Use this section to discuss the extra service you do in your role or to provide more detail on your executive responsibilities. For example, have you contributed to a working group or sat on an advisory committee? Have you met with your member associations or met with external parties? Have you attended member association events on behalf of UOPISA or attended professional development courses to improve your leadership skills? It is important to keep track of your workload and the many ways you are contributing to UOPISA and the Pacific community.*

As an UOPISA executive member I was given 2 member associations to mentor, along with an extra association which I was covering on behalf of our future events coordinator. I contacted them through email to introduce the mentorship. I met with ONSA who was one of them.

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