

Hello Edwards Students! My name is Brooke Martin, and I am so excited to be running for President of the Edwards Business Students' Society (EBSS) for the 2023/2024 school year. I currently hold the position of VP Marketing on the EBSS, where I work with a team of 15 directors to plan and execute all of the marketing initiatives for the society.

When I joined the EBSS three years ago, I had no idea the impact that it would have on my university experience. The EBSS exists to work closely with student groups, Edwards Faculty, and the local business community in order to provide charitable, social, and academic opportunities for the benefit of all Edwards students. As your EBSS presidential candidate, I am passionate about advocating for the needs and interests of all Edwards students. My platform includes initiatives focused on Alumni Relations to enhance the performance of the EBSS, a continued focus on sustainability and EDID related initiatives, and fostering an environment that better prepares students for life after university. The following points build on the topics I have mentioned:

1. Alumni Relations

- a. The EBSS was established over 70 years ago, and with our long history comes many experienced EBSS alumni in diverse fields all over the country, and the world. Alumni can serve as incredibly valuable resources for not only Edwards students, but also the EBSS itself. They can provide advice, opportunities, and mentorship to the students and the EBSS general council. This part of my platform proposes an Alumni Relations program where the EBSS, especially the executive team, would reach out to Alumni for advice, assistance, and mentorship from someone who has been in their shoes. The goal of this program would be to provide support to the EBSS in making the most of what we offer to the Edwards student body.

2. Continued Focus on Sustainability

- a. As a Business Students Association, the EBSS has the opportunity to advocate for and promote sustainability within the business community. Two points I would like to make as a presidential candidate would be to host events and initiatives that educate the importance of sustainability in business. Whether this includes guest speaking events, panel discussions, or workshops, we have a responsibility to not only consider sustainability in our decision making, but also educate and promote how students can be sustainable as well. I would also propose concrete actions in our event planning and day to day operations that promote sustainability within our organization. By focusing on sustainability, the EBSS can play a valuable role in shaping the future of the business community, and the Edwards students themselves.

3. Continued Growth in EDID Initiatives

- a. With the introduction of the EDID portfolio two years ago (then called the D&I portfolio), the EBSS ensured focus on EDID initiatives was prioritized when it came to events, initiatives, and the education of the EBSS general council. As

president, I would ensure that the focus on EDID initiatives was continued, through collaboration with Edwards special interest clubs including the IBSS, EISS, YWiB, and EQSS. I also propose collaborating with these clubs to host events that focus on EDID specific initiatives, including workshops, and panel discussions. In the past few years, the EBSS has also focused on creating an equitable hiring and recruitment process for executive and general council positions. I would put a heavy focus on ensuring that the EBSS creates and maintains opportunities for students to be involved not only on the EBSS general council, but also attending and participating in the EBSS events and initiatives, no matter the barriers.

#### 4. Professional Development Events and Initiatives

- a. The EBSS exists to provide many opportunities to Edwards students, one aspect of which is focusing on academic growth. As president, I would highlight and focus on enhancing our professional development opportunities. While this initiative would include renaming the Academic Portfolio to the Professional Development Portfolio, the main focus would be on the events and initiatives we would provide to Edwards students. While the university experience is important, students also need to be prepared for their life and careers post-graduation. Edwards has over 10 umbrella clubs, who provide many different events and initiatives to Edwards students. I propose collaboration with these umbrella clubs to host events, including workshops and guest speaker panels to educate students on different aspects of post-graduation life. For example, a guest speaker focusing on “How to Brand Yourself as a Business Professional”, or a Personal Finance workshop could be valuable to students in their professional growth.

In conclusion, through many different initiatives including focus on sustainability, EDID initiatives, alumni relations, and professional development opportunities, I am passionate about providing opportunities to Edwards students that enhance their university experience, and help them prepare for life post-graduation.

Thank you for taking the time to read my platform. I am happy to answer any questions, or take any comments or concerns you may have. Please feel free to send me an email at [brooke.martin@usask.ca](mailto:brooke.martin@usask.ca).

All the best,  
Brooke Martin