

Midterm 2023-2024 DASG Social Media Officer Application

Legal First Name

Fatima Zehra

True/Preferred First Name; Only if Different from Legal First Name (OPTIONAL)

Legal Last Name

Shaikh

Your Pronouns

(e.g. he/him/his, she/her/hers, they/them/theirs, or others)

she/her/hers

How did you hear about the vacant position?

I have been an intern for DASG Marketing. At our meetings on Thursdays we were informed by the board of the open position for Social Media Officer. I then learnt of the requirements and attended the General Senate Meetings. I got the necessary information from these meetings and the Election Info Sessions.

Have you held a DASG Senate, De Anza College Student Trustee, or other Student Leadership position in the past?

No

If you have held a DASG Senate, De Anza College Student Trustee, or other Student Leadership position in the past, what was your position?

N/A

Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I applied to be a Social Media Officer to help students gain better awareness of DASG. Even though the main goal of a Social Media Officer is to build and maintain social media channels, I would ensure that on-campus marketing takes place simultaneously. I also enjoy designing flyers and templates which aligns with the duties of this role. Besides that, I bring my organizational skills to the table and would ensure that the content calendar is up to date with all the flyers/reels planned for the upcoming events. As an intern, I have gained an understanding of how DASG works and I would hope to further my understanding as a Midterm Senator, and improve my marketing strategies. Overall, I hope to better engage with students and create connections between the student population and DASG.

What are some of the skills and experiences that you will bring to the DASG Senate?

I am proficient with Canva. As the Content Creator for the Muslim Student Association, I have improved my marketing skills. I also learned that mistakes can be made, but what is more important is to learn from them and find solutions. As a Marketing Intern for DASG I have curated multiple Instagram posts and a few reels. I realized that informing students only about Voting for Elections was not sufficient. It was important for them to know about the candidates running in the Elections as well, which is why I worked on creating flyers for each candidate with their qualifications and goals. I am someone who is easy to reach out to, friendly, enjoys meeting new people, and always open to criticism - which I believe are important qualities. I have learned it is not only important to promote events but also to collect feedback from students to improve consistently in the future.

What other commitments do you have and how will you manage your time?

Aside from classes, I am only involved in one club. I have time available on Wednesdays for the General Senate Meeting, and on Thursdays for the Marketing Committee Meeting both for the Winter and Spring Quarter. I also have time on my schedule to complete the office and field hours..

Additional Comments (maximum 200 words)

I have noticed that DASG does have on-campus marketing like adding A-frames on campus which is good, but I think interactions with students would make it better! As someone who aspires to be a part of DASG, I would ensure that informing students about DASG is not limited only to when events come around, but in general at other times as well.

What student concerns do you feel the DASG should address?

Being a part of the student body and interacting with people a common concern I came across was the wait time for counselling. In my experience, I have noticed it is not the counselors who are not attending to the students, but the long list of students that makes the wait so long. The solution for this could be to hold general information sessions once every two weeks where students can help each other to answer general questions, and even collaborate with organizations such as Mentors @ De Anza to organize the event. Secondly, adding DASG to the students' canvas dashboard would be a good source to send out announcements, similar to how the villages operate.

File Uploads

Please add files required to apply for the position, if any, here (Graphic Design Examples, Sample Resolutions, etc.).

- Fatima Shaikh (flyers, designs)_Fatima Zehra Shaikh.pdf
- Winter_Resource_Fair_2024_Fatima Zehra Shaikh.mp4

Web Addresses

Please add web addresses (URLs) for any documents (Graphic Design Examples, Sample Resolutions, etc.) or any other relevant information here. Please add each address on a separate line.

IG Art Account: <https://tinyurl.com/artbyfzs>