



**Vote Tracy Kennedy for Outreach Officer!
Engaged. Experienced. Dedicated to Our Union.**

As a long-time Instructor at Brock for 23 years and a TA for 26 years, I have been an active CUPE 4207 member, serving in multiple leadership roles, including current VP Unit 1, Bargaining Committee Chair, Co-Chair of the Bylaw Committee, and Recording Secretary for the Niagara District CUPE Council.

I have previously served as Outreach Officer, giving me the experience and knowledge needed to effectively manage communications, engage members, and strengthen our union's presence. With my extensive background in media platforms and social media, I understand how to create and deliver content that keeps members informed, connected, and involved. Additionally, I have a proven ability to build positive relationships and network across the university and broader community, ensuring our Union remains visible, respected, and well-supported.

If elected, I will:

- Maintain and enhance our website to keep members updated on union news, bargaining updates, and key resources.
- Revitalize the CUPE 4207 newsletter, ensuring consistent and engaging communication.
- Organize and promote social events that build solidarity and a strong community within our union.
- Order promotional items that help members show union pride.
- Keep campus bulletin boards updated, ensuring clear and visible communication across all units.
- Mobilize members by working with Lead Stewards, Stewards' Council, and Vice Presidents to strengthen our collective voice.
- Champion equity and inclusion, sitting on the Equity Committee and assisting the Equity Officer in promoting key initiatives.

I am always looking for new and innovative ways to reach and engage members, whether through expanded digital platforms, creative outreach strategies, or in-person initiatives that strengthen our union's presence and involvement. With my experience, media expertise, and deep commitment to CUPE 4207, I am ready to enhance our outreach, strengthen communications, and build an even more engaged membership.