



### Campaign Manifesto: Ferdinand Ekpo for Keele Postgraduate Association President (2025/2026)

**Vision Statement** - I aim to create a welcoming and supportive community for postgraduate students at Keele University. My goal is for every student to succeed academically, socially, and personally.

### Strategic Pillars & Action Plans

#### 1. Representation & Advocacy

To strengthen the voice of postgraduate students in university-wide decisions, I will establish regular town hall forums for direct feedback, advocate for increased postgraduate visibility in student union governance, and leverage our new **CIO status** to build transparent and legally accountable structures for student input.

#### 2. Academic Support & Development

- Expand access to research funding and conference bursaries.
- Introduce peer-led academic mentorship schemes.
- Partner with departments to address postgraduate-specific academic concerns.
- Apply **data-driven insights** to monitor and enhance student satisfaction.

#### 3. Mental Health & Wellbeing

- I will collaborate with Keele services to enhance culturally competent mental health support.
- Launch monthly wellbeing events (e.g., mindfulness sessions, nature walks, check-in circles).

#### 4. Inclusivity, Diversity & Equity

- Establish a dedicated diversity and inclusion officer within the KPA.
- Celebrate international cultures through "Keele Postgraduate Global Week".
- As KPA evolves into a CIO, I will ensure **equity policies are integrated into our governance and representation**.

#### 5. Community & Social Life

- Revamp social calendar with inclusive events for mature, part-time, and international students.
- Develop postgraduate-only networks for professional and social support.
- Introduce a "Postgraduate Buddy System" to help new students settle in.

#### 6. Career Readiness & Employability

- Organise postgraduate-targeted career fairs and LinkedIn workshops.
- Build partnerships with external organisations for internships and projects.
- Advocate for enhanced employability modules within postgraduate courses.

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### My Pledge

- I pledge to be **present, transparent, and accountable**, especially under our new **CIO legal framework**.
- I pledge to **listen and act** based on the voices of all postgraduates, ensuring your input is reflected in KPA decision-making processes.
- I pledge to **collaborate** with university stakeholders and external partners to bring value to every Keele postgraduate.