

## Candidate Statement:

# Giovanna Boffa

Hi my name is Giovanna Boffa and I'm running for the office of Commissioner for Campus Events Commission. As a member of CEC for the past three years, I have always worked to advocate for diversifying programming and offering events that best serve the UCLA community. Now in the executive role of co-director of Concerts for CEC, I am experienced in the technical aspects of programming, and will implement this experience towards **intentional** and **exciting** events. Their purpose: to inspire and inform students by way of unique artistic self-expression through various mediums, while also committing to providing entertainment in relief of the rigorous academic schedule at UCLA. Towards focusing CEC's programming on the student body, I promise to allocate performances and financial opportunities exclusive to UCLA artists. I also plan to collaborate with other campus organizations, so as to improve CEC's engagement with the UCLA and local Los Angeles community. Finally, I will strive for better accessibility through tangible changes in CEC's online marketing and increasing efforts in the distribution of information on campus. Visit my instagram page: @Gio4CEC to learn more about my platform. #Gio4CEC

## Platform

### **Accessibility**

- Strengthen social media accessibility with alt-captions and allocate accessibility information pages for each event
- Preserve virtual events for students who cannot attend on-campus events
- Hold in person events at a variety of venues on campus to encourage first years, transfers, and commuter students

### **Student Centered Programming**

- Expand types of events CEC hosts, diversifying conversations, and introducing students to an increasingly wide range of perspectives
- Support emerging arts by designating performance opportunities exclusively for UCLA students
- Host student competitions to connect UCLA artists with industry executives and financially support their initiatives

### **Community Engagement**

- Improve in-person and social-media marketing so as to facilitate communication with students
- Co-program with other campus organizations, as well as local businesses

- Promote CEC applications to a wider audience by emphasizing the career opportunities in relevant industries as well as professional advantages of participating in CEC

**Experience:**

- As the current co-Director of Concerts for Campus Events Commission, I am confident in my ability to advise on improving and executing consistent and intentional programming to best serve students.
- In this role, I regularly coordinate with Talent managers on day of events, negotiate contracts with agents, work with UCLA administration to certify documents, and collaborate with CEC's various staffs (Marketing, Digital Media, PR, and Print) to successfully plan and execute each event.
- Since being a member of CEC for three years, I am familiar with the entire staff and can support and lead members to carry out their respective responsibilities with a general goal of serving the UCLA community.
- As a Math/Econ major and multilingual student, my strong problem-solving, communication, and analytical skills are essential towards carrying out tangible changes.