

Student Services



International Association
of Business Communicators

IABC/BC'S STUDENT NEWSLETTER

SUMMER ISSUE – JUNE 2015

Congratulations to our 2015 Student Communicator of the Year Winners!

The IABC/BC Student Communicator of the Year (SCOY) Award is offered exclusively to IABC/BC student members. This award recognizes developing talent, rewards excellence, and showcases some of the best communication work from students across the province. In addition to the award and recognition on IABC/BC communication channels, winners receive IABC membership for one year and a scholarship of up to \$800.



Michelle Mitchell (left) and Terence Chu (right) are presented with a SCOY Award at IABC/BC's first Wave Awards.
Photo Credit: Theresa Mah

1st Place – Award of Excellence Recipient

MICHELLE MITCHELL – University of Victoria

Entry: “Arts Reach” for The Octa Collective

Twitter Handle: @seachelledesign

Tell us a bit about your entry: The OCTA Collective is a non-profit society that provides arts workshops to children from low-income families. The program required a clear communications strategy to ensure a consistent and accurate flow of information to members, donors and other key publics. The plan was developed to assist the society with planning and implementing strategies by identifying key publics and developing tactics.

How does IABC BC help you reach your goals: IABC BC has a great selection of resources available to help communication professionals. I have found many helpful tips and tricks from the Weekly Digest.

Your goals & aspirations upon graduation: I look forward to applying the skills I have learned in my courses to my job as a communications officer with the Office of the Information and Privacy Commissioner for BC.

2nd Place – Award of Merit Recipient

TERENCE CHU – Simon Fraser University


Entry: “North American Occupational Safety and Health Week” for go2HR

Twitter Handle: @terencewc

Tell us a bit about your entry: I created a communication campaign to promote North American Occupational Safety and Health (NAOSH) Week in BC among employees in the tourism and hospitality industry. Our goal was to work with operators in the tourism and hospitality industry to create safer workplaces with an emphasis on prevention. The work included a communication plan, dedicated webpages and a newsletter and contest component.

What inspired you to submit your entry?: To showcase how communications can be used to support a good cause – in this case, health and safety in the workplace.

Your goals & aspirations upon graduation: To experience a Working Holiday in London, Australia, or Auckland as a communications professional.



“...it’s especially important for students and junior communicators to get involved, because that’s the time when you want to be out there learning the industry and making connections.”

– Ryan Paulson

**SFU Communique
Blog: Advice
from a Marketing
Communications
Professional**

Ryan Paulson, SFU alumni and Director of Marketing and Communications for Blenz coffee, credits his involvement with IABC/BC as integral to his success as a marketing and communications professional. His advice for students: take advantage of opportunities that allows you to expand your skills such as through volunteering, and stay up-to-date on current technologies.

Read the full article at: <http://bit.ly/ryan-paulson>

Event Recap: Spring into Speed Mentoring

“A mentor is someone who allows you to see the hope inside yourself”

– Oprah Winfrey

Last May, our “Spring Into Speed Mentoring” event, set SFU Harbour Centre abuzz with conversations about the communications industry, potential career paths, and bright futures. We paired twelve students and recent grads to twelve experienced communications professionals from IABC/BC for three rounds of “speed mentorship” – a series of short, focused conversations that enabled mentees to receive advice from a variety of perspectives. The event was a great success, leaving both mentees and mentors feeling energized and inspired.

Some Testimonials from our Sold-out Evening...

“I received great feedback that applied to my current position within CO-OP at SFU.”

– Student

“I enjoyed hearing what post-secondary life is like for individuals who had a similar academic path.”

– Student

“...Talking with my three mentors at this event tonight really changed my perspective, and I’m happy to say that I haven’t felt this positive about the future in a long time. Life is all about the journey, and I am so excited to see what more is in store for me!”

– Recent Grad



We aim to provide the best content to serve our IABC/BC student members. If there's a particular topic you would like to see covered, let us know at students@iabc.bc.ca or tweet us [@IABCbcStudent!](https://twitter.com/IABCbcStudent)

Meet the Student Services Committee

Ever wonder who is behind the scenes in providing you the latest resources, events, and newsletters?



Theresa Mah, Vice-President

@Theressam

Current Occupation: Graduate Programs Assistant, Faculty of Education, SFU

What are you passionate about? Learning, travel, culture, and empowering others and myself so that we may contribute to a communicative legacy among communities.

What motivated you to volunteer this year?

To engage student outreach and to initiate the evolution of integrative programs, events and activities that brings student and professional members together.



Patricia Zhou, Director

@patriciazhou

Current Occupation: West Coast Coordinator, Dermalogica

What are you passionate about? I'm passionate about continuous education; there's never a reason to stop learning.

Goals and highlights: Receiving the IABC SCOY award was a pivotal moment in my professional development. It was then and only then that I realized that I could be more than just an event planner. I've been involved with IABC ever since!



Alicia Girard, Events Manager

@aligirard

Current Occupation: Change Management Coordinator, UBC

What are you passionate about? Helping people. It's very satisfying to know that the work you have done has made somebody's experience better.

Memorable moments: The energy from our third event, Spring Into Speed Mentoring, kept me buzzing for days. It was so great to experience the optimism and enthusiasm in the room that night, and hear how grateful both mentees and mentors were for the experience afterward.



Denisa Orlandea, Events Coordinator

@DenisaSays

Current Occupation: Communications Coordinator, Trans Mountain Expansion Project

What are you passionate about? I enjoy helping others achieve their goals in any capacity I can and I'm equally passionate about exploring the world. Oh, and don't forget unicorns, reality TV and caffeine.

Goals and highlights: Meeting established communicators and learning about various opportunities has been incredibly rewarding, as have my two IABC Awards! I'm excited to find out what's in store for me in the future and I'm even more excited for my next adventure: Argentina here I come!



Kelly Choi, Content Strategist

@kellorex

Current Occupation: Marketing Coordinator, Magnolia Marketing Communications

What are you passionate about? Health, technology, and communications. I love to learn about new ideas and initiatives on how technology can improve health.

Goals and highlights: I was a Health Sciences major and began to volunteer with IABC/BC in order to obtain more experience within marketing and communications. Through IABC/BC, I have been provided with many opportunities to network, develop new skills and apply them to real life situations.



Shaelah Clancey, KPU Ambassador

@ClanceyPR

Current Occupation: Recently completed an internship at Laura Ballance Media Group

What are you passionate about? I'm passionate about travel, my family, and transparency.

Goals and highlights: I have recently completed my internship at LBMG and I plan to start traveling in September. I want to understand other cultures before I can fully appreciate my own.