

# Stepchuk SA's new PR man

By Cathy Lee Brooks  
*Algonquin Times Staff*

To help with their own promotion the Students' Association hired a full-time communications officer.

Matt Stepchuk, 24, graduated from Algonquin last year. He was in the three-year business program and majored in marketing.

Stepchuk views his role in the SA as administering recommenda-



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tions of the marketing committee and creating policies to administer marketing requirements of the SA's programming, athletics and revenue operations departments.

His first major endeavor as communications officer was the fundamental groundwork for the creation of the new SA service Info-Connection.

Stepchuk hopes to demonstrate that a full-time marketing person is a necessity for an organization as multi-dimensional as the SA.

"I want to make students realize just how unique the SA is and that it has more to offer students than just 20 services."

The SA has recognized their need for marketing themselves. In Stepchuk's sixth semester he and a group of students did a marketing review of the SA and for this was awarded a Certificate of Appreciation.

Another marketing review was also done and this review led to the creation of a director of marketing, the position held by Tim Roy.

Former president and founder of the Seventh Semester Club, Stepchuk is the youngest of four boys. He is a certified motorcycle instructor for the Ottawa-Carleton safety council.

"The SA seems to be teetering towards exploding into the student population and playing an even more active roll in bettering the college experience at all four campuses," he said.