

Chang Liu for Branch Development

About me

Hi, I'm Chang Liu, a fifth-year medical student at Cambridge. Having served as Young Liberals' Racial Equity, Diversity and Liberation Officer, I learned a lot about how YL can improve its membership engagement and recruitment by spearheading the membership experience survey. I'm running for Branch Development because I want to grow the number of self-sustaining YL branches, which is essential to rebuilding our party's connection with young people.

Experience

Young Liberals Racial Equity Diversity and Liberation Officer 23-24

Cambridge University Liberal Association Campaigns Officer 2022-23 & 24-25

President, Student Union Class Act Campaign 2022-23

Recruitment

- Work with branches and regions to ensure YL is visible and taking an active role at internal and external events.
- Support and promote local recruitment activities in branches and regions
- Ensure our messaging is targeted and relevant to young people, differentiating us from Labour and the Greens.

Engagement

- Facilitate inter-branch socials and campaign events.
- Ensure branches have survival plans to recruit new committees, and have diverse leadership teams.
- Encourage branches to apply for the branch development fund, and offer to meet all branches to offer tailored support.

Development

- Create a dedicated training budget for branches and their members to upskill, including public speaking and campaigning workshops.
- Combine workshops with events and trips to make them more attractive to members, such as running trips to Parliament and the National Liberal Club.

Get In touch

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