Martin Farnham is an Associate Professor in the Department of Economics where he has taught since 2004. He does policy-focused applied research in the areas of labour, urban, and public economics. Martin is the Graduate Advisor in Economics and has served on the Faculty Association Finance Committee and as his Department's representative on the FA Council. He has financial oversight experience from serving on various boards, including his current work as Treasurer of Cycling BC. Martin is motivated to run for Senate by a desire to see the University more effectively run, with a long-run approach to improving the University's reputation, increasing our ability to attract top students and faculty, and expanding our capacity to produce outstanding research and education. He is concerned that the University is increasingly run with too much emphasis placed on short-term enrolments-at-all-costs and too little emphasis placed on academic standards, academic integrity, and program quality—all essential to the University's future. Martin is also motivated to join Senate by examples he sees of faculty being asked to serve the needs of administrators, rather than administrators working to support the faculty who serve on the front lines of the University's core teaching and research missions. As a voice and vote on the Senate he would seek to strengthen and preserve features of collegial governance such as the Petch procedures.