



2018-2019 Executive Board Meeting

Topic: Executive Board Meeting 18-04
Date & Time: Tuesday, July 3, 2018
 11:00 a.m.
Place: MSU Boardroom, MUSC 201

Items:	1) Adopt Agenda	
	2) Adopt Minutes	
	3) SCSN Report	Rohan Lohana
	4) CLAY Report	Rachel Persaud
	5) EFRT Report	Samantha Aung
	6) MAC Farmstand Report	Shailee Siddhpuria
	7) Maroons Report	Daniel Lafrance
	8) Spark Report	Jane Luft
	9) SWHAT Report	Sowmya Karthikeyan
	10) WGEN Report	Jocelyn Heaton
	11) Close MSU Seat on Sponsorship & Donations Committee	Farah
	12) Open & Close EB Seat on Sponsorship & Donations Committee	Farah
	13) Advocacy Job Descriptions	Bertolo
	14) PTM Yearplans	Epifano
	15) Committee of the Whole – Services	Epifano
	16) Closed Session	Epifano

Objectives	1) Adopt Agenda
	2) Adopt Minutes
	3) Report
	4) Report
	5) Report
	6) Report
	7) Report
	8) Report
	9) Report
	10) Report
	11) Approval
	12) Approval
	13) Approval
	14) Approval
	15) Discussion
	16) Approval
	17) Provide Information & Answer Questions
	18) Unfinished/Other Business
	19) Time of Next Meeting and Motion to Adjourn

Motions

11. **Moved** by _____, **seconded** by _____ that the Executive Board close nominations for one (1) MSU member on the Sponsorship and Donations Committee.

- 12.a) **Moved** by _____, **seconded** by _____ that the Executive Board open nominations for one (1) Executive Board member on the Sponsorship and Donations Committee.
- 12.b) **Moved** by _____, **seconded** by _____ that the Executive Board close nominations for one (1) Executive Board member on the Sponsorship and Donations Committee.
13. **Moved** by Bertolo, **seconded** by _____ that the Executive Board approve the creation of the MSU Advocacy Ambassador, MSU Advocacy Logistics Executive, and MSU Advocacy Promotions Executive job descriptions, as circulated and attached.
14. **Moved** by Epifano, **seconded** by _____ that the Executive Board approve the following Part-Time Manager yearplans, as circulated:
- Diversity
 - EFRT
 - Farmstand
 - FYC Coordinator
 - Mac Bread Bin
 - Macademics
 - Maccess
 - MACycle
 - Maroons
 - Pride Community Centre
 - SHEC
 - Shinerama
 - Spark
 - SWHAT
 - WGEN
15. **Moved** by Epifano, **seconded** by _____ that the Executive Board move into Committee of the Whole to discuss the Services that presented.

**Executive Board Meeting 18-04
Tuesday, July 3, 2018 @ 11:00am
MSU Boardroom, MUSC room 201**

Called to Order 11:03am

Present Bertolo, Epifano, Farah, Hackett, MacLean, Robinson, Roshan
Late Florean
Absent Warwani
Others Present J. McGowan (General Manager), V. Scott (Recording Secretary), M. Wooder (MCD), S. Figueiredo (AVP (Services)), Sowmya Karthikeyan (SWHAT Coordinator), Samantha Aung (EFRT Director)

1. Adopt Agenda

Moved by Roshan, **seconded** by Hackett to adopt the agenda, as presented.

Amendments

- Epifano – Strike CLAY Report.
- Epifano – Moved SWHAT Report to be first.

Moved by Roshan, **seconded** by Hackett to adopt the agenda, as amended.

Passes Unanimously

2. SWHAT Report – Sowmya Karthikeyan presented

- Karthikeyan summarized the report.

Questions

- Robinson asked if SWHAT will be partnering up with off-campus reps during Welcome Week for walks. Karthikeyan responded that they have already reached out about it, and that they hope to take on more responsibility this year. Karthikeyan added that it depends on walkers' availabilities.
- Roshan asked about training new walkers. Karthikeyan responded that it will be done in August, and that a manual will be put together as well.
- Bertolo asked how SWHAT will be advertising to incoming students. Karthikeyan responded that they haven't looked into that yet, but would be starting at Horizons weekend.

3. SCSN Report – report not submitted

4. EFRT Report – Samantha Aung presented

- Aung summarized the report.

Question

- Roshan asked for clarification on code one and code three. Aung responded that code one is the patient being released into their own care, and code three was ambulance.
- Bertolo asked why they couldn't do ambulance rides in Canada. Aung responded that ambulance drivers aren't allowed to let anyone who isn't a paramedic student do ride-alongs. Aung stated that legislation for Ontario changed around five years ago.
- Bertolo followed up and asked if Aung knew why it was changed. Aung responded that from what she heard there was space for only one other person and if someone else did a ride-along then the paramedic student wouldn't be able to go.

- Farah asked how the best practises day went. Aung responded that it was a training day with other schools, and that they were able to share what each team was doing.

5. MAC Farmstand Report – report attached

Questions

- Bertolo asked if Farmstand and MAC Bread Bin could film the tasty videos together. Wooder responded that he spoke to both groups about that, and that they're going in different directions.
- Roshan asked if there were issues finding a supplier. Epifano responded that she will ask for more detail on that subject. She added that last year they had issues with suppliers for their berries.

6. Maroons Report – report attached

- Epifano summarized the report.

Questions

- Roshan asked why the training budget was reduced. Robinson responded that last year there was additional training for Campus Events, but they weren't being used anymore. MacLean stated that SACHA wasn't paid last year and the money was paid. Epifano responded that she could look into this, but she felt that it would have been for by-stander intervention training and it wasn't paid from Welcome Week 2017. Epifano stated that this was probably why that extra money wasn't taken into account when budgeting. Robinson stated that he will fix it.
- Bertolo stated that for the Community Engagement Events, it would be impossible to visits now because everyone would have to do vulnerable sector checks. Bertolo added that the Maroons should contact the community engagement office to get ideas on how to get involved.

7. Spark Report – report attached

- Epifano summarized the report.

8. WGEN Report – report attached

Questions

- Wooder pointed out that budget and planning for promo will be a common theme, and that each service was expected to map out their promo periods.

Floean arrived at 11:28am

9. Close MSU Seat on Sponsorship & Donations Committee

Moved by Robinson, **seconded** by Bertolo that the Executive Board close nominations for one (1) MSU member on the Sponsorship and Donations Committee.

Nominations

- Floean

Passes Unanimously

10. Open & Close EB Seat on Sponsorship & Donations Committee

a) Open Seat

Moved by Robinson, **seconded** by Roshan that the Executive Board open nominations for one (1) Executive Board member on the Sponsorship and Donations Committee.

Passes Unanimously

b) Close Seat

Moved by Robinson, **seconded** by Roshan that the Executive Board close nominations for one (1) Executive Board member on the Sponsorship and Donations Committee.

Nominations

- MacLean

Passes Unanimously

11. Advocacy Job Descriptions

Moved by Bertolo, **seconded** by Hackett that the Executive Board approve the creation of the MSU Advocacy Ambassador, MSU Advocacy Logistics Executive, and MSU Advocacy Promotions Executive job descriptions, as circulated and attached.

- Bertolo went over the memo and the job descriptions with the Board.
- Florean asked about AST and training.
- Bertolo responded that AST wasn't being used and should be removed from the job descriptions.
- Florean asked if the hours for the promotions job description was enough.
- Bertolo responded that she did, as it lines up with other promo exec and that they shouldn't be asking volunteers to give more than four to six hours.

Vote on Motion

Passes Unanimously

12. PTM Yearplans

Moved by Epifano, **seconded** by Roshan that the Executive Board approve the following Part-Time Manager yearplans, as circulated:

- Diversity
- EFRT
- Farmstand
- FYC Coordinator
- Mac Bread Bin
- Macademics
- Maccess
- MACycle
- Maroons
- Pride Community Centre
- SHEC
- Shinerama
- Spark
- SWHAT
- WGEN

- Epifano stated that she changed up the formatting of the yearplan based off of feedback at PTM training. She explained that she received all of them except for SCSN.
- The Board went through each yearplan.
- Florean expressed concern about the FYC Coordinator's yearplan due to the addition of a musical and a retreat.
- Robinson stated that he would like to follow-up with the Coordinator for the costing of the retreat.
- Epifano stated that they could get more information on what the plans are.

Amendment

Moved by Robinson, **seconded** by Florean to amend the motion and strike the FYC Coordinator yearplan.

- Bertolo stated that she was concerned about the budget and time constraints as those two projects were large undertakings.
- Florean would like to see if there was enough in the budget for the retreat.
- Epifano asked if PTMs submitted their budget plans.
- Robinson responded that their deadlines were July 30.
- Figueredo added that she knew the FYC Coordinator was looking at funding from the community for the musical.

Vote on Motion

In Favour: 8 Opposed: 1 Abstentions: 0
Motion Passes

- MacLean stated that he would like to see more detail for the MAC Bread Bin yearplan. He stated that yearplan descriptions are objective, and if this was going on the website then not a lot of students would know what was going on.
- Epifano stated that it depended on what the goal was, if it was hiring volunteers then the description wouldn't be necessary.
- The Board discussed the MAC Bread Bin yearplan, and if they wanted more detail.

Amendment

Moved by Robinson, **seconded** by Bertolo to amend the motion and strike the MAC Bread Bin yearplan.

In Favour: 7 Opposed: 2 Abstentions: 0
Motion Passes

Vote on Motion

Passes Unanimously

13. Committee of the Whole - Services

Moved by Epifano, **seconded** by Florean that the Executive Board move into Committee of the Whole to discuss the Services that presented.

Passes Unanimously

Moved by Epifano, **seconded** by Hackett that the Executive Board move out of Committee of the Whole and to Rise and Report.

Passes Unanimously

Rise and Report

- Epifano summarized what the Board discussed and will be giving feedback to the Services.

SCSN

- The Board discussed how excited they were to see what they were up to.

CLAY

- The Board wanted to see Underground's reports for the budget. The Board would like to see an increased access strategy, as well as the benefits and costs associated with it.

EFRT

- The Board discussed the costing of conferences and travel for EFRT. The Board would like to know more about what EFRT was doing to minimize Executive burn-out.

MAC Farmstand

- The Board would like to see Farmstand talk to Bread Bin about leftover food. They would like to know how many volunteers they were planning on hiring. The Board discussed the importance of having recipes being at the stand to follow-up with the tasty videos.

Maroons

- The Board would like to know what community engagement events are happening this summer.

Spark

- The Board really enjoyed the report.

SWHAT

- The Board praised SWHAT for holding their training in August.

14. Closed Session

Moved by Epifano, **seconded** by Bertolo that the Executive Board move into Closed Session.

Passes Unanimously

15. Return to Open Session**Information and Questions**

- Hackett asked about the Committees and when they meet. McGowan responded that the Chairs should reach out to you.
- Robinson announced that there are new bagels at Union Market.

16. Adjournment and Time of Next Meeting**Time of Next Meeting:**

**Tuesday, July 17, 2018
11:00am
MSU Boardroom, MUSC 201**

Moved by Bertolo, **seconded** by Robinson that the Executive Board meeting be adjourned.

Passes by General Consent

Adjourned at 1:03pm

/vs



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Sowmya Karthikeyan
SUBJECT: SWHAT Report 1
DATE: July 3rd, 2018

YEARPLAN UPDATE

The past couple of months have all been planning periods for myself and the executive team. Since the service does not run during the summer, we are preparing for the year.

We completed our full walker/dispatcher hiring in April and our team was finalized in May. Since then, I have had my executives write out years plans for their own roles and we will be going over them together in the next two weeks.

SERVICE USAGE

SWHAT does not run over the summer.

PAST EVENTS, PROJECTS & ACTIVITIES

No events have taken place as of yet, most of our events run during the year.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

SWHAT will have a booth in the Horizons Successfest, which gives us an opportunity to make ourselves known to incoming year students. Our first major event in September (after Welcome week), is first year hiring so this is a good way to make SWHAT known.

With respect to WW, I am still figuring out what walker availabilities are so that we can determine if SWHAT can be open for all of welcome week.

My executive team and I will also start planning for a volunteer training, that will hopefully happen in August.

Additionally, my PR coordinators have been speaking with EFRT about potential shared promotional magnets.

BUDGET

No part of the budget has been used up until now.

VOLUNTEERS

As aforementioned, we have hired our volunteer team and so far, I have only communicated with them over email. However, soon we will be adding them to our Facebook group. This will give volunteers some time to get accustomed to the new team and also gives most of them a more accessible way to reach myself and the executive team.

In terms of numbers, our dispatch team is entirely full. Our walker team is almost full, we have 6 most spots that will be ideally be filled in by first years.

CURRENT CHALLENGES

We have had no major challenges thus far.

SUCCESSSES

Correspondence with both my volunteers and executive team has been effective and efficient. I am happy to see that my exec team is very motivated and excited for their roles and they have already begun to take initiated and start preparing for the new year.

OTHER

Although SWHAT has not been up to much in the past few months, I anticipate that July and August will be busy with welcome week and September planning,



REPORT

From the office of the...

EFRT Program Director

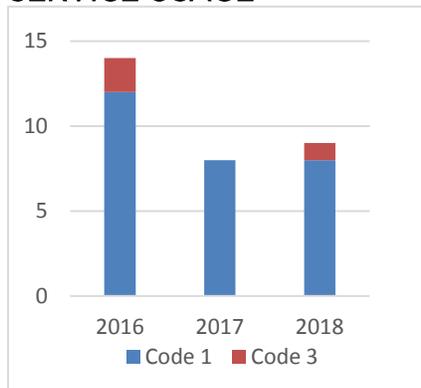
TO: Members of the Executive Board
FROM: Samantha Aung
SUBJECT: EFRT Report 1
DATE: Tuesday July 3rd 2018

YEARPLAN UPDATE

My year plan has been submitted and I have been progressing well on the items in it. As you will see below the year plan contains the summer inter-team training day that occurred on June 24th where we were able to have different schools come out for training.

In addition, all executive teams have been hired after an early May shift and the new team members will be settled into their roles soon!

SERVICE USAGE



So far this month the service has received 8 calls which is on par of call volumes of previous years. The team activated EMS 1 times in the past month which again is typical to what has been seen in previous years.

The lower amount of people who are on campus are the reason for smaller call volumes but this can not be used of an indicator of overall campus safety due to the unpredictable nature of medical calls.

PAST EVENTS, PROJECTS & ACTIVITIES

As mentioned last month the summer executive planned a summer inter team training. This was a fun day for responder's alumni and members form the community as well as other first response teams in Ontario to come out for a day of speakers and fun. Although the rain kept us from doing our first response relay talks and workshops from SACHA, Campus Security as well as a 'Where are they now?' Alumni career panel were all well received.

In addition, Senior responder attended the Advanced medical life support course last month in Rochester, NY. This taught them important skills to respond to situations in which they might not be able to see the injury. The responders who attended ambulance ride alongs as a part of the course which they all found was a beneficial experience which we are no longer able to do in Canada.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

As mentioned previously, the year executive team is preparing for an annual application process starting in August. We have begun to develop the application test that will be used to minimize executive team burnout.

Much of the team's focus will be on that process for the next 2 months as we prepare materials for the team candidates as well as alumni responders who come and help out.

BUDGET

This month's finances are on track in accordance with previous years with payment of the advanced medical life support course headed to the states. We also incurred some additional expenses for the summer inter-team training which were off-set by the summer budget due to the fewer number of honorariums needed to be given because of the addition of the assistant director role.

Future capital expense requests will need to be made for the purchase of new radios as security services evaluation of radios on campus has revealed that our radio system is out of date and will require an update. More details on that cost are to come. In addition, as outlined by my year plan the addition of quality-CPR or q-CPR is a goal for the team this year which will be another capital expense to come to help comply with future best practices for pre-hospital care.

VOLUNTEERS

The team has been supportive of one another and the small group of people has helped to bring the group closer together. In addition, responders have many opportunities to take initiative and many of the executive team and other responders have stepped up to the plate helping to plan trainings as well as social events for the team. We unfortunately have had to say goodbye to one of our summer executive team members due to a surgery that will prevent their ability to respond but have shifted roles of another summer executive team member to fill their place.

CURRENT CHALLENGES

Registration for the SITT day was longer than expected for the team. We attempted to work with ACERT (Association of Canadian Emergency Response Teams) to promote the event but due to their new executive board we were unable to promote the event as well as we would have liked to. The team is currently gathering feedback on how if held again we can make the event more successful.

SUCCESSSES

As already mentioned many times the summer is a slower time for our team as we prepare for the year. The summer inter-team training, even with its lower attendance worked as a great networking opportunity for our team and we are currently working with members of other teams with similar structures as ours to see what they do during busy seasons such as welcome week to see if there are things we can change as a team to better care for our patients.



REPORT

From the office of the...

Mac Farmstand Director

TO: Members of the Executive Board
FROM: Shailee Siddhpuria
SUBJECT: Mac Farmstand Report 2
DATE: June 28th, 2017

UPDATE

It has been five weeks since Farmstand's opening and we are seeing steady increases in sales and recognition on campus. The first month of operation, we had little variety in our produce which hindered some of our sales and advertisements. However, we are starting to get more variety which is encouraging more students, staff, and faculty to come to our stand (including Strawberries as of last week!) We are currently in the middle of contacting our Local Food Discount Card partners as well as seeking out additional partners for the 2018-2019 card.

SERVICE USAGE

We have seen increases in our sales from our opening with our sales reading between \$700-800 in the past week, reaching nearly \$900 this current week. We have also had customers requesting certain produce items at the stand, thereby showing the consistency and loyalty of our customers, especially in the summer.

Our gift basket promotions had huge engagement on facebook, with about 60-70 new facebook likes to our page, and about 160 comments to the post, reaching over 2500 people. As well, we have seen great responses on our daily promotions on Instagram, facebook, and twitter.

PAST EVENTS, PROJECTS & ACTIVITIES

Local Food Discount Card

We are continuing to promote and give out our LFDC before it expires on September 1, 2018.

Local Food Discount Card

Since our current LFDC expires September 1st, 2018, we are currently in the middle of speaking to each vendor to see if they would like to continue the promotion. This will be done from now until the end of July giving us sufficient time to print new cards for the next year.

Fruits for the Stand

Given our issue last year, we made a conscious effort to persistently request food and larger produce variety this year from our supplier. So far, they have been able to give us strawberries, however, I am currently talking to Roseland Farms and Bernie's Produce as potential new suppliers. I hope that these new suppliers may be able to increase the variety at the stand, thereby attracting more customers. We are also talking to Mustard Seed Co. to see if they would be able to deliver the produce to us that they order from their suppliers. I am currently waiting to set up a time with the individuals running external communication for the business.

BUDGET

No changes in budget from last report.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Filming Tasty Videos

My education and advocacy coordinator, Aleigha, and my promotions coordinator, Sai, are currently planning recipes and video layout for potential new recipes. We have waited this long to ensure that we have all of the recipe ingredients available at the stand.

Faculty and Staff Appreciation Event

Last year, we only held a Faculty appreciation event, which while successful, did not include many of our other customers which are McMaster Staff. Because the goal of the event was to reach out to more faculty, we excluded staff for getting the discount. However, to show our appreciation for staff as well, this year, we are planning to make one event for both faculty and staff.

VOLUNTEERS

We have designed a volunteer application, which consists of 2 short answer questions, that we plan to post on our MSU farmstand page in the coming week. We have decided not to ask for cover letters as my executives felt that questions about Farmstand and local food would be more appropriate in choosing the right volunteers.

CURRENT CHALLENGES

One of the biggest challenges was obtaining more variety at our stand. While we have reached out to our current supplier regarding this issue, they have only been able to provide us with Strawberries whereas more produce is currently in season. As I previously mentioned, I hope that a new supplier may be able to help us overcome the barrier of transportation.

SUCSESSES

We have been growing each week in terms of sales, appreciation, and outreach. It has been very exciting to see the progress and hear about the appreciative feedback coming from our customers. As well, my executive team has been truly excellent in helping me run the various aspects of the service. Good Shepherd has once again agreed to take the left-over produce each week, though, only until the end of July. We hope to find another organization to donate the produce to by then.



REPORT

From the office of the...

Maroons Coordinator

TO: Members of the Executive Board
FROM: Dan LaFrance
SUBJECT: Maroons Report #2
DATE: Tuesday July 3, 2018

YEARPLAN UPDATE

For the Months of June and July, our year plan is fairly straightforward, including mainly administrative tasks. For the month of June, there were 3 major goals for the service that would both improve our connection and comfort as a team, and increase our successes during Welcome Week. Those three goals were;

Team bonding

- Although our sports game actually fell through based on a multitude of factors, the team based in Hamilton and the surrounding area have consistently been spending time together over the summer. I am confident the team dynamic is creating an inviting atmosphere for new and returning reps.

Jersey numbers and names

- There was some miscommunication during transition, and jersey order was supposed to be in by midway through June, not midway through July as previously thought. However, the vendor we typically use was helpful in processing our order, so jerseys have been ordered with an additional "Early Bird" free t-shirt. That being said, the names have not been submitted, as the initial order is only for the physical jersey, printing is done by our vendor later in the summer. Allowing plenty of time for the rep names to be approved.

Solidifying Welcome Week plans

- This has been a constant theme of our weekly meetings. So far, as our plan sits, we will have maroons original programming on the Saturday and Sunday on BSB field. This will replace the "Marauder Zone" located in bridges last year. We will also have our annual "Sports Day" on the Thursday of Welcome Week. We are also going to host a chill zone in MUSC on a WW date TBD. Additionally, the Maroons will attend Residence opening ceremonies. There are a few other ideas that will be ironed out in the coming weeks and months.

In terms of my personal goals, I did meet with most concerned parties within the MSU, including promotional training with Hayley and Wooder, however I know I can improve in this area, and communication is always a factor I can improve. I think my personal goals for June went well; however, my upcoming goal for July is to participate in team bonding events. I know this will be

difficult for me based on availability; however I am confident in my ability to connect with the team throughout the remaining summer events.

SERVICE USAGE

Our service has been contacted by 3 individuals via Facebook direct message, asking about our basic operations and ways for involvement throughout the fall term. Additionally, we have seen steady increase of likes on our Facebook page, I think this is in part due to the high activity of Maroons interacting with incoming students on the McMaster class of 2022 page, answering questions, offering advice, and sharing content, which we asked them to do early in the summer.

PAST EVENTS, PROJECTS & ACTIVITIES

We are making lots of progress in certain areas, ie jersey orders and WW planning/booking. However it is the smaller events that seem to be giving us trouble, such as attendance for the Toronto Rush game, which was low.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Our immediate future includes a few events. After the limited success of the Toronto Rush Frisbee game/team bonding event we decided to try to plan a Blue Jays game as an alternative which would happen in the first few weeks of July. We are considering an alternative for a team bonding event in July at Alpine Tower. Both are tentative. Lastly, relationships have been developed with the charity, "Smiling Over Sickness" in an attempt to work with them for a few events after September. Thinking also, of doing McMaster hospital visits or volunteering with "Boys and Girls Clubs" as community engagement events. Lastly, on July 28th we will be volunteering with Horizons.

VOLUNTEERS

Volunteer successes and challenges were addressed in the Introduction. Largely, since we haven't had a major event at this point we haven't been able to bond and develop a strong team dynamic. Upcoming events will solve this issue.

CURRENT CHALLENGES

The only challenge that the Maroons are facing is our training plan and budget for Welcome Week training. Last year our training budget was \$2,000, whereas this year it is only \$1,000. At this point it hasn't presented major issues, however we had to change one of our vendors. Typically, we have Diversity Services conduct our AOP training session, this year the Equity and Inclusion Office will perform this session at reduced cost. Additionally, with the food budget and any additional components such as hiring SACHA to speak and conduct our Bystander Intervention training with Meaghan Ross should be doable with our budget. Once final scheduling occurs, and the costs are finalized I will be able to update the Executive Board in regards to future training budget increase suggestions.

BUDGET

Our only budget considerations at this time are the expense for jerseys that is

<i>ACCOUNT CODE</i>	<i>ITEM</i>	<i>BUDGET / COST</i>
6912-0120	TOTAL SPENT IN LINE	\$702
	REMAINING IN LINE	\$6,798
6633-0120	TOTAL SPENT IN LINE	\$2,606.34
	REMAINING IN LINE	\$4,893.66
<i>TOTALS</i>		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$21,210
TOTAL ACTUAL DISCRETIONARY SPENDING		\$3,308.34
REMAINING DISCRETIONARY SPENDING		\$18,101.66

currently being processed. This is a significant expense; however it is reasonable when considering the 70 individuals receiving jerseys. Our other expense at this time is to book a campground for our annual summer retreat, as a team bonding event prior to welcome week. This weekend trip is in August and will be at Brant Conservation Area. This camping trip will cost significantly less per person than it did in previous years.

SUCCESSSES

This service is only as good as its representatives. The Leadership Team has been incredible so far, planning for Welcome Week, developing relationships with Ath and Rec for this academic year, our Volunteer Coordinator developing what I expect to be the most beneficial and efficient training weekend ever, and also giving myself support and the rest of the team whenever needed.



REPORT

From the office of the...

Spark Coordinator

TO: Members of the Executive Board
FROM: Jane Luft
SUBJECT: Spark Report #1
DATE: Tuesday, July 3, 2018

YEARPLAN UPDATE

The past two months have been very busy for Spark! After hiring the executive team on April 6th, the entire team had an executive retreat on April 16th where we became acquainted with one another, set expectations and group norms, and developed our vision for Spark as a team. We began meeting weekly starting May 14th, after everyone had settled where they'd be spending their summer and have made terrific progress since then! We are on target when referring the year plan as we have established a consistent structure of executive and 1-on-1 meetings, solidified important dates for the remainder of the year, and developed our Team Leader Application questions. Our major challenges have mainly been scheduling conflicts and some technical difficulties when meeting online as a group. Our major successes have been getting a great start on each portfolio (Sessions, Events, Promotions & Publications, and Volunteer) and developing individual year plans to prepare for the upcoming year.

SERVICE USAGE

Student registration will open during Welcome Week so that we can have students sign up when they hear about Spark during the week. We are aiming to register about 11 students per group for first term, making a total of 220 first year students who will be supported through Spark. May @ Mac was a big success where we spoke with many potential McMaster first years and told them about Spark. We received 8 new emails from first years who wanted to be notified when registration opens and we gave away rave cards as well as 25 lanyards to students who were interested in Spark.

In terms of other quantities of service usage, 6 executive members were hired in April and 11 students have explicitly expressed their interest in becoming a Spark Team Leader by contacting my Spark email address. The executive team has had 7 weekly Tuesday meetings ranging in length from 30-75 minutes each. I have had 16 bi-weekly one-on-one meetings with each of the executive members or co-pairs about their respective portfolios.

PAST EVENTS, PROJECTS & ACTIVITIES

May @ Mac: On May 12th, 3 members of our executive team helped run the Spark table during May @ Mac. As mentioned in *Service Usage*, we gave away rave cards and lanyards to interested students and managed to secure a number of email addresses to add to our mailing list. The interest in Spark from prospective students was very exciting and we even received the comment that the fact that we had a service for first years like Spark at McMaster set the university apart from other schools. Perhaps Spark should be getting funding from Student Recruitment...

TL Application Promo Video: Thanks to the lovely Communications Officer, Haley Greene, we were able to film a promotional video for Team Leader applications. Our executive team moved all around campus taking video clips in different locations and had a lot of fun together!

Sessions 1-3 Developed: Spark's Sessions Coordinators have been hard at work over the past few weeks creating the first few sessions for our weekly mentorship program. The first three session themes are "Intro to Spark", "Change the World", and "Discover Your City". While maintaining some of the staple Spark activities, the Sessions Coordinators have created 3 exciting sessions that will engage students in their first weeks of Spark.

TL Application Questions: After brainstorming over 80 possible application questions, our team collectively decided on four questions that we believe will effectively evaluate applicants for the role of a Spark Team Leader.

Rooms Booked: Thanks to the work of our Volunteer Coordinator, we have secured all our rooms for first semester sessions and for our interview weekend. This is an important logistical step for ensuring a smooth term of sessions!

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Team Leader Hiring: We have decided on dates for our hiring process and are looking forward to hiring an awesome team of volunteers. Our written applications will be open from July 6th to July 27th. After marking and sending out interview offers, we will conduct interviews from August 17th to August 19th. We will send out offers shortly afterward in order to have a team before Welcome Week starts to help with promoting student registration.

Horizons Successfest: Spark is registered to participate in Horizons Successfest happening on the morning of Saturday, July 28th during the annual Horizons conference. This is a great opportunity for us to reach out to first year McMaster students to get them involved with Spark for the upcoming school year.

Welcome Week: Welcome Week is another great opportunity to engage students in Spark and create a presence among first years. By using our tent

and pop-up banners we plan to create a physical presence at key Welcome Week events like Faculty Fest where students will have time to visit us and hear about our programs. We will also provide some kind of casual activity that creates incentive to visit our tent and have the opportunity to hear about our service. We also plan to collaborate with Hedden Hall by hosting a session at their leadership workshop to support their Living Learning Community.

Executive Retreat: The Spark executive team has been working so hard over the past couple of months and unfortunately most of us cannot physically be together for the summer. We hope to plan a fun retreat of some kind early in the school year that will help to show appreciation for their efforts. It will also serve to strengthen our bonds as an executive team and start off our operational term on an energetic and positive note.

BUDGET

<i>ACCOUNT CODE</i>	<i>ITEM</i>	<i>BUDGET / COST</i>
5003-0125	TOTAL SPENT IN LINE	\$0.00
OFFICE SUPPLIES	REMAINING IN LINE	\$60.00
6102-0125	TOTAL SPENT IN LINE	\$0.00
ANNUAL CAMPAIGNS	REMAINING IN LINE	\$3,000.00
6501-0125	TOTAL SPENT IN LINE	\$0.00
ADV. & PROMOTIONS	REMAINING IN LINE	\$3,000.00
6802-0125	TOTAL SPENT IN LINE	\$0.00
LEADER TRAINING	REMAINING IN LINE	\$750.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,810.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$0.00
REMAINING DISCRETIONARY SPENDING		\$6,810.00

Nothing has been spent in any of the budget lines yet as we haven't needed to get any promotional material made by the Underground or buy any new materials yet. Volunteer training costs are also nonexistent until we hire a team in August. That being said, we are preparing to spend money from the Advertising & Promotions Line soon when we ask the Underground to create material for Team Leader Hiring. We also are receiving quotes from venues for First Year Formal happening later in the year which we will need to put a deposit on in the coming months. We plan to work with other campus groups including FYC and RezLife to financially help with formal.

VOLUNTEERS

With only a team of seven at this point in the year, there haven't been too many volunteer dynamic issues. After being hired in April, the executive team had a group dinner and then went to Light Up the Night to get to know one another. We also took a group photo with the outgoing executive team who congratulated the new team and gave them encouragement for their new roles. Our group is getting along quite well so far and having lots of fun while also being productive.

The main challenge with our group of volunteers is the conducting all meetings online with temperamental technology. GoogleHangouts has worked pretty well but there is always the occasional technical difficulty that makes clear communication a struggle. Another challenge was guiding one of the executive members during the first month of their term while they waited for a transition report. Without any direct experience in that portfolio, I found it difficult to direct the executive member on what they could do while they waited. We eventually received the report which made getting started on the portfolio go much smoother and relieved some pressure off of myself.

A success of our small team of volunteers is that we have been keeping each other updated on one another's lives throughout the summer. At the start of every weekly meeting we share a "Life Update" to ensure we are staying up-to-date on each others' lives and getting to know each other outside of our roles in Spark. We also have been working to provide opportunities for professional development by giving executive members a lot of freedom within their portfolios. I want to give each member the opportunity to grow through their role by challenging them to be creative and bring their visions for Spark to life. We also have been holding feedback sessions during meetings for executive members to pitch their ideas to the rest of the group and improve what they are working on. Giving and receiving feedback is a great opportunity for professional development.

CURRENT CHALLENGES

One of our major challenges is scheduling our interview weekend around everyone's schedules. We have planned for interviews to take place August 17th - 19th but there are two members who have conflicts during the day on Saturday which is typically the day most full of interview slots. To work around our limited amount of possible interview time, we are discussing shortening the interviews from 3 hours to 2.5 hours or shorter to allow for more rounds on Saturday and Friday. We have yet to finalize the logistics of this weekend in order to accommodate everyone's schedule but we plan to work on this soon and have times solidified.

Another challenge we have not yet run into but are anticipating is going over budget in the Annual Campaigns (6102-0125) and Leader Training (6802-0125) lines. The reason we anticipate this is that a lot of costs from last year were recorded under Advertising & Promotions (6501-0125) because there was a lot of extra money in that line because the Promotions & Publications Coordinator designed all promotional material and there was virtually no money spent at the Underground for these costs. After meeting with Michael Wooder and Haley Greene, we know that we will be spending money on promotional

materials from the Underground this year and there likely will not be so much extra money in the Promotions budget to use on other expenses. With the cost of Spark Formal, sessions/workshop materials, and food for volunteer training/appreciation/socials, the \$3000 + \$750 budget is used up quite quickly. One strategy we are considering to address this is hosting a fundraiser in the fall for Spark Formal (one of the biggest expenses of the year).

SUCSESSES

So far, the summer has been a big success as each executive member works to prepare for the upcoming school year. Our executive retreat was a lot of fun and helped set the stage for the rest of the year. We have had really great attendance at executive meetings and everyone has been making great progress on their portfolios and trying to complete as many tasks as possible during the summer before Spark becomes fully operational. A few of the wonderful executive members helped me out by running the table for May @ Mac without me there which definitely deserves a high five! We also managed to take executive photos and film a promotional video during the limited time that I was in town in June and managed to get almost all members in the video!

OTHER

I apologize that I can't be at the Executive Board meeting in person to answer any questions but I am happy to answer them through Kristina or via email at spark@msu.mcmaster.ca. I appreciate your feedback so please feel free to share it with me at any time. Thank you for your time!



REPORT

From the office of the...

WGEN Coordinator

TO: Members of the Executive Board

FROM: Jocelyn Heaton

SUBJECT: Women and Gender Equity Network Report #1

DATE:s June 28, 2018

UPDATE

Since the beginning of the new term, the WGEN executive team has been hired and we have begun pursuing some preliminary actions and tasks for the summer, including wrapping up the previous teams unfinished tasks, beginning volunteer hiring and laying out a plan for the year. The team was hired in mid May and we had our first meeting on May 16th in which everyone was able to meet each other and we had the opportunity to go over some initial training, service overview and team expectations. From there I have meetings with all of the pair roles and individual roles separately to set out summer expectations, tasks and to lay out more specific guidelines for each of the roles. From here I made customized year plans for all the roles so as to help them set goals, expectations and plans for the year. These year plans are to be completed by the executive members by the end of July. Seeing as I have already handed in the service year plan already which includes the preliminary discussions from the whole team, the individual year plans are more meant to guide the executives in their own actions, helping them keep on track with completing tasks and accomplishing goals.

We also finished up two uncompleted tasks from the previous team which were making a sponsorship poster to thank companies who have donated products to us, as well as finishing up the poster design of an upcoming online campaign surrounding consent culture. These were completed by the end of May and will be used as promotional material throughout the next year.

Lastly, we have begun our first round of Volunteer hiring. The whole executive team has been somewhat involved in the process, but the bulk of the work has been on the promotions executives, getting Underground graphics designs and designing and executing a promotional strategy, the Volunteer Coordinator, who designed the Safe(r) Space applications, and the Community Events and Planning and Social and Political Advocacy teams designed the Events Committee applications. After executing the hiring strategy we got our application numbers, with 38 Safe(r) Space applicant and 10 Events Committee application, numbers that are very similar to previous years and what was expected. A second round of hiring will be conducted in the fall for Safe(r) Space



REPORT

From the office of the...

WGEN Coordinator

volunteers. The whole team has helped grade the applications with the Volunteer Coordinator leading those efforts and assigning tasks.

Additional, other roles have been completing small miscellaneous tasks throughout the beginning of the term such as reviewing event collaboration requests, promotional sharing requests, research study participation requests, and updating our resources library checkout system. These tasks are all important to be completed during the summer months so as to set the team up for the most successful and well planned out year we can, through organization, and foresight during summer months.

SERVICE USAGE

Physical Space

The physical space is closed during the summer so we have had no usage in that regard. The space will reopen in early September.

Resources

We have given out some menstrual products, books and one set of breast forms since the beginning of the summer break. This is done when people reach out to us by email or through our Facebook page asking to access our resources.

Social Media

We had significant Social Media interaction with our hiring promotions as well as a Sponsorship poster we released. For hiring, we were able to reach from 500 to sometimes over 2000 people with our posts. One of the companies we were thanking, LeWand, retweeted and shared on facebook the sponsorship poster to express their pride in being a WGEN sponsor. We have also shared a few study invitations from students doing research relevant to WGEN demographics.

Events and Programming

We do not run events or programs during the summer so have no usage in that regard. Events and programs will resume in early September.

PAST EVENTS, PROJECTS & ACTIVITIES

No events have been carried out since the last report.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We are tentatively planning three events/programs for the beginning of the year. We will likely be running a joint online competition with consent messaging in collaboration with the McMaster Maroons during welcome week. This may end up being incorporated into the Wellness Fair as part of the Strategic Themes welcome week events, but will definitely involve an educational component of consent messaging along with an online competition of folks who like both services pages for some sort of prize. We have also begun planning our own opening event for early september which is tentatively set as a feminist trivia night. Finally we have agreed to a OPIRG collaboration event



REPORT

From the office of the...

WGEN Coordinator

during Making Connections week, which has been set as some sort of diversity and inclusivity workshop specifically catering to the university context.

BUDGET

We have carefully mapped out our projected budget which was submitted with our Year Plan. So far we have spent some of our promotional budget on a Sponsorship poster, Hiring graphics and updating graphics for the website. These so far amount to approximately 310\$ all together, 55\$, 200\$, and 55\$ respectively. The majority of the budget seems workable for the year, however I do anticipate some constraint in regards to the promotional budget. Since there is no wiggle room with pricing because we are required to use the underground, we may be limited with running events and programs simply because we cannot budget for 200\$ graphics design, and the less costly packages will not sufficiently advertise our events. Although our budget as it stands includes all our planned events and their costs, the promotions budgets rigidity is what may restrict us from improving upon our events or adding in programming more spontaneously, or as it is needed throughout the year.

We have also requested funding to be used from depreciation for some new furniture and other items for our physical space. Much of our furniture, couches, rugs and storage units, are outdated, broken and in some cases unsafe. We ideally need new storage, new seating, new lighting, and a few other miscellaneous items. We are still awaiting confirmation on this request.

VOLUNTEERS

We have not hired any volunteers for the service so far and therefore do not have anything to report in this regard, However, the executive team of volunteers has been hired and so far are getting to know one another well and seemingly working well together. We held one group meeting and then I have had meetings with all of the teams and individual roles separately to clarify summer tasks, responsibilities and expectations. We have done a few online icebreaker activities and been chatting through social media but plan to do more social activities once the school year begins and the team is not so spread apart.

CURRENT CHALLENGES

A current challenge is simply in delegating and getting tasks done over the summer, in which most of the executive team is spread out throughout the province working summer jobs, and myself travelling out of province for two months. Not being physically together for meetings and check-ins has made it somewhat difficult to stay on task, however we have been managing by maintaining consistent communication and setting deadlines far in advance.



REPORT

From the office of the...

WGEN Coordinator

Another obstacle, more general, is navigating the amount and the type of requests we have been getting via email. WGEN receives many requests for consultation,

participation in studies, collaboration, and other requests that require significant time and effort from the team. Deciding if, when and how, to respond and participate to these many requests is difficult, particularly when many of them are for time periods far in advance, and therefore hard to guarantee our full capacity is dedicated towards all tasks. I have found accessing resources, including previous years PTM's, MSU staff and information from training to have been helpful in this regard, by using folks expertise to help guide our decision making as a service.

SUCSESSES

So far I can think of 2 main areas for success, our hiring, and team management. For hiring, it was wonderful to see a new team, many of whom are new to the service, and many whom do not know one another, come together, fairly seamlessly, and execute an effective hiring campaign. All members of the team contributed to the process, with specific emphasis being on the Volunteer Coordinator, the Promotions team, and one member of the Community Events and Planning executives and Social and Political Advocacy executives who are leading the Events Committee. The other CEP and SPA members and the Resources team were engaged in the process as well in executing promotions. Now, the whole team has been working to grade volunteer applications and get interviews rolling so that we can have our first set of volunteers hired by mid July. I think for a new team, the success of our first big campaign for hiring was an absolute success.

Somewhat in tandem, and perhaps a reason for the success of the hiring campaign is the team management we have achieved early on. Communication between team members is nearly daily, with tasks being completed on time and to a high standard. This is due to the usage of a tasks manager document, consistent check in's from myself and between team members, and what seems to be a general feeling of support between members of the team. It is early in the year, but with this start I can see this team working together very well and managing a very successful year for WGEN.

OTHER

I have nothing else I feel needs sharing. I look forward to a great year and further updates which will build upon the strong framework that WGEN has set for the year.



JOB DESCRIPTION

Volunteer

Position Title:	Advocacy Ambassador
Term of Office:	September 1 - April 30
Supervisor:	Advocacy Coordinator
Remuneration:	Volunteer
Hours of Work:	3 hours per week

General Scope of Duties

The Advocacy Ambassadors will assist the Advocacy Coordinator with all campaigns related to education and the undergraduate experience set out by the MSU Education Department. Volunteers will assist in raising the profile of advocacy initiatives within the MSU and the surrounding community including, but not limited to, municipal, provincial, and federal elections. Duties may include set up and take down for advocacy events, handling information booths across campus, and helping design campaigns.

Major Duties and Responsibilities

Category	Percent	Specifics
Responsibilities	100%	<ul style="list-style-type: none"> ▪ Responsible for helping promote campaigns and events on social media channels ▪ Participate in campaigns and events organized by the MSU Education Department occurring on campus ▪ Participate in all training sessions as preparation for the various campaigns and initiatives that the Advocacy Street Team leads. ▪ Attend meetings of the Advocacy Street Team as arranged by the Coordinator ▪ Other duties as assigned by the Advocacy Coordinator

Knowledge, Skills and Abilities

- Interpersonal skills required to interact with students
- Ability to work in groups and individually
- Knowledge of post-secondary education issues in Canada is an asset

Responsibilities

- Responsible for staying informed about events and campaigns related to Advocacy
- Responsible for participating in campaigns and attending shifts scheduled by the Volunteer Coordinator

Working Conditions

- Time demands may exceed stated hours of work.

Training and Experience

- Necessary training will be provided by the Advocacy Coordinator.

Equipment

- Any equipment required for events will be provided



JOB DESCRIPTION

Volunteer

Position Title:	MSU Advocacy – Volunteer & Logistics Executive
Term of Office:	September 1 – April 30
Supervisor:	Advocacy Coordinator
Remuneration:	Volunteer
Hours of Work:	5-8 hours per week

General Scope of Duties

The Volunteer & Logistics Executive is responsible for working with the Advocacy Coordinator to ensure the logistical duties and details are completed for the team. They are responsible for working with the Advocacy Coordinator to develop training materials for volunteers and the SRA, book space for meetings, training, and events, and compile data from all campaigns. They are also responsible for working with the Advocacy Coordinator to organize the recruitment of new volunteers, as well as the scheduling and coordination of volunteers and executives for all events and campaigns. They will ensure volunteers are organized and aware of expectations during a campaign. The Volunteer & Logistics Executive will coordinate with the Education Department well in advance of events and campaigns to organize volunteers in a thoughtful and resourceful way.

Major Duties and Responsibilities

Category	Percent	Specifics
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> Work with the Advocacy Coordinator to ensure any costs related to events or training materials remain within the allocated budget and inform the Coordinator of all expenditures
Logistics	40%	<ul style="list-style-type: none"> Responsible for booking and scheduling tables for events in various locations, including the MUSC Responsible for the organization and logistics of events, in coordination with the Advocacy Coordinator Coordinate, organize, and produce reports based on the data collected from campaigns Coordinate room bookings for training sessions and other events as advised by the Advocacy Coordinator Work closely with the Advocacy Street Team Volunteer Coordinator to coordinate AST training sessions for campaigns
Communications Function	10%	<ul style="list-style-type: none"> Work closely with the Promotions Executive to ensure events are promoted in a timely and effective manner Work closely with the Advocacy Coordinator to ensure

		<p>training materials reflect the needs and wants of the campaign and the Education Department</p> <ul style="list-style-type: none"> ▪ Develop training sessions alongside the Advocacy Coordinator for the AST and SRA ▪ Maintain strong communication with the Coordinator, fellow executives, and volunteers
Volunteer Management Function	40%	<ul style="list-style-type: none"> ▪ Coordinate the creation of a volunteer schedule based on volunteer availability and the campaign schedule as set forth by the Advocacy Coordinator and the Education Department. ▪ Work with the Advocacy Coordinator to coordinate volunteers for all campaigns and events ▪ Collaborate with the Logistics Coordinator with the planning and execution of training for volunteers as needed ▪ Respond to volunteer needs on a variety of issues, including but not limited to last-minute availability changes ▪ Maintain strong communication with the Advocacy Coordinator, executives, and volunteers ▪ Work with the Advocacy Coordinator to interview and recruit volunteers
Other	5%	<ul style="list-style-type: none"> ▪ Develop any electronic presentations that will be used for training the AST or the SRA ▪ Attend all AST and executive meetings as scheduled ▪ Other duties as assigned by the Advocacy Coordinator

Knowledge, Skills and Abilities

- Organizational and time management skills
- Communication skills
- Ability to work well in teams and individually
- Leadership skills
- Attention to detail
- Knowledge of post-secondary education issues in Canada is an asset

Effort & Responsibility

- Responsible for logistical aspects of events
- Good knowledge of event planning resources on campus would be an asset
- Responsible for organizing AST and SRA training
- Responsible for the implement recruitment campaigns
- Responsible for the scheduling of volunteers allows campaigns and events to run smoothly

Working Conditions

- Work in shared space
- Time demands may exceed stated hours of work, particularly during campaigns

Training and Experience

- Previous event planning experience
- Previous experience developing and executing training of teams an asset but not required
- Previous volunteer management experience is an asset but is not required
- Previous experience developing and executing training of teams an asset but not required
- Training will be provided

Equipment

- Personal computer
- Any materials required for training will be provided



JOB DESCRIPTION

Volunteer

Position Title:	MSU Advocacy - Promotions Executive
Term of Office:	September 1- April 30
Supervisor:	Advocacy Coordinator
Remuneration:	Volunteer
Hours of Work:	4-6 hours per week

General Scope of Duties

The Promotions Executive is responsible for working with the Advocacy Coordinator to ensure that the MSU's advocacy efforts are visible to students both through social media, campaign tables and other mediums for advertising. The Promotions Executive is responsible for ensuring the creation of these promotional materials as well as the creation of promotional plans for all advocacy initiatives and opportunities. They will be responsible for promotional materials specific to the MSU Advocacy Pages, and assisting in communicating advocacy news and opportunities both internal and external to the MSU.

Major Duties and Responsibilities

Category	Percent	Specifics
Communications Function	40%	<ul style="list-style-type: none"> ▪ Aid the Advocacy Coordinator in understanding promotional needs for all campaigns and events ▪ Aid the Education Department in other promotion and advertising initiatives ▪ Work closely with the MSU Underground Media + Design to develop any and all printed promotional materials ▪ Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is wanted and needed ▪ Maintain strong communication with the Advocacy Coordinator, executives, and volunteers
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> ▪ Work with the Advocacy Coordinator to ensure that promotional budgets align with the Education Team's budget ▪ Retain financial information to receive reimbursement from the Advocacy Coordinator ▪ Ensure all costs remain within the allocated budget and inform the Advocacy Coordinator of all expenditures
Advertising & Promotions Function	40%	<ul style="list-style-type: none"> ▪ Develop a promotional plan for any advocacy campaigns, events, or initiatives

		<ul style="list-style-type: none"> ▪ Ensure that proper audiences are targeted in any promotional campaigns ▪ Aid the Advocacy Coordinator in keeping the website up to date ▪ Maintain an active presence on social media and in related social media groups to ensure awareness of advocacy initiatives ▪ Ensure that any and all promotional material produced follows the MSU Visual Identity Guide and are primarily created by the Underground Media + Design ▪ Responsible for submitting all advertisements to be circulated through various MSU channels, including but not limited to <i>The Silhouette</i>, the MSU webpage, and the campus screens network ▪ Creating advertising and promotions schedules for MSU Advocacy social media accounts
Other	15%	<ul style="list-style-type: none"> ▪ Attend executive meetings as scheduled ▪ Other duties as assigned by the Advocacy Coordinator

Knowledge, Skills and Abilities

- Organizational and time management skills
- Strong communication and writing skills
- Interpersonal skills required to interact with students
- Ability to work in groups and individually
- Knowledge of post-secondary education issues in Canada is an asset

Effort & Responsibility

- Effort required to design and implement promotional campaigns
- Effort required to think creatively
- Establish and maintain professional connections with on campus groups
- Responsible for maintaining an appropriate and positive image of the MSU

Working Conditions

- Work in shared office
- Time demands may exceed stated hours of work

Training and Experience

- Social media management experience is an asset
- Experience in advertising is an asset
- Leadership experience
- Training will be provided

Equipment

- Personal computer

YEAR PLAN

MSU *Diversity Services Director*

Mijia Murong

2017-20180

(submitted 06/24/2018)



OFFICE OF THE *Diversity Services Director* INTRODUCTION

Established in 2003, MSU Diversity Services has sought to celebrate diversity and promote unity for over a decade at McMaster. Over the years, past PTM's have worked hard to revised our scope, mandate, and structure in order to engage critically with the challenges faced by marginalized students on campus. In this current divisive political climate, it is more important than ever to operate under this anti-oppressive and intersectional lens. This is no small task; and as the incoming PTM, I'm feel incredibly honoured to be entrusted with this work and look forward to what the future has in store.

As a university, overt and covert discrimination certainly still takes place within our institution, and Diversity Services exists among a network of organizations and projects created to promote long-lasting, institutional changes. I am already being made aware of many initiatives taking place in the next year- from advocacy policies being written to online toolkits for marginalized activists- many campus partners have mobilized their resources to tackle important issues. Building solidarity with campus partners is imperative in this work. I intend to involve the service with these external projects as much as appropriate without compromising the quality of our own projects, and to encourage partnerships with united advocacy goals whenever possible.

As a service, we are running at an interesting and transitional time. With a impending service evaluation, past-year proposals to rebrand are being brought to the forefront of our agenda. In particular, three of my biggest administrative goals for the upcoming year are to (1) create a research and training position for the service, (2) re-evaluate our relationship with Bridges and (3) to evaluate the need for racialized peer on campus and developed an appropriate plan of action. In addition, I am also interested in streamlining the programming output from the CEP, SPA, and Research and Resources branches of the service. You will find in my year plan that these teams will be encouraged to collaborate and develop lateral, monthly themed programming which they will collectively address, from their unique perspectives, such that their efforts resonate synergistically with one another.

As students, we are also living in a bizarre cultural moment. As the line between entertainment and politics blur, university students find ourselves in an amalgamation of political discord, iconic pop-culture and artistic portrayals of pertinent social issues, and the disquieting threat of white supremacist groups that routinely makes their presence known, on and off campus. For many marginalized students, the intertwined nature of politics/social issues with their every-day existence is nothing new. However for others, recent events and pop-culture moments may have prompted their first engagement with some of these concepts related to power, oppression, and activism. As these topics central to Diversity Services' mandates are becoming more visible than ever, it is important that we keep our programming relevant and accessible. We need to provide spaces for questions to be asked and answered,

to distill down highly academic discourses to material that more students feel comfortable engaging in, and to challenge the myth that our service only welcomes those who are well-versed and deeply engaged with activism work. Furthermore, we must do all of this while still ensuring the depth and integrity of our programming, remembering that our first and foremost responsibility is to support the most marginalized among us.

It is more important than ever to equip our community with the tools and spaces they need in order to process, unpack, and heal from the massive amounts of information they are subjected to from the media and in their every-day lives. This is our chance to promote unity and prevent further polarization and division, I can't wait to meet these challenges alongside a team of imaginative and passionate students.

I welcome you to engage with, and constructively critique my work whenever possible!

Sincerely,
Mijia Murong

Goals/Objectives

JULY	
Service Goal/Objective	Updating and standardize AOP Training
Why:	Around late July/early August, a lot student groups are looking to receive AOP training. It is best to standardize training practices before that time. Current AOP is fairly standardized, but a lot of the old case-studies will need to be updated, and we should also re-consider strategies to make the training more engaging and interactive.
Difficulties:	<ul style="list-style-type: none"> • Services with varying training sees (some are looking for interactive workshops, others want a condensed version for a much smaller team) • Identifying where to "draw the line" when taking on AOP tasks, as several student societies and clubs have inquired about the training
Partners:	<ul style="list-style-type: none"> • Other equity based services • Services who request the training
Service Goal/Objective	Create Training Executive position and open up hiring
Why:	In-line with the first objective, we will be able to have better outreach and able to facilitate better AOP delivery if there is a team member whose role is specifically dedicated to training.
Difficulties:	<ul style="list-style-type: none"> • Tight time-line for the hiring of this position • Logistically, the paperwork for creating such a position may not be approved in time • The exec may not be hired in-time for this cycle of AOP training creation and delivery
Partners:	<ul style="list-style-type: none"> • VP admin • Office of Equity and Inclusion • Other services with a similar training position
Service Goal/Objective	Draft position paper on free speech
Why:	A few of the equity based services have received requests to be interviewed for comments about the anti-disruption policies and the notion of "free speech". In response to these requests, we decided to formulate a position paper that re-iterates our united perspective on the issue.
Difficulties:	<ul style="list-style-type: none"> • Logistics of drafting a position paper
Partners:	<ul style="list-style-type: none"> • PTM of Maccess

	<ul style="list-style-type: none"> • PTM of Pride • PTM of WGEN
Personal Goal	<ul style="list-style-type: none"> • Establish working partnership with Assistant Director • Book MUSC for Diversity week • Meet with Stephanie (VP Ed) to discuss advocacy goals • Meet with Khadijeh (EIO) to discuss collaboration goals

<h1>AUGUST</h1>	
Service Goal/Objective	Hire and train executive team
Why:	The exec team should have the time to adjust to their roles before the school year begins
Difficulties:	<ul style="list-style-type: none"> • One month is a short turn-around for hiring • Other summer engagements that students have may limit their ability to apply or attend interviews
Partners:	<ul style="list-style-type: none"> • Hiring board • VP Admin
Service Goal/Objective	Meeting #1 with Interfaith Council (IFC)
Why:	As per operating policy of the IFC established last year, the Diversity Services Director is responsible to chair 2 IFC meetings per term and one in the summer. Although the rest of the IFC meetings are not discussed in the year plan, they will be scheduled according to the availability of the other members involved.
Difficulties:	<ul style="list-style-type: none"> • As the first year that the council is in formal operation, it is important to establish a tradition of doing impactful work rather than just existing as a formality. Furthermore, as this council is chaired by the Diversity Services Director but operates entirely separately from the service, it may become difficult to separate our project and advocacy goals. Clear lines need to be drawn between IFC initiatives and Diversity Services initiatives, and collaborative partnerships need to be explicitly made.
Partners:	<ul style="list-style-type: none"> • Max Lightstone • Inter-Faith Council
Service	Team building activity with exec team

Goal/Objective	
Why:	The exec team needs an opportunity to bond and learn about one another before the school year begins.
Difficulties:	<ul style="list-style-type: none"> • Budgeting out finances for the activity that we take up • Finding an activity that all of the team will be engaged with, but also provides an opportunity for learning, growth, and teambuilding
Partners:	
Personal Goal	<ul style="list-style-type: none"> • Generate ideas for Diversity Week with assistant director and exec team • Look into Guest-speaker and pros to invite for service programming • Plan for Night Market

SEPTEMBER	
Service Goal/Objective	Complete Volunteers Hiring
Why:	Volunteer hiring must be completed before regular programming can begin
Difficulties:	<ul style="list-style-type: none"> • Promo and getting a competitive pool of applications • Deciding between MMI hiring or traditional one-on-one hiring
Partners:	None
Service Goal/Objective	Work with execs to develop their year plans
Why:	It is important that execs play a role in setting the direction for their committee or projects
Difficulties:	None
Partners:	None
Service	Night Market

Goal/Objective	
Why:	The Night Market was a successful event run through the service several years ago. Not only did students find the event enjoyable and engaging, the strategic benefit of such an event is to promote the services' visibility at the very beginning of the school term. The hope is that such an event would attract students to apply as volunteers, or continue engaging with the service throughout the term. A successful event would also boost team morale.
Difficulties:	<ul style="list-style-type: none"> • The exec team will need to be involved in the planning process • Such an event require contacting many partners on and off campus, and in the later months of the summer their response rate is unpredictable • A lot of additional work-load for the Director and Assistant Director at a time when AOP training is still taking place
Partners:	<ul style="list-style-type: none"> • Cultural Clubs *Taste of McMaster hosted a similar event in MUSC last year • Community vendors
Personal Goal	<ul style="list-style-type: none"> • Maximize interaction with service volunteers by sitting in on committee meetings • Work with service execs to develop their year plan • To reach out to campus club (particular faith and culture clubs) about opportunities for collaboration • To reach out to community partners about opportunities for collaboration

OCTOBER	
Service Goal/Objective	Volunteer training and team building activity
Why:	The exec team should get the chance to try their hand at training provision in a monitored and supportive environment. It's important that the hired volunteers feel like they are a part of the Diversity Services family, and so I'd like to pair training with a volunteer appreciation initiative.
Difficulties:	<ul style="list-style-type: none"> • High level of content fitting into a one-day workshop
Partners:	<ul style="list-style-type: none"> • WGEN and Maccess for developing training related to their areas of focus such as sexual assault prevention, peer support, accessibility
Service	Support and monitor SPA, CEP, and R&R programming

Goal/Objective	Suggested theme*: Personal stories and histories
Why:	The execs and their committees will be encouraged to roll-out their first programs in October. Historically October meant hosting "Stories for the Soul" in Bridges for the service; telling personal stories about race and identity is a great way to engage students and offer up our service as a space that uplifts marginalized voices.
Difficulties:	<ul style="list-style-type: none"> • Maximize the support and guidance that Director and Assistant director provide to the committees and execs , especially in addressing the challenges that may arise in their first time working as teams • Lack of service engagement in initial events may be demoralizing
Partners:	TBD
Personal Goal	<ul style="list-style-type: none"> • Initiate conversations for collaboration in Trans-visibility week and Dis- Visibility week • Plan for a guest speaker or panel for the month for November or December

* The suggested themes is a note-to-self at best. They are based on the general lay-out past-years' programming, and well as other awareness campaigns predicted to run at the time. Ultimately the execs will make the decision about the monthly direction of their programming. These themes are also highly dependent on pertinent social issues that the student body is engaged with at the time.

NOVEMBER	
Service Goal/Objective	Support Trans-Visibility week and Dis-Visibility week programming
Why:	It is important that we uphold our intersectional mandate by standing in solidarity with other equity based services and initiatives on campus. We will reach out and support transvisibility and disvisibility programming throughout the year, but especially focus on planning collaborative events and campaigns when their service-awareness weeks take place.
Difficulties:	<ul style="list-style-type: none"> • Encouraging the service committees to proactively reach out and

	<p>support committees and program planners from these other services</p> <ul style="list-style-type: none"> • Ensuring that our own programming doesn't coincide and take attention away from the programming of other services
Partners:	<ul style="list-style-type: none"> • WGEN • Pride • Maccess
Service Goal/Objective	Panel/Guest speaker or public lecture series
Why:	There are a lot of professors and community activists in our local community doing amazing work with regards to anti-oppression and anti-racism. It's important that as a service we disseminate the work that they do and bring them to the student body. Instead of placing this on the exec team, I am interested to take on this project mostly between myself and the assistant director.
Difficulties:	<ul style="list-style-type: none"> • Bring in one or more guest speakers/panelists may be expensive • Promo and attendance is even more critical when outside parties are involved • Taking on a project of this magnitude between the Director and Assistant director may be overwhelming
Partners:	<ul style="list-style-type: none"> • Mac Farmstand (I would love to host a guest speaker on issues related to food justice) • Student community support network • Faculties and research groups on campus
Service Goal/Objective	<p>Support and monitor SPA, CEP, and R&R programming</p> <p>Suggested theme *:</p> <ul style="list-style-type: none"> • Cultural appropriation and representation • Ally ship
Why:	<ul style="list-style-type: none"> • Along with the agenda of trans-visibility and dis-visibility awareness, allyship may be an interesting topic to tackle this month • November is also Halloween, and cultural appropriation is a pertinent topic of conversation at this time. Our mandate to educate and uplift marginalized perspectives shouldn't be lost here.
Difficulties:	None
Partners:	TBD
Personal Goal	<ul style="list-style-type: none"> • Begin conversations about service evaluation with the VP admin

	<ul style="list-style-type: none"> Determine name, focus, and collect all programming proposals for Diversity Week
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*refer to page 7

DECEMBER	
Service Goal/Objective	Service-wide meeting regarding diversity week
Why:	Ensure that all of the service has a clear idea of the agenda and work division as we lay-out final preparations for Diversity week, which will be launched in January
Difficulties:	None
Partners:	None
Service Goal/Objective	Committees and execs feedback and evaluation
Why:	At this time, I would like to collect feedback about service operations, my own leadership, inputs and suggestions for second semester from all of the execs and some of the volunteers who are interested. This will be done through one-on-one meetings.
Difficulties:	<ul style="list-style-type: none"> Meetings may be time-consuming with the busy finals season Identifying how to best incorporate the feedback into future plans for 2019
Partners:	None
Service Goal/Objective	Continue release of resource guides over the holiday break
Why:	The resource guides may be a good and low-commitment way to promote service-engagement over the holidays. Students may also have some free time to peruse these materials.
Difficulties:	Preparing sufficient resource guides to release over the break
Partners:	None
Service	Support and monitor SPA, CEP, and R&R programming

Goal/Objective	Suggested theme: <ul style="list-style-type: none"> • Interfaith programming
Why:	Although race-based programming often appears to generate more interest from the student population, dialogues around religious diversity must not be lost. The holiday season marks major celebrations in some religious practices, and is as good a time as any to refocus the service around some faith-based programming.
Difficulties:	Finals season will impeded student engagement
Partners:	IFC
Personal Goal	<ul style="list-style-type: none"> • Complete planning for Diversity Week over holiday break

JANUARY	
Service Goal/Objective	Diversity week
Why:	This is the week in which the programming initiatives of the service is made the most visible. It's so important that we cease this opportunity to engage the student body. Unfortunately, engagement with Diversity Week has declined significantly over the past several years, and not much has been done with regards to changing its delivery. I would like to work with the team to explore new ideas regarding the structure of the week, possibly focusing on less, more accessible, and more targeted programming throughout the week. In my opinion, Diversity Week doesn't have to be a mini- reiteration of our year-plan, instead it can simply be a platform in which we bring one aspect of our mandate to the forefront for in-depth exploration.
Difficulties:	<ul style="list-style-type: none"> • Student engagement • Optimizing the amount of events/campaigns held throughout the week • Inviting high-profile guest speakers to increase engagement and visibility

Partners:	<ul style="list-style-type: none"> • Pride • WGEN • Maccess • Maroons • Other MSU services
Service Goal/Objective	Service team appreciation activity
Why:	Ensuing Diversity Week, it is important that we show our appreciation for the impact that the volunteers and execs have achieved. I would like to consider a structured team-building initiative off campus- be it an escape-room to encourage team-bonding or a field-trip to a conference for education and learning... I think this would be a great time to focus on the growth of the Diversity Services team before we return to our regular programming.
Difficulties:	<ul style="list-style-type: none"> • Budgeting • Availability of the team • Finding an appropriate activity to engage in
Partners:	<ul style="list-style-type: none"> • TBD
Personal Goal	<ul style="list-style-type: none"> • Begin evaluating need and design for race-based peer support

FEBRUARY	
Service Goal/Objective	Black history month programming
Why:	Black history month offers a great opportunity to explore notions of resistance and decolonization that are central to the history of marginalized communities. It is a great platform for the service to address deeper underlying struggles and oppressive forces behind what we generalize as "diversity".
Difficulties:	<ul style="list-style-type: none"> • Relevant events and campaigns must be sustained for the month-long black history focus • Questions about whether awareness campaigns for other racial minorities should be held in a similar fashion in other months should be addressed

Partners:	<ul style="list-style-type: none"> Clubs that focus on support and empowerment of black students
Service Goal/Objective	Offer support to Pangaea
Why:	<p>Supporting Pangaea is within the service mandates, and it's important that we stand in solidarity with campus organizations that seek to promote and celebrate diversity. Using the service's networks and outreach, we may be able to really make a difference in supporting and promoting Pangaea.</p> <p>The high level of engagement that Pangaea receives from the student body will also help with the visibility of our own service. As such, it is imperative to establish a mutually supportive working relationship.</p>
Difficulties:	None
Partners:	Pangaea
Personal Goal	<ul style="list-style-type: none"> Revisit service restructuring and rebranding efforts Continue exploring needs for race based peer support

MARCH	
Service Goal/Objective	Queer History Week programming + Guest speaker
Why:	Two years ago QSCC and Diversity Services collaborated on Queer History Week for the first time in a highly successfully event titled "No Pride in Policing" in which representatives from BLM came to unpack the incident of BLM's disruption of Toronto Pride. This momentum should be used to facilitate further intersectional programming of this nature.
Difficulties:	None
Partners:	Pride Social Political Advocacy Committee
Service Goal/Objective	Hire incoming director

Why:	The director should be hired before April in order to ensure that exec hiring can take place before the semester ends.
Difficulties:	Debunking the myth that the Assistant Director will automatically become the Director of the service in subsequent year, and encouraging applications outside of the service.
Partners:	Hiring board
Service Goal/Objective	Support and monitor SPA, CEP, and R&R programming Suggested theme: Indigenous issues awareness
Why:	Of course programming related to indigenous affairs should be a focus throughout the year. I wanted to re-iterate this somewhere in the year-plan so that these efforts are not lost. Throughout the year, it is important to encourage SPA, CEP, and R&R to work with the Indigenous Liaison and Indigenous groups to integrate indigenous perspectives and history into our work.
Difficulties:	Uncertainty with the Indigenous Affairs Liaison position and managing relationships with CISSA and MISCA
Partners:	CISSA MISCA
Personal Goal	<ul style="list-style-type: none"> • Facilitate director transition • Continue service restructuring and rebranding efforts • Continue exploring needs for race based peer support

APRIL	
Service Goal/Objective	Assistant Director hiring
Why:	Assistant director should be hired to ensure that exec hiring can move forward
Difficulties:	Finals season and ensuring a competitive pool of applicants
Partners:	Hiring board
Service	Service evaluation

Goal/Objective	
Why:	Final internal evaluation of the service's performance, and collecting the feedback from execs can generate a lot of insight which should be incorporated into any transition reports and service evaluation reports going forward.
Difficulties:	Finals season and exec and volunteer availabilities
Partners:	VP Admin
Personal Goal	<ul style="list-style-type: none"> • Facilitate assistant director transition • Continue service restructuring and rebranding efforts • Continue exploring needs for race based peer support

Long-term planning

Overarching Vision (what is the ultimate goal?)	<p><i>To re-evaluate the ways in which Anti-Oppressive Practice (AOP) training is provided.</i></p>
Description	<p>Over the past several years Diversity Services has taken on the sole responsibility of providing AOP to campus groups and services. This is a task of overwhelmed magnitude for one service to take on and has the potential to compromise other aspects of our programming, Yet even still, we are not doing nearly enough in terms of educating student groups and campus partners with regards to anti-oppression. For instance, there has been reports calling to action the provision of training for faculty and staff, and I have personally received requests to train student societies and club executive teams. We simply do not have the human capacity to fulfill these needs. Luckily, there is a lot of alternative options to explore- such as opening up a training delivery executive position, working with other partners to provide this training, creating an online platform to deliver the training, etc. Furthermore, the scope of the training also needs to be reviewed. We should re-examine the overlap between AOP, sexual assault prevention, and accessibilities training and ask ourselves why some services are receiving one and not the other, and whether it is possible to conjoin these trainings into one "package" to ensure that student groups interested in adopting an equity-focus receives all of the relevant trainings.</p>
Benefits	<ul style="list-style-type: none"> • Clear division of role when providing AOP training • Maximize number of campus groups trained in AOP • Engage students in a more immersive training experience • Ensure that AOP training is delivered hand-in-hand with sexual violence prevention, accessibility, and other training workshops important in building an inclusive campus
Year 1 Goals	<ul style="list-style-type: none"> • Re-evaluate the role of bridges coordinator • Experiment with implementation of a "Training Coordinator" role to the service • Explore potential for the "Training Coordinator" position to be a paid position
Year 2 Goals	<ul style="list-style-type: none"> • Launch the "Training Coordinator" position as a paid position

Year 3 Goals	<ul style="list-style-type: none"> • Evaluate the Coordinator's impact and make decisions about continuation
Partners	<ul style="list-style-type: none"> • Equity and Inclusion Office • WGEN • MACCESS • SHEC • MSU Training Resources Research Assistant • MSU VP admin • MSU communications officer

Overarching Vision (what is the ultimate goal?)	<i>To address the need for race-based peer support</i>
Description	Race based peer support is a controversial topic of discussion with valid arguments on both sides. Some argue that peer support should not be further silo-ed based on each type of marginalization, while other argues that racialized students currently do not have a safe-er space and resource hub on campus. It's important that the service listens to each side of this debate, with a particular focus on the opinions of the marginalized students themselves. Ultimately, the goal is to establish a sustainable model to ensure that racially marginalized students feel that their concerns are heard, their unique challenges in navigating campus are validated, and their need for identity-based peer support are met.
Benefits	<ul style="list-style-type: none"> • Better support for marginalized students on campus • Prospects of creating an additional space for cultural, faith, and indigenous groups to host meetings and events • Prospects of a hub for digital and physical resources
Year 1 Goals	<ul style="list-style-type: none"> • Understand both perspectives for, and against, the establishment of race-based peer support within the MSU • Understand student perspectives on race-based peer support • Connect with other campuses that provide such a service to understand their experiences and approach • To summarize findings and propose a plan of action going forward
Year 2 Goals	<ul style="list-style-type: none"> • Make decision regarding provision of race-based peer support based on last year's findings

Year 3 Goals	<ul style="list-style-type: none"> • Evaluate any programming that arose out of the decision made in Year 2
Partners	<ul style="list-style-type: none"> • MSU services that currently offer peer support • Groups on other campuses that offer race-based peer support • VP admin

Overarching Vision (what is the ultimate goal?)	<i>To rebrand the service, with a special focus on becoming a resource hub</i>
Description	There are many questions about the division of duties and scope of service provision that need to be addressed in the upcoming year. Most pressingly, our service has moved away from a mandate that simply focuses on the celebration of cultural diversity. Since the bulk of programming is framed around education and support, we must align our branding (logo, online presence, resources available) with what we stand for.
Benefits	<ul style="list-style-type: none"> • Establishment of a resource hub for students to access, for academic and personal purposes • Addressing the common critiques that Diversity Services is deviating from the mandate of "celebrating diversity"
Year 1 Goals	<ul style="list-style-type: none"> • To understand student perceptions of the service, from our programming to branding • To revisit our mission and mandate and ensure that they still align with the directionality of the service • To evaluate the coherence between our mandate, service name and logo, website design, and scope of programming • To summarize findings and propose a plan of action going forward • To continue efforts to establish our service as a resource hub with digital resources available online
Year 2 Goals	<ul style="list-style-type: none"> • To implement proposals for Year1 • To evaluate student perception on changes made • To evaluate potential options for where/when the service can open up a physical space for meetings, programming, and physical storage of resources • To summarize findings and propose a plan of action going forward
Year 3 Goals	<ul style="list-style-type: none"> • To establish the service as a resource hub with digital <i>and</i> physical resources available to students

	<ul style="list-style-type: none"> To establish the service under a name and brand (including resources template, training template, website design, etc.) that accurately encompasses our mandate
Partners	<ul style="list-style-type: none"> MSU Communications Coordinator MSU VP Admin

Overarching Vision (what is the ultimate goal?)	<i>To address the misconceptions around "PC Culture"</i>
Description	<p>This service, as well as most others, tended to shy away from addressing the common critique that "PC culture" opposes the notion of "free speech". It is with good reason that we tend to disengage with these critiques, since they often occur at a superficial level and serve to derail the <i>real</i> work that we do in servicing marginalized identities. However, in recent years these voices of dissent have become almost impossible to ignore. In my opinion, the longer we hold off from tackling this particular "talking-point" of the opposition, the more we will be characterized as an echo chamber that fails to engage with dissenting views. It's difficult to tell whether addressing this divisive misconception will be effective in changing minds and educating our peers, but it doesn't hurt to try. To tackle this challenge, it is imperative to stand in solidarity with other equity based services who have received similar critiques, and who are interested in debunking the myth that social justice work presents a limitation to free speech.</p>
Benefits	<ul style="list-style-type: none"> Address criticisms that the service silences right-wing perspectives Address criticism that the service is policing language and expression Publicize our position on pertinent issues on campus, such as the anti-disruption policy
Year 1 Goals	<ul style="list-style-type: none"> To work with other equity based MSU services to develop position paper on anti-disruption policies and freedom of speech
Year 2 Goals	<ul style="list-style-type: none"> To work with other equity based MSU services and other campus partners to establish resources and programming that unpacks and challenges the criticism against "PC culture"
Year 3 Goals	<ul style="list-style-type: none"> To evaluate Year 2 efforts and re-deliver related programming
Partners	<ul style="list-style-type: none"> Other equity base services interested in tackling this issue

YEAR PLAN
MSU EFRT Program Director
Samantha Aung
2017-2018
(submitted 13/06/2018)



OFFICE OF THE EFRT PROGRAM DIRECTOR INTRODUCTION

The Emergency First Response Team (EFRT) is an advanced medical response team which provides emergency care to all on-campus medical emergencies. The underlying role of the EFRT within the MSU is to provide students and other members of the McMaster community with access to medical care. The EFRT prioritizes a high standard of care as the motivating force for all operations regarding the team. The EFRT Program Director must strive to uphold this standard of care throughout the entire team. Through establishing the following set of goals for the year, a framework has been developed for achieving this overarching objective of improving the emergency medical service provided by the EFRT. These goals of maintaining a high standard of care are woven throughout the following year plan and will be important for the upcoming year.

The past year as director has informed many of my decisions and goals for the upcoming plan. In the past year I have been able to learn many things that have helped me better understand how the team operates and its needs from a management perspective. I hope to use that knowledge to continue many of the goals I had set out last year as well as work towards completing other goals that I have created this year.

This year presents many unique opportunities and challenges. I am excited for the upcoming year and to work with the MSU and other campus partners to help create the best team of medical responders possible. Outlined below are projects I am passionate about and hope to see fully implemented for not only the EFRT but also to better the safety of campus. The team has helped me grow immensely and create so many amazing bonds with people and topics that I would have never imagined. I am excited to have the opportunity as the EFRT director to give back to the team and help create a warm learning environment to for the current and members to come.

Samantha Aung

Goals/Objectives

(calendar and checklist)

MAY	
Service Goal/Objective	Office Renovations: painting, addition of new furniture, carpet cleaning, functionalizing space and removing old waste
Why:	Rejuvenation of the office space to create a more functional space for on-call responders. This includes the painting of walls, purchase of new furniture and overall organization of the space. Functionalizing the space will create better work flow and create an overall safer space for responders and patients.
Difficulties:	To keep costs down responders have offered to assist in the painting; the space has many large furniture items that will need several people to move
Partners:	Responders, Use of previous years budget
Service Goal/Objective	Summer Training Planning: The Summer executive are working this summer to plan a training day with both alumni and other schools to help strengthen connections and provide a fun opportunity for responders to learn.
Why:	EFRT due to its age and reputation has always been a leader in the first response community. The Summer Inter Team Training that we are hoping to host would be an opportunity for EFRT to help connect other schools with the resources that we are fortunate to share in a fun summer setting.
Difficulties:	Summer means many conflicting schedules of both alumni to present as well as getting responders to attend the event.
Partners:	Campus partners (Security, Sexual Violence Coordinator), Various Alumni, Participation of other schools
Service Goal/Objective	Transitioning and Hiring Exec: Making sure Executive members have access to appropriate transition resources to be able to ma
Why:	Essential to the functioning of the service, Exec and Summer Executive teams help to ensure shift are run and responders are ready to respond.
Difficulties:	As the summer begins people move away from Hamilton and become harder to reach. The bulk of transitioning will be done before people leave but as not all positions are filled before May some people will have to transition later. Ensuring people have access to their counterparts will be essential to smooth transitions as well as filling in as needed.
Partners:	Previous Executive team members for transitioning, alumni and advisory board member for interviews
Personal Goal	Mentorship: As a returning PTM I want my focus this month to be less on learning my job but helping my executives transition into theirs. Making sure they know they have me as a resource and using my experience to help them transition into

JUNE	
Service Goal/Objective	Event Responding Protocol: EFRT has been increasingly asked to respond at events for both on and off campus events. We currently follow a modified protocol from our campus one but preparing an event specific protocol, which differs due to the nature of responding, and training will help ensure responder and patient safety
Why:	Due to the increase in interest in EFRT responding at events. This is also a potential source of revenue which could help with future budget considerations.
Difficulties:	Off-campus event responding may provide other liability issues which must be explored on both a medical and legal level.
Partners:	Various Alumni, Security services, MSU partners
Service Goal/Objective	Convocation: Each year EFRT responders attend Convocation ceremonies
Why:	To ensure the safety of the graduates as well as those attending the ceremonies.
Difficulties:	The additional responders mean that there are less people to cover the on-campus shifts. Ensuring campus shifts are covered before convocation shifts is a must.
Partners:	Alumni Association, Security
Service Goal/Objective	Contact Alumni for retraining and Orientation
Why:	Preparation for EFRTs Busiest time of year, alumni are essential part of our team retraining as well as hiring orientation. Contacting alumni as early as possible ensures we have enough people to teach all the different facets of these two major EFRT events.
Difficulties:	Getting in contact with certain alumni can be difficult due to their busy new schedules. Networking with other alumni is important to ensure we have enough members attending.
Partners:	Executive team, EFRT alumni
Personal Goal	Communication: this month involves a lot of talking with other and working together to accomplish goals. Making sure my communication is clear and I am able to keep lines of communication open will be very important.

JULY	
Service Goal/Objective	First Aid Course Promotion

Why:	EFRT generates revenue through their first aid courses to help offset the costs required to run the service. This is not a well promoted part of our service and faculty specific as well as general population promotion will hopefully help to create more interest in our courses,
Difficulties:	With more courses there is an increased need of instructors which the team currently has a limited number of. Ensuring prompt training of responders will help to make sure we have enough people to run courses. In addition, more supplies will be needed to help ensure courses are kept up to standard.
Partners:	MSU Underground, EFRT Assistant Director, EFRT PR Coordinator, MSU Communications Officer and Director of Marketing
Service Goal/Objective	Q-CPR Finance Request: See Long term goal
Why:	Beginning the process of getting EFRT to be using Q-CPR Practices
Difficulties:	The large capital request will have to be approved by SRA which may take time.
Partners:	VP Finance, Laerdal Medical, Alumni consultants
Service Goal/Objective	Update Naloxone Protocol
Why:	The addition of security carrying naloxone and the availability of nasal naloxone through public health requires an update of EFRTs current Naloxone protocol.
Difficulties:	Naloxone use is relatively new as a symptom relief drug for the team so ensuring the protocol in easy to understand as well as following best practices is important.
Partners:	Medical Director, EFRT alumni, Security Services
Personal Goal	Research: EFRT is very informed by the literature available about prehospital care. This month will test my research skills in making sure that all the decision I am making in regards to protocol changes are evidence based.

<h1>AUGUST</h1>	
WELCOME WEEK: This month's goals all surround around the busiest week of the year for EFRT. Preparation and a plan of attack as listed below will help to ensure delivery of service for the week!	
Service Goal/Objective	Event responding: Implementation of new responding structure for big welcome week events to ensure both patient and responder safety
Why:	Last year we were able to trial some different responding structures to ensure that we reached patients efficiently. Using that information as well as alumni and local paramedic services input will help to ensure a multi-team response to the business of welcome week. Educating responders on this new protocol will be done at retraining (see below).

Difficulties:	The beginning of the year, the team has fewer responders due to the delay in hiring as well as people leaving for professional school or graduation. Making sure those responders who are left during this busy time are cared for and shift distribution is as even as possible is important.
Partners:	Alumni, Security, Campus events, Maroons
Service Goal/Objective	Rep and CA Training: Short presentations in all rep trainings about when to call EFRT as well as to inform first years about the service
Why:	Reps and CAs are around campus and interacting with first year all of welcome week. They have previously been on our best assets during welcome week to help inform first years about when to call.
Difficulties:	Creating a quick but informative presentation to ensure that people know how to care before EFRT arrival as well as when to call; ensuring there is enough time to present in an already packed training schedule for both EFRT and Reps
Partners:	Welcome Week Coordinators, Reps, Residence Life
Service Goal/Objective	Increase Promotions: Getting the EFRT number out to increase awareness of the service.
Why:	One of the most important parts of our service is making sure people know that we exist as a service to ensure that people are calling when they need us. We hope to create videos as well as work with SWHAT to make magnets to put in first year swag bags.
Difficulties:	Costs: as there are many first years even low-cost items will be expensive; In addition, one issue that is addressed all year round is balancing promotion with call volume, as more people call there is an increased chance of low risk calls which can tie up responders during high call volume seasons and more serious risk calls are occurring
Partners:	SWHAT, MSU Underground, Security, MSU Communications Officer
Service Goal/Objective	Retraining: Training of all responders for the Year
Why:	Many responders are gone during the summer. Retraining acts as a refresher of all team protocol as well as a way to implement new protocol for all responders and prepare for welcome week.
Difficulties:	As addressed above getting alumni responders can be difficult, as well as responders who are welcome week reps are not available during the weekend which we train responders which creates the need for an additional training.
Partners:	Alumni, EFRT Executive
Personal Goal	Staying calm in all the hustle and bustle that is welcome week

SEPTEMBER

Service Goal/Objective	Hiring: The Main focus for this month is the hiring of 10-12 new rookie responders through our annual orientation process.
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Why:	EFRT operates with a small group of well trained responders to cut costs as well as provide a community of trust. The orientation process is done each September to hire new rookies for each year.
Difficulties:	The process is long for both the team and those trying out. To minimize burnout and better orient candidates a restructure is suggested (outlined below)
Partners:	EFRT team
Service Goal/Objective	Orientation restructure: Although this will occur before September this will be enacted in the month of September
Why:	To better care for responders and candidates, a restructure of the orientation process will be completed. This will be done using previous orientation feedback collected yearly as well as the expertise of alumni and team members.
Difficulties:	It is easy to have a “if it ain’t broke, don’t fix it” mentality when it comes to the long orientation process. To help with innovation consultation with other teams will occur to provide other perspectives on the orientation process.
Partners:	EFRT team, EFRT executive,
Service Goal/Objective	Supporting senior responders: the months of September and October are busy in that we run a “double senior” shift schedule. Putting time and parts of the budget to responder wellness will be an important goal during this time.
Why:	Showing appreciation towards our senior responders is important to show that the team appreciates the time that these responders put in as well as help team moral.
Difficulties:	As an executive team is really easy to be busy during this time making it difficult to prioritize this element of the team, hopefully a new executive structure with a new member will help to find the manpower and time to achieve this.
Partners:	EFRT executive team, Senior EFRT members
Personal Goal	Starting the year with clear expectations for the team and myself

MONTHLY:	
The following are goals that are continuous throughout the year	
Service Goal/Objective	Training: Helping training coordinator with training to maintain responder standards
Why:	Training is important to ensure that our responders are trained and operating at their certification levels. This is a full executive team job with the training coordinator just being the head of the task.
Difficulties:	To break up the monotony of training, lecture style is avoided but the more active components require more time to prepare as well which hopefully the larger executive team can help with.
Partners:	EFRT Alumni, Campus partners to come in for training (SWC, Security, etc.) EFRT executive

Service Goal/Objective	PR Days: Moving away from a PR week structure to better create awareness across campus of our service moving PR to a monthly day will hopefully help to engage students and staff.
Why:	Again, increasing public relations is a whole team effort rather than just one person. Working together to increase visibility meant that people will call when they need help which is a vital part of our service.
Difficulties:	Breaking what we have done before may involve some change that both the team and the public are not expecting so presenting the idea with firm rational is important
Partners:	MSU Underground, EFRT PR coordinator, Communications officer, MSU Director of Marketing
Service Goal/Objective	Executive board and MSU Accounting functions: The reporting to executive board and maintaining accounting records are another important function of the PTM role
Why:	Maintaining these records are important for both future PTMs as well as letting the current governance know how the team is functioning.
Difficulties:	When times are busy with school advanced planning is important to ensure that reports and invoices are completed in a timely manner.
Partners:	MSU Accounting, MSU Executive Board

OCTOBER	
Service Goal/Objective	Rookie EMR: Begin training of rookie responders in their red cross certification to ensure team members are trained for response. This begins in October at the EMR weekend one and continues throughout the year with weekly training modules for rookie responders
Why:	Training is a vital part of the EFRT experience and this will be the start of our new rookies' journey! They will begin training to help them be certified to respond as well as learn many soft skills that will help them as both a responder and a team member.
Difficulties:	The training is a long process with the Director as the EMR trainer, preparation for the rookie training begins even before the rookies are started in the hiring process to prepare.
Partners:	EFRT Training coordinator, EMR Instructor Trainer, Alumni responders
Service Goal/Objective	Rookie integration: Another important part of becoming a rookie is being comfortable with the team. October will also help to introduce rookies to the team through team bonding events as well as mini orientation sessions and buddy line support.
Why:	An important part of responding is being comfortable with the people around you so you are able to best perform for your patients. Making the rookies feel like a part of the team is important to make sure they are able to respond comfortably.
Difficulties:	Depending on interest of the rookies' engagement in the early stages, especially after they have committed a lot to the team during orientation.

	Making this integration as fun and informative as possible will hopefully help to keep rookies engaged
Partners:	EFRT team members, possibly the Alpine tower
Personal Goal	Creating a welcoming environment for rookie responders

NOVEMBER	
Service Goal/Objective	Attendance at the annual MIXER conference
Why:	Attending conferences is a great learning experience as well as networking opportunity for our team to gain better connections with different teams and speakers
Difficulties:	Depending on the destination of the conference it can sometimes be difficult to get to the location when many responders want to attend.
Partners:	ACERT, Accounting, Other teams
Service Goal/Objective	Holiday Party- executive team members make a meal and participate in a team secret Santa with all team members
Why:	This year end part acts as an appreciation event for responders for all the time they have put towards the team.
Difficulties:	Again, engagement can be low during this event as it comes before exams but by hosting it a bit earlier the year we hope to get all of the team out!
Partners:	EFRT Executive
Personal Goal	

DECEMBER	
Service Goal/Objective	Exam Responding
Why:	Establishing a set protocol for both responder and patients helps to provide better care. Working with the registrar's office we hope to be able to provide more definitive options for students so that exam calls can run smoother and patients are cared for.
Difficulties:	Each individual is different so it is hard to set rigid parameters on what should be done for when people should leave their exam but having the invigilators understand when to call will be an important part of this relationship

Partners:	Registrar's office
Personal Goal	Keeping on top of responsibilities while managing with exams

JANUARY

Service Goal/Objective	EMR 2
Why:	The second half of our rookies training will test them to receive their certification. By putting their skills to the test, we will be able to ensure that they are certified in all the skills they need to respond.
Difficulties:	This occurs right after the holiday break so making sure that all rookies are aware of the date before hand and getting responder help were needed is important.
Partners:	EFRT executive, alumni responders to test and present
Service Goal/Objective	Mid Year Evaluations will test responders on their skills as well as their knowledge of the EFRT protocol
Why:	This is important to make sure responders are keeping up to date with their individual responding training and knowledge this also ensure that responders skills are up to date and current.
Difficulties:	This is a hard weekend in the year as responders who fail mid-year evaluations can take the feedback as personal. Making sure the executive team is objective and gives ample practice opportunities will help.
Partners:	EFRT executive team, EFRT alumni
Service Goal/Objective	Symptom Relief Training: working in partnership with the medical director updating our twice-yearly training to allow us to administer drugs will occur in January
Why:	This training is vital to one of the biggest lifesaving treatments that the team carries
Difficulties:	Scheduling of the medical director or his delegate can be difficult due to their busy schedules but contacting them in advance will help to mitigate that problem.
Partners:	Medical director, Alumni delegate, EFRT Executive team
Personal Goal	Communication: this month both involved alumni and team communications. Being able to communicate my ideas and plan efficiently will be important this month.

FEBRUARY

Service Goal/Objective	NCCER/ NCEMSF
Why:	Just as in November the team's attendance at the two above conferences are important for the development of team knowledge as well as networks
Difficulties:	This is a busier time of year and the conferences normally fall around reading week so getting responders interested in attending may be harder at this time of year.
Partners:	ACERT, NCEMSF, EFRT team members
Service Goal/Objective	International Trauma Life Support and Mental Health First Aid training occurs in the early part of the new year to help give responders additional training that may help them in more major emergencies
Why:	Both courses provide additional frameworks to responding in the unique situations of mental health and trauma helping to better prepare responders with more tools
Difficulties:	MHFA has been evolving over the past few years and as a team before we take the course this year it will be important to analyze what is important for our response and if the course fulfills those needs.
Partners:	Toronto EMS, Training coordinator, MHFA trainer
Personal Goal	Planning: working on planning all the above well in advance to ensure a smooth month during a busy time

MARCH	
Service Goal/Objective	Help with exec hiring
Why:	Lend my expertise to the incoming director by helping with hiring of both the year and summer executive teams
Difficulties:	Differences in opinion with incoming director may cause tension but ultimately the goal is to advise rather than select the incoming team.
Partners:	Outgoing Advisory Board Member (ABM), incoming director, selected alumni
Service Goal/Objective	Executive feedback: with the help of the ABM allow EFRT team members to provide feedback to the executive team anonymously
Why:	This helps to give the team a way to give feedback, as well as helping the executive team get better at providing for the team.
Difficulties:	Executive burnout from the past year, sometimes feedback can be harsh due to frustrations built up during the year.
Partners:	ABM, Members of EFRT
Personal Goal	Taking in and implementing feedback given by the team

APRIL	
Service Goal/Objective	Transition
Why:	Lend personal expertise on the EFRT Executive Team over the past two years to the incoming executive, to share what worked/what did not work throughout my time as director
Difficulties:	Differences in management style of the incoming and outgoing executive teams, conflicting schedules
Partners:	Incoming and outgoing executive teams
Service Goal/Objective	Rec Night
Why:	To thank the responders for responding throughout the year and to celebrate another successful year
Difficulties:	Conflicting schedules with of the members of EFRT
Partners:	Incoming and outgoing executive team, members of EFRT
Personal Goal	Transitioning and answering questions of new director

Long-term planning

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Integration of Quality CPR Into EFRT Training and Equipment</i>
Description	<ul style="list-style-type: none"> • Quality CPR is the concept that responders should get machine feedback on the chest compressions they perform during a cardiac arrest • This is important for EFRT to be integrating as this is the current industry standard used in both hospitals and other prehospital care • Q-CPR will soon be legislatively implemented into prehospital care standards due to the increased possibility it has in relation to saving cardiac arrests

Benefits	<ul style="list-style-type: none"> • The benefits as outlines above include better quality CPR for individuals thus increasing patient outcomes as well as complying with future industry standards in a timely manner
Year 1 Goals	<ul style="list-style-type: none"> • Receive funding to buy q-CPR attachment for AED • Receive funding to buy q-CPR trainer for responder training • Train all current responders
Year 2 Goals	<ul style="list-style-type: none"> • Work with medical director to implement an updated AED training for campus departments such as DBAC and PACE to include the addition of q-CPR • Update and ensure team protocols are in line with new 2019 standard of cares involving q-CPR
Year 3 Goals	<ul style="list-style-type: none"> • Look into updating of AED to have q-cpr be a part of the AED model as needed • Being process of integrating q-CPR feedback into first aid courses
Partners	MSU Executive board and VP finance. Medical Director, Laerdal Medical, Consulting EFRT alumni members

YEAR PLAN
MSU MAC FARMSTAND
Shailee Siddhpuria
2018-2019



OFFICE OF THE FARMSTAND DIRECTOR INTRODUCTION

This is my third year with Mac Farmstand so I have seen the successes that Farmstand faced in the past two years. The past contributors have built a brand value for this service, which I only hope to improve upon but do not want to change. The respect and recognition Farmstand receives from its customers is to be highly noted, some of which we received even before the season started. With that, I would like to continue Farmstand's mission in providing accessible, healthy, sustainable food on campus as well as promoting local and sustainable eating habits by ensuring that more students are aware of this service. In addition, I would like to make sure that every aspect of this service works in conjunction with our mission – this includes a lack of food wastage, using environmentally friendly resources such as paper bags, and keeping a compost bin available at our stand.

I am excited to start this new year of Farmstand by building upon the groundwork laid out by myself and other previous directions. Foremost, to provide our customers with the greatest variety possible, we are looking into new suppliers, which we have not done for the past couple of years (ex. Roseland Produce, Bernie's Farm). This year, we aim to significantly reduce waste and organize advocacy events that will reach the maximum number of students. This includes running less events during the summer and preparing more for the school year (i.e. September and October). Each person on my team will take on significant roles in attempts to raise awareness and promote not only our stand but also healthy and sustainable eating in general. This year, we're starting a "education at the stand" initiative where all of our CSRs undergo continuous learning about the produce at the stand. This knowledge is then shared with customers that interact daily with our CSRs. We are going to continue providing recipe videos for our followers which will include all ingredients found at our stand. We will continue to be in contact with our local food discount card businesses as well as approach new businesses to expand our reach. Additionally, we will provide continual resources on various aspects of our mission on our website and social media. Finally, we will end of the season with the traditional local food festival event partnering with various groups both on campus and from within the Hamilton community.

We are open two days a week as in the past years and continuing to source our ingredients from local sustainable farmers. With a wonderful team

to stand with me, I look forward to the growth and changes this service will be facing. We hope to increase the emphasis on our advocacy aspect of the mission, and simultaneously make more students aware of this service and all the benefits it offers.

GOALS

Objective 1	Promote local food within McMaster and in the Hamilton community to both McMaster students and staff
Description	We have modified last year’s informational packages with the help of my advocacy coordinator to include more information about our vendors as well as local food for CSRs, executives, and volunteers. Establishing that the role of a CSR is just as much to advocate our mission as it is to run the stand. Any individual present at our stand (whether it be a CSR, executive, or a volunteer) will have sufficient knowledge to answer questions relating to the benefits of local food production. They will also be encouraged to relay information they know even without being asked in conversation at the stand. We will also always have an “education” board set up with posters and informational pamphlets that the passing traffic can look at or read if they are interested.
Benefits	<p>The ability of our staff/volunteers to both answer questions and bring further insight into local foods and sustainable eating is the most crucial aspect of our advocacy initiative as it reaches the most number of people on a continuing basis.</p> <ul style="list-style-type: none"> - All questions regarding our service and its mission will be answered by our CSRs/other members or otherwise, directed to me - We will provide resources which can target the particular questions we get - A more effective, personalized means of creating awareness compared to other forms of advocacy
Difficulties	<ul style="list-style-type: none"> - Many individuals attending our stand are there primarily as customers and are not interested in learning about the importance of what the service stands for - CSRs may find it difficult to relay information which is not directly asked for or they might revert to a sales perspective as opposed to one of advocacy - Lots of traffic at the stand might make it difficult for CSRs to engage customers in local food conversation
Long-term implications	Farmstand will be viewed as not only a source of local food but also as a platform of advocacy. It will be a place where

	the McMaster community is provided both local food and the knowledge on why and how to maintain a sustainable lifestyle. Individuals will come to visit the stand not only for the purchase but also for an opportunity to learn and find encouragement for a healthier mode of living.
How?	<ul style="list-style-type: none"> - Ensuring CSRs and all other members have access to all resources and are continually reading on new information outside of their work times - Starting each shift by sharing new information about the produce, its location, and general use - Booking monthly meetings so all members can share what they have learned/would like to learn as well as experiences at the stand - Ensuring Volunteers and other executive members are present at the stand as much as possible to engage customers
Partners	Farmstand CSRs Primarily Education & Advocacy Coordinator - Aleigha Kampman as well as the other executive members

Objective 2	Promote Hamilton restaurants/businesses which use local ingredients via the Local Food Discount Card
Description	Working with community partners that will offer students a discount at their restaurants and stores to create a discount card valid at multiple locations throughout Hamilton. This card will continue to be free for the McMaster community and can be picked up at Mac Farmstand as well as other places on campus such as the MSU office or the OPIRG office. .
Benefits	<ul style="list-style-type: none"> - Access to additional local products beyond what is sold at the stand - Supports local capacity for food production - Promotes advocacy of how and where to eat local outside of McMaster - encourage students to venture the Hamilton community - Students will pick up the cards at McMaster which will additionally bring more students to the stand
Difficulties	<ul style="list-style-type: none"> - Continuing relationships with the existing vendors (especially if the card has not been as successful with some of them) - Finding new vendors to allow for some novelty to the card

	(in contact with a few new ones)
Long-term implications	Continuing to build Farmstand as a resource- providing information on where and how to eat local. This initiative will continue to strengthen our role as a local food hub on campus.
How?	<ul style="list-style-type: none"> - Work with advocacy coordinator to reach out to vendors and establish relations for the project - Work with underground to re-design the look of the card for the new year - Have the card available at various locations on campus to ensure accessibility (encourage more use)
Partners	Picone Foods, mustard seeds, and more of the previous year's partners Talking with a few new vendors Primarily Education & Advocacy Coordinator - Aleigha Kampman

Objective 3	Event: Local Food Festival on September 26th
Description	Continue the annual Local Food Fest based on the previous years' successes once the school year has begun. Local farmers, producers, markets, and advocacy from within both McMaster and the Hamilton community will be invited to set up booths. The festival will consist of live music, games, and lots of advocacy!
Benefits	<ul style="list-style-type: none"> - An engaging event to encourage the McMaster community (students and faculty alike) to learn about sustainable eating - Promote contact and relationships between vendors and community members directly (an opportunity to learn about initiatives from the source directly)
Difficulties	<ul style="list-style-type: none"> - This is a large scale event and thus will require the participation of many groups - Due to its size, in the case that Farmstand's annual campaign budget is not sufficient, it will require funding from outside sources
Long-term implications	This will be the third year of Local Food Festival and will continue to bring together community members and local food suppliers to increase support of local food. This event will help the various advocacy groups recruit supporters and encourage sales of local food from the vendors present. This will promote MSU's commitment to raising awareness of

	sustainable eating and thereby increase support for Farmstand. I hope that this will remain a tradition for future Farmstand seasons. Last year, we managed to get 2-3 Hamilton community vendors to come out and we hope to go beyond this year!
How?	<ul style="list-style-type: none"> - Partnering with local farms, producers, and markets in addition to on campus services including OPIRG, Breadbin, Veggie Club, and more. - Renting the Mills Plaza space on the decided date including tables for our partners (an incentive to come to the festival with sufficient resources to engage students coming) - Promoting the festival on social media and around campus with designed posters by Underground
Partners	OPIRG, Breadbin, Mac Veggie Club, SHEC, and more Underground

Objective 4	Event(s): Field trips to local restaurants within the Hamilton community
Description	To encourage the use of our local food discount card (LFDC) and all that it has to offer, the Farmstand Event Coordinators will be organizing a monthly field trip to some of the locations listed on our card. This might include a trip to get groceries or simply a lunch outing on a chosen day. Anyone who would like to join is welcome to provided they are comfortable with using public transportation.
Benefits	<ul style="list-style-type: none"> - Promote both the LFDC (thereby Mac Farmstand) as well as the businesses listed - Individuals participating will have a chance to interact with Mac Farmstand members directly to learn more about the importance of local foods - Allow participants to explore the Hamilton community with guidance and with a group of fun individuals
Difficulties	<ul style="list-style-type: none"> - Lack of participations might be issue as this is a completely new initiative - people might be hesitant to go out with people they do not know - Farmstand members leading the trip might be hesitant to talk about our mission as it might be taken merely as a lunch date as opposed to a learning experience for the participants

Long-term implications	This will encourage students to be more confident in going out to places outside of the McMaster campus (by increasing familiarity). As well, it will promote the mission of our LFDC and ultimately the mission of Mac Farmstand. Given its success, perhaps this can be a small-scale event pursued each year (in off-seasons as well) to maintain Farmstand's activity.
How?	Upon approval, Farmstand Event coordinators will reach out to particular vendors (ex. if restaurants require reservation) to organize a "tour" of the business and then allow for a sit-down lunch or shop time. <ul style="list-style-type: none"> - Bus and business times will all be checked prior to the event - Promotion of the event will be done 2 weeks prior to the trip each month
Partners	Farmstand's Event Coordinators – Melissa Marques, Gloria Ko Participating LFDC vendors Underground

Objective 5	Create and promote Farmstand recipe/ "how to" videos
Description	Creating short cooking videos that will show how to make simple recipes which can be made using ingredients sold at Farmstand. Along side these, we will also make short instructional videos that show proper techniques to do simple tasks while cooking (such as how to cut an onion). These will be released every two weeks on a set day to maintain consistency.
Benefits	<ul style="list-style-type: none"> - Increased awareness of how local ingredients can be used by both students (who don't know how to cook) and faculty alike - An additional promotional opportunity to bring customers to the stand
Difficulties	<ul style="list-style-type: none"> - Can be time consuming and a little bit costly (if we choose to make recipe cards)
Long-term implications	<p>Creating an archive of videos that can utilized each year</p> <ul style="list-style-type: none"> - Farmstand can have its own "library" of recipes which can referred to at any point by users for cooking inspiration
How?	<ul style="list-style-type: none"> - Working with Pooja, and Aleigha to create recipes for the videos

	<ul style="list-style-type: none"> - Booking Haley’s time to help us film and edit the video as per standards - Ensuring all Farmstand media platforms are actively promoting the recipes - Ensuring that all ingredients utilized in the video can be found at our stand the week of video release
Partners	Farmstand Operations Coordinator- Pooja Sreerangan Farmstand Advocacy and Education Coordinator- Aleigha Kampman Haley - MSU Communications Officer

Objective 6	Re-designing T-shirts and Tote Bags for sale at the stand
Description	Re-designing Mac Farmstand Branded T-shirts for Staff, Executives, and Volunteers and Tote bags for continued sale at the stand
Benefits	<ul style="list-style-type: none"> - Creating a uniformed brand image for all individuals part of the Mac Farmstand team - Easier for customers to distinguish between other customers/friends and staff - Tote bags encourage sustainability and reduce the use of plastic bags - Tote bags also serve as additional promotional material (will carry the Mac Farmstand logo)
Difficulties	<ul style="list-style-type: none"> - T-shirts are costly as they are not paid for by the staff - If too many volunteers, might run out of t-shirts - Finding a supplier for locally made re-usable bags is difficult as we only want to sell products that align with our mission
Long-term implications	Increased awareness of Farmstand through branding Different tote bag designs each year will make the bags a “collector’s item” further adding a Farmstand-original item to the brand
How?	Work with MSU Underground to re-design the tote bags (t-shirts already ordered) while taking input from all executive members.
Partners	Underground Farmstand Executive Members

Objective 7	Partnering with other services on campus and within the Hamilton community to find common goals
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Description	Farmstand has goals and objectives in common with many other MSU services such as Breadbin, SHEC, and OPIRG in addition to being able to benefit from partnerships with other services outside of McMaster such as Hamilton Community Gardens. Buy actively seeking to partner with other groups and obtain shared benefit, we can ensure that we are able to maximize our shared efforts and increase our collective impact.
Benefits	<ul style="list-style-type: none"> - Improved use of resources - Higher awareness among students and other community members who may only be aware of one of the partners - Increased collaboration and interaction could lead to more innovative and effective ideas for future project
Difficulties	<ul style="list-style-type: none"> - Thinking of innovative ideas to incorporate more organizers to come together - Finding ways in which both parties benefit from the collaboration - Obtaining sufficient funding if projected events are large-scale
Long-term implications	By partnering with other services both on and off campus, we create a more incorporated service within McMaster and Hamilton. Such collaborations may might provide support for years to come in situations of difficulty for any of the services.
How?	<ul style="list-style-type: none"> - Actively networking and seeking partnerships - Promoting Mac Farmstand and its values wherever possible
Partners	<p>On-campus: OPIRG, Mac Veggie Club, McMaster Teaching & Community Garden others to be determined</p> <p>Off-campus: Hamilton Community Gardens</p>

Objective 8	Reduce Food Waste by partnering with community organizations to donate left-over produce
Description	By partnering with Good Shepherd the year before, we were able to reduce the waste of food through spoilage. We have had some difficulty as they are unable to commit to every week. However, we have asked that they continue coming as much as possible.
Benefits	<ul style="list-style-type: none"> - Reduce food waste (food is gone to better use than the garbage)

	<ul style="list-style-type: none"> - The food will be picked up - Reduce any financial cost associated with spoilage - Giving back to the Hamilton community with our small contribution
Difficulties	<ul style="list-style-type: none"> - They are unable to commit every week, which means there will be some weeks where the food might have to be thrown out (unless other transportation can be arranged)
Long-term implications	Partnering with such an established organization of the Hamilton community builds connections for Mac Farmstand. The donated food will provide local produce to other members of the Hamilton outside of McMaster furthering our mission. Also help Farmstand continue getting closer to being a waste-free service. I have high hopes that this relationship will continue for future years.
How?	Coordinating with the Development Office of Good Shepherd- Hamilton to arrange pick up times every Thursday after closing.
Partners	June Brooke - Good Shepherd, Hamilton

Objective 9	Increasing the consumption of local produce by residents living on- campus
Description	By promoting local foods within the residents' community of McMaster. Because we accept student meal cards as a form of payment, we want to encourage students to cook their meals using local ingredients as much as possible. We hope to partner with RezLife come September to devise a method to promote Mac Farmstand in places such as the Commons building which has a significant amount of resident traffic.
Benefits	<ul style="list-style-type: none"> - Students will find it easier to consume healthier meals cooked in their residents rather than some of the healthier choices offered around campus. - Residents are typically first year students who might be unaware of the service and thus such a partnership will help promote the service as well - Both Farmstand produce and its values will be projected to a larger population
Difficulties	<ul style="list-style-type: none"> - Working out a mutually beneficial plan - Determining how to expand our service so it is more accessible to residents

	- Obtaining sufficient funding if it is required
Long-term implications	Through this initiative, Farmstand’s service will be greatly expanded. As well, we will be tackling the issue of unhealthy eating habits right at the source and promoting local foods to large populations. At the least, perhaps starting this collaboration talk could make it easier for future directors of Farmstand to follow through with a plan.
How?	Last year, we set up a meeting with ResLife and were able to obtain permission to host an event at McKay. However, due to the ending of Farmstand’s season, we were unable to follow through. This year, we hope to use that connection and plan ahead for various small events during Sept/Oct.
Partners	Farmstand Operations Coordinator – Pooja Sreerangan RezLife- TBD

Objective 10	Increase social media engagement by 10-15% through planning
Description	This year, we are devising well-defined plan of promotion which includes scheduling and monitoring the efficacy of promotions through our social media platforms.
Benefits	<ul style="list-style-type: none"> - Increased awareness of the type of promotion that is most effective - Straightforward way to measure the growth of the service - Can be included in the transition reports to aid in next year’s promotional plans - Schedule only needs to be made once and then only requires modifications
Difficulties	<ul style="list-style-type: none"> - Needs to be strictly followed by the individual in charge to see real benefits - Lack of a promotions coordinator right now puts a greater workload on the rest of the members
Long-term implications	This will create a consistency in Farmstand’s promotions on social media making it more effective on our followers. As well, this will set a standard protocol that future years can use/modify to make Farmstand more efficient as a service.
How?	<ul style="list-style-type: none"> - Make a schedule for all posts, videos, and offers and keeping to it - Monitoring and recording the effectiveness of the posts via statistics such as number of people reached, number of likes, etc.

	<ul style="list-style-type: none"> - Modifying the schedule as per the trend observed by the recorded data - Organizing Facebook contests featuring a gift basket of assorted items (our first one was highly effective in regards to engagement)
Partners	All Executive Members

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (<i>what is the ultimate goal?</i>)	Promoting local food more within the McMaster and Hamilton community thereby supporting farmers and businesses
Description	By raising awareness of Farmstand to more of the McMaster community (e.g. via Rezlife) and further venturing to the Hamilton community, we will promote our ultimate mission of increasing local food consumption. This includes continuing initiatives such as the local food discount card as well as the local food fest which invites all members of the Hamilton community as well.
Benefits	<ul style="list-style-type: none"> - Students can come in direct contact with local food farmers as well as vendors which use local ingredients - Encourage students to venture into the Hamilton community - Expand the MSU service to beyond the campus
Year 1	<ul style="list-style-type: none"> - Offer students more locations on the discount card - Promote local food fest outside of McMaster - Establish relationship with Rezlife and Farmstand
Year 2	<ul style="list-style-type: none"> - Set up a permanent Farmstand project with Rezlife - The card continues to add additional vendors - Local food fest invites more farmers and community members

Year 3	<ul style="list-style-type: none"> - Continue expanding the Farmstand service to a permanent location - Additional vendors added to the card
Partners	Local businesses and farmers, The Farmstand executive team

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September

1. All planning for local food fest including the funding required, vendor commitments, equipment booking, AV equipment booking
2. All videos filmed for the year – only need to be released once September comes
3. Old LFDC vendors contacted to ensure their continuing the discount as well as new vendors contacted to ensure their participation
4. Welcome Week small-scale event planned in conjunction with OPIRG
5. Contact RezLife to plan events and have all aspects ready for Sept/Oct

List 5 things you would like to have completed during the fall term (1st)

1. Local Food Fest
2. Introduce New LFDC
3. More trips to local restaurants/business
4. Increased number of volunteers at the stand
5. Welcome week event for first years/ Clubs fest event

List 5 things you would like to have completed during the winter term (2nd)

1. Help choose next year's Farmstand director
2. Create a thorough transition report for the incoming director
3. Ensure that the Fridge/cabinet are cleaned and organized for the winter (i.e. no food left)

Master Summary

(calendar and checklist)

May	<ul style="list-style-type: none"> • Hire Executive Members & 6 CSRs • Contact Produce suppliers to ensure sufficient supply for the season • Find a community organization to donate left-over produce to • Design & order T-shirts • Plan for and execute the Grand Opening (end of May)
June	<ul style="list-style-type: none"> • Promote Farmstand hours and location • Re-design and order LOCAL Tote bags • Film Recipe/ “how to” videos • Develop promotional schedule
July	<ul style="list-style-type: none"> • Trips to places on the LFDC • Prepare for Local Food Fest + promotional campaign • Film more tasty videos • Contact LFDC vendors to renew discount permission
August	<ul style="list-style-type: none"> • Plan for welcome week event with OPIRG • Contact McMaster community and teaching garden for collaboration • Continue preparing for Local food fest • Trips to places on the LFDC
September	<ul style="list-style-type: none"> • Launch the new LFDC (especially promote the new vendors listed) • Local Food Festival • Trips to places on the LFDC
October	<ul style="list-style-type: none"> • Trips to places on the LFDC • End of season sale
November	<ul style="list-style-type: none"> • Wrap up all activities • Clean out fridge for next season
December	<ul style="list-style-type: none"> • Develop a transition Report
January	<ul style="list-style-type: none"> • Dormant

February	<ul style="list-style-type: none">• Dormant
March	<ul style="list-style-type: none">• Dormant
April	<ul style="list-style-type: none">• Actively participate in transition of the new director

YEAR PLAN

MSU *First Year Council Coordinator*

Melissa Paglialunga

2018-2019

(submitted *June 18, 2018*)



OFFICE OF THE *First Year Council* INTRODUCTION

Hello Executive Board,

My name is Melissa Paglialunga, and I am beyond excited to be serving as the First Year Council Coordinator for this upcoming year! My past few years at McMaster have been geared towards the experience of transition first year students through a variety of programs like Welcome Week, Horizons, Spark, and my Faculty Society. With these experiences in mind, I have come to acknowledge the power of first years to create change, plan events in-tune to first year needs, and advocate for important issues both on and off campus. Through this role, I hope to empower first years to become involved with the MSU, and guide them to pursue their own ideas on the council!

The following are three main overarching goals that I have in mind to frame the year. In alignment with the second goal, I really want to stress the importance of first-years driving the various pillars of the service, such as advocacy and event planning. As such, these goals will hopefully guide the overall direction of the service without limiting the creativity and goals of the elected executive. Additionally, these goals are aimed to build upon the incredible work of the previous coordinators, who have pushed this service to be better and stronger each year, which is especially important in the formative years of any service, such as this one.

- (1) Provide strong training and bonding after elections to create a foundation for all members. This initial cohesion would be developed on a weekend-long retreat with all the elected members.
- (2) Increasing the visibility of First Year Council through collaboration with other MSU and campus partners, whereby FYC serves as the initiating and equal partner.
- (3) Continue developing the advocacy pillar of FYC through relationships with Residence Life and other university-wide partners.

Please feel to reach out to me with any questions, comments, and/or concerns you might have! I am thrilled to be serving as the FYC Coordinator, and I am always open to new ideas to help shape this incredible service!

Sincerely,
Melissa Paglialunga

Goals/Objectives

(calendar and checklist)

JULY	
Service Goal/Objective	Participate in Horizons 2018 Successfest
Why:	Successfest provides exposure to the primary population that FYC targets. With students attracted to leadership, Successfest is an incredible opportunity to showcase the opportunities that running for FYC could provide.
Difficulties:	Coordinating summer schedules with past FYC members can be extremely difficult. However, this issue has already been overcome by contacting the past executive early, and continually checking in with those who volunteered to ensure and confirm their availabilities.
Partners:	-Horizons Events Coordinators -2017-2018 FYC Members
Service Goal/Objective	Develop Branding Strategy
Why:	Through public relation initiatives, partnering with other MSU services, and reordering/creating FYC swag, this service can reach a larger demographic so it can continue reaching audiences beyond first years. By developing a clean and cohesive image, it can lead to a larger social media following, stronger MSU connections, and easy as well as consistent information for the entire year.
Difficulties:	It can be difficult to create a branding without the council first being elected. A way to combat this lack of first year input is to reach out to past FYC members and hear their ideas for what worked well in the past to format a new strategy for overall branding. More specifically, these past members can be utilized to formulate a recruitment campaign with former members' headshots and favourite FYC memories.
Partners:	-Michael Wooder (Director of Marketing and Communications) -VP Admin and VP Finance -The Underground -Past FYC Members -Distribution through groups like Residence Life (such as at Residence Opening Ceremonies during Welcome Week) and other MSU Services (specifically the PTMs of other services)

Service Goal/Objective	Meet with Previous FYC Members
Why:	By collecting feedback from the previous year directly from the first year members, it can supplement the already very-thorough transition report as well as in-person meeting that I had with the past PTM back in April. These conversations will allow me to ask specific questions to the individuals responsible for those portfolios.
Difficulties:	Coordinating summer schedules with past FYC members can be extremely difficult. However, hopefully with flexibility and constant communication, I can successfully schedule meetings with all interested past FYC members.
Partners:	-2017-2018 FYC Members
Personal Goal	Spend one day a week focusing on seeing a new place in order to carve out time for myself in a busy month.

AUGUST

Service Goal/Objective	Partner with Elections Committee for an Election Workshop (Following a similar structure as last year)
Why:	University is a very exciting transition; however, it can simultaneously be very scary and overwhelming. Entering a new environment gives some students the opportunity to continue being involved with passions from high school and others push themselves outside of their comfort zone. The intimidating nature of the electoral process can push individuals away from running as it can be an intimidating process. Thus, working alongside MSU Elections Committee and members of SRA, I would like to continue with the election workshop started last year to provide advice and guidance for potential first year candidates on the rules and regulations of running in an election and how to maximize on the use of resources available to them.
Difficulties:	This event would need to be held around the first or second week of classes, which means that all logistics need to be fully developed in the summer. Additionally, publicizing the event during Welcome Week as well as the first week of classes to reach as many first years as possible.
Partners:	-MSU Elections Committee -Members of the SRA -Representatives from faculty societies -Past FYC members -The BOD

Service Goal/Objective	Meet with FYC Contacts from Last-Year
Why:	It is important to continue developing these pre-existing relationships for next year and create a framework that can continue to build on the developments established last year.
Difficulties:	Collaborating with other university and MSU services requires a lot of planning, meaning that contact needs to happen as early as possible. Moreover, purchasing visible FYC swag can be expensive. Additionally, I also want to ensure that we are reaching beyond the same group of students. For example, if FYC has already targeted students in who participated in Horizons/Spark/Welcome Week, FYC should continuously try to outreach students that are not involved or aware of those services.
Partners:	-MSU Services such as the Maroons, Spark, SCSN, etc., ... -Residence Life - Specifically, the following individuals: Kevin Beatty, Simon Wilmot, Sally Chen, Michelle Treleaven, and Cathy Tatsis
Service Goal/Objective	Work alongside Residence Life to re-establish the structure for the 4 standing committees that were put in place last year
Why:	The last executive worked very hard to develop the following 4 committees: 1) Housing and Conferences Services. Campus Partner Chair is Kevin Beatty 2) Student Life (Incorporates Residence Life, Admissions & Facilities). Campus Partner is Simon Wilmot. With Jamie Dickson and Joe also attending when discussing Admissions and Facilities 3) Hospitality. Campus Partner is Cathy Tatsis 4) Student Code of Rights and Responsibilities. Campus Partner is Michelle Trevelan. By ensuring that all these groups are on the same page with FYC, the year can begin seamlessly in all its facets.
Difficulties:	With such incredibly busy people, it can be very difficult to find time to meet with these individuals. The best way to combat this issue is to reach out early and be flexible with meeting times.
Partners:	-Campus Partner Chair, Kevin Beatty -Student Life (Incorporates Residence Life, Admissions & Facilities), Simon Wilmot, Jamie Dickson, and Joe -Hospitality, Cathy Tatsis -Student Code of Rights and Responsibilities, Michelle Trevelan.
Personal Goal	With the chaos of Welcome Week and training, it is important to consistently upkeep my exercise schedule to help destress.

SEPTEMBER

Service Goal/Objective	Election Event and subsequent FYC Elections
Why:	To begin the year, a successful election must first take place. The election event is highlighted in more detail above in the August section of this report.
Difficulties:	As indicated previously, it can sometimes be difficult to gain enough individuals to run for all the positions, especially just a few weeks into school. Hopefully, the Elections workshop as well as attendance at events like Successfest and Clubsfest can help garner more
Partners:	-MSU Elections Department
Service Goal/Objective	FYC Retreat
Why:	By bringing together the core four members, the Residence Chairs and the elected SOCS rep, we can develop a strong foundational bond between members as well as provide adequate training for their roles. More specifically, members of council will not feel ambiguity in their roles and understand what their job description entails. Additionally, they can receive tips from past FYC members that may be useful for the current year. For instance, the past Residence Chair of Brandon would give different advice compared to the Residence Chair of Edwards because of building size/dynamic. Finally, FYC members feel more comfortable in their roles.
Difficulties:	Gathering all past FYC members for a common training weekend immediately after election can be extremely difficult, especially with the stresses of the first few weeks of university. However, by setting this weekend date before elections and advertising this mandatory date to students, it can help increase attendance and work to eliminate this difficulty.
Partners:	-VP Finance -Camping/Retreat Centre nearby
Personal Goal	With the beginning of the school year gearing up at this time, my goal is to respond to emails as quickly as possible (within 48 hours at the latest).

OCTOBER

Service Goal/Objective	Establish More Visibility of the Service
Why:	By increasing follower count and presence on campus through social media campaigns, launches at Centro or MUSC, as well as collaborating with other services that cater to different types of students, FYC can begin increasing visibility throughout the university so that events that follow are easily advertised, and well-attended.
Difficulties:	With so many avenues, it is difficult to ensure accurate and targeted communication. By sticking to the brand strategy devised in the summer months, it will allow for easier accessibility for first years and other McMaster students as well as groups.
Partners:	Michael Wooder (Director of Marketing and Communications) -VP Admin and VP Finance -The Underground -Past FYC Members -Distribution through groups like Residence Life (such as at Residence Opening Ceremonies during Welcome Week) and other MSU Services (specifically the PTMs of other services)
Service Goal/Objective	Developing a Meeting Structure and Strategy with a focus on Brainstorming Event Ideas, Advocacy Areas, and Ways to Engage Students
Why:	As Hazra emphasized last year, I believe that taking a more advisory and administrative role as coordinator is the best way to ensure that the first years' ideas can be the focus. Additionally, these first years have been elected for a reason and are more than capable to rise to the task of their portfolios. I will also make sure that my support and guidance are provided as needed, as well as keeping an open and encouraging relationship with the individual member. I plan to take more of a behinds-the-scenes approach with the four core members taking the lead.
Difficulties:	With this main goal in mind for coordinating meetings, it will be difficult to juggle when my input is needed, dealing with situations I have never encountered previously and for which I might not have an answer, or saying 'no' to event ideas based on feasibility and cost. These issues can be combatted by fostering an inclusive, warm, and accepting space for all members.
Partners:	-VP Admin, Chair -FYC Council -Faculty Society Presidents

Service Goal/Objective	Hold First Event (Specifically a Collaboration Event)
Why:	<p>By hosting the first event as a collaborative event, it can provide the council with the opportunity to ease into the event planning aspect of their roles.</p> <p>Last year, the following event was run: Jam Factor with the MSU Maroons Location: Bridges Event Overview: A coffee shop style event. The previous PTM recommended doing the first event with them because first years know the Maroons from Welcome Week. This outreach as well as a promo video could be very helpful. Successes: Amazing turn out for a first event.</p> <p>By utilizing this same type of structure, I believe that this type of join-kickoff event is essential for FYC.</p>
Difficulties:	Based on past feedback, they team last year had a lot of stations occurring simultaneously in terms of performances, the art showcase, games, trivia, and a jam session. Following this advice, I would limit the event to performances and a jam session to keep things running smoothly, especially for the first event.
Partners:	-MSU Maroons -Paradise Catering
Service Goal/Objective	Partner with Residence Life to assist with a new initiative to develop a First Year (Small-Scale) Musical
Why:	Through event planning, a focus of mine for this upcoming year is to give the elected council the room to follow their passions and take initiative with planning. By helping to shape and implement a new project that has an arts focus, FYC could be involved in something unique and innovative.
Difficulties:	Because this project is still only a potential and needs to work through a variety of organizational stages, it might be difficult to fully organize a partnership with Residence Life for this endeavor. The best way to is create a plan and be open as well as constant with communication. Additionally, it might be helpful to clearly outline the expectation of roles for each group, especially because the event is originating out of the Residence Life office.
Partners:	-Residence Life -Arts Groups on Campus
Personal Goal	Take a break and celebrate Halloween by carving a pumpkin with friends.

NOVEMBER

Service Goal/Objective	Meet your FYC Week
Why:	With a structure established and an initial joint-event in October, this week provides a more in-depth launch of FYC. More specifically, this event will be run mainly with a focus on the Residence Chairs. The core could visit a couple of residences each day for a week, while the residence chairs engage with students of their own buildings. Simultaneously, there could be a contest for students who like/follow FYC on social media.
Difficulties:	November is an extremely busy time of year for students with midterms so it is important to be cognizant of this and work around schedules to ensure that the council is not overstressed.
Partners:	-Residence Life
Service Goal/Objective	FYC Event (Perhaps one Geared Towards House Hunting)
Why:	<p>It is part of the mission for FYC to provide information and resources to first year students, especially about topics pertaining to second-year transition that are often-times very stressful for students. One of these topics is student housing with the search beginning very early for many individuals.</p> <p>A way to tackle this type of stress is to inform students about the following: off-campus housing, how to find a home, leases, bylaws etc. Moreover, partnering with a service that is an expert on this topic allows first years to see another awesome campus services while simultaneously giving them an in-depth presentation. All content and the actual information session could be led by SCSN. The event could be structured as a presentation followed by a Q&A. Additionally, it can be live-streamed.</p>
Difficulties:	This event is likely to garner a large turnout. As such, it is incredibly important to find a good open space and ensure everything is organized.
Partners:	<ul style="list-style-type: none"> -SCSN -Residence Life (Space Booking) -Avtex (Projector and Speakers)
Service Goal/Objective	Partner with MSU Spark for the First Year Formal

Why:	<p>It is crucial for FYC to be able to partner with a wide-variety of services to engage with a multitude of students. Additionally, it is an incredible opportunity for FYC to learn and grow by working with upper-year leaders and planners.</p> <p>In the past, there has been more of an emphasis on FYC dealing with more auxiliary responsibilities like the photo booth. It would be awesome if FYC could have more of a role with the planning elements. I plan on reaching out to the Spark Events Coordinators in the summer to establish ways to involve FYC even more.</p> <p>Moreover, a promo video could be a good addition for this event!</p>
Difficulties:	Last year, the formal was on the same evening as an All-Ages Club Night at 1280, making it difficult to sell tickets. This year, it would be great to prevent this overlap if possible.
Partners:	-MSU Spark
Personal Goal	Spend time with FYC outside of meetings to get to know each member better on a more personal level.

DECEMBER	
Service Goal/Objective	Exam Care Packages (Including Resource Rave Cards)
Why:	This round of exams is the first time that first year students will be writing university exams, especially exams worth so much weight in a course. As such, it is very important to ensure that students are staying healthy in all sense of the word. As such, exam care packages equipped with resources rave cards can be a stress reliever for students.
Difficulties:	Since it is also exam time for the FYC members as well, it might be difficult (and potentially stressful) to assemble these packages during December. By beginning to prepare these packages in late November, this will help remove some of the potential roadblocks to creating these packages. Moreover, by making the packing fun with music playing, snacks, and a movie night afterwards, it could also be an awesome bonding activity for the team.
Partners:	-MSU Services (Specifically, reaching out to PTMs of Wellness/Support Services)

	-SSC -Residence Life
Service Goal/Objective	Compile Feedback from the 4 Committees
Why:	To move forward positively and strategically with the launch of a survey (based upon the research/advocacy topic established by the committees), it is important to develop an outline. Creating an outline of what needs to be done for second semester can be instrumental in ensuring future success.
Difficulties:	Because December is peak exam time, the best approach would be to host this event early (before classes end in December) or late (after exams end). This is a good way to ensure that members are not overwhelmed. I also believe that maintaining constant and open communication as well as asking the council what works best for them and acting accordingly are important ways to combat this difficulty.
Partners:	N/A
Service Goal/Objective	First Term Debrief and Staff Appreciation Social
Why:	Following along similar lines as compiling feedback, I believe it is very important to have a debrief with the whole council on what worked well during the semester and what can be improved for second semester. This way, the team can continue to grow and develop processes as well as ideas for second semester. Moreover, an appreciation event shows the members that all their hard works is noticed. It encourages future investment in the service. This social can be in the form of bowling or a movie night to name a few examples.
Difficulties:	As mentioned above, it is exam time for FYC members. It would be best to host this event early (before classes end in December) or late (after exams end). This is a good way to ensure that members are not overwhelmed. I also believe that maintaining constant and open communication as well as asking the council what works best for them and acting accordingly are important ways to combat this difficulty.
Partners:	N/A
Personal Goal	Take study breaks with the team to lead-by-example and show them the importance of taking care of yourself during high stress times.

JANUARY

Service Goal/Objective	Re-orientation Day for the Council Members
Why:	After a long and restful break, it is important to reengage council members and remind ourselves of the goals we set at both the compiling feedback and the first team debrief meeting in December. This event would be mandatory for all members and would only be a few hours in length. The date and would be set in December so that all members are aware of the expectations.
Difficulties:	With changing class schedules and the chaos of the first week back, it might be difficult to get everyone in the same place. However, as indicated above, by giving the council lots of notice and reminding them of the date as it approaches, this difficulty can be avoided.
Partners:	-The BOD
Service Goal/Objective	Launch Event led by FYC
Why:	It is important for FYC to be able to plan events on their own as well. This will be one of the first opportunities for the council to brainstorm, plan, and execute an event entirely on their own. It is an epic way to kick off the new semester!
Difficulties:	Since the second semester will just have started, it is an optimal time for an event to be run. However, this early date also means that there is less time to plan. As such, it will be crucial to ensure that this event is planned mostly in first semester/over the first few weeks back to school to ensure tis success.
Partners:	-The BOD
Service Goal/Objective	MSU Presidential Event (with the Elections Department)
Why:	MSU Presidential Elections are a very integral aspect of the student governance system at McMaster. Moreover, they echo the importance of voting in a democratic country. Despite this importance, this time of year can oftentimes be overwhelming to first year students, especially because the election process is very new to them. By providing an organized way for students to become informed, it can help ease the voting process for students and get them more involved in the MSU. Ultimately, an event could help increase voter turnout too.

	<p>Last year, FYC ran the following event: Who wants to be MSU President Location in Hamilton Hall Event Overview: Debate and game show with MSU Presidential Candidates. This was an event organized by the core 4.</p> <p>Typically, these types of events have had lower attendance. I think that utilizing the expertise and ideas of FYC can help identify ways to increase engagement.</p>
Difficulties:	There is a possibility that some members on FYC will be on campaign teams, which could hinder the number of individuals able to help with the event. I think that reaching out to other
Partners:	<ul style="list-style-type: none"> -Elections Department -The BOD -MSU Presidential Candidates
Personal Goal	Hopefully, there will be snow. If so, my goal is to go on a winter activity whether that be a snowy hike or tobogganing.

FEBRUARY	
Service Goal/Objective	FYC Event with Residence Life
Why:	<p>It is important to connect two of the services that gear towards first years, especially because Residence Life houses a large group of students who might not yet be aware of MSU services. This is an incredible opportunity for FYC to hone their planning skills, especially for the Residence Chairs, in a larger-scale event.</p> <p>Last year, First Year Olympics: Dodgeball Showdown, A MidWinter Night’s Dream, Master Chef, Video Olympics were the joint-events. It will be the responsibility of the new executive to decide whether they want to run a similar event or branch out and execute their own idea.</p>
Difficulties:	Working with eternal partners can be difficult due to different timing and schedules. However, by getting in contact with Residence Life very early (first semester) to brainstorm joint event ideas, these obstacles can hopefully be avoided. Moreover, with Reading Week in the middle of the month, it can be difficult to maintain promotion and find a good date in the busy month. Again, planning will be the key to success.
Partners:	-Residence Life

Service Goal/Objective	Another Collaborative Event with an MSU Service
Why:	<p>Utilizing the expertise of another service can be a great way for FYC to execute larger events with a wider-scope in focus.</p> <p>Last year, FYC ran a Life After First Year Workshop with MSU Spark in Hedden Hall. It was a walk-in workshop facilitated by MSU Spark. The council met with the coordinators beforehand to give ideas on how the event should look like and what information first year students would be interested in. It was very informative.</p> <p>Moving forward, I think it would also be neat to partner with a service that has not traditionally worked with FYC like MACycle. Together, we could run a Bike Ride and Fix It Event, teaching students about how to fix common issues with their bikes. However, the elected council would ultimately decide on the collaboration and the final event.</p>
Difficulties:	Working with external partners can be difficult due to different timing and schedules. However, by getting in contact with the MSU Service (such as Spark) very early (like in first semester) to brainstorm joint event ideas, these obstacles can hopefully be avoided. I have already reached out to the MACycle PTM and David is excited about a potential collaboration with FYC.
Partners:	<ul style="list-style-type: none"> -The BOD -MSU Services (Like Spark or MACycle as examples)
Service Goal/Objective	Launch Survey from Committee Work
Why:	With all the hard work put into the consultation committees and then in finally executing the survey in February, it will be very important to collect the information, make it public for students, and act on these results.
Difficulties:	A large amount of data will be collected during this entire process, which can be extremely overwhelming. It will be essential to hone in on the best ways to create actionable change. By focusing on certain aspects of the results, initiatives to fix these issues can be implemented.
Partners:	<ul style="list-style-type: none"> -Campus Partner Chair, Kevin Beatty -Student Life (Incorporates Residence Life, Admissions & Facilities), Simon Wilmot, Jamie Dickson, and Joe -Hospitality, Cathy Tatsis -Student Code of Rights and Responsibilities, Michelle Trevelan -The BOD

Personal Goal	Within such a busy month, my personal goal is to take the time to call home more often to check in on my family.
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MARCH

Service Goal/Objective	Compile Report from Residence Chairs
Why:	Each Residence Chair will have been assigned to one of the four Consultation Committees. Throughout the year, they will have worked very hard to learn more about their selected topic. With this work completed, I believe it is critical to move forward with this information. The Residence Chairs can provide feedback as well as suggestions from their buildings and present this present this information to both Residence Life and the SRA.
Difficulties:	Like the compilation of survey data, a large amount of data will be collected during the year, which can be extremely overwhelming. It will be key to hone in on the best ways to create actionable change as well as stay very organized.
Partners:	-Residence Life -The SRA - The BOD
Service Goal/Objective	Large-Scale Final Event
Why:	This last event is an opportunity for FYC to execute their largest event all on their own. It is a cultivation of the skills developed all year, and it is also a chance for FYC to devise an event that Last year, FYC planned an All – Ages Beach Night with MSU Campus at 1280. Before doors opened, they sold 500 tickets and sold a lot more at the door. They also did a contest to help with promotions. Additionally, there was a photo booth. I, personally, really love this idea; however, the choice for this final event would ultimately be up to the elected council.
Difficulties:	This type of event has a lot of moving pieces, especially in working with a variety of groups like Compass and Campus Events. However, by staying organized, and keeping constant communication with these groups, these roadblocks can be overcome.
Partners:	-Campus Events

	-Compass -The BOD -Residence Life
Personal Goal	March is when the weather (hopefully) starts to warm up. My personal goal is to explore a new place in Hamilton and encourage the FYC members to explore with me.

APRIL	
Service Goal/Objective	Establish Strong Transition Report and Documents for next PTM
Why:	In a service with an essentially entirely new team each year, it can be possible for progress to get lost. By ensuring that the incoming PTM is equipped with all the information they need, the service can continue moving forward.
Difficulties:	Transition does not only involve the coordinator role, but also details from all the FYC members. As such, it can be difficult to gather well-thought-out transition reports with exams approaching. However, by encouraging the team (including myself) to update their Transition Reports monthly, it can lead to much more in-depth and cohesive reports.
Partners:	-The BOD -The incoming FYC PTM
Service Goal/Objective	Final Staff Debrief and Appreciation Event
Why:	The year will have been filled with highs and lows, lots of progress, and a unique mark left on FYC by the elected team. As such, I believe it is important to thank these volunteers for giving so much of their time and energy to the service. This final event will be a way for us to celebrate a successful year together.
Difficulties:	Since it is approaching exam time for the FYC members, it might be difficult to find a good time. By asking early about availability, this issue can be potentially avoided. This celebration can take place early in April before exams start or later in April after they end.
Partners:	-The BOD

Service Goal/Objective	Exam Care Packages (With Resource Rave Cards)
Why:	Like the December exam period, it is very important to ensure that students are staying healthy in all sense of the word. As such, exam care packages equipped with resources rave cards can be a stress reliever for students.
Difficulties:	Since it is also exam time for the FYC members as well, it might be difficult (and potentially stressful) to assemble these packages during April. By beginning to prepare these packages in late March, this will helpful remove some of the potential roadblocks to creating these packages. Moreover, by making the packing fun with music playing, snacks, and a movie night afterwards, it could also be an awesome bonding activity for the team. Additionally, since these packages will have already been made in December, the
Partners:	-MSU Services (Specifically, reaching out to PTMs of Wellness/Support Services) -SSC -Residence Life
Personal Goal	As it will be my last exam season at McMaster, my goal is to try and discover as many different study spots as possible and share them with FYC.

Long-Term Planning

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Directing FYC to still be a collaborative service while maintaining its own identity.</i>
Description	<ul style="list-style-type: none"> • With a strong history in collaboration with MSU Services, Residence Life, and other university groups, FYC has been able to develop a stable structure and incredible relationships. While this should continue to be a main priority, I also believe that it is important for FYC to carve out its own identity and establish through its pillars of event planning, advocacy, and resource distribution. • According to its mandate, “FYC is the unique representative body for McMaster first year students that serves to inform and speak for their distinctive needs and concerns. FYC is one of McMaster’s only institutions completely operated by first year students who are elected each fall by their peers. The purpose of the McMaster Students Union First Year Council or FYC, is to represent both current and future first year McMaster students, and to ensure that their issues and interests are addressed by acting as a voice, and as a guiding and informative body of resources.” This mandate can be fulfilled through collaborations; however, the best way to give first years their voice is to have the elected individuals lead.
Benefits	<ul style="list-style-type: none"> • As mentioned above, although partnerships are essential, I believe that using these relationships as a building block to other events could be a good way to both utilize and improve the relationships with these groups while simultaneously empowering the council to run their own events. • With a very clean first year voice, FYC can also serve as a platform for other services to provide a platform for new ideas and outreach across the university.

Year 1 Goals	<ul style="list-style-type: none"> • Establish at least one main event per semester that is exclusively run by FYC to start. • Have FYC decide on which services they would like to collaborate with for the year.
Year 2 Goals	<ul style="list-style-type: none"> • Devise, plan, and execute at least two FYC events per semester. • Once elected, FYC member could reach out to at least two services with event ideas to execute with the help of these other groups.
Year 3 Goals	<ul style="list-style-type: none"> • Run a year-long campaign or activity. • For example, they could run a series of workshops about different first year advocacy topics like getting involved or where to access academic resources. • Another potential example could be to organize bi-monthly
Partners	<ul style="list-style-type: none"> -MSU Services -The BOD -Residence Life

YEAR PLAN (DRAFT)
MSU *MACADEMICS COORDINATOR*
ANGEL HUANG
2018-2019
(submitted *June 25, 2018*)



OFFICE OF THE *MACADEMICS COORDINATOR* INTRODUCTION

Dear members of the McMaster Student Union,

My name is Angel Huang and I am absolutely thrilled to be taking on the position of Macademics Coordinator for the 2018-2019 school year. As the service is entering its third year, I feel that the objective for my team will be to shift the service from its transitional stage to solidifying its identity within the MSU framework. My overarching vision for Macademics this year are built on three primary pillars: 1. Accessibility of academic resources, 2. Recognizing and promoting excellence in education, and 3. Bridging the gap between pedagogical research and actual implementation. The goal is to ground Macademics in all three pillars and build a strong rapport from students such that these pillars are recognized as the identity of the service.

I would like to build such rapport and familiarity through a rebranding project to simplify the message that Macademics promotes. This will begin with creating a new look on our retractable banner and other physical materials but will branch out the most with our online presence. I plan to build our social media audience through interactive contests and polls to really expand Macademics' reach on campus. I would also like to introduce multimedia promotions tactics like Facebook vlogs to accompany our monthly blogs and incorporate ideas like video interviews and testimonials in the Teaching Awards Ceremony to modernize the event and bring something new.

Throughout the past two years of the service's existence, many incredible changes and additions have been made in commitment to the mandate of Macademics, and I feel confident that even more doors will open for us this year. Currently, Macademics shines in the pillars of academic resources, with the new Resource Hub and Course Wiki, as well as recognizing teaching excellence, as the most recent Teaching Awards Ceremony attracted over 150 attendees. However, I believe that we can make more progress with the third pillar of pedagogical advocacy. I plan to build a closer relationship between Macademics and the MacPherson Institute for Leadership, Innovation, and Excellence in Teaching and begin working on real projects with the institute. I believe that there exists greater partnership potential with many other individuals and groups, including with the VP Education, Advocacy Department, SRA, and the VP Academics of all faculty societies.

My team and I are truly motivated to bringing fresh ideas and meaningful initiatives to this service and are always open to comments, suggestions, and questions. Please feel free to reach out at macademics@msu.mcmaster.ca; I am always happy to chat!

Looking forward to a terrific year,

Angel Huang

Goals/Objectives

(calendar and checklist)

MAY	
Service Goal/Objective	Complete the hiring process for the Exec Team
Why:	In previous years, hiring for execs has occurred at varying times and has usually been completed later into the summer. I would like for the team to be solidified early on, so we may have more time to build a strong team environment, get to know each other's strengths and abilities, and consolidate the vision for the service together early on.
Difficulties:	The time period for applications and interviews overlapped the end of the Winter semester and the start of exam season, which may have been stressful for both applications and interviewers because of the time commitment to the process.
Partners:	Operations Coordinator Out-going Macademics Coordinator VP Services Members of the out-going Macademics Exec Team
Service Goal/Objective	Get in touch with MacPherson Institute regarding potential collaborative projects and events
Why:	It is extremely important to me that Macademics strengthens its relationship with MacPherson this year and produce a tangible project together. MacPherson has always been connected to Macademics, but nothing particularly meaningful has ever come out of this partnership before. During my discussions with the VP Education, we explored the idea of creating a document like the Resource Hub, but instead targeted to instructors as a Resource Guide about the latest news and resources in pedagogy and higher education. It would also be great to have a Launch Party for this resource with a forum based itinerary where speakers will be invited to talk about learning and teaching. It will be important to begin discussions about this project early on, so it may be approved in MacPherson's internal systems as well as the MSU Advocacy Department.
Difficulties:	Historically, it has always been difficult to properly connect with MacPherson on projects because we have never collaborated on this level before. It may be time-consuming and intensive to get the ball rolling, but hopefully by starting early, we can mitigate this challenge and stay on track with the schedule.

Partners:	MacPherson Institute VP Education VP Administration
Service Goal/Objective	Begin planning for videos and vlogs
Why:	I would like to have a year plan exclusively for videos and vlogs because I know I will need help from many individuals, like the Communications Officer, and I want to give them as much advance notice as possible so our content can be created on time. Videos and vlogs are a much easier way to disseminate information for Macademics in particular, as proved in previous years, so introducing them as a typical promotions tactic will be great for reaching more students.
Difficulties:	Historically, videos take a much longer time to produce than posters, articles, or even infographics because they are so involved. I anticipate that we will face difficulty in the production process because from my past experience, it always takes longer than anticipated to coordinate everyone and film.
Partners:	Communications Officer
Personal Goal	I know that I will be travelling for the majority of the summer, so I'd like to make sure that I am open with everyone about my schedule so they are aware of any communication challenges that may arise. I will also plan in advance how to configure our tasks so that I can maximize the time that I'm back in Hamilton.

JUNE	
Service Goal/Objective	Begin reaching out to different services and groups to collaborate during the year
Why:	I would like to start reaching out and letting other groups know that Macademics is interested in collaborating so that even if there aren't any events or initiatives that align right now, perhaps they can keep us in mind for the future. Talking to them early on will also give us an indication of how we will need to budget our time this year in addition to our own on-going projects and events.

Difficulties:	The difficulty of reaching out to groups during the summer may be that the groups themselves have not confirmed their plans for the year, so there may not seem to be much potential for collaboration at this time.
Partners:	Horizons SCSN Maroons Maccess SHEC SWELL MSU Clubs (e.g. TedX)
Service Goal/Objective	Complete 1-on-1 meetings with each exec and have first team meeting
Why:	I think it will be very helpful both to me and my exec team to be able to talk about our leadership and communication styles, how we like to work in teams, our ideas for the year, and what challenges we anticipate facing. It would also be great to be able to get to know each exec better in a comfortable setting without the pressure of the rest of the team listening in. Then, for the team meeting, it is crucial for everyone to meet each other and start getting to know each other as we continue planning and working this summer. It will be a great opportunity to start creating team spirit and mutual motivation.
Difficulties:	Schedules during the summer vary greatly so it may be difficult to coordinate with some execs and their 1-on-1s may have to take place closer to the beginning of the school year. Planning for the team meeting will be even more difficult because it's a seven-person team this year and it's important for everyone to attend the first meeting.
Partners:	
Service Goal/Objective	Create surveys for TAC nominations and evaluations
Why:	Ive, the out-going coordinator, recommended to set the surveys well in advance so they wouldn't be a hassle later in the year because there will be a lot to think about once TAC nomination season approaches. She suggested duplicating or working from the ones used before.
Difficulties:	It may be difficult to learn how to use the editing tools on the website, but Ive recommended contacting Pauline for any help I might need.
Partners:	Pauline Taggart, Network Administrator

Personal Goal	This month, I would like to have gotten to know my exec team better and feel more comfortable and confident in my role as coordinator. This is also the month I will be catching up on my training, so it will be a really important time for me in terms of learning how to be a successful coordinator in many different ways.
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JULY	
Service Goal/Objective	Meet with Pauline regarding Course Wiki revamp
Why:	The Course Wiki is not currently very functional; it has the potential to be much more useful if only it were more user-friendly. The Course Wiki Coordinator both last year and this year have brought up several great and plausible ideas for the Course Wiki, but it is not a priority for Pauline to work on because changes to the database would be very time-consuming. It would be ideal to bring the Course Wiki off the MSU website interface and link it to another platform where we could moderate changes more effectively and update it more frequently.
Difficulties:	The Course Wiki has been a point of contention for a while because it seems like more trouble than its worth to renovate the website as it is extremely time-consuming and students do not use it to the extent that would make it a priority to work on.
Partners:	Pauline Taggart, Network Administrator
Service Goal/Objective	Plan out Macademics' involvement in Welcome Week 2018 and Clubsfest
Why:	Having a solid plan for WW and Clubsfest is crucial for the goal of solidifying Macademics' identity on campus because we can really promote who we are and the pillars of our service this way. By introducing our service with a stronger sense of purpose to the incoming class, we can make a good impression for future years of growth.
Difficulties:	Planning
Partners:	Welcome Week Coordinator Clubs Admin
Service Goal/Objective	Consolidate a new system for volunteers with focus on volunteer retention

Why:	Last year, Macademics hired general volunteers for the first time but ran into a number of hiccups with the volunteer structure. I plan on learning from last year's experience and will reconfigure the volunteer structure to make everyone feel more connected, like they're doing meaningful work, and they're a part of the service at large – not just their subcommittee.
Difficulties:	This may be challenging because of the nature of some of the roles of the service. It seems like subcommittees are necessary for categorizing roles and ensuring that students are finding their duties interesting, but it will take some work to figure out how to utilize subcommittees in a different way from last year. There were some concerns raised about the subcommittee structure because the execs didn't feel like their volunteers were engaged and the volunteers themselves felt detached from the service.
Partners:	
Personal Goal	As I will be travelling for most of July, my personal goal for this month will be to keep my communication channels open and ensure that my team knows I'm here to support them however possible.

AUGUST	
Service Goal/Objective	Consolidate partnership plans with MacPherson Institute and draw up a year plan for our collaboration
Why:	During August, I'd like to have completed a year plan for Macademics' project(s) with MacPherson Institute so we can begin working on a timeline with specific targets to meet and an end goal to keep us going.
Difficulties:	It may be difficult to finalize a plan at this time because I anticipate that the project will need to be planned out with detail before it can be approved officially and this process may take longer with two organizations working together, especially because MacPherson Institute has so many on-going projects all the time.
Partners:	MacPherson Institute
Service Goal/Objective	Set up schedule for info session/workshops – one per semester
Why:	To pair with the content of the monthly vlogs/blogs, I would like to develop a workshop or info session targeted at first year students but open to all that will explore topics like peer reviewing, how to research, learning styles and how to study based on each one, etc. Macademics has partnered before with

	Spark to create workshops surrounding academic success and I would like to elevate that this year.
Difficulties:	It might be challenging to promote such an event in a fun and exciting way because some of the topics that Macademics works on may not be interesting to all students. We will have to get creative to make these workshops accessible and intriguing for all students.
Partners:	Spark Student Success Centre
Service Goal/Objective	Set up new promotional plan to tackle the major events of the year
Why:	This year, promotion will be hugely important as I plan to give Macademics a bit of a new image to help students understand and relate to the service better so they can take advantage of all that it offers. I have hired two promotions executives this year and I think August will be an important month to finalize the plan for the year. We will want to prioritize engagement and prolonged interest while staying true to our goals and service mandate.
Difficulties:	We will have to carefully consider the budget in our promotions plans because some ideas that have been brought up already have seemed costly, so we will need to strike a balance with our creativity and staying realistic.
Partners:	Underground
Personal Goal	My personal goal for August is just to get hyped for the rest of the year to come. I want for my team and I to feel excited about embarking on this journey together and I hope to be able to facilitate a really warm and happy environment within the service.

SEPTEMBER	
Service Goal/Objective	Publish first blog/vlog of the year targeted at first year students
Why:	We want to make a strong impression this year on the first year students because we want to create momentum in the awareness of our service and what it does. Our first blog/vlog duo will be a bit of a trial as videos have never accompanied the blog before. We will be able to see what platform delivers the information the best and is the most engaging.
Difficulties:	With the school year starting, my team and I will surely be very busy getting reacquainted with our school schedules. I anticipate that everyone will be

	more preoccupied than usual, but because September is an integral time for our service, we will have to do our best to prioritize our responsibilities for the service. To mitigate this challenge, I will make sure beforehand that my team does not feel overwhelmed coming into the month (especially with Welcome Week and Clubsfest), and I will have a chat with each exec about their schedule and how much time they expect they'll be able to commit while they reorient themselves to the semester.
Partners:	
Service Goal/Objective	Send out surveys and polls throughout the month; first Facebook contest
Why:	I want to send out a weekly survey or poll this month regarding student attitudes towards various elements of academic success, resource availability, as well as Course Wiki usage. I also want to host the first Facebook contest of the year to get our engagement up with more likes on our page. I will use the Used Textbook Sales Facebook page appropriately to help promote the Macademics page.
Difficulties:	It is common not to have a ton of participants in long surveys or surveys on external links, so we will have to try to create ours to appeal to as many students as we can. However, we also want accurate information because we will be using this data as a baseline to compare to later on in the year.
Partners:	
Service Goal/Objective	Hire and train volunteers
Why:	This will likely be the largest task of the month, as we will be applying our new volunteer structure for the first time. We will want to have applications open the first two weeks of the month, give ourselves one week to review the applications, and then hire/confirm our volunteers and train them.
Difficulties:	Because this will be a new volunteer structure, we won't know if it will be effective or not. We may need to be flexible and make the required changes along the way to figure out what works and what doesn't.
Partners:	
Personal Goal	My personal goal this month is to check in on my exec and make sure they're doing okay in their role and they are comfortable and confident performing their duties.

OCTOBER

Service Goal/Objective	Workshop, info session, or fishbowl event about academic success with Spark
Why:	A similar event was hosted last year and I think that it could be built on even more this year because our first vlog/blog post will have been targeted to first year students and their transition to university. The Research and Resources Coordinator and his team will be very knowledgeable on current research related to the topic and will be able to provide students with accurate information in an accessible and casual setting.
Difficulties:	Spark may have different ideas about how to implement this event, so we may need to meet in the middle on some things. Even though I might have one idea of how the event will turn out right now, it might be completely different by the time it takes place.
Partners:	Spark
Service Goal/Objective	Second blog/vlog post up; finetune this one based on the response from September's post and ensure that the rest of the year's content will be updated too
Why:	It is important to have reviewed any feedback or comments from the previous blog/vlog to make any improvements to this month's. After this month, the blog/vlog content for each month will need to be prepared to be shared the second week of the month. Hopefully the consistency of these posts will help maintain our presence among the student body and they will be helpful and insightful for them. I would also like to give students the opportunity to request topics too, as it is most important for them to be receiving the information they want! I think it would also be cool to collaborate on these posts once in a while too, as there is so much amazing research going on at McMaster all the time and this could be a new platform to share those findings.
Difficulties:	The timeline on this blog/vlog may be challenging to meet because it's difficult to anticipate how the first post in September will be received. There's a chance that the vlog is not successful, and we may need to rethink how we go about our posts.
Partners:	Student researchers/professors
Service Goal/Objective	TAC Nomination period + film TAC interviews
Why:	This nomination period will be slightly different from previous ones because we will have specific filming days where students can choose to be filmed thanking their professor or TA or describing what makes a great

	course or instructor. This is always a busy time for Macademics because we are tabling for two weeks; everyone's hands will be on deck and volunteers are crucial to the nomination period success.
Difficulties:	Last year, Macademics tried a few different ways to promote nominations (e.g. cupcakes and hot chocolate) and they were successful because they were different; so this year, we will be challenged to come up with other creative ways to draw students to nominate. As well, these two weeks may require more time commitment from the team than usual.
Partners:	
Personal Goal	My goal for this month will be to know this service inside and out. I expect that I'll be getting lots of questions regarding the Teaching Awards Ceremony and Macademics and I want to be prepared to answer all of them.

NOVEMBER	
Service Goal/Objective	Prof evaluations from TAC nominations
Why:	As a team, we will need to sit down and review all the hundreds of nominations we received and evaluate them fairly and appropriately. We'll need to be in agreement on how we are evaluating the nominations, so our team is consistent and the results are fair.
Difficulties:	Students have criticized the evaluation/selection process for teaching awards before and have raised concerns over professors of larger classes gaining more nominations simply because of their class numbers. However, the method that Macademics has always used considers this and other similar factors into the process, so it will be important to make students aware that the selection process is fair and to be transparent about how it works.
Partners:	
Service Goal/Objective	Wikithon
Why:	The annual Wikithon is a great event for promoting the Course Wiki resource and getting more course submissions and reviews onto the database. This year, my team is considering making the event a collaboration with another service because last year's attendance was not as high as the year before and we'd like to add something new.
Difficulties:	The Wikithon is one of the major Macademics events of the year, besides the Teaching Awards Ceremony, and as such it is very costly. Because of

	our limited budget and the cost to run this event as well as the other events and projects we have planned, budgeting smartly will be challenging, but super important.
Partners:	???
Service Goal/Objective	TA Talks
Why:	This was an event that Macademics participated in last year that highlighted short “TA talks” or presentations about really cool topics, some of which included talks about teaching and learning. It is a great event that I would like Macademics to continue partaking in.
Difficulties:	I personally have no experience this event as I have never attended nor participated, so it will be something new for me to learn about and find my place in.
Partners:	
Personal Goal	This month is sure to be busy with the TAC Nominations taking up two weeks and the Wikithon to follow. My goal will be to stay on top of things and manage my stress.

DECEMBER	
Service Goal/Objective	Send out second round of polls/surveys + Facebook contest
Why:	This second round of surveys will be useful to compare students’ responses from September, before the Wikithon, TAC nominations, blog/vlog posts, and so on. It will hopefully be enlightening for us to see if our resources helped shift any attitudes. As well, we will host another Facebook contest in conjunction to the survey to incentivize students to participate and also to boost engagement.
Difficulties:	The difficulty with a second round of surveys may be that because the questions will be somewhat similar, the same students who responded to the first survey may not want to respond again. However, we are looking for a direct comparison, so we may reevaluate the results and our experience with the surveys from this semester to see if we should switch gears and perhaps engage in focus groups or another method instead.
Partners:	

Service Goal/Objective	Fall semester Course Evaluations video promo
Why:	In 2016, Macademics produced a promo video for course evaluations and it currently has over 17,000 views on Facebook. I think that a quick, funny video of a similar style could be really effective in drawing attention towards course evals as well as our Facebook page.
Difficulties:	Videos are difficult to produce because they take so much effort from many parties, but with advance preparations, I feel that we can overcome that challenge.
Partners:	Haley Greene, Communications Officer
Service Goal/Objective	Volunteer appreciation social
Why:	I want our volunteers to feel recognized for their commitment and hard work because it matters to me that each volunteer feels connected to the service. They contribute meaningfully and consistently and it's important that they know what kind of impact they are making.
Difficulties:	It's difficult to find a date and time when every member of the group is available, so we will need to find creative ways to include everyone in the celebration.
Partners:	
Personal Goal	My goal for December will be to show my team and my volunteers as much gratitude as I can. I want them to know that I recognize and appreciate all the time and effort they put into the service and what a difference they are making.

JANUARY	
Service Goal/Objective	Meet individually with each faculty society's VP Academic
Why:	At this point in the year, I'd like to check in with each faculty society and see if Macademics can support them in any way. As well, it is a great opportunity to hear about any problems they have been facing or any strategies they recommend for overcoming challenges. These meetings will also provide the chance for me to share Macademics resources and update the faculty societies on what we are doing so they can inform their faculties.

Difficulties:	January itself is not a hugely busy month for Macademics, but in the case that several faculties would like our help with an event or project later on in the semester, our timeline may begin to get overcrowded so we will have to stay mindful of our peak weeks to avoid conflicts.
Partners:	Faculty Societies
Service Goal/Objective	Resource Hub/Course Wiki promo event
Why:	These resources are available for students to use and it's integral that they are aware that they exist. I would like to put on a promo event to show off the Resource Hub and Course Wiki, as well as our on-going blogs/vlogs, to garner more awareness for both the resources and our service.
Difficulties:	In the past, this type of event works best with food as the incentive, but perhaps we can challenge ourselves to come up with another creative way to appeal to students.
Partners:	
Service Goal/Objective	Begin to finalize the Resource Guide in collaboration with MacPherson Institute
Why:	By this time, hopefully our collaborative project will be close to finished and we can start preparing for the launch. As the first project between MacPherson and Macademics, it is my hope that it will be successful and meaningful for McMaster instructors, professors, and TAs.
Difficulties:	This is an ambitious project and it may not be ready to distribute at this time, so we may need to consider that the Resource Guide document might not be complete until the following year.
Partners:	MacPherson Institute
Personal Goal	My goal for January is to come back and deliver the same level of passion and enthusiasm for the service that I had in September. I want to ensure that my excitement is contagious amongst my team and volunteers.

FEBRUARY	
Service Goal/Objective	Launch the Resource Guide in collaboration with MacPherson Institute

Why:	Hopefully, Macademics and MacPherson’s Resource Guide will be ready to share with McMaster faculty and we can host a launch party to introduce the resource to the university and its students. It would be great to have this launch party resemble a short forum with a few speakers, video presentations, some booths, and of course, refreshments. We hope this event would both legitimize the Resource Guide and create awareness that it’s available.
Difficulties:	Such an event will be costly and time consuming to prepare. As well, the planning for this event cannot take place until the Resource Guide is complete, so this entire event will depend on whether the project has followed the timeline. If it’s not possible to run this year, hopefully it will follow whenever the Resource Guide can be completed.
Partners:	MacPherson Institute
Service Goal/Objective	TAC Nomination Period + film TAC interviews
Why:	The second round of nominations for the Teaching Awards Ceremony is just as important as the first. We will be coordinating the final TAC video interviews and boosting promotions for a record-breaking number of nominations. This period can also be used to promote the teaching awards ceremony itself as the date will have already been set.
Difficulties:	This month will be a bit more stressful because of all the on-going preparations for the ceremony itself. Though most of the bookings will have been completed in January, there are many details of the event that must be thought out continually till the day of.
Partners:	
Service Goal/Objective	Final prof evaluations from TAC nominations and selection of winners
Why:	After the two-week nomination period, our team will have decided on the final winners and will send the order for the awards to be engraved so they can arrive in time for the awards ceremony.
Difficulties:	This will likely be time-consuming and difficult because we will be sorting both semesters’ worth of nominations, all of whom are very deserving instructors. We will be working on a tight deadline because the winners must be finalized well in advance of the ceremony so this task will be very demanding on our whole team.
Partners:	

Personal Goal	My personal goal for this month is once again to check in with my exec team and volunteers. I want to make sure they are feeling confident and that they know what's going on. It's important to me that everyone feels like they are in the know and that they are enjoying the work they're doing.
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MARCH

Service Goal/Objective	Send out third and final round of polls/surveys and compare results
Why:	I want to have a final set of survey/feedback results to look back on to see what kind of changes took place during second semester. It will be valuable information to pass onto the incoming coordinator because it may be telling of what events worked best and how we were able to reach more students.
Difficulties:	The last round of surveys must be more purposeful because it is our last chance to get feedback before our final events of the year, and we definitely want to deliver the best possible events before wrapping up.
Partners:	
Service Goal/Objective	Vision board event + promote TAC
Why:	I'd like for Macademics to host an advocacy event where students can feel empowered to take control of their own academic journey and also to pinpoint the places they feel could use some improvement. It would be great to be able to visualize this on a big vision board where everyone can put up photos and words to describe what they would like the MSU to advocate for in terms of their education.
Difficulties:	This is a new event and we will likely be more successful in collaboration with a more established service or even with help from the SRA. I feel that we could use help from another group to make this event impactful and well-attended.
Partners:	SRA?
Service Goal/Objective	Teaching Awards Ceremony (!!!)
Why:	The TAC is the crux for celebrating teaching excellence at McMaster and Macademics has been improving it year by year. This year we will ambitiously be adding elements of multimedia presentation to the ceremony, as a change from the usual hour to hour and a half of different people speaking at a podium. We will be incorporating a very brief keynote and

	some video interviews/compilations from the nomination period to make the ceremony more dynamic and exciting.
Difficulties:	The video interviews are a new addition and there are already many things to think about when planning the TAC, so it will certainly be challenging to pull off, but with careful planning in advance, I believe that we can make it a success. And even if things go wrong, it will be a great learning experience that next year's team can build from.
Partners:	
Personal Goal	This month, my goal is to be on top of everything – I want to know where everyone is at in their tasks, how everyone is feeling, who has RSVP'd, who has yet to RSVP, what the weather will be on the day of TAC. (I just really want to stay super organized and professional this month!)

APRIL	
Service Goal/Objective	Hire and begin transitioning incoming Macademics Coordinator
Why:	I was hired in March, which I felt was definitely advantageous because it gave me more time to shadow Ive and get acquainted with the duties of the role, so I would like to do the same for the next coordinator. I think that transitioning in March is nearly impossible because of everything that's going on, so there's more opportunity to focus on the transition after TAC has ended and things are winding down.
Difficulties:	This may be difficult if the incoming coordinator is transitioning towards the end of the semester because they may choose to hire their exec team during that time like I did, which was difficult because those weeks intersected the end of the term and the beginning of exams.
Partners:	Operations Coordinator
Service Goal/Objective	Volunteer appreciation and Exec Team social
Why:	A volunteer appreciation event and exec team social are absolutely necessary after a year of hard work and dedication! I think that there will be a lot to celebrate and that our service will really deserve the night off. I think it's especially nice to be able to spend time all together as a group one last time and reflect on some of the highlights of the year.

Difficulties:	Scheduling a time for large groups is typically a challenge, but we will get creative to make sure everyone is included.
Partners:	
Service Goal/Objective	Feedback event
Why:	Before the end of the year, I think it would be important to host a feedback event. Last year, Macademics hosted a pizza party for feedback on the Resource Hub and Course Wiki, and I would like to build from that and extend the feedback to all facets of the service. I think feedback is incredibly important and it will be very useful for the future team.
Difficulties:	Last year, the event was well-attended until the pizza ran out, so this year it might be useful to go a less expensive direction so we can offer more incentives to more students.
Partners:	
Personal Goal	My personal goal for my final month in the role is to feel proud of what my team and I have accomplished throughout the year and to be confident in the service for its future years.

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>The ultimate goal is for Macademics to act as a hub for those interested in our mandate and who are taking on projects that align with our goals as a service. The vision is that Macademics will be a true bridge connecting research and action in teaching and learning at McMaster.</i>
Description	<ul style="list-style-type: none"> It would be great for Macademics to be a service that other individuals, groups, or organizations can reach out to for anything concerning accessibility to academic resources

	<p>and pedagogical advocacy. This could take on the form of having more campus partners like the Student Success Centre. I envision Macademics being a more widely known and understood service amongst the MSU landscape and for this service to stand out in what it does. When Macademics becomes better known to students and organizations, more potential will arise for meaningful connections and collaboration.</p>
Benefits	<ul style="list-style-type: none"> • This would benefit the broader McMaster community because it would allow for greater projects to happen collaboratively and for information to spread more widely about how we learn and how we can teach. I think it could build community and involve more students in the service thus allowing more MSU members to take advantage and benefit from the service.
Year 1 Goals	<ul style="list-style-type: none"> • First, the rebranding of Macademics is integral to keeping up with its development as a service. It's important that the look and the message that the service sends are updated to what Macademics currently stands for. This will project an accurate image of the service and what resources it can provide or what it can help others to do.
Year 2 Goals	<ul style="list-style-type: none"> • The following year, I envision Macademics taking on a bigger part in promoting strategies and resources for academic success through a partnership with the Student Success Centre. It would be awesome to have a channel through SSC for Macademics to promote its resources and events and be able to attract new audiences.
Year 3 Goals	<ul style="list-style-type: none"> • I think that in three years, it would be amazing if Macademics could start an annual forum about pedagogy and education. I imagine this forum as an all day conference-style event where students, researchers, professors, TAs, and instructors can all come together to talk about their research findings and connect with each other. Such an event could involve multiple campus partners and groups, including MacPherson Institute, McMaster clubs, faculty societies, research labs, and the SSC.
Partners	<p>MacPherson Institute, Student Success Centre, Faculty Societies, MSU Clubs</p>

YEAR PLAN
MSU *Maccess*
Hilary Zorgdrager
2017-2018
(submitted *June 13th, 2018*)



OFFICE OF THE MACCESS COORDINATOR INTRODUCTION

I'm so very excited to begin my term as the Maccess Coordinator. Maccess holds a special place in my heart, as the first place I truly felt at home within McMaster and the MSU. Accessibility and the concerns of students with disabilities are integral to creating an inclusive and safe environment for students to learn, socialize, research, and engage with post-secondary education.

This year, I'm extremely eager to implement a number of new initiatives with a focus on building a stronger disability community on campus, as well as continuing the initiatives started by the past two coordinators. While Maccess is still a fairly new service, I believe we have solidified our place as a hub for peer-support and advocacy. However, this year I want to bring community to the forefront of our mission. This term, I aim to implement regular programming for students who self-identify as disabled, mad, chronically ill, mentally ill, neurodivergent to come together and form a more cohesive community on campus.

I look forward to continuing to run DisVisibility Week for a second year. I also plan to continue running evening support groups, while generalizing them slightly in order to make them more inclusive and accessible to individuals who may not have access to formal diagnoses. As well as, continuing the Humans of Maccess promotional push at the beginning of the Winter semester to make our presence strong on campus from the start.

To re-iterate, I'm so incredibly enthusiastic to continue the work of past Maccess coordinators, while also bringing in an increased focus on fostering community for students with disabilities.

Best,

Hilary Zorgdrager

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Promotional Push for Executive Team applications
Why:	To ensure we have a strong team to carry forward the goals outlined in this plan
Difficulties:	Attempting to center candidates with lived experience in the process
Partners:	Underground, MSU Social Media Coordinator
Personal Goal	Hire a strong executive team and outline goals for the upcoming year!

JUNE	
Service Goal/Objective	Space Guidelines Poster
Why:	To ensure that folks using the space know what expectations we have for our safe(r) space
Difficulties:	Ensuring folks are aware and cognizant of the guidelines while using the space
Partners:	Underground, Volunteer and Executive Team
Service Goal/Objective	Clean Space
Why:	To make the back room a more functional office and space for private peer support
Difficulties:	We have a lot of garbage
Partners:	Newly hired executive team – bonding activity

Personal Goal	Prepare the space adequately for the upcoming year!
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JULY

Service Goal/Objective	Exec Bonding Activity
Why:	To allow our exec to get to know each other and collect their ideas for the upcoming year
Difficulties:	Coordinating a time and event that works for all the executive members
Partners:	N/A
Service Goal/Objective	Executive Team Training
Why:	To ensure execs have all the resources they will need going into this term and provide a space for them to ask questions
Difficulties:	Compiling all the necessary resources
Partners:	N/A
Personal Goal	<p>Ensure our executive team feels comfortable with one another and excited for the upcoming year!</p> <p>Horizons Successfest will also be happening in July and serve as an opportunity to engage with incoming first years.</p>

AUGUST

Service Goal/Objective	Collect Volunteer Testimonials and begin posting in mid-August
Why:	Promotional push pre: volunteer applications opening to get people interested and thinking about volunteering
Difficulties:	N/A

Partners:	Underground for design work, MSU Social Media Coordinator
Service Goal/Objective	Open Volunteer Applications and Advertise throughout WW Train volunteers in early September
Why:	To open our space as soon as possible starting in September
Difficulties:	Ensuring students hear about our applications with all the other activities going on throughout campus
Partners:	WW Wellness Fair, Underground, TRRA
Service Goal/Objective	Create schedule for Exec On-Call System
Why:	Strengthened support to volunteers on shift Proactive approach to problem solving regarding space issues
Difficulties:	Ensuring execs are available and comfortable working through volunteer difficulties
Partners:	N/A
Personal Goal	Ensure we are adequately prepared to open in early September!

SEPTEMBER

Service Goal/Objective	Humans of Maccess 2.0: What I love about Disability and the Disability community Train volunteers
Why:	To establish a strong social media presence early in the year To showcase our excellent volunteers To gain Facebook likes early in the year, so people are more tuned in to our events Revamp training and ensure that volunteers feel adequately prepared to offer peer-support and connect students with community resources

Difficulties:	Finding folks to photograph volunteers
Partners:	Underground for design work, Promotions executive, TRRA and Training/Volunteer Coordinator
Service Goal/Objective	DISability Discussion: Navigating Higher-Ed for new and returning students
Why:	Continue to be a hub for accessibility discussions on campus Lobby to relevant university and community resources for greater accessibility
Difficulties:	N/A - these events were extremely successful last year and we are using all the feedback we received to improve them.
Partners:	Equity and Inclusion Office, SAS, SSC
Service Goal/Objective	Community Event – Board game night
Why:	An opportunity for new and returning students to get to know fellow students with disabilities
Difficulties:	Crowdsourcing board games and finding board games that are accessible
Partners:	Clubspace (Clubs Admin)
Personal Goal	Start the year with a strong presence on campus and solidify ourselves as a community hub for students with disabilities

OCTOBER	
Service Goal/Objective	Disability Studies Reading Group (meet potentially twice monthly – same reading, just offer two times to come and discuss)
Why:	To offer a chance for students to engage critically with disability studies and fill the gap in McMaster’s curriculum and course offerings

Difficulties:	Finding accessible formats for OERs
Partners:	Library Accessibility Services
Service Goal/Objective	Resume support groups
Why:	To offer peer-support in a group setting that allows students to connect with other students with similar lived experiences
Difficulties:	Finding volunteers with lived experience to run them
Partners:	N/A
Service Goal/Objective	Community Event – Halloween Event (Slime making?)
Why:	To allow students with disabilities an opportunity to feel like part of a community and meet students who have similar lived experiences
Difficulties:	Finding a Halloween activity that is accessible
Partners:	N/A
Personal Goal	Solidify after-hours programming and community-focused events.

NOVEMBER	
Service Goal/Objective	DISability Discussion: Topic TBD by end of July
Why:	Continue to be a hub for accessibility discussions on campus Lobby to relevant university and community resources for greater accessibility
Difficulties:	N/A
Partners:	Equity and Inclusion Office
Service Goal/Objective	Community Event – Button Making
Why:	A fun activity for students to come and create identity-related buttons and create extra buttons to keep in the space!
Difficulties:	Collecting magazines and newspapers

Partners:	Clubs (button maker)
Service Goal/Objective	Disability Language advocacy campaign
Why:	Similar to the Trans Literacy Campaign run by WGEN, we would like to run an online and poster-driven campaign that informs students of the appropriate language to use when discussing disability
Difficulties:	Ensuring that our message is received and adequately promoted through the university
Partners:	Diversity Services (??)
Personal Goal	Continue to be a strong presence on campus and educate students about the appropriate language to use when interacting with students with disabilities.

DECEMBER	
Service Goal/Objective	Exam de-stress / community event (Arts and Crafts)
Why:	To allow students a place to de-stress and create something amongst the stress of exam season
Difficulties:	N/A
Partners:	Collab with WGEN and PCC
Service Goal/Objective	Maccess Study Group (weekly)
Why:	Create more study space on campus and create a place for students to study in a group environment with fellow students with lived experience
Difficulties:	N/A
Partners:	Library Accessibility Services – perhaps use their space as a satellite room to run study groups
Personal Goal	Give students a space to de-compress with the stress of exams looming over their heads.

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JANUARY	
Service Goal/Objective	Hire and train second round of volunteers – using Humans of Maccess promo to promote second round
Why:	To set a standard for strong, equipped, well trained volunteers and strong volunteers who will (hopefully) return to volunteer with us again
Difficulties:	Ensuring volunteers don't feel overwhelmed
Partners:	Underground, TRRA and Training/Volunteer Coordinator
Service Goal/Objective	DISability Discussion: Graduating and Grad School
Why:	To create an open forum for students to express concerns re: grad school and advice on navigating applications and higher education
Difficulties:	N/A
Partners:	Students with disabilities in grad studies at Mac (Alise de Bie and Sophie Geffros), Equity and Inclusion Office, SAS (?)
Service Goal/Objective	Community Event – Maccess Zine Making Workshops (host 2-3 for folks to come by and contribute to the zine)
Why:	Create an art piece to keep in our library from year-to-year Allow a way to look back on Maccess every year
Difficulties:	Finding folks who are comfortable compiling the zine alongside the Resources Executive
Partners:	Underground for printing
Personal Goal	Create a legacy of each year at Maccess for students to look back on!

FEBRUARY

Service Goal/Objective	Rare Disease Day (call for submissions in early Feb)
Why:	Create a platform for students to share experiences and educate McMaster students about rare diseases
Difficulties:	Ensuring we have enough submissions to create a regular stream of posts on February 28 th .
Partners:	N/A
Service Goal/Objective	DisVisibility Week
Why:	Continue advocacy efforts from last year Create a strong presence on campus and collaborate with other identity-based services to run intersectional events
Difficulties:	Ensuring attendance is high at all events
Partners:	WGEN, Diversity Services, PCC, etc.
Service Goal/Objective	Community Event – Evening at Pier 8 with MSU Maroons
Why:	Allow students to explore off-campus (double-check that Williams at Pier 8 is accessible)
Difficulties:	Finding an accessible venue for a wintery-Hamilton activity
Partners:	Maroons, HSR
Personal Goal	Advocacy push – to ensure students are aware of the issues affecting students with disabilities on campus

MARCH

Service Goal/Objective	DISability Discussion: Topic TBD by end of July
Why:	Continue to be a hub for accessibility discussions on campus Lobby to relevant university and community resources for greater accessibility
Difficulties:	N/A
Partners:	Equity and Inclusion Office
Service Goal/Objective	Community Event (TBD - brainstorm with exec team)
Why:	Opportunity for students to meet other students with similar lived experiences
Difficulties:	N/A
Partners:	N/A
Service Goal/Objective	Annual Accessibility Forum
Why:	Gain an awareness of the areas on campus where McMaster is either succeeding or failing to provide accessibility for students
Difficulties:	Creating a report and distributing it throughout the school
Partners:	SAS, SSC, Equity and Inclusion Office
Personal Goal	Solidify ourselves as a strong, cohesive community by the end of the semester.

APRIL

APRIL	
Service Goal/Objective	Volunteer Appreciation Event at the Grind
Why:	To ensure that volunteers feel valued and important!
Difficulties:	N/A
Partners:	The Grind
Service Goal/Objective	Maccess Study Groups (weekly)
Why:	Create more study space on campus and create a place for students to study in a group environment with fellow students with lived experience
Difficulties:	N/A
Partners:	Library Accessibility Services – perhaps use their space as a satellite room to run study groups
Service Goal/Objective	Exam De-stress (Arts and Crafts)
Why:	To allow students a place to de-stress and create something amongst the stress of exam season
Difficulties:	N/A
Partners:	Collab with WGEN and PCC
Personal Goal	Finish off the year strong and give students fun opportunities to de-stress throughout the exam period.

Long-term planning

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Create a multi-school conference on accessibility and disability-related issues (Momentum: A Disability Justice Conference)</i>
Description	<ul style="list-style-type: none"> • To continue to fill the gap in McMaster’s lack of disability studies courses, a conference is a great opportunity to invite experts to engage students with critical disability studies. • Collaborate with RYEaccess and Students for Barrier Free Access (and other relevant disability groups throughout the GTHA)
Benefits	<ul style="list-style-type: none"> • Fill a large gap in McMaster’s course offerings. • Create a stronger presence on campus. • Allow students and faculty who are not-disabled an opportunity to learn and deepen their understanding of disability and accessibility.
Year 1 Goals	<ul style="list-style-type: none"> • Research potential themes and topics for upcoming years and look into potential keynote speakers.
Year 2 Goals	<ul style="list-style-type: none"> • Run a smaller-scale McMaster and Hamilton-based conference to get an idea of the amount of interest in such a conference.
Year 3 Goals	<ul style="list-style-type: none"> • Run our first multi-school conference.
Partners	RYEaccess, SBA, Equity and Inclusion, SAS, SSC, PACBIC

YEAR PLAN
MSU MACYCLE DIRECTOR
DAVID ZASLAVSKY
2018
(submitted March 21 2018)



OFFICE OF THE MACYCLE DIRECTOR
INTRODUCTION

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GOALS

Objective 1	Increase security for the shop
Description	Historically MACycle has had problems with break-ins. A new security plan will remedy that. Starting with a safe for expensive tools and cash box, possibly increasing to a key change and a motion detection system.
Benefits	Could store things more safely and stop having to replace things.
Difficulties	Money.
Long-term implications	Could possibly mean that we stock more expensive items, and stop worrying about people breaking into our space? Feel safer.
How?	Already in the works with recommendations from Security Services, sent to VP Finance.
Partners	MSU Admin, Campus Security, DBAC facilities

Objective 2	Full inventory list integrated with sales tracking
Description	Having a full, complete list of inventory that we update as we sell things.
Benefits	More able to assess our revenue (properly), can properly do our tax accounting, record purchases, and be able to purchase more inventory in relation to what sells best.
Difficulties	Hard to do. Lots of initial time investment quantifying 1500-2000 goods. Hard to keep track when busy.
Long-term implications	Transitioning into proper accountability for this service. Can tell if things go missing (problems with volunteer stealing in the past)
How?	Adopt a model similar to the one Union Market uses.
Partners	VP Finance, AVP Finance

Objective 3	Appropriate the bike stand on BSB field
Description	It's lonely and needs a home and doesn't belong to anybody.
Benefits	A foothold in the center of campus! Lots of people see it and can't use it cause it's broken. Let's take care of it.
Difficulties	FIXIT corporation, that installs them, is rather hard to get a hold of. Without a manual and specifications on parts we won't be able to feasibly repair it.

Long-term implications	Increase our visibility in the eye of the student body. Increase our reputation?
How?	Fix and annex the stand. Brand it with our new logo and stuff. Make a fanfare out of it.
Partners	FIXIT Corporation

Objective 4	Give a time for 'unwelcome' customers
Description	As a bike shop and the people who run it, we don't feel unwelcome in that space. However, our data show that our customer base is not representative of the cyclists on campus - 5% of our users since we've opened have identified as women. Being able to offer a women's
Benefits	Increase customer base and be able to service people who otherwise wouldn't get use out of our service. Encourage people to join the community who otherwise don't feel welcome.
Difficulties	Would probably need to contract someone who could carry out the task of administering and facilitating the shop during that time; for this reason, listed it for funding from our MEC grant.
Long-term implications	If successful, this could become a permanent feature of our shop. Hopefully this builds our solid community roots. An idea that was proposed that does seem easier would be just a workshop. This has been done in the past but didn't see much engagement (or so the report from the old PTM said)
How?	Find someone to help us out with running the shop during that time. Partner with WGEN to promote this?
Partners	WGEN, hopefully MEC!

Objective 1	Improve volunteer training
Description	In our previous AVP report, volunteer training was brought up as a concern. As a result, we're going to be partnering with local co-op New Hope Community Bikes downtown - they run a Mechanical Certification program (that's super affordable). This fun trip will both train our volunteers and bridge the gap between the community and us.
Benefits	Train volunteers, build a rapport with the community.
Difficulties	Scheduling? None really. Lets do it
Long-term implications	The future, could cooperate with New Hope more. They get a lot of abandoned bikes for refurbishment that they could ship our way!
How?	Just schedule a time hmm

Partners	New Hope Community Bikes
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Long-term planning

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Increase service awareness, usage, reputation</i>
Description	<ul style="list-style-type: none"> • Much of the MSU students don't know about, least of all use, the MACycle service • The service is criminally underused ((my opinion))
Benefits	<ul style="list-style-type: none"> • Cycling eases commutes where applicable • Cyclists exist in a rich community that can bring people together
Year 1	<p>This year we have a rebrand, aesthetic revamp of the shop following what was done last year, which was an infrastructure revamp. Very good.</p> <ul style="list-style-type: none"> • New logo has already had a first version produced, being revised right now • Physical assets for shop aesthetics are being commissioned • A grant has been applied for and we're waiting to hear back - if it goes through, we can expand our vision and build a bigger community (will update future EB with plants if/when that happens)
Year 2	<p>All things that are put into place by now have seen an increase in interest</p> <ul style="list-style-type: none"> • Hopefully hire more volunteers and struggle less with hiring exec • Have a larger engagement with the student body
Partners	<p>Underground Mountain Equipment Coop (hopefully) Michael Wooder MSU Marketing Director MACycle Exec</p>

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September

Rebranding and new infrastructure
Redecorate
Annex repair stand
Finish inventory list and new protocol

List 5 things you would like to have completed during the fall term (1st)

Finish our big event, the bike auction
Train volunteers at new partners
Run a few nice events
Hopefully have a new shop time mad

List 5 things you would like to have completed during the winter term (2nd)

Not open. Hire my successor and probably exec.

Master Summary

(calendar and checklist)

May	<ul style="list-style-type: none">• Have exec hired by this time• Finish inventory list and new protocol
June	<ul style="list-style-type: none">• Possible rebranding date

July	<ul style="list-style-type: none"> • Possible rebranding date
August	<ul style="list-style-type: none"> • Show up at Clubsfest •
September	<ul style="list-style-type: none"> • Hire/train volunteers • Bike Auction this year •
October	<ul style="list-style-type: none"> • •
November	<ul style="list-style-type: none"> • Close up shop (to tears and screams) •
December	<ul style="list-style-type: none"> • close •
January	<ul style="list-style-type: none"> • yup we closed
February	<ul style="list-style-type: none"> • shutdown •
March	<ul style="list-style-type: none"> • Hiring of my successor • Wow hiring

YEAR PLAN
MSU MAROONS COORDINATOR
Dan LaFrance
2018-2019
June 13th 2018



OFFICE OF THE MSU MAROONS COORDINATOR

INTRODUCTION

Dear Executive Board,

Opportunities present themselves when an individual is committed to the outcome of their actions and responsibilities. The opportunity to represent the McMaster Students Union is one such chance to help grow the service that I am proud to be a part of, the MSU Maroons.

Entering the interview for this role I had a few particular concepts and ideas, and those were generally; I don't want to do "more." I was very clear that often individuals define "more" by volume, and not value. Having the inside perspective of the innerworkings of event planning and volunteer dynamic as the athletics coordinator this past year showed me that this service does not need to do "more" events, it needs to foster an environment that promotes more attendance. This will be accomplished through active social campaigns that will utilize the resources available, be it through MSU and Maroons social pages, *Underground* content development and distribution, and through our very talented Promotions and Public relations Coordinators. It is my personal belief that running similar events by nature to last year, and only tweaking logistical components (ie; time, length, theme, number of volunteers, in some cases frequency) we will be able to engage more students. The examples in mind will be discussed in the *year outline* following this letter.

In addition to the year outline I have developed three long term goals that I believe are important to this service in the future; Support, Engagement, and Transparency, for and with students. Additionally I am committed to continuing the development set out by past coordinators by "Bridging the Gap" between students and the MSU, maintaining our relationship with Athletics and Recreation, and continuing to solidify the MSU Maroons within the MSU not only as a support service for other services, but as an entity that can perform its own original programming.

Team Dynamic is an ever present factor in the concepts backing the plans I have for this year. This has been discussed extensively with my Leadership Team, and we have been able to develop strong plans in the interest of team morale. A few highlights are that we want to increase the accessibility of the Leadership Team. This will be accomplished through LT office hours, open LT meetings, and schedules that come out a minimum of two weeks in advance to allow our reps adequate planning time. Another important facet is to improve the dynamic of horizontal hierarchy, this was highlighted last year through all reps having the same colour jerseys during WW, something we will be doing again this year.

The Maroons are an important service because of the **people**, this is exemplified by the fact that our reps get out of the service what they put into it. All my reps are aware that even helping one person is making a positive difference. I look forward to a wonderful year working alongside the maroons and the MSU.

Sincerely,

Goals/Objectives

*Events within each month are not necessarily chronological for said month

MAY	
Service Goal/Objective	Develop a Baseline: Review Leadership Team year plans, one on one
Why:	I wanted to establish a baseline of the year plan and starting point for ideas with my LT's
Difficulties:	Scheduling and coordinating times around schedules
Partners:	Leadership Team
Service Goal/Objective	Setting Expectations
Why:	I need to set expectations of my Leadership Team, which was done individually. Then, in a group meeting, my Leadership Team had an open discussion setting expectations for me and my role. I also have asked for expectations from VP Admin and timelines etc.
Difficulties:	Setting clear expectations when there is an understanding that roles are somewhat fluid, Athletics coordinators may plan or run an event on behalf of Events Coordinator for example
Partners:	Leadership Team
Service Goal/Objective	May @ Mac
Why:	To be a recognizable face to incoming and prospective students, as well as to other rep teams and faculties. Additionally helping where needed for the logistics of the event
Difficulties:	Rep attendance, as discussed in initial EB Report, attendance was less than stellar from the Maroons.
Partners:	Office of Student Recruitment
Personal Goal	Get all logistical components sorted so that I am equipped to handle the tasks given to me throughout the year. This includes meetings with MSU

	employees such as VP's and Marketing personnel.
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JUNE	
Service Goal/Objective	Team Bonding, Sports Game
Why:	To increase our effectiveness as a service, those within our service have to have comfortability and friendships within the service. Additionally, it helps set a boundary, where our events can be fun while the task is still the priority.
Difficulties:	Rep engagement. It can be difficult to have high attendance for an out-of-Hamilton event
Partners:	Maroons, Toronto Rush
Service Goal/Objective	Jersey numbers and names
Why:	We want to get an early jump on jersey numbers and names so that they can be approved, as well as ensuring that there is enough time to meet and create the names for others.
Difficulties:	With the timeline created by rep availability, our camping event is in August. Camping is when most rep names are created, when the entire team is together to get to know each other. We have to expedite the social interaction process.
Partners:	Maroons
Service Goal/Objective	Solidify WW Plans
Why:	Having original programming is an important component of solidifying the maroons as a service that is not only for the support of other services
Difficulties:	Coordinating with interested parties as well as other faculties and residences
Partners:	Maroons, and other parties, namely VP, rez life, and faculties.
Personal Goal	Have initial meetings with MSU employees, reach out to those I will be

	communicating with over the year
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JULY	
Service Goal/Objective	Community Engagement
Why:	Diversifying our role in the greater McMaster community by venturing off campus and volunteering within the community, and hopefully with community members from Hamilton. We are hoping for this to be a fun event that will facilitate both positive community engagement and team bonding opportunities.
Difficulties:	Coordinating a date that works with a large number of volunteers, and ensuring attendance of any reps that sign up who are not living in Hamilton this summer
Partners:	VP Admin, Leadership Team
Service Goal/Objective	Jersey orders
Why:	Recognizable during WW, and adds to the feeling of being part of a team
Difficulties:	Ensuring all names and numbers are correct, as well as all names are approved
Partners:	Underground/external vendor
Service Goal/Objective	WW Training outline completed; including guest speakers/lecturers (SACHA, Diversity Services etc.)
Why:	To ensure that all reps are adequately prepared for WW scenarios and have an understanding of the scenarios they might encounter. Additionally, it gives them an understanding of the services and resources that are available to them if they find themselves inadequately prepared for a situation.
Difficulties:	Planning a training event that is engaging and informative
Partners:	SACHA, Campus Events (possibly campus security), Diversity Services

Personal Goal	Attend a bonding event or at least see some of the Maroons. I have a very busy schedule that keeps me out of Hamilton during the week, and either in Toronto or in the States on the Weekends. I would like to take time to see the team in person and get to know new reps better.
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AUGUST	
Service Goal/Objective	Successful team bonding event (camping)
Why:	Team dynamic is among the most important factors that will influence the success of the Maroons throughout the year.
Difficulties:	Ensuring that this event is a safe space and comfortable environment for all representatives. Maintaining an understanding that if a rep is not able to attend that they will have other opportunities to bond with and get to know the team.
Partners:	Maroons
Service Goal/Objective	Informative web series , similar to the “school survival guide” series from 2017
Why:	This was an effective outreach avenue last year, and received positive feedback from users. It gives the Maroons an opportunity to connect with incoming students and answer questions they have.
Difficulties:	Facilitating live discussions can be difficult. Ensuring that all parties involved conduct themselves accordingly
Partners:	SSC, and all other partners who may wish to be involved
Service Goal/Objective	WW representative training
Why:	For reasons mentioned above.
Difficulties:	Ensuring that the information is actually retained. This can be accomplished by having a shorter training day, however
Partners:	SSC, Diversity Services, SACHA, Maroons
Personal Goal	Take the time to reach out to new maroons. I won't be spending too much

	one on one time with any particular maroon during WW so I want to make sure that I have reached out to at least all new reps by the end of August.
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SEPTEMBER	
Service Goal/Objective	Year Long/HOCO training
Why:	Set expectations for the year, give a brief outline of the year, and discuss how to act at athletic games. Additionally, there is separate protocol for HOCO that we need to ensure are understood. One namely, is the presence of upper year students, and a high volume of students under the influence of alcohol and other substances.
Difficulties:	Completing this training early in the year so that the time commitment of school is lessened and the majority of the team can attend.
Partners:	Campus Events, input from Ath and Rec, don't require presence of Ath and Rec
Service Goal/Objective	HOCO concert/game
Why:	Maroons are often a first line of contact for distressed students and survivors. Additionally we have established a tradition of being on the field for HOCO and increasing school spirit
Difficulties:	The chance that someone may have a traumatic experience if they see or aid a student who has been assaulted. Dealing with intoxicated individuals
Partners:	Campus events, Ath and Rec, 1280 Security, Campus Police
Service Goal/Objective	WELCOME WEEK
Why:	Aiding wherever needed, ensuring safety of students at events and concerts, making connections with first year students, and having fun
Difficulties:	Putting first years first while maintaining that we are looking after and taking care of our own selves first.
Partners:	Everyone
Personal Goal	Don't burn out too early. Use the resources at my disposal so that I can enjoy WW, enjoy September, and not be completely exhausted by October

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OCTOBER	
Service Goal/Objective	SCSN Pumpkin hike
Why:	Increase community engagement and presence within the student body and surrounding neighbourhoods
Difficulties:	This event involves pumpkin carving that takes place during the day. Maroon attendance during the day can be difficult.
Partners:	SCSN
Service Goal/Objective	Team bonding event
Why:	Team dynamic was highlighted as a primary factor in a successful team. Also want to show appreciation for the team and all they do
Difficulties:	Risk of reps who aren't able to attend feeling left out
Partners:	Maroons
Service Goal/Objective	Food Tour/Hamilton Tour for Student Engagement
Why:	This is specifically focussed on getting maroons and McMaster students together and off campus to learn about the surrounding community.
Difficulties:	Attendance, engagement, and inclement weather.
Partners:	SCSN, SWHAT, Maccess, etc.
Personal Goal	Take this time to really get to know my team as October is often a slower month event wise. I want to make sure to take lots of time to listen to ideas and constructive comments from the team at open LT meetings.

NOVEMBER	
Service Goal/Objective	Begin PTM Hiring Process
Why:	The early stages of the new year can be extremely stressful for both the outgoing PTM and incoming PTM. If we extend this transition to an earlier time frame then the two individuals will have a less stressful experience
Difficulties:	This hiring has always been done in January
Partners:	VP Admin
Service Goal/Objective	Santa Claus Parade/Community Engagement Event
Why:	Increase community engagement and presence within the student body and surrounding neighbourhoods
Difficulties:	This event is often under-attended and extremely cold. Adapting to a community engagement event of another form may attract more reps and ensure more conversation and interaction with community.
Partners:	SCSN, City of Hamilton
Service Goal/Objective	Board Game Night
Why:	Creating a low stress and relaxed environment will help with students currently taking Mid-terms as a relieving event. It will also act as an opportunity for team bonding with our own team. I don't want to neglect my own team during this stressful time of year
Difficulties:	Booking space, and acquiring enough board games. Perhaps we could partner with SOCS
Partners:	SOCS
Personal Goal	Mid-Year Feedback Make sure I am actually balancing school and Extra-curricular activities

DECEMBER

DECEMBER	
Service Goal/Objective	Exam Care Packages
Why:	Little pick-me-ups while studying for exams, such as cookies, funny cards, hot chocolate, etc. can go a long way to improving someone's experience.
Difficulties:	Working around the very busy studying schedules of the maroons general reps and LT's
Partners:	Maroons, other services that wish to tag on
Service Goal/Objective	Exam de-stress Event(s) for Maroons as a social, Holiday party, and for general community (rock painting or cookie decorating)
Why:	This would occur during the moratorium period at before exams started, perhaps on the last night of classes. Would be a simple event with food, board games, video games etc. It could also be in the form of streaming a sports game, many options here for a relaxed evening
Difficulties:	Not seeing this event as a failure if there is low attendance. This is the type of event that can be either well attended, or very poorly attended (if lots of student's are studying), we need to know that even if we help one student we are doing a good job.
Partners:	Maroons, Avtek
Service Goal/Objective	Run a social media contest for athletics
Why:	We are always working to increase attendance at games and to "bring the Noise, Unleash the Spirit!" and that is done best with many fans in the stands. Small social media contests are easy to create and implement and have a lot of historical success with our squad.
Difficulties:	Timely execution of campaigns
Partners:	Ath and Rec, possibly Rez Life
Personal Goal	Take my LT's out for an appreciation dinner Get some sleep Do well on finals, and prioritize school over Maroons

JANUARY

JANUARY	
Service Goal/Objective	Maroons General Assembly
Why:	A mid-year update of sorts that will get us off on the right foot for the new semester
Difficulties:	Engagement, and relevance. This past year it was an informative email, which included all the information needed, however is a relatively poor method for information delivery. The balance between an informative session that can be covered in 2 hours or less, and actually making it seem important for reps to attend may be difficult.
Partners:	Maroons, third party speakers if required
Service Goal/Objective	Spoon-A-Maroon
Why:	Team bonding event that can keep reps engaged in the stretches of lower activity
Difficulties:	Haven't had any notable difficulties in the past. The time commitment as someone who runs the event may be taxing
Partners:	Maroons
Service Goal/Objective	Team Bonding, winter retreat
Why:	This event is a major moment for the team during the year. It brings the squad closer together for the start of the term, and also acts as an appreciation event for our volunteers
Difficulties:	Booking a location that can fit the team that is cost effective and available for the first or second weekend back to school in January
Partners:	Maroons
Personal Goal	Attend the winter retreat, have not attended before and I would love to experience this with the team. Get a head start on campaigns for later in the semester.

FEBRUARY

Service Goal/Objective	Community Outreach , food tour, skating etc.
Why:	This event will mirror the event in first term but will give another opportunity for maroons to engage both with McMaster Students and the community around us, and also to facilitate the engagement of McMaster Students and Hamilton.
Difficulties:	Working around midterm season and Reading week
Partners:	SCSN, SWHAT
Service Goal/Objective	Run a social media contest with assorted Services
Why:	This can act as an informative type of campaign that will draw students from all circles as it will hopefully be a campaign stretching and bridging across all student services. This will also serve as an opportunity to give pre-emptive advertising for team hiring
Difficulties:	Coordinating with a mass number of services for social media exposure in a consistent manner
Partners:	WGEN, Diversity Services, SHEC, SWHAT, Pride CC etc
Service Goal/Objective	Release original video content that is focussed on maintaining strong physical and mental health related to midterm season during the winter months.
Why:	This can be a Q&A type video or a series of short videos, such as facebook or Instagram stories. It will shed light on some methods to help maintain and improve mental and physical health as well as some services that may be of use
Difficulties:	Similarly to the coordinating of social media presence in the contest mentioned above, is ensuring that content is released timely and is engaging
Partners:	SHEC, Maccess, WGEN, etc
Personal Goal	Begin writing thank you notes to reps for their year of service on the

	Maroons, and start writing speech for closing ceremonies
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MARCH	
Service Goal/Objective	De-Stressor Week
Why:	This event was a massive success last year, and helped our reps feel engaged and fulfilled. It also received a lot of positive feedback from attendants. This is one of the events I refer to as “don’t do more but have more attendance.” I would like to see more individuals attending these de-stress events, as opposed to beefing up what was an already heavy schedule
Difficulties:	Ensuring rep attendance for a week full of events. This is why I would like to branch out and rely on connections with other services to run events with and draw from other volunteer pools.
Partners:	WGEN, Maccess, Pride CC, Spark, Horizons, anyone who may be interested, services, clubs, faculties, residences etc.
Service Goal/Objective	Relay for Life
Why:	Fundraising for a good cause that has touched so many lives. This past year a Maroons team was entered and I would like to keep that tradition going
Difficulties:	Early information for the event. This is an overnight fundraiser and if we don’t plan early we may not raise enough money to meet the minimum team goals.
Partners:	McMaster Relay for Life
Service Goal/Objective	Plan for Closing ceremonies
Why:	Generate a year summary and book room space early on
Difficulties:	Finding a time for all reps as closing ceremonies is in late April
Partners:	Maroons, Possibly Bridges or 1280
Personal Goal	Use the events of de-stress week to my advantage Don’t let running a mental health and stress reduction campaign be too

	stressful
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APRIL	
Service Goal/Objective	Exam Care Packages
Why:	Little pick-me-ups while studying for exams, such as cookies, funny cards, hot chocolate, etc. can go a long way to improving someone's experience.
Difficulties:	Working around the very busy studying schedules of the maroons general reps and LT's
Partners:	Maroons, other services that wish to tag on
Service Goal/Objective	Help new team with transition
Why:	This is involvement with new team selection, be it marking apps or actually helping out at the hiring weekend, our team should help continue the longevity and legacy of the Maroons. Additionally, our team will take a lot of the promotional responsibility throughout February, March, and April
Difficulties:	Timeline with app marking, but also ensuring an equitable hiring process
Partners:	Maroons; outgoing team, incoming LT's and coordinator
Service Goal/Objective	LUTN
Why:	LUTN falls during the crossover period of new team and old team. I would like to be involved in part this year, as the 2018 LUTN saw fewer Maroons volunteers than expected
Difficulties:	Setting an early expectation that we will be involved with LUTN
Partners:	Campus Events
Personal Goal	Legitimately reflect on the year, think about all of the fantastic opportunities you had and thank all of the people who were a part of this year.

Long-term planning

Support	<i>Solidifying the Maroons as not only a “background” service but as one that can provide support in many different ways. Background refers to the utilization of Maroons as volunteer bodies; think working concerts and barricades, it does not degrade the value of the work we currently do.</i>
Description	<ul style="list-style-type: none"> The Maroons are often present at events such as concerts where we are often the first line of contact for survivors and distressed students. What I would like to see moving forward is that the Maroons don’t transition into a support service but become more closely aligned with services such as WGEN, Diversity Services and the Pride Community Centre. This may look like focusing on wellness events, such as the “De-stressor Week” facilitated by the Maroons this past March.
Benefits	<ul style="list-style-type: none"> The Maroons and our significant volunteer network is able to contribute to promoting inclusivity and safe spaces on campus. Continue to normalize both having difficult conversations and seeking help The Maroons can more effectively fill our role if and when we are the first line of contact for survivors Better facilitate help for our own volunteers who have suffered traumatic experiences should they want help.
Year 1 Goals	<ul style="list-style-type: none"> Develop relationships with WGEN and Diversity Services Volunteer at mutual events; WGEN tent at concerts, Maroons presence at WGEN Making Waves Campaign, etc.
Year 2 Goals	<ul style="list-style-type: none"> Align similarly to Year 1 Goals, with consistent engagement between the services that provide support to McMaster Students (WGEN, Diversity Services, Pride Community Centre) and services that are often in close contact with the student populous such as us, the Maroons.
Year 3 Goals	See Year 2
Partners	WGEN, Diversity Services, Pride Community Centre, SHEC, and perhaps Spark, SWHAT, and SCSN

Engagement	<i>Student engagement is how we remain relevant as a service, and social engagement, specifically through social media can improve.</i>
Description	I have been working directly with Lauren and Shreyas, our PR and Promo coordinators respectively, as well as a recent training session with Mike Wooder and Hayley Greene, and have been developing a social media campaign that utilizes a more active approach to student engagement. This strategy will employ active use of the Underground, as well as using social media such as Instagram and twitter to add to the Facebook presence we currently have as a service. This is among the large pillars of my role this year, increasing attendance. I want to make the user base of our service larger, not necessarily through more volume of events, but through more active users. I want to see similar events, such as De-stressor week of 2018, not be longer, or even have more events, just have more participation per event.
Benefits	<ul style="list-style-type: none"> • More students are aware of the Maroons, and in turn aware of the MSU and the services it provides • Increased traffic on social sites • Increased traffic means increased access to other services that we can promote through our pages • Wider outreach and user base by advertising and engaging through multiple social platforms
Year 1 Goals	<ul style="list-style-type: none"> • Increase followers on facebook by 600 likes (from ~3800 to 4400) • Increase Instagram followers by 150 • Increase twitter followers by 150 • Increase post outreach of Instagram and twitter
Year 2 Goals	<ul style="list-style-type: none"> • Break 5000 facebook likes • Increase Instagram followers by 175 • Increase twitter followers by 150
Year 3 Goals	Continued widespread follower increases
Partners	MSU Maroons, and MSU Directore of Marketing and Communications (Wooder) and Comms Officer (Hayley Greene)

The following segment has been adapted from the 2017/18 PTM, Karan Chowdhry's year plan

Transparency	Increasing Transparency of the service for reps and the general student body
Description	<ul style="list-style-type: none"> • One of the strengths of the MSU Maroons is that it is a team composed of over 60 diverse student leaders from many different parts of the McMaster Community. This year we hope to give the reps more of a role in the decision making of the service. By integrating their unique perspectives and ideas for the service, we hope to ensure that the initiatives we are planning include the views of the representatives that are on the forefront of what we do. Furthermore, we hope to give the general student body a closer look at what the MSU Maroons do as a service, in order to help them understand our purpose, how this service is a resource, and how they can get involved. Providing the team with leadership team meeting agendas and summaries in order to keep them informed on the direction of the service • Creating an open and safe space in which representatives are comfortable sharing their opinions with the leadership team <ul style="list-style-type: none"> ○ This will be done via the anonymous feedback form that has already been in use as well as opening up “office hours” for reps to have a platform.
Benefits	<ul style="list-style-type: none"> • Provides reps with the opportunity to give valuable input in the decisions made by the Leadership Team • Provides the Leadership Team with more information and perspectives when making decisions for the team • Helps team dynamic, as the opinions and perspectives of the team are provided a platform • Creates a more passionate representative team as they work towards goals that they helped shape
Difficulties	<ul style="list-style-type: none"> • Engaging representatives to share their ideas and opinions may be difficult making it extremely important to actively provide platforms for representatives to use <ul style="list-style-type: none"> • Finding ways to communicate the operations of the service with the general student body in an effective manner can be difficult
Year 1 Goals	<ul style="list-style-type: none"> • Actively including representatives in planning and decision-making provides them with a better understanding of the leadership team positions, which can help with turnover at the end of the year. • Ensuring that 65 voices have the opportunity to be heard can help lay a foundation for future years
Year 2 Goals	<ul style="list-style-type: none"> • Further solidifying our service within the student body by continuing to create original programming, work with services, and engage with the student population.
Year 3 Goals	Have this practice be commonplace, and encourage other services to adopt a similar open meeting, open idea style.
Partners	The Maroons Team

Master Summary

May	<ul style="list-style-type: none"> • May at Mac • Facilitate volunteer engagement • Logistical processes, emails, contact lists, initial meetings with MSU representatives, PTM training etc. • Suit Orders • LT year plans • LT expectations • PTM expectations • Jersey numbers • Contact SSC for summer webcast • Planning of summer retreat
June	<ul style="list-style-type: none"> • Meet with campus Events • Book WW training rooms • Finish planning summer retreat • Airbands choreographer • WW promo plan • Start PODCo planning • Meet with Ath and Rec • Solidify any third parties for WW training • Toronto Rush Game
July	<ul style="list-style-type: none"> • Community engagement event: TBD • Finalize WW schedule • Finalize jersey order • Finalize all training including physical guidebooks • Sign up for intramurals: early sign up in the works • Update Maroons Website
August	<ul style="list-style-type: none"> • Finalize and host training sessions • WW • Plan for HOCO • Summer retreat
September	<ul style="list-style-type: none"> • WW • Yearlong training • Sidewalk sale/clubsfest • Opening ceremonies • HOCO

	<ul style="list-style-type: none"> • Varsity games (not just football) • Update Maroons Website
October	<ul style="list-style-type: none"> • Begin planning winter retreat • Varsity games • Fantasy leagues • Stream sports game • Pumpkin hike
November	<ul style="list-style-type: none"> • Finalize winter retreat • Begin hiring process for new PTM • Winter intramural sign up • Santa Claus parade/Community Engagement Event • Board game Night
December	<ul style="list-style-type: none"> • Plan GA update with VC • Exam care packages • Ath social media contest • Exam de-stress events (board game night)
January	<ul style="list-style-type: none"> • GA update • Winter retreat • LT Interviews (hopefully very early in semester) • Spoon-a-maroon • Help incoming coordinator with transition
February	<ul style="list-style-type: none"> • Help with promo and hiring of new LT positions • Order lifetime maroons jerseys • Book closing ceremonies • Social media contest • Original video content: winter mental and physical health • Community outreach (food tour or skating etc)
March	<ul style="list-style-type: none"> • Continue to help new team hiring • De-stressor week • Relay For Life
April	<ul style="list-style-type: none"> • Exam care packages • LUTN • Transition • Closing Ceremonies

*Master summary list is subject to change

YEAR PLAN

MSU *Mac Bread Bin Director*

Hannah Philip

2018-2019

(submitted *June 13, 2018*)



OFFICE OF THE *Mac Bread Bin Director*
INTRODUCTION

Dear Executive Board,

Mac Bread Bin has always been an excellent source of emergency food support, and every year, the students who run Mac Bread Bin strive to ensure that their fellow students here at McMaster can focus on just being students. With increasing tuition rates, high rent as well as difficult personal situations; students find themselves having to choose between paying rent and buying books, or eating dinner. This is where Mac Bread Bin steps in with food-based programming and emergency food support to be there for our peers.

When we think of hungry people, the image of a starving homeless man comes immediately to mind, but here at McMaster, food insecurity is much subtler. It's your friend who is somehow never hungry. Your friend who has (maybe) eaten one meal today because sandwiches are just too expensive. It's easy to hide when you're a busy student, and unfortunately people feel the need to do so because of the stigma associated with being unable to afford to buy meals. This stigma is yet another barrier that stops people who need it from accessing our services.

That's why this year, I want Mac Bread Bin to focus on having these difficult conversations and take steps to normalize access to our services. Food security is a multifaceted issue that is historically linked to marginalised individuals and tackling this issue will require a more holistic approach. This will be done through short term programming (events, videos, educational campaigns) and improvements or additions to long term programming (running of Lockers of Love, and our Food Collective Centre for example).

All the best,

Hannah Philip

MacBreadBin Director (2018-2019)

Goals/Objectives

(calendar and checklist)

MAY	
Service Goal/Objective	Clean Food Collective Centre and make it more appealing
Why:	This is probably the first physical contact that Mac Bread Bin partners will make with Mac Bread Bin and/or emergency support. This space needs to be inviting, clean and comfortable so that we can provide support in any way we can.
Difficulties:	The space is small, so adding things makes it look even smaller.
Partners:	N/A

JUNE	
Service Goal/Objective	Hiring the rest of the team
Why:	Need a team to run MBB
Difficulties:	Summer, fewer people around, fewer people thinking about Mac
Partners:	MSU
Service Goal/Objective	Conversations about expanding Second Course
Why:	An excellent program that offers students baked goods that would otherwise go to waste. Expanding the program by increasing the food available both in amount and in variety would allow for more support available to food insecure students and would provide a space to have conversations about food insecurity so as to normalise and reduce the stigma associated with food insecurity and accessing our service.
Difficulties:	Sourcing this food, where to make this food, transport and health and safety of this food.
Partners:	Hospitality Services

JULY	
Service Goal/Objective	Make a Series of “Tasty-esque” cooking videos
Why:	Another way to promo MBB, specifically services that we offer. Either Community Kitchen
Difficulties:	Each video takes 5ever to film, and we want to do at least 8 over a couple of days! Need to buy ingredients from Fortino’s and buy a certain amount to use the community kitchen for free.
Partners:	Fortino’s

AUGUST	
Service Goal/Objective	Team Bonding!!
Why:	Need a team that trusts each other and feels comfortable
Difficulties:	Getting people out of their shell and also getting people together because people have lives outside of Hamilton
Partners:	Exec team
Service Goal/Objective	One-on-Ones + Training as a group for execs
Why:	Establish expectations, hopefully have the whole team together at this point to have a meeting
Difficulties:	Getting folks together in one place
Partners:	
Service Goal/Objective	Hire Volunteers
Why:	Need to get a barebones team (at least) to run the FCC so we can open as soon as school starts
Difficulties:	Folks aren’t in Hamilton
Partners:	MSU

Service Goal/Objective	Train Volunteers
Why:	Be able to prepare volunteers not only for the day to day tasks that they will need to accomplish while in the FCC, but prepare them for “worst case scenarios” as they are dealing with a new situation that they may not be comfortable in. Also making them aware and respectful of the fact that technically they are assisting and interacting with a vulnerable population. Making them aware of resources available at Mac so they know the limits of what they can do, and what Bread Bin can do. Make them aware of the exec team, especially the Director, Assistant Director and Good Food Coordinator as people who can support them and people that they can come to in case of questions or issues.
Difficulties:	Making the training short enough so that everyone wants to come to training and be interested and pay attention, but still filling the training with essential information and opportunities to do situational examples
Partners:	Maybe Maccess, and other MSU services with experience to help train our volunteers

SEPTEMBER	
Service Goal/Objective	Promoting Mac Bread Bin + tiny bit of advocacy (Hunger Awareness Week + Welcome Week)
Why:	Tell people who we are, let people know about the resources available
Difficulties:	Everybody wants to run events in the first month, so standing out will be difficult. May reinforce this “Hunger Awareness Week” which is a national week with something in November or March with a Mac Bread Bin week similar to last year’s information based campaign
Partners:	(very tentative!!) Other Food Banks, OAFB, elected officials, other MSU services
Service Goal/Objective	Opening the FCC
Why:	Important to have the FCC up and running for the duration of the school year. Making the opening into an event will invite students into the space so that its easier for them to come to us when they need our resources, and it’s easier for them to refer friends or other students who may need help
Difficulties:	Making this event entertaining and enticing enough for people to come
Partners:	

Service Goal/Objective	Student Food Committee
Why:	We think we know what students (especially food insecure students) need, but we don't actually know. This committee may be a few students who can go out and consult students on what they want.
Difficulties:	May only get the "popular" opinion, which is still important, but these opinions may drown out the voices of food insecure students who already face barriers in reaching out for resources or in expressing themselves. The anonymity that we offer our Mac Bread Bin partners makes them feel safe to access our services, but it also makes it very difficult to make their voices heard.
Partners:	Mac Bread Bin partners (individuals who use our services)

OCTOBER

Service Goal/Objective	Trick or Eat
Why:	One of the greatest source of donations to help keep our food collective centre stocked, but depending on our levels of stock we may reach out to Living Rock to donate some items, and help other food banks in the area
Difficulties:	Organizing routes and reaching out to people to take part
Partners:	Maroons, other clubs, societies and individuals here at Mac
Service Goal/Objective	Good Food Box Delivery
Why:	More accessible to students, heavy bag of produce driven to their houses for a small fee
Difficulties:	Confusion over new system, needs clear explanation on promo material and website
Partners:	Hamilton Cab
Service Goal/Objective	Food For Thought cooking classes
Why:	Real life cooking skills, fun with friends, more exposure to Mac Bread Bin and our services
Difficulties:	Planning a fun activity, meetings with Food for thought, getting students to come out.

Partners:	Food For Thought
Service Goal/Objective	A Thanksgiving themed (cooking) video or cooking class
Why:	Cute way to celebrate sharing food, and an interactive cooking class would be a great way to teach students how to cook for a special occasion
Difficulties:	Ensuring that the recipe used appeals to everyone
Partners:	

NOVEMBER

Service Goal/Objective	Field Trip! To food banks like Living Rock
Why:	It's important to me that my executive team can connect what we're doing to real issues being faced in Hamilton. Bringing Food Collective Centre volunteers would be a fantastic way to show them how a food bank with high traffic actually looks and operates
Difficulties:	Getting everyone schedules aligned
Partners:	
Service Goal/Objective	Gather feedback and begin improvements
Why:	Important to check in with the team and the volunteers to ensure that everything is running smoothly.
Difficulties:	Ensuring honest feedback is difficult but can be done through anonymous surveys and well phrased questions
Partners:	

DECEMBER

Service Goal/Objective	Study snacks and support
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Why:	Students worrying about exams often forgot to eat, and sometimes just need a quiet place to chill with snacks
Difficulties:	Finding the right time(s) that benefit the most number of students.
Partners:	Maybe maroons, maybe a few different services with different kinds of “support” and resources to share.
Service Goal/Objective	One-on-ones for feedback on management, successes, improvements
Why:	Important to check in and ensure that the team is running effectively and as a unit
Difficulties:	Enacting changes can be difficult if they’re not unanimous or if not phrased well.
Partners:	
Service Goal/Objective	McMaster Staff Holiday Party
Why:	MBB’s biggest donations for our food bank
Difficulties:	Reaching out to the organizers
Partners:	

JANUARY	
Service Goal/Objective	New Year New Me
Why:	Capitalise on students who feel like they want to turn over a new leaf by running an event that teaches students real world budgeting skills
Difficulties:	Making money and budgeting sound interesting and appealing.
Partners:	Mac Money Centre
Service Goal/Objective	Second Round of Volunteer Hiring if necessary
Why:	After 1 semester volunteers may decide to do something else, or their schedules may change and they are unable to make the commitment

Difficulties:	Finding the time to train volunteers and schedule them in shifts during the school term
Partners:	

FEBRUARY

Service Goal/Objective	Valentine's day giveaway
Why:	Promo, give away Good Food Box or Fortino's gift cards to increase social media presence
Difficulties:	Need to make promo events exciting!
Partners:	
Service Goal/Objective	Mac Bread Bin Week
Why:	Educational campaign about food insecurity on campus, and in Hamilton
Difficulties:	Making education interesting
Partners:	

MARCH

Service Goal/Objective	Volunteer Appreciation
Why:	Make volunteers feel valued!
Difficulties:	Getting everyone together in one place, and coordinating schedules.
Partners:	
Service Goal/Objective	Feed the bus

Why:	Cute way to collect donations, very visual way to tell people Mac Bread Bin exists and we have services and has resources to help
Difficulties:	Need to book a bus for a week place it on bsb field, and have reps help by getting people motivated for the full week
Partners:	Maroons, OCOR/SOCS

APRIL	
Service Goal/Objective	Food on the move
Why:	When students move out, they often find it difficult to move non-perishable items like pasta or soup back to their homes, so this would allow students to give away food items to a food bank
Difficulties:	Having donation boxes in places that are easily accessible by car and to students
Partners:	Residence life
Service Goal/Objective	Study snacks and support
Why:	Students worrying about exams often forgot to eat, and sometimes just need a quiet place to chill with snacks
Difficulties:	Finding the right time(s) that benefit the most number of students.
Partners:	Maybe maroons, maybe a few different services with different kinds of “support” and resources to share.
Service Goal/Objective	One-on-ones for feedback on management, successes, improvements
Why:	Important to check in and ensure that the team is running effectively and as a unit
Difficulties:	Ensuring honest feedback is difficult but can be done through anonymous surveys and well phrased questions
Partners:	
Service Goal/Objective	Hire and Transition
Why:	Need Mac Bread Bin to continue next year

Difficulties:	Finding a whole new team who will love, support and cherish Mac Bread Bin as much as we currently do
Partners:	

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>Alleviate Food Insecurity at McMaster by providing students with a few meals or food items each month</i>
Description	<ul style="list-style-type: none"> • Second Course is a program that piloted last year as a way to reduce food waste and feed students at the same time.
Benefits	<ul style="list-style-type: none"> • Be a source of food for food insecure students who may otherwise feel uncomfortable accessing our resources. A space to talk about food insecurity and normalize access to our services.
Year 1 Goals	<ul style="list-style-type: none"> • Start with baked goods that are sources of food waste at the end of the day, build a strong following and start conversations about food insecurity here at McMaster.
Year 2 Goals	<ul style="list-style-type: none"> • Actively look for other sources of prepared/packaged food to supplement this program. Look for kitchens we can rent to prepare food, or the creation of a fund to pay existing chefs to prepare food for us.
Year 3 Goals	<ul style="list-style-type: none"> • With the opening of the Student Activity Building, use the community kitchen space in conjunction with volunteers to create a few low-cost meals every month
Partners	Hospitality Services

YEAR PLAN
MSU Pride Community Centre
Miranda Clayton
2018-2019
(submitted June 17, 2018)



OFFICE OF THE PRIDE COMMUNITY CENTRE INTRODUCTION

To whom it may concern,

I recently took a trip to the Canadian Museum of History. In the Modern Canada section there was a display on human rights progress where I found myself confronted by how recent the past is. LGBTQ rights became included in the Canadian Charter of Rights and Freedoms in 1995. Same sex marriage became legalized in 2005. I would say most Canadians see these rights as a obvious and integral part of society now but the truth is I will die with rights I was not born with despite only being a few weeks shy of 25.

Society is safer but not safe. Society is more accepting but LGBTQ2SI+ people are not accepted. You can buy pride themed decorations at Party City but to love and exist as an LGBTQ2SI+ person is still to risk marginalization, abandonment, and death at the hands of a society that was never built to include you. We have come so far and we still have far to go. These are sobering thoughts but do not despair. We as LGBTQ2SI+ people are still here and still fighting. Our fight became MSU sanctioned with the GLBT Centre in 1997 but the fight has transformed and so have we. We spent the past decade as the QSCC but again, things changed. Recent history has blessed the student body with identity based peer support services so we are no longer alone in our struggle to provide space for marginalized students. With this change we critically evaluated our place in peer support and what we could do to be better. This is how we became the Pride Community Centre.

We asked what we could to improve and 111 of you responded. You want a space where the diversity of our community is valued and appreciated. You want a space where your identity is seen and recognized. You want a place to relax, a place to learn, a place to meet, and a place to grow. We heard you and we are adjusting to be this place. As a service we are older but here on out we will be bolder. A space renovation, support groups, more community events, updated volunteer training, more off campus connections, and intersection focused programming are all in the near future. This is a new era and I could not be more thrilled to see where the next decade will take us.

Sincerely,

Miranda Clayton
Pride Community Centre Coordinator

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Hire the executive team
Why:	I cannot run this service by myself.
Difficulties:	A severe lack of interest due to the difficulties faced by last year's executive team and volunteers.
Partners:	<ul style="list-style-type: none"> - Underground for promotional material creation - Kristina for support in the hiring process - Hilary and Noel on my hiring board to assist in hiring decisions
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Establish myself as the PTM and inform the public of our new direction by connecting with other departments/services on and off campus.

JUNE	
Service Goal/Objective	Participate in Hamilton Pride
Why:	Establish ourselves in the growing Hamilton LGBTQ2SI+ cultural scene.
Difficulties:	Many choose to attend Toronto Pride instead because it is bigger and there is more happening.

Partners:	Spectrum Hamilton has partnered with us to run a joint event and introduce us to the Hamilton Pride festivities.
Service Goal/Objective	Participate in Toronto Pride
Why:	Toronto Pride is the biggest in the country and it would be an amazing honour to represent McMaster at it.
Difficulties:	The cost of parade registration is incredibly expensive and the logistics of participation involve coordinating our of town transportation.
Partners:	<ul style="list-style-type: none"> - EngiQueers have gotten funding to march in the parade - McMaster Marching Band is booking the bus and splitting the cost with us <p>Together all three groups will march as a unit to represent McMaster</p>
Service Goal/Objective	Develop and open volunteer hiring
Why:	The exec cannot staff the space by themselves.
Difficulties:	Low interest due to difficulties faced by volunteers last year
Partners:	<ul style="list-style-type: none"> - Underground for promotional material - Kristina for support in the hiring process - Friends and other MSU involved people/services for sharing our posts and reaching out to people who may be interested
Personal Goal	Hold one on one meetings with every executive team member to discuss what they want to bring to the service and how they would like to be supported this year.

JULY	
Service Goal/Objective	Establish the Pride Rep Network and plan for Welcome Week
Why:	Welcome Week is a vulnerable time for LGBTQ2SI+ students as they are away from home for the first time. Establishing a rep network will allow LGBTQ2SI+ students to know who is safe to ask for resources.
Difficulties:	Ensuring we reach all factions of reps
Partners:	<ul style="list-style-type: none"> - Kristina for contact information to faculty planners and ROAs - Faculty planners and ROAs for contact information for interested reps
Service Goal/Objective	Participate in Horizons Successfest

Why:	Any incoming LGBTQ2SI+ first years participating will receive information about our services before they arrive for the earliest intervention possible.
Difficulties:	I will be flying out for my other job this day and it will fall to my exec to run our table without me.
Partners:	The Horizons executive team for connecting regarding logistics.
Service Goal/Objective	Hold volunteer interviews and hire volunteers
Why:	The executive team cannot staff the space by themselves
Difficulties:	<ul style="list-style-type: none"> - Low interest due to difficulties faced by volunteers last year has resulted in us anticipating we will need to do several rounds of hiring to have enough volunteers - My schedule is very busy so scheduling myself and Steffi for interviews will be a challenge
Partners:	Kristina for support in the hiring process
Personal Goal	Remember to take time for self care despite being under harsh time constraints to finish placement and do enough work for the PCC.

AUGUST	
Service Goal/Objective	Train Pride Rep Network
Why:	Ensure Pride Reps are able to inform first years on PCC services
Difficulties:	<ul style="list-style-type: none"> - Deciding exactly what to include the training for involved reps to cover enough bases while not being overwhelming - Determining how these reps will be identified by first years - We seem to be generating lots of interest and may need to coordinate several training sessions
Partners:	All rep faction Welcome Week planners and ROAs for coordinating training sessions to fit into other training
Service Goal/Objective	Run Welcome Week programming
Why:	We made a lot of changes and we want people to see them! We want to introduce people to the refreshed space, new direction, and have a great time
Difficulties:	Depending on hiring and training we may still be in the process of hiring and training volunteers

Partners:	Josh Marando the Faculties Coordinator for assistance in promotion (he already reached out to us about what services we have for Welcome Week)
Service Goal/Objective	Train volunteers
Why:	We would like to staff the space for Welcome Week
Difficulties:	Group volunteer training may not happen until September
Partners:	The eventual TRRA for training
Personal Goal	Really make an effort to connect with people during Welcome Week and set a positive tone for the year

SEPTEMBER	
Service Goal/Objective	Run programming for Bi Day of Visibility
Why:	The B in LGBTQ2SI+ has long been ignored and bisexual people face a lot of lateral violence within the community. Programming for bi day of visibility will combat bi-erasure and bust myths about people who identify as bisexual, pansexual, and polysexual.
Difficulties:	Ensuring we plan it well enough ahead of time that we do not get too wrapped up in Welcome Week to make this happen.
Partners:	Bisexual, pansexual, and polysexual students who would like to contribute to the campaign by allowing their photo to be shared on our media with a blurb about them and what they would like others to know about their identity.
Service Goal/Objective	Run our LGBT Dictionary campaign
Why:	LGBTQ2SI+ is an intimidating jumble of letters. We want to communicate some basic terms like what different sexual and gender identities mean at the start of the year for a low key educational campaign. Think of it like gay 1A03.
Difficulties:	Ensuring we plan it well enough ahead of time that we do not get too wrapped up in Welcome Week to make this happen.
Partners:	Underground for nice promo, particularly posters for this.
Service Goal/Objective	Establish and promote support group programming
Why:	The LGBTQ2SI+ community is very diverse and it is not always guaranteed that you will find a volunteer or connect with others in the space with similar lived experience to you. By having support groups particular

	identities will be given space to discuss their struggles with others who understand.
Difficulties:	Ensuring we group identities and experiences in such a way that we are covering our bases and have minimal exclusion.
Partners:	Underground for promotional material
Personal Goal	Ensure I keep up with biweekly 1 on 1 meetings with my executive team to assist everyone in staying on track with their goals

OCTOBER	
Service Goal/Objective	Run Mac Pride
Why:	Bring the community together for a week of celebration in our identities as Mac students because Pride Month is outside of the school year and many closeted students do not get to participate in Pride while they are at home for the summer
Difficulties:	<ul style="list-style-type: none"> - Pressure to perform as previous Pride weeks were not very exciting - We have moved the week up to October instead of November which gives us nicer weather for outdoor events but less time to plan - A lack of enthusiasm from the campus LGBTQ2SI+ community after years of boring Pride weeks could potentially result in low attendance for events so we need to really be on top of promo
Partners:	TBD as we work out collaboration events with other services who would like to participate
Service Goal/Objective	Mac Pride is our priority this month and we will not be holding any other events outside of regular space programming, support groups, and a TBD low key social event outside of Pride
Why:	
Difficulties:	
Partners:	
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Not throwing my GPA out the window in favour of Pride

NOVEMBER	
Service Goal/Objective	Run AIDS campaign centered around remembrance, myth busting, and advocacy for blood donation
Why:	The AIDS crisis is recent yet most young LGBT people are unaware of how devastating it was to the community and how it still affects discriminatory policy today.
Difficulties:	This project has many different facets and a lot of moving parts so pulling it off will require a lot of coordination on our part.
Partners:	The local AIDS Network chapter
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Make people cry with the beauty of our AIDS remembrance event

DECEMBER	
Service Goal/Objective	Run HoliGAYs events (name not permanent)
Why:	Bring people together for holiday themed stress buster events during December exams
Difficulties:	Potentially low attendance because it is the exam period
Partners:	

Service Goal/Objective	Reopen volunteer hiring for semester 2 volunteers
Why:	Volunteers may drop after 1 semester and people may not have realized we're cool until after September so this way they get a chance to be a volunteer too.
Difficulties:	N/A
Partners:	N/A
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Create a sense of family in our space for queer and trans students isolated from their blood family

JANUARY	
Service Goal/Objective	Run workshop event centered around what to do if you are arrested for protesting
Why:	The LGBTQ2SI+ community is regularly forced to protest for our rights. Running this event will assist any Mac students who may potentially be arrested in staying as safe as possible and knowing their rights.
Difficulties:	This is a potentially controversial event and we also want to be accurate in discussing risks, particularly increased risks for PoC and trans people.
Partners:	We are looking into partnering with Diversity Services and putting this in Diversity Week
Service Goal/Objective	Hire new volunteers
Why:	Volunteers may drop after 1 semester and people may not have realized we're cool until after September so this way they get a chance to be a volunteer too.
Difficulties:	If our attrition rate is high and we do not get many new applicants it may take a while to have a full volunteer staff again.
Partners:	N/A
Service Goal/Objective	Run volunteer appreciation social
Why:	To show volunteers we appreciate their semester of hard work and integrate new volunteers from our second hiring period into our service family.

Difficulties:	Finding a time and place that works for everyone and is fun.
Partners:	N/A
Personal Goal	Not panicking because it is my last semester of my degree and I have no idea what is happening with my life in 4 months.

FEBRUARY

Service Goal/Objective	Run our major trans campaign
Why:	WGEN will be running their Transforming Mac week in first semester so if we run a trans related campaign in semester 2 it ensures we spread it out to avoid saturation and competition for attendees.
Difficulties:	<ul style="list-style-type: none"> - Developing programming unique from WGEN's trans campaign - Planning around the reading week in this already short month with 2 other events happening
Partners:	WGEN will be partnering with us for an event and we will be partnering with them for an event in their week.
Service Goal/Objective	Run the LGBTQ2SI+ students forum
Why:	Historically the QSCC ran a forum for LGBT students but this has stopped in recent years. We would like to bring it back for LGBTQ2SI+ students to give feedback on the PCC and LGBT accessibility at Mac. This will help us determine if the new service direction is working out and which advocacy to prioritize with the university next year.
Difficulties:	We will need a lot of people power to make this event happen and ensure it is fully accessible.
Partners:	PACBIC, EIO, whoever runs the mailing list for various programs and faculties so we can promote to the widest reach possible.
Service Goal/Objective	Run the first ever PCC Single Mingle
Why:	Historically the QSCC ran "speed friending" every year but we all know LGBT students want to meet other LGBT students for more than platonic reasons. We thought it would be cute if we ran a Valentine's Day mixer event instead where people wear a tag with their pronouns and a tag for whatever gender(s) they're interested in. We will release everyone into a space with snacks and music and see how it goes.
Difficulties:	If this event has poor attendance it will be even more awkward than the speed friending events were so maybe we will require registration beforehand to ensure we have enough people.
Partners:	1280 for booking out The Grind
Personal Goal	Find all my single exec soulmates at the Single Mingle

MARCH

Service Goal/Objective	Run Queer History Week
Why:	Education on the queer rights movement is very limited in elementary and high school. Even in university it will likely not come up unless you are in a class on queer issues. This is an annual campaign we run to educate all students, LGBTQ+ or not, on our collective struggles.
Difficulties:	<ul style="list-style-type: none"> - We took queer out of the service name to avoid alienation caused by that term so we will need to rethink the title and branding of this campaign - We want to connect with both LGBTQ+ students and allies so finding a balance of events to include both will be a challenge - Potentially low attendance because everyone stops caring in March
Partners:	Maccess for a discussion on the history of the DSM, mental illness, and queerness. Other partnerships TBD.
Service Goal/Objective	Queer History Week is our priority this month and we will not be holding any other events outside of regular space programming, support groups, and a TBD low key social event outside of Queer History Week.
Why:	
Difficulties:	
Partners:	
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Win PTM of the year obviously

APRIL

Service Goal/Objective	Run low key stressbuster events
Why:	It is the end of the year and we all need to scream or at least make some slime
Difficulties:	Low attendance due to the exam period
Partners:	TBD but likely Maccess , Maroons, or SHEC to avoid saturating exams with stress busters
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Leave this university knowing I left something positive behind.

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (<i>what is the ultimate goal?</i>)	Establish the LGBTQ2SI+ students forum as a yearly tradition again
Description	A large gathering of LGBTQ2SI+ students, faculty, and staff for several round table discussions on various topics pertinent to our community. Allies will also be invited for a table with ally related topics. Allowing the presence of allies will also be more welcoming for closeted community members as they can give feedback without suspicion from others.
Benefits	<ul style="list-style-type: none"> • Gauge how the PCC is performing for the community by gathering feedback • Gauge which advocacy topics we should prioritize next • Have concrete feedback to give to the university on the treatment of LGBTQ2SI+ students on this campus
Year 1 Goals	<ul style="list-style-type: none"> • Have 50 students, faculty, and staff attend the forum
Year 2 Goals	<ul style="list-style-type: none"> • Have 75 students, faculty, and staff attend the forum
Year 3 Goals	<ul style="list-style-type: none"> • Have 100 students, faculty, and staff attend the forum
Partners	PACBIC and EIO will be integral to establishing this. Hopefully they can assist with funding because CIBC Hall is ideal but expensive as is Paradise Catering and free food is guaranteed to get students out. PACBIC and EIO will also add the gravitas to the event we need for our feedback to be taken seriously by the university.

YEAR PLAN
SHEC Coordinator
Adrianna Michell
2018-2019
Submitted June 13



OFFICE OF THE SHEC Coordinator INTRODUCTION

Dear Executive Board,

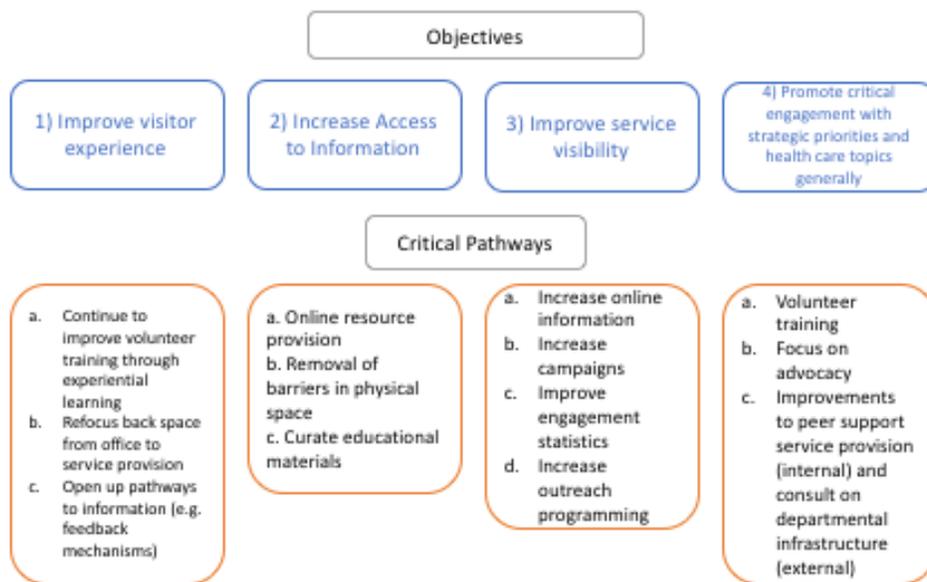
Hello and welcome to my year plan! I am very pleased to be able to present this document to you and outline some of the goals that SHEC will manifest this upcoming year.

I have now in my role as SHEC coordinator for a bit over a month and it has been such an honour to be a part of such a long standing service. Around in one iteration or another since 1973, SHEC has provided services to McMaster covering a variety of topics. From only providing sexual health resources, today SHEC provides free health supplies, referrals, and educational materials all as a peer-run service. As the MSU's only non-denominational peer support service, SHEC reaches many different communities in the McMaster community through promoting our four strategic priorities: mental health, sexual health, addictions awareness, and nutrition and active living.

Last year saw some big changes to the service. Most notably, its structure changed from a plethora of thematic committees to just two. With the new service structure and smaller executive team, SHEC saw many successes during the 2017-2018 year. SHEC became a private nursing space in addition to our other services, refocused campaigns towards advocacy work, and increased the number of volunteers. As a member of the volunteer cohort last year, I was able to see successes from the perspective of a volunteer. Now, as coordinator, I am excited to affect change from the organization's leadership and support my volunteers.

Although my year plan is separated into months, I consider my action items to fall under four objectives:

- 1) Improve visitor experience
- 2) Increase access to information
- 3) Improve service visibility
- 4) Promote critical engagement with strategic priorities and health care topics generally



These objectives will be executed through the action items as outlined thematically in the chart below and more specifically/monthly in the calendar. There is a lot that I would like to accomplish this year, but I am confident in my team, and I believe that through setting reasonable goals and expectations, working together, and planning ahead, we can execute our objectives. My executive team is capable and enthusiastic, so I am very excited to see what we will accomplish this year. Overall, one theme of my year plan is longevity. I am conscious of where we can improve service, and how we can create infrastructure to ensure sustainability. As you can see in the monthly sections of my year plan, as well as my long term goal, I hope to collaborate with the peer support department for departmental sustainability, and collaborate with my executive team for intra-service sustainability (through infrastructural improvements and long term planning). I believe that all of my objectives and action items have implications that are long term, and with incremental changes we can continue to improve service delivery.

I look forward to hearing from you and working together to ensure effective service delivery for the MSU community. Moreover, I look forward to continuing to grow in my role as coordinator. Please feel free to reach out if you have questions.

All my best,

Adrianna Michell

Goals/Objectives

(calendar and checklist)

* denotes an ongoing goal/objective that begins in designated month and continues for year

MAY	
Service Goal/Objective	Hire executive team and upper year new volunteers.
Why:	Team is hired prior to programming planning. Allows for easy transitions and incoming executive team to assist with hiring process.
Difficulties:	Coordinator schedules, booking rooms.
Partners:	SHEC outgoing executive team SHEC incoming executive team
Service Goal/Objective	Introduce Executive team to their roles and facilitate transitions. This has taken the form of exec training wherein team roles were better understood, expectations set, introductions to the MSU made, and team bonding activities done.
Why:	The efficacy of the executive team depends on early introductions to the role and team building practices. The cohesion of the team, especially since it is small, is very important to cultivate for future collaboration.
Difficulties:	Differing personalities and goals may hinder cohesion, but this is a small bump in a long road.
Partners:	SHEC executive team VP Admin
Service Goal/Objective	Update health supplies inventories. How: spreadsheets, ordering new health supplies
Why:	Organizational improvements, better tracking of hard supplies distributed in the future.
Difficulties:	N/A
Partners:	SWC (Cathy Jager) Hamilton Public Health

Personal Goal	Effectively balance work commitments while interning abroad.
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JUNE

Service Goal/Objective	Improve online engagement and information dissemination.* How: Update website, disseminate information online (increased focus on external information in addition to SHEC created campaigns), improve online engagement, monitor online engagement for data collection and future service improvement.
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Why:	While in-person resources are important, many students choose to engage with health topics online. SHEC can benefit from improving online access to information for service users. A database of reliable and relevant health information will be created and disseminated throughout the year by the Promotions Coordinator on social media websites. This will allow a greater breadth of information to be provided, and increase the frequency of online resources distributed. This will allow service users to interact with strategic priority-related materials remotely, anonymously, and outside of service hours. Students will have a greater pool of information to draw from, better equipping them to make health decisions for themselves.
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Difficulties:	It is time intensive assessing documents for relevancy, clarity, and accuracy.
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Partners:	Executive team SWC/SWELL Other MSU Services
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Service Goal/Objective	Improve resource content; include more content that engages critically with health care sector, intersections of identity, and allow for different knowledges.*
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Why:	Considering the social determinants of health, our resource content needs to include a greater understanding of how one’s place, lived experience, and community impact health outcomes. Therefore, content that is more specific and acknowledges the different ways that people may interact with health is necessary. This will look like: integrating resources that are based in lived experience, community made, or implicate the health care sector. Example: country food guide, accounts for differences in diet based on place and culture, e.g. the dietary needs of Northern Indigenous communities.
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Difficulties:	More specificity in our information means it is less applicable as it is less broad. Therefore, we must be careful to allow for a variety of perspectives. It is time consuming to go through our expansive library and pamphlet collection, and will require coordination between executives and volunteers, along with significant cataloguing.
Partners:	SHEC executive team and volunteers. Community partners. SWELL, SWC
Service Goal/Objective	Collaborate with TRRA and other peer support services to implement a community needs assessment.
Why:	In order to ensure quality of service and longevity in the peer support department, a greater understanding of the needs of undergraduate student community is necessary. With changes in the MSU services directory the needs of the community need to be assessed and better addressed.
Difficulties:	Developing infrastructure, coordinating with partners.
Partners:	WGEN PCC Maccess VP Admin TRRA AVP Services
Personal Goal	Get to know different MSU folks! I've got a lot of names to learn, I hope I do so well.

JULY	
Service Goal/Objective	Improving physical space to reduce barriers to information, improve environment for visitors and volunteers, and improve visitor experience. How: Health pamphlets will be moved, lending library updated but reduced, materials will be more clearly labelled, increased seating in back office, reduced desk space in back office.
Why:	Currently, the SHEC space has been referred to as "office-like" which is not conducive to the services we want to provide. As a student-run organization, based entirely on the work of peer supporters, this needs to be improve. There is also little room in the back of the space for peer support sessions,

	pregnancy tests, and other services as it is taken up by office space (now of little use). Previously, the space for volunteers on shift blocked visitors' access to health pamphlets; the pamphlet display has been moved to improve access to information. Moreover, physical updates to the space will reframe it as a place that is relevant and accessible for visitors, and will hopefully improve visitor experience. With a more comfortable and efficiently-used space, this will also improve volunteer experience.
Difficulties:	Furniture is costly, and will require navigating a variety of MSU partners to accomplish tasks. It is difficult (if not impossible) to make a physical space accessible and comfortable for everyone. Therefore, we can only strive for proximity to accessibility, but the task should still be undertaken.
Partners:	VP Finance AVTEK/Facilities Executive Team VP Admin
Service Goal/Objective	Promotional Objectives Created and Implemented*
Why:	Will better promote service and increase service use, positively affecting health outcomes of student community and allowing for greater self-determination in health and wellness. Improved engagement with campaigns, better turnout at events.
Difficulties:	Internal coordination, effectively engaging with student community.
Partners:	MSU Communications Department Underground
Service Goal/Objective	First year outreach How: <ul style="list-style-type: none"> • Successfest, Clubsfest • First of monthly or bi-monthly targeting advertising, events, or campaigns for first year students
Why:	First year students should be effectively introduced to MSU services and resources offered. The cohort is particularly vulnerable to experiencing negative health impacts during first year transitional period, and thus stands to benefit from additional, specific programming that addresses their unique needs.
Difficulties:	Coordinating with partners.
Partners:	Residence Life SHECexec

	Faculty reps Maroons
Personal Goal	Balance work commitments while attending summer school.

AUGUST	
Service Goal/Objective	<p>Increase focus on peer support and improve strategies and volunteer confidence.*</p> <p>How: We will rework the space to create more visual cues for peer support, which will also make for more effective peer support.</p> <p>Training for volunteers will be updated to address specific concerns while also improving service specific peer support strategies. Additional situational rotations will be used during training, along with other experiential learning strategies.</p>
Why:	<p>As SHEC is the only non-denominational (i.e. not identity-based) peer support service in the MSU, it is important that we continue to improve the ways in which we offer peer support as we are available to the entire undergraduate student community.</p> <p>As well, feedback from returning volunteers outlined that some did not feel confident taking on peer support sessions alone, and relied on more experienced volunteers. While we encourage volunteers never to enter into a situation in which they are not comfortable, it is also our responsibility to not only equip our volunteers with appropriate training (which has been successful in the past), but to also inspire confidence in them.</p>
Difficulties:	While it is incredibly important to have a non-denominational peer support and health education service, this also bring challenges. It is difficult to create a single peer support strategy that is effective for all persons.
Partners:	VP Admin VP Finance TRRA Executive Team
Service Goal/Objective	<p>Continue partnerships with Residence Life to bring health related educational programming to first year students.*</p> <p>How: Posters advertising services in residence, in-residence events, advertising CA packages, and collaborating on mutual strategic priorities.</p>
Why:	Partnerships with Residence Life in the past have been mutually beneficial; the first year cohort can especially benefit from SHEC's services and strategic priority foci. Increasing awareness of services and health topics, through advertising, campaigns, and events can provide first years with

	tools to mitigate risk and empower them to take actions that benefit their health.
Difficulties:	Coordinating with partners different schedules and priorities, integrating CAs into programming, advertising effectively.
Partners:	Residence Life
Service Goal/Objective	Execute SHEC welcome week programming; provide peer support opportunities for first year community. How: <ul style="list-style-type: none"> • 1 SHEC programmed event for the first year cohort, larger scale • 1 in-residence event • Online campaign to be circulated during the week alongside other programming • In-residence posters displayed from move-in
Why:	First year students will be introduced to SHEC as a service and provided with information that emphasizes available resources, services, and emphasizes health topics. First year students will be able to connect and build community while engaging with SHEC's strategic priorities. SHEC will circulate information in person and online, providing as much of the cohort with health information as possible.
Difficulties:	There is a lot of information during welcome week, so it will be important to make sure that our events and campaigns are informative and valuable.
Partners:	STAP VP Admin SHEC executive team
Personal Goal	Avoid burn out! I have other commitments during welcome week, I am moving, and not to mention starting school! It's a busy time so I want to make sure I am prioritizing myself as well.

SEPTEMBER	
Service Goal/Objective	Implement effective training that provides volunteers with knowledge, confidence, and community with a focus on experiential learning.
Why:	Volunteers have expressed that they learned best through experiential practicum. Volunteer training is the foundation of service provision and requires engaging material that equips volunteers to think critically, carry

	out service mandates effectively, and communicate effectively. Training needs to transfer knowledge around strategic priorities and follow operating policy in order to ensure effective service provision.
Difficulties:	Training necessitates a lot of information be disseminated in one short weekend. It is difficult to ensure that information is relevant and service specific in sessions with other services. It can be a taxing weekend for volunteers, so it is imperative to ensure that there is support (especially during potentially triggering sessions) and volunteer appreciation.
Partners:	TRRA VP Admin AVP Services Executive team Volunteers
Service Goal/Objective	Hold weekly executive team meetings.*
Why:	Weekly meetings will allow for executive team to coordinate projects; allows me to keep updated on committee and executive projects. Allows for effective reporting to EB. Will ensure that executive team is well aware of expectations and deadlines; will allow for team cohesion.
Difficulties:	Coordinating schedules is always a challenge. At peak times of the year and when there are overlapping campaigns and events, executives may have to prioritize other expectations over meetings.
Partners:	Executive team
Service Goal/Objective	Continue and improve data collection mechanisms (where necessary).*7 How: continue data collection through service usage statistics as collected through volunteers and compiled by volunteer coordinator; improve mechanisms where necessary, while still maintaining confidentiality for service users and in order to improve efficacy of content and support volunteers.
Why:	Makes executive team aware of supports done by volunteers which ensures they are supported. Keeping appropriate data will allow better assessment of community needs and improve SHEC and peer support department as a whole.
Difficulties:	We have to balance collecting relevant and informative data that improves peer support services while also maintaining confidentiality.
Partners:	SHEC Volunteer Coordinator
Personal Goal	Supporting my team and developing friendships with them. There are a lot of new volunteers and some returning volunteers I have yet to connect with,

	so I'd like to get to know everyone a bit deeper throughout our first month of service.
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OCTOBER

Service Goal/Objective	Execute Sex101
Why:	Provides interactive workshop wherein student community can critically engage with health topics. Allows for volunteers to experience early success and empower them to execute later large events. Promotes discussions about safer sex practices, different experiences of sex and sexuality. Early intervention hopefully allows for informed students and reduces risk in sexual activities.
Difficulties:	Large event to coordinate. Requires updating information. Can be daunting for students to engage with sex topics, so requires sufficient advertising and cooperation with campus partners.
Partners:	Events and Programming Coordinator Events and Programming Committee Residence Life
Service Goal/Objective	Improve volunteer experience through regular social events or opportunities to engage with peers and executive team in a meaningful way. * How: <ul style="list-style-type: none"> • monthly volunteer recognition (gifts, cards, shout outs) • bi-monthly volunteer socials • encouraging informal socials • on-shift tasks, activities, and conversation prompts
Why:	Volunteers are the foundation of SHEC. Without our dedicated and passionate volunteers our service would not run, nor would it be nearly as successful as it has been. As returning volunteer feedback has stated, friendships and inter-volunteer support has been a rewarding part of the volunteer experience. It also ensures that volunteers feel supported and that their time with the service is meaningful.
Difficulties:	You can't force volunteer cohesion. It will require time, effort, and leading by example to promote social interaction between volunteers.
Partners:	Executive team Volunteers

Service Goal/Objective	Continue focus on advocacy surrounding student health related topics.*
Why:	Information without action is not nearly as effective or meaningful as advocacy. SHEC, with last year's restructuring, has experienced much success with the refocusing of service on to advocacy work (done largely through the creation of the Research and Advocacy Coordinator executive role). As the only non-denominational peer support service, and the only health service, we will continue to advocate for the student community on health topics that align with our strategic priorities, while engaging with policy, the health field, and creating campaigns that are valuable, informative, and active.
Difficulties:	Ensuring health topics are approached in an intersectional way that acknowledges barriers, biases, and violence's in health sector. Engaging students in a meaningful way with health topics.
Partners:	Underground Executive Team/ Research and Advocacy Coordinator
Personal Goal	Keep on top of everything! Balancing school and work is tricky.

NOVEMBER	
Service Goal/Objective	Collaborate with other MSU services and on campus partners.*
Why:	Coordinated events/campaigns allow for more effective programming. Resources can be pooled.
Difficulties:	Making sure that events/campaigns address all parties strategic priorities
Partners:	Pride Community Centre WGEN Maccess Hamilton mad Student's Collective MSU Clubs such as COPE SWELL/SWC Maroons VP Admin AVP Services

Service Goal/Objective	Execute 1 st strategic priority event and campaign.
Why:	Coinciding with SHEC’s 4 strategic priorities (Mental Health, Addictions Awareness, Sexual Health, and Nutrition and Active Living), the 2 committees (research and advocacy and events and programming, each chaired by respective coordinator) will create and execute an event and/or campaign. Events and campaigns will be founded in evidence, relevant to associated strategic priority, understandable, and engaging for the student community.
Difficulties:	Campaigns: collaboration, creating content that is meaningful and relevant, finding ways to improve engagement Events: getting people out to programming, providing health info while making events enjoyable, scheduling
Partners:	WGEN PCC Maccess SHEC exec Volunteers
Service Goal/Objective	Holiday social for SHEC volunteers.
Why:	Improves team cohesion, rewards volunteers, incentivizes volunteers to continue dedication to service. De-stressor event, focuses on community and self-care.
Difficulties:	Coordinating schedules during busy time of year.
Partners:	SHEC executive team
Personal Goal	Getting to know other PTMs ☺

DECEMBER	
Service Goal/Objective	Improve efficacy of monthly volunteer trainings.
Why:	Devise ways to make online, less formal trainings more meaningful for volunteers. Will allow volunteers to continuously engage with content, ask questions, and improve service provision.

Difficulties:	Creating ways for volunteers to exercise active learning while not conducting in-person training.
Partners:	SHEC executive TRRA VP Admin AVP Services
Service Goal/Objective	Reduced exam hours.
Why:	Eases burden on volunteers, encourages prioritizing of academics, personal life, and self-care during busy times.
Difficulties:	Coordinating schedules.
Partners:	SHEC executive team SHEC Volunteers
Service Goal/Objective	Create feedback mechanisms for service users.*
Why:	Will ensure visitor experience, allow service users to have input into programming, service, and campaigns. Allows negative feedback from service users to be quickly addressed.
Difficulties:	Disciplinary actions could be necessary, finding mechanisms that allow for easy, anonymous feedback from service users (whether that be online or a physical tool)
Partners:	VP Admin SHEC Executive MSU Community
Personal Goal	Get good grades lol

JANUARY	
Service Goal/Objective	Execute 2 nd strategic priority event and campaign.
Why:	Coinciding with SHEC's 4 strategic priorities (Mental Health, Addictions Awareness, Sexual Health, and Nutrition and Active Living), the 2 committees (research and advocacy and events and programming, each

	chaired by respective coordinator) will create and execute an event and/or campaign. Events and campaigns will be founded in evidence, relevant to associated strategic priority, understandable, and engaging for the student community.
Difficulties:	Campaigns: collaboration, creating content that is meaningful and relevant, finding ways to improve engagement Events: getting people out to programming, providing health info while making events enjoyable, scheduling
Partners:	WGEN PCC Maccess SHEC exec Volunteers
Service Goal/Objective	Implement meaningful and engaging second term volunteer training that a) addresses volunteer concerns/areas of interest, b) maintains quality of service, and c) allows for volunteer cohesion.
Why:	Will continually improve service delivery and maintain volunteer training/knowledge. Will allow for feedback on first term. Allows volunteers to reconvene as a group and engage with community. Allows knowledge sharing between exec and volunteers and within volunteer cohort. Allows for leadership opportunities for volunteers.
Difficulties:	Coordinating schedules, creating feedback mechanisms, keeping session short while also making it informative.
Partners:	VP Admin TRRA AVP Services SHEC exec SHEC Volunteers
Service Goal/Objective	Improve SHEC week programming.
Why:	Revitalize SHEC week as a week of programming—both events and campaigns—that promotes and provides services, is educational, and touches on all of our strategic priorities.
Difficulties:	Requires significant planning in otherwise very busy time of year.
Partners:	AVP Services WGEN/Maccess/PCC
Personal Goal	Enjoy extracurriculars and not let academics/work consume everything!!

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FEBRUARY	
Service Goal/Objective	Execute an STI Fair for student community.
Why:	A gap in our programming in past years has been STI/STD awareness and testing. Other schools, notably Western, have had successful STI testing fairs in which students were encouraged to get tested, for free, in a way that was fun, educational, and free from stigma. This is an event that SHEC is planning to undertake this upcoming year.
Difficulties:	Sexual health is still shrouded in stigma, and therefore will require extensive advertising, unlearning, and research. Many partners and regulations must be navigated. We must be conscious that this could be an uncomfortable experience for many students, and will therefore require peer supporters to be extra prepared for student's concerns. Event will require extensive pre-planning. Event will require many volunteers, and thus will be difficult to navigate the busy schedules of our volunteer base.
Partners:	Off-campus healthcare partner(s) (Hamilton Public Health) SWELL, SWC SHEC exec + volunteers
Service Goal/Objective	Execute 3 rd Strategic Priority Event and/or campaign.
Why:	Coinciding with SHEC's 4 strategic priorities (Mental Health, Addictions Awareness, Sexual Health, and Nutrition and Active Living), the 2 committees (research and advocacy and events and programming, each chaired by respective coordinator) will create and execute an event and/or campaign. Events and campaigns will be founded in evidence, relevant to associated strategic priority, understandable, and engaging for the student community.
Difficulties:	Campaigns: collaboration, creating content that is meaningful and relevant, finding ways to improve engagement Events: getting people out to programming, providing health info while making events enjoyable, scheduling
Partners:	WGEN PCC

	Maccess SHEC exec Volunteers
Service Goal/Objective	Volunteer appreciation tokens* How: coinciding with holidays or month that lack other volunteer programming, cards/gifts/treats will be put into volunteer mailboxes as rewards (begins earlier than February, continues for entire year)
Why:	Shows appreciation for volunteers hard work. This strategy has received much positive feedback in the past. Allows volunteers' labour to be somewhat compensated. Team bonding.
Difficulties:	Requires monies from budget.
Partners:	SHEC Volunteer Coordinator
Personal Goal	Make time for friends and family 😊

MARCH	
Service Goal/Objective	Execute 4 th Strategic priority event and campaign
Why:	Coinciding with SHEC's 4 strategic priorities (Mental Health, Addictions Awareness, Sexual Health, and Nutrition and Active Living), the 2 committees (research and advocacy and events and programming, each chaired by respective coordinator) will create and execute an event and/or campaign. Events and campaigns will be founded in evidence, relevant to associated strategic priority, understandable, and engaging for the student community.
Difficulties:	Campaigns: collaboration, creating content that is meaningful and relevant, finding ways to improve engagement Events: getting people out to programming, providing health info while making events enjoyable, scheduling
Partners:	WGEN PCC Maccess SHEC exec Volunteers

Service Goal/Objective	To have a working interactive resource map for the student community to use, both online and a in person poster.
Why:	Will be long term online infrastructure that future years can update with relevant local, and potentially provincial, resources. Improves upon current 'commuter resource hub'. Resources will be local, low cost, close by, and thoroughly explained.
Difficulties:	Finding resources they are accessible. Creating an interface that is easy to navigate, engaging (may require financial investment).
Partners:	VP Admin VP Finances Underground MSU Communications department
Service Goal/Objective	Improve volunteer engagement. How: <ul style="list-style-type: none"> • promote and incentivize committee involvement • create on-shift tasks for volunteers • increase volunteer feedback
Why:	Will make volunteer experience more meaningful, reduce workload on committee volunteers/execs, and make shifts in space more productive, also may produce team cohesion with volunteers on shift (problem solving, fun activities)
Difficulties:	Coming up with incentives for volunteers, intra-service promotions.
Partners:	SHEC executive SHEC volunteers
Personal Goal	To spend time with my exec team outside of shec (i.e. socially) 😊

APRIL

Service Goal/Objective	Year-long endeavors should result in volunteer retention; if not the case, then feedback mechanism should be created in order to assess areas of improvement for service, coordination, and volunteer experience.
Why:	Volunteer retention is an indicator of how meaningful the experience is for volunteers. If a significant number of non-graduating volunteers choose not to return, reasons why should be looked into for possible improvements. If

	retention rates are good, then this indicates that volunteer experience was impactful, and will also help with continuity for the service and extend practical knowledges.
Difficulties:	This objective requires many small steps throughout the year, along with check-ins with volunteers. It also necessitates cultivating personal and professional relationships that are fulfilling, which is difficult to predict and time intensive. Requires coordination between executive team and volunteers and within executive team.
Partners:	Executive team Volunteers
Service Goal/Objective	Transition in new coordinator and executive team. How: <ul style="list-style-type: none"> • Hiring • Transition reports
Why:	Service sustainability is incredibly important to me, and making sure that I have, throughout my tenure, equipped SHEC with the necessary resources to continue into the future is an overarching goal. Choosing a coordinator that will be able to bring in fresh perspectives and continue advocating for student health in an anti-oppressive, inclusive way is a daunting but accomplishable task.
Difficulties:	Hiring is takes a lot of time, care, and navigating of schedules.
Partners:	VP Admin AVP Services Outgoing executive team
Service Goal/Objective	End of year social(s) How: <ul style="list-style-type: none"> • volunteer appreciation/recognition • all volunteer social • committee dinners/end of year event • executive dinner
Why:	Will recognize volunteers for year-long hard work; if volunteers feel appreciated, will lead to retention. Will recognize the work of executives. Allows for final social activity for volunteers, and rewards them for uncompensated time.
Difficulties:	Again, it is always a challenge to coordinate schedules.

Partners:	Executive team Volunteers Volunteer Coordinator
Personal Goal	To be able to reflect upon my year as coordinator as one of success, wherein I was able to grow, fail, and learn.

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (<i>what is the ultimate goal?</i>)	Critical engagement with health topics and health sector; continued advocacy surrounding self-determination in health decision-making.
Description	<ul style="list-style-type: none"> As SHEC operates to provide health information and resources in an anti-oppressive way, it is important to be critical of the health sector and the way health professionals interact with communities. Creating mechanisms for critical understandings on services and department. Healthcare, broadly, will be better understood as a constantly evolving set of ideas and practices, with implicit biases and long, complex history. Volunteers and service users will be exposed to different sets of knowledges, and the concept of 'expertise' will be reframed, allowing for more room for lived experience and non-hegemonic ways of being 'healthy'.
Benefits	<ul style="list-style-type: none"> Greater self-determination in health for student community More effective service provision Allows for more room for community and cultural-based knowledge, lived experience Increased access to health services through MSU

	<ul style="list-style-type: none"> • Volunteers better equipped with critical thinking skills
Year 1 Goals	<ul style="list-style-type: none"> • Create campaign that addresses health systems barriers, includes resources for students that allow for self-determination in health decision-making and overcoming of barriers, • Promote critical engagement between volunteers and resource content. Create opportunities for volunteers to access resource content, encourage volunteers to offer perspective and opinions on content. • Community needs assessment • Have a completed interactive resource map • Host a successful STI fair • Collaborate in creating long-term plan for peer support department, including crisis protocol • Volunteer training will include content/discussions involving a) lived experience, b) acknowledgement of violences in healthcare, c) differences between peer support and professional care, d) critical discussion of health topics, and what it means to be 'healthy'
Year 2 Goals	<ul style="list-style-type: none"> • Survey of peer support and health centre best practices from other Ontario/Canada universities that offer similar services so as to better understand potential for improvements, gaps in service. • Display resource map in space, update resource map online • Make STI fair/testathon an annual event, expand resources, increase number of event attendees • Implement departmental long-term plan • Volunteer training: increased engagement from volunteers in training, better incorporating volunteer knowledge into training
Year 3 Goals	<ul style="list-style-type: none"> • Create resource stream to help reduce barriers for students accessing health services; deepen partnerships with health professionals, add services to mandate, increase access to supplies (e.g. contraceptive sponsorship) • Use data collection from past 2 STI fairs to assess community impact of event, facilitate third testathon
Partners	<p>VP Admin VP Education AVP Services Peer support dept.: Maccess, WGEN, PCC</p>

YEAR PLAN

MSU Shinerama Campaign Coordinator

Lauren Liu

2017-2018

(submitted June 13, 2018)



OFFICE OF THE SHINERAMA CAMPAIGN COORDINATOR INTRODUCTION

Shinerama is the largest post-secondary fundraiser in Canada, and involves thousands of students from campuses countrywide, raising money for cystic fibrosis research and care. The McMaster Shinerama campaign consistently raises over \$100,000 every year, making us one of the fundraising leaders in the country.

There are a few major goals I would like to accomplish this year with the 2018-2019 Shinerama Campaign, most of which are improvements/developments of particular components of the already existing Shinerama Campaign structure. I hope to address particular problems, and suggest solutions, which I plan to implement over my term in this position, listed below:

1. Shine Connector Role

- This year, I'd like to have more of Shinerama reps involved with the faculty teams' fundraising efforts/events throughout the summer and during WW.
- 1-2 Shine Connectors will be assigned to each faculty, to act as liaison, as well as to help support their events. When possible, and in cases where our support would be helpful to them, these assigned reps would be able to attend your Summer Shine events if desired.
- These Connectors would also be with them during Shine Day.

Thoughts addressed:

- Establishes the role of the General Representative
 - o General representatives do not feel like they have an established role, as the General Rep position was created only last year (2017-2018)
 - o They would like more engagement with first-years, and to get more out of the leadership component of the representative role
- Increases communication between Shinerama and Faculties/Residences
 - o Presently, there is very little communication between the Shinerama team and the faculties who are Shining over the summer, despite the fact that faculties and residences play such a huge role in helping us achieve our goals.

2. CF Awareness Campaign

- An awareness campaign will be put together to ensure that people are learning about the cause, and to give the opportunity to students to truly become passionate about the cause, and understand the impact that it has on their lives.
- This will be done through all our social media channels, and various other promotional techniques, including videos, and regular (e.g. weekly/daily) facts.
- Many students are not aware that we have a CF clinic right on our campus, or that we have specialized researchers who focus on the study of CF.

Thoughts addressed:

- Increases awareness for the cause itself
- Increases engagement from community and campus
- Bring the campaign back to its primary focus - to raise awareness for CF research and care

3. Increased WW Presence through additional WW events/programming

- Since last year was the first year that the role was established, the general representatives did not feel that they were very much a part of WW, or that they were able to be involved in many of the WW events and interact with first years. In order to preserve the goals and stay true to the role of a Shinerama representative, I'd like to increase programming throughout WW by having a (somewhat) main event occurring every day of the week.

Thoughts addressed:

- Allows the General representatives to be more involved in WW
 - o Allows the General representatives to take on a larger leadership position within the campus setting
- Increase our presence on campus, to give us more opportunities to educate students about the cause, increase opportunities for students to get involved out of their own interest and passion for the cause

4. Change summer events, re-evaluate effectiveness of past events

- I am re-evaluating the success of commonly implemented past Shinerama events, particularly Bar Blitzes. I would like to increase the number of educational events, and reduce the number of simply money-focused events.

Thoughts addressed:

- Ensures that all our events are appropriate, and are contributing to the cause
- Reduces spending of unnecessary finances on events that do not carry very strong impact or engagement.

5. Increased community engagement and fundraised dollars through partnership, collaboration, and community promotions

- There are many channels that have not been thoroughly tapped by previous campaigns, which can very much help us meet our goals. These include our parent organization, Cystic Fibrosis Canada, who provides many resources and connections that would contribute to our cause. I hope to increase community promotion by creating more community-oriented events, as opposed to primarily campus-focused events. This would help us increase our fundraised dollars as well.

Thoughts addressed:

- Increases community engagement and awareness, not simply campus engagement
- Increases the presence of the MSU in the Hamilton community
- Builds community partnerships
- Helps us to maintain a high annual fundraising goal, and our position as top-fundraisers
 - o Over the last 4 years, our fundraising target has been on a trending decline. I would like to bring this back up.

Goals/Objectives

MAY	
Service Goal/Objective	Campaign Coordinator <ol style="list-style-type: none"> 1. National Shinerama Conference 2. Walk to Make CF History 3. Bottle drive 1 4. Assigning Shine Connectors to faculties and residences 5. Meet with VPs and Residence/Faculty planners 6. CFMU radio interview
Why:	<ol style="list-style-type: none"> 1. Learn more about Cystic Fibrosis Canada, and how we support each other, get to know sister campaigns across the country, and meet like-minded individuals with the same goals 2. Increase presence in the Hamilton community, and assist in the smooth running of their local event. Support Cystic Fibrosis Canada – Hamilton Chapter 3. Collect fundraising dollars 4. Increase ongoing communication between Shinerama and other representative groups, who assist in raising money for Shine 5. To begin planning new events, ideas, for WW, and discuss collaboration 6. Increase presence in Hamilton community through various media channels
Difficulties:	<ul style="list-style-type: none"> - No presently established method of reaching residents of the area - Decreased presence on campus – must reach externally - No presently established foundation of Shine Connector role - Bars/restaurants have been contacted by many organizations for bottle drives – must begin considering alternatives to the usual bars
Partners:	CF Canada Campaign Executive Team
Service Goal/Objective	Campaign Assistant <ol style="list-style-type: none"> 1. Begin collecting permissions to Shine on community properties 2. Expand list of potential locations
Why:	<ol style="list-style-type: none"> 1. For summer events and Shine Day 2. Continue to expand reach of Shinerama, perhaps reach communities including Stoney Creek, Burlington, Ancaster
Difficulties:	<ul style="list-style-type: none"> - Father distance – greater cost
Partners:	Events Coordinators
Service Goal/Objective	Events <ol style="list-style-type: none"> 1. Brainstorm ideas and tentative dates for events 2. Plan bottle drive 1 and 2 3. Brainstorm ideas for continuous bottle drive

	4. Discuss fundraising collaborations and event ideas for WW
Why:	- Increase fundraising dollars by re-evaluating potential of past events, and increasing turnout for future innovative events
Difficulties:	- Must consider campus presence and re-evaluate areas where events would be most effective
Partners:	Campaign Executive Team
Service Goal/Objective	Media & Design <ul style="list-style-type: none"> 1. General Representative hiring materials 2. Revision to sponsorship package 3. Get familiarized with the Underground and the MSU design and style guide 4. Collaborate with promotions to create promotions year plan
Why:	N/A
Difficulties:	N/A
Partners:	Campaign Executive Team MSU Underground Wooder
Service Goal/Objective	Promotions <ul style="list-style-type: none"> 1. Promotions training with Wooder and Haley 2. Update social media handles 3. CFMU radio interview 4. "Social media cleanse" 5. Update website
Why:	<ul style="list-style-type: none"> 1. Get familiarized with MSU Underground and various promotional tools on campus 2. Increase consistency among social media platforms 3. Arrange for a CFMU radio interview surrounding Shinerama 2018-2019 campaign 4. Follow/unfollow relevant/irrelevant social media channels 5. To present current, relevant information to the community
Difficulties:	<ul style="list-style-type: none"> - Promotional material has old social media handles – new materials will need to be made - Website has not been updated for 2 years. Must obtain accurate, relevant, updated information to populate website
Partners:	Campaign Executive Team MSU Underground Wooder Haley Greene CFMU The Silhouette
Service	Sponsorship

Goal/Objective	<ol style="list-style-type: none"> 1. Produce comprehensive list of potential sponsors 2. Set goals 3. Collaborate on sponsorship package
Why:	<ol style="list-style-type: none"> 1. Organize and assign who will contact who throughout the summer 2. Sponsorship team plays an important role in how Shinerama meets their annual targets 3. Update material for distribution
Difficulties:	- Engagement and Shinerama targets have been decreasing annually
Partners:	Campaign Executive Team Community partners
Personal Goal	Build meaningful relationships with my Executive team

JUNE	
Service Goal/Objective	Campaign Coordinator <ol style="list-style-type: none"> 1. Plan Dog-Walk Wednesdays 2. Continuous bottle drive 3. Order Swag and team apparel 4. Finalize Charity Golf prizes, recruit volunteers, and attend Charity Golf tournament 5. Revamp Bar Blitz event – replace with new idea 6. Sponsorships for WW food 7. Team bonding event 8. Risk management for WW 9. Order supplies from CFC 10. Plan for Shine Café
Why:	N/A
Difficulties:	N/A
Partners:	Campaign Executive Team VP Administration
Service Goal/Objective	Campaign Assistant <ol style="list-style-type: none"> 1. Continue collecting permissions to Shine on community properties
Why:	1. For summer events and Shine Day
Difficulties:	N/A
Partners:	Campaign Executive Team
Service Goal/Objective	Events <ol style="list-style-type: none"> 1. Plan Dog-Walk Wednesdays 2. Execute Continuous bottle drive

	<ul style="list-style-type: none"> 3. Create a new event to replace Bar Blitzes 4. Expand reach of events to outside Hamilton
Why:	<ul style="list-style-type: none"> - Increase community presence - Increase fundraising dollars
Difficulties:	N/A
Partners:	Campaign Executive Team
Service Goal/Objective	<p>Media & Design</p> <ul style="list-style-type: none"> 1. Update website assets 2. Begin T-shirt design
Why:	<ul style="list-style-type: none"> 1. Re-branding our website for greater appeal 2. Shine Day apparel design
Difficulties:	N/A
Partners:	<p>Promotions Coordinator MSU Underground Haley Greene</p>
Service Goal/Objective	<p>Promotions</p> <ul style="list-style-type: none"> 1. Update use of Twitter 2. Begin Shiners of the Month/Week/Day 3. Being #macshine campaign 4. Create video – interview with CF Clinic at McMaster hospital 5. Re-promo old video content 6. Share CFCanada content
Why:	<ul style="list-style-type: none"> 1. Twitter has not been used as a good promotional tool in the past – we would like to change this 2. Build stronger rapport with contributors to our campaign – e.g. faculty representatives
Difficulties:	<ul style="list-style-type: none"> - Low followers count on social media platforms - Must be aware of all the Faculty initiatives related to Shinerama
Partners:	Haley Greene
Service Goal/Objective	<p>Sponsorship</p> <ul style="list-style-type: none"> 1. Approach and email new potential sponsors, collected items 2. Follow up with May sponsors 3. Apply for corporate grants 4. Allocate donations to specific events 5. Collect logos and emails for sponsors
Why:	<ul style="list-style-type: none"> - Increase fundraised dollars

	- Help promote community partners and build relationships
Difficulties:	- Insufficient notice of sponsorship request for some locations
Partners:	Events Coordinators
Personal Goal	Get to know General Representative team, and a better understanding of how they wish to contribute to the overall campaign, and where I can provide them with leadership opportunities

JULY	
Service Goal/Objective	Campaign Coordinator <ol style="list-style-type: none"> 1. Finalize Shine locations 2. Attend Regional Shinerama Conference 3. Bottle drive 2 (Canada Day) 4. Implement Dog Walk Wednesdays 5. Continue continuous bottle drive 6. Team bonding event 7. Sponsorship for Shine day transportation 8. Book transport for Shine Day 9. Niagara Falls fundraising event 10. Contact Athletics & Recreation for Shine Games equipment 11. Contact Shine Day speakers 12. Order Shine Day shirts
Why:	N/A
Difficulties:	- Extremely busy month, in terms of planning both summer events, and WW events
Partners:	VP Administration Campaign Exec Team
Service Goal/Objective	Campaign Assistant <ol style="list-style-type: none"> 1. Big push on securing Shine locations
Why:	N/A
Difficulties:	N/A
Partners:	Events Coordinators
Service Goal/Objective	Events <ol style="list-style-type: none"> 1. Assist Campaign Assistant in contacting locations 2. Help develop WW Shine Day events 3. Implement Niagara Falls volunteer event
Why:	1. Bear some of the load of the Campaign Assistant in contacting Shine

	<p>Locations</p> <ol style="list-style-type: none"> 2. Develop Shine Games and ensure all logistics are thoroughly planned 3. Volunteer appreciation, as well as a fundraising event
Difficulties:	N/A
Partners:	Campaign Assistant Coordinator
Service Goal/Objective	<p>Media & Design</p> <ol style="list-style-type: none"> 1. Finalize Shine Day shirt design 2. Produce all remaining promotional material for summer events
Why:	N/A
Difficulties:	N/A
Partners:	Promotions Coordinator
Service Goal/Objective	<p>Promotions</p> <ol style="list-style-type: none"> 1. Begin Faculty Highlights 2. Begin posting weekly facts about CF 3. By this point, all our 'ongoing' events should be in full-swing, and will require ongoing promotions
Why:	<ol style="list-style-type: none"> 1. Build rapport with faculty teams 2. Raise awareness for the disease and the cause 3. Ensure consistent, (but not over-) exposure to content
Difficulties:	- Choosing a faculty to highlight – will have to make sure they are aware of all the faculties' involvements and endeavours throughout the summer to make a fair choice
Partners:	Faculty Shine teams
Service Goal/Objective	<p>Sponsorship</p> <ol style="list-style-type: none"> 1. Continue collecting sponsorships, as many as possible!!! 😊
Why:	- Charity Casino, and for social media contests
Difficulties:	N/A
Partners:	Campaign Executive Team
Personal Goal	Create a strong community feel, and high engagement from the entire Shinerama team

<h2>AUGUST</h2>	
Service Goal/Objective	<p>Campaign Coordinator</p> <ol style="list-style-type: none"> 1. Obtain insurance for Shine locations 2. Print Shine packages 3. Prepare all training information for Executive and General Rep team

	<ul style="list-style-type: none"> 4. Finalize WW awareness campaign 5. Bottle Drive 3 6. Get in touch with Residence Shine planners to discuss WW involvement and promotion in residence for Shine 7. FINALIZE ALL DETAILS FOR WW!
Why:	N/A
Difficulties:	<ul style="list-style-type: none"> - I will be away from 1.5 weeks in the middle of August, and will be sure to brief my Executive team so they are prepared for WW
Partners:	Campaign Executive team
Service Goal/Objective	Campaign Assistant <ul style="list-style-type: none"> 1. Continue contacting Shine locations 2. Follow up with locations, and provide them with insurance and agreement documents 3. Plan all logistics for Shine Day
Why:	N/A
Difficulties:	<ul style="list-style-type: none"> - Not EVERYTHING will be completely solidified yet, and so proactive planning will be required
Partners:	Campaign Executive Team
Service Goal/Objective	Events <ul style="list-style-type: none"> 1. Ensure all details for Shine Games are finalized 2. Implement one more Bottle Drive
Why:	N/A
Difficulties:	<ul style="list-style-type: none"> - New bars and restaurants will likely need to be contacted to counteract rejections
Partners:	N/A
Service Goal/Objective	Media & Design <ul style="list-style-type: none"> 1. Compile/produce all promotional material required during WW 2. Delegate creation of posters for WW (General reps)
Why:	<ul style="list-style-type: none"> - Organized, localized materials, for easy access during WW
Difficulties:	N/A
Partners:	Campaign General Team
Service Goal/Objective	Promotions <ul style="list-style-type: none"> 1. Update all social media platforms with plans for WW 2. Ensure all materials are finalized for WW awareness campaign 3. Contact any external promotional avenues (e.g. CFC, The Spec, etc.)
Why:	N/A

Difficulties:	N/A
Partners:	Campaign Executive Team
Service Goal/Objective	Sponsorship 1. Continue obtaining sponsorship for Charity Casino 2. Obtain sponsorship for WW food and transportation 3. Final push!!!!
Why:	N/A
Difficulties:	- Very close to the event, so many companies will give rejections
Partners:	N/A
Personal Goal	Ensure everything is fully organized and ready to go for WW!

SEPTEMBER	
Service Goal/Objective	Campaign Coordinator 1. Welcome Week! 2. Submit Shine Day money 3. Thank all partners/sponsors 4. Volunteer recognition event 5. Collect feedback on 2018-2019 campaign from executive and general teams
Why:	- See all our hard summer work come together! - Get feedback to help next year's Coordinator improve the campaign
Difficulties:	WW is hectic! I will be away for the first day of WW.
Partners:	MSU VPs
Personal Goal	I hope that by this time, I have been able to provide an incredible leadership opportunity to my volunteers, and that I have been able to reach their full potential within the position.

Count and submit Shine Day money
Collect feedback on 2018-2019 campaign from executive and general Teams

OCTOBER	
Service	Compile transition reports for all executive positions

Goal/Objective	
Partners:	2018-2019 Campaign Assistant Coordinator: Jonah Tria 2018-2019 Events Coordinators: Ganeem Juneja & Kenny Yang 2018-2019 Media & Design Coordinator: Beatrice Yiu 2018-2019 Promotions Coordinator: Amirthan Sothivannan 2018-2019 Sponsorship Coordinators: Sitara Sharma & Yuan Qiu
Personal Goal	Produce a comprehensive transition report that with greatly benefit the 2019-2020 Campaign Coordinator

NOVEMBER	
Service Goal/Objective	Produce/obtain promotional material for 2019-2020 Campaign Coordinator hiring
Partners:	The Underground 2018-2019 Communications Officer: Haley Greene

DECEMBER	
Service Goal/Objective	Hire 2019-2020 Campaign Coordinator
Partners:	2017-2018 Campaign Coordinator: Nicole Yan

JANUARY & FEBRUARY	
Service Goal/Objective	Transition new Campaign Coordinator
Personal Goal	Share valuable, beneficial, impactful experience and feedback with incoming Campaign Coordinator

MARCH	
Service Goal/Objective	Hire 2019-2020 Executive Team
Partners:	2019-2020 Campaign Coordinator: TBD

APRIL	
Service	Hire 2019-2020 General Representative Team

Goal/Objective	
Partners:	2019-2020 Executive Team

Long-term planning

Overarching Vision (what is the ultimate goal?)	<i>Increase Hamilton community engagement</i> <i>Increase awareness of CF</i> <i>Increase Facebook likes</i> <i>Establish more community and campus partners</i> <i>Update Shine Day programming/alternative programming</i> <i>Provide leadership building opportunities for volunteers</i>
Description	<ul style="list-style-type: none"> • Increase the number of fundraising events in the summer that are directed toward the Hamilton community, and students present on campus. • Make the Hamilton community more aware and informed in greater detail, about CF patients in their community
Benefits	<ul style="list-style-type: none"> • More fundraising dollars • Increased awareness for future engagement opportunities • Increase relationships between campus and community • Increase Shinerama presence in the community
Year 1 Goals	<ul style="list-style-type: none"> • Change social media handles • Increased promotion in Hamilton and campus communities • Increased programming • Awareness campaign • Expand reach of
Year 2 Goals	<ul style="list-style-type: none"> • Increase corporate sponsors, increase community partners • Continue to develop awareness campaign • Increase reach of promotions - e.g. community flyers
Year 3 Goals	<ul style="list-style-type: none"> • Continue to build sustainable relationships with business partners • Update promotional material and awareness campaign
Partners	VP Administration: Kristina Epifano Future Campaign Executives

YEAR PLAN
MSU Spark Coordinator
Jane Luft
2017-2018
(submitted June 13, 2018)



OFFICE OF THE SPARK COORDINATOR INTRODUCTION

Dear members of the Executive Board,

My name is Jane and I am incredibly excited for my role as Spark Coordinator for this upcoming year. Spark has been a really special part of my life for the past few years at McMaster by giving me the opportunity to develop leadership skills that have helped me to succeed and grow in many areas of my life. I am truly grateful to have the opportunity to give back to this service that has given me so much. Spark has greatly impacted the lives of countless other McMaster students and I am thrilled to help Spark continue to expand its reach.

Spark plays a very important role in the success of first year McMaster students. We hear time and again that Spark is a place that first year students feel safe, welcomed, and empowered. Spark provides opportunities for first year students to make friends, develop their leadership skills, and learn what it means to be a part of a community. Not only does it provide these opportunities for first year students but it also provides them to upper year students who want to make an impact on others.

It is with great enthusiasm that I present my vision for the Spark 2018-2019 school year and beyond. I should advise you that a lot of my plans for this coming year are similar to the way things were run last year and while that may seem as if I haven't thought extensively about how to improve Spark, that is far from the truth. From my experience on the executive team last year and from working closely with my coordinator, I have identified which areas of Spark are in need of revamping and have planned appropriate changes to address last year's shortcomings. The reality is that Spark currently runs like a well-oiled machine and I only aim to change what will further improve the service and want to avoid big, risky changes that may only hinder its success. That being said, my hopes for Spark this year are far from small. This Year Plan incorporates the thoughts and ideas of my talented executive team and I

am so excited to share it with you in detail. If you have any questions about my plan, please don't hesitate to reach out.

Sincerely,

Jane Luft
 Spark Coordinator
 spark@msu.mcmaster.ca

Goals/Objectives

MAY	
Service Goal/Objective	Hire a strong and passionate executive team. (More of an April task)
Why:	I can't do this job on my own! Hiring a team of passionate and motivated individuals will help me to do my job as best as I can and will also give 6 individuals a new leadership opportunity to develop skills and work with a team. Passion for Spark is something that will show through the executive members' work and will have a ripple effect on Team Leaders and further, on first year students.
Difficulties:	Scheduling interviews during the last few weeks of class before exams; finding time to meet with new executive members before the end of the school year
Partners:	Lindsay D'Souza (outgoing Spark Coordinator), Hazra Chowdhury (Outgoing FYC Coordinator)
Service Goal/Objective	Establish group expectations, collective goals, and a vision for Spark as an executive team.
Why:	Beginning the year by creating group norms and common goals will set a strong foundation for the rest of the year so that we work well together as a group and can keep each other motivated when we tire during the busy school year. Creating a vision for Spark as a team also ensures that executive members feel that their voice is being heard from the beginning of their term and are volunteering their time towards a service that they are truly passionate about.
Difficulties:	Generating thoughtful, creative, and big ideas in a limited amount of time during the executive retreat when brainstorming for the group expectations/collective goals. This can be mitigated by leaving the "Group Norms" and "Vision for Spark" shared documents open to change throughout the year if executive members think of anything else to add.
Partners:	Executive team, last year's executive team

Service Goal/Objective	Establish a consistent structure for weekly executive meetings.
Why:	Routines are useful for staying organized and on top of a schedule. This routine will include posting a meeting agenda for executive members to review beforehand, starting each meeting with “life updates” to fill each other in on our lives outside of Spark (aiming to develop strong relationships among the team), and portfolio updates to fill each other in on our respective portfolios. By establishing a consistent structure for Spark weekly meetings, expectations will be set for the rest of the year and will help executive members to feel ready for each meeting.
Difficulties:	Ensuring meetings are efficient and productive while maintaining a fun and casual atmosphere; getting through everything in meetings when Google Hangouts/technology can cause difficulties
Partners:	Executive team
Personal Goal	Make connections with organizations and individuals that may be partners for future Spark projects.



JUNE	
Service Goal/Objective	Establish regular 1-on-1 meetings.
Why:	1-on-1 (or 2-on-1) meetings provide a unique opportunity for executive members to communicate their questions, struggles, ideas, and feelings about their work to the coordinator.
Difficulties:	Getting used to the routine of having multiple meetings throughout a week, scheduling meetings with co-pairs at times that work for everyone.
Partners:	Executive team
Service Goal/Objective	Solidify important dates for the remainder of the year (e.g. Interviews, TL Training, Opening/Closing Ceremonies, etc.)
Why:	Having a schedule of future events planned well in advance helps the team to feel prepared and have a clearer picture of what the rest of the year will look like. After choosing these important dates we will be able to work backwards and create deadlines for tasks that need to be completed beforehand (e.g. TL application promo needs to be completed before applications open, applications need to be marked before interview offers go out, etc.)

Difficulties:	Scheduling conflicts, risk of scheduling events that may end up conflicting with other events happening on campus.
Partners:	Other MSU groups, clubs, MUSC Office
Service Goal/Objective	Decide as a team on TL application questions that will effectively reveal qualities we are looking for in TLs.
Why:	By discussing what we are looking for in a team, we will be able to develop an application system that fairly assesses what we are specifically looking for in the team of volunteers. Working together to brainstorm question ideas allows for a large variety of options helps to ensure our application will fit within our vision.
Difficulties:	Making decisions as a group without having long, exhausting meetings, ensuring the work associated with developing the right application questions doesn't overwhelm executive members.
Partners:	Kristina Epifano (MSU VP-Admin), other PTMs who have gone through similar hiring processes.
Personal Goal	Complete enough planning that the structure for the rest of the year is very clear and rooms/trainings/socials can be booked as far in advance as possible.

JULY	
Service Goal/Objective	Produce and share an engaging promotional video for TL Applications.
Why:	Videos have the unique ability to grab someone's attention more than a simple promotional graphic may have. Last year's promotional video was quite effective in spreading the word about Spark TL Applications and we hope to use this strategy again to our benefit.
Difficulties:	Creating an engaging video that viewers will want to watch all the way through and hear more about TL application details; finding time to film and edit a video with all executive members
Partners:	Haley Greene (Communications Officer), Surabhi Sivartnam (Promotions & Publications Coordinator), Executive team
Service Goal/Objective	Make information about the role of a TL as accessible as possible through various promotional strategies.
Why:	Providing applicants with more information on the application process on the website may help to make potential applicants feel more comfortable and inclined to apply. This may help to increase the number and diversity of

	applications received, providing more opportunity for less experienced McMaster students to become involved and a better chance of hiring the best possible team of TLs.
Difficulties:	Keeping information concise and easy to read, ensuring that info about the responsibilities of the role are not lost beneath personal anecdotes and experiences often used to promote applications.
Partners:	The Underground Media & Design, Haley Greene (Communications Officer), Surabhi Sivartnam (Promotions & Publications Coordinator)
Service Goal/Objective	Book a venue for Spark Formal.
Why:	Securing a venue and date for Spark Formal will allow the Events Coordinators and myself to begin filling in the many details associated with planning a formal event. Together we will be able to work backwards from the date of the formal and work with the Promotions and Publications Coordinator to develop a promotional strategy well in advance of the event. Last year Spark Formal struggled to meet the minimum number of ticket sales so an effective promotional strategy is of great importance this year to ensure enough tickets are sold.
Difficulties:	Choosing a date when midterm exams and other significant events during the semester are not yet scheduled; choosing a venue that is within the budget, accessible to students, and ideal for the events planned
Partners:	Various banquet halls and other venues in Hamilton, Scott Robinson (MSU VP-Finance), Larissa Turco & Emily Yang (Events Coordinators), past event planners
Personal Goal	Improve my communication skills in order to make instructions for exec members clearer and lead meetings in an efficient way.

AUGUST	
Service Goal/Objective	Hire a diverse team of volunteers.
Why:	Choosing a diverse group of individuals as Spark TLs is an important responsibility of the Spark exec team. With diversity comes diversity in experience and for the less experienced, joining the Spark team in a new role can be intimidating no matter how kind everyone is. Choosing TLs that have a range of leadership experience is very important to me because I believe we hold a very special opportunity to empower students to become leaders who may not have engaged in many or any leadership roles before.

Difficulties:	Identifying leadership potential in applicants who may not know the “buzzwords” and perfect responses to typical group interview questions and situationals.
Partners:	Other PTMs who have gone through a similar hiring process, Kristina Epifano (MSU VP-Admin)
Service Goal/Objective	Create an exciting and welcoming atmosphere for the newly hired Spark Team Leaders.
Why:	Starting the year off with a positive atmosphere will help volunteers become excited and passionate about their role which will positively impact the first year students they interact with. By creating this atmosphere right away, TLs will hopefully help encourage first years they meet to register for Spark. This positive environment also serves the purpose of making Spark a highlight of each volunteer’s week for the remainder of the year.
Difficulties:	There is a quick turnaround time from the point TLs are hired, Welcome Week, and the start of the school and Spark year.
Partners:	Executive Team
Service Goal/Objective	Create a large interest in Spark during Welcome Week
Why:	Welcome week is a great opportunity for Spark to reach out and make itself known as a resource specifically for first year students. By setting up a tent where TLs can hang out and chat with students, we can hopefully spread the word and demonstrate that Spark is a safe space for students to be supported through the challenges of first year. We will hopefully be able to get a lot of first year registration during Welcome Week so we can finalize Spark groups early in September. We also hope to use promotional strategies such as a large snapchat QR code along with other social media handles that allow students to stay in the loop about Spark throughout the year. This aims to maintain interest in Spark beyond the excitement of Welcome Week.
Difficulties:	Navigating the schedules of exec members and new TLs that may be involved in WW activities and already have responsibilities, being a memorable service when so many groups are also promoting their work during the week
Partners:	Kristina Epifano (MSU VP-Admin), Josh Marando (WW Faculty Coordinator), Erin Hopkins (Residence Orientation Planner), Sean Beaudette (Student Leadership & Learning of Residence Life), Tanya Kett (Student Success Centre)
Personal Goal	Show my appreciation to my executive team for working so hard over the first 4 months!

SEPTEMBER

Service Goal/Objective	Register 220 (11 per group x 20 groups) students in the first term Spark weekly mentorship program.
Why:	While capping the number of students enrolled in Spark may seem like a poor strategy for reaching as many first year students as possible, it is important to ensure the resources and volunteers available are able to take on the students enrolled in the program. Capping also ensures that not all interested students register for Spark in first term, leaving few students to register second term. Last year we struggled to register a lot of students in second term which resulted in very small session groups or groups where no students showed up at all which could be very discouraging for TLs. By reducing the number of students per group from 12 (last year's cap) to 11, we can hopefully shift some student registration from first term to second term without turning away too many students who really want to join.
Difficulties:	Capping runs the risk of students who missed out on first term registration losing interest by the time second term registration opens in December
Partners:	Josh Marando (Volunteer Coordinator), Melissa Paglialunga (FYC Coordinator), Executive Team, RezLife, Student Success Centre
Service Goal/Objective	Make new TLs with fewer leadership experiences feel comfortable and valued in their role.
Why:	From my own experience, I know how intimidating it can feel to join such a strong group of student leaders who seem to all have extensive leadership experience. Ensuring that new TLs feel prepared for their role and valued by the team will help them to have a positive experience with Spark as well as shape a positive experience for their students. I plan to do this by encouraging the sharing of tips from past experiences in leadership among volunteers as well as hosting meaningful volunteer appreciation events. Creating specific documents and online resources for TLs to collaborate and help one another will help to make less experienced TLs feel prepared for their role. This will also hopefully create meaningful relationships among TLs and help everyone feel at home in the Spark community.
Difficulties:	Ensuring TLs with more leadership experience remain "levelled out" when sharing experiences and advice for TLs with less leadership experiences.
Partners:	Returning TLs, Josh Marando (Volunteer Coordinator)
Service Goal/Objective	Plan and go on a fun Executive Retreat to facilitate team bonding.

Why:	September will be a very busy month and will mark 1/3 of the year spent as an executive team. Once we are all back in Hamilton for the school year, I'd like to go on an executive retreat to spend time together as a team outside of our Spark meetings. Last year our executive team did a trip to a cottage and we really enjoyed the time getting to know one another better and developing strong relationships. Team bonding events such as this help to build a positive team dynamic that helps the team to work more effectively together when working on Spark and resolving problems as a group. I want to ensure executive members are enjoying themselves as a member of the Spark exec team and will stay motivated and excited throughout the year.
Difficulties:	Finding a weekend to book off since September becomes very busy, choosing a retreat location/activity that suits everyone
Partners:	Executive team
Personal Goal	Staying calm when things don't go according to plan and managing my time to avoid too much stress.

OCTOBER	
Service Goal/Objective	Re-Introduce Spark Ambassadors
Why:	<p>Spark Ambassadors are first year students involved in Spark's weekly mentorship program that can choose to become even more involved as a representative of the service. The initiative happened 2 years ago but was discontinued last year but I'd like to re-introduce the program. Spark Ambassadors will meet weekly or bi-weekly and assist in: giving feedback on Spark's programs (Workshops, Sessions); planning and helping out at future Spark events with the Events Coordinators; developing and carrying out promotional strategies with the Promotions & Publications Coordinator. Spark Ambassadors have the advantage that they themselves are in first year and have a unique perspective on how Spark serves its demographic. They also have a better reach to other first year students and will be useful for promoting events and term 2 registration.</p> <p>Spark Ambassadors are also an incredible opportunity for first year students to become involved in something without having to face the application and interview aspect that may be intimidating and deter them from getting involved.</p>
Difficulties:	Navigating many schedules to find a meeting time that works for most Spark Ambassadors, splitting the load of planning and leading Spark

	Ambassador meetings among executive members, maintaining interest throughout the year.
Partners:	Josh Marando (Volunteer Coordinator), Kristina Epifano (MSU VP-Admin), FYC members
Service Goal/Objective	Host a successful workshop or event for first year students with high attendance.
Why:	The Spark workshops held in the fall have always had very low attendance. To combat this trend, we plan to choose a time before a ton of midterms have begun, reserve time in sessions trainings for the Events Coordinators to explain the event to TLs and recruit volunteers, use the help of the new Spark Ambassadors to plan the event and invite students to come, and plan an event that students feel is a good use of their time. These strategies aim to increase attendance which supports the goal of Spark to reach all McMaster first year students that may not be involved in the weekly mentorship program.
Difficulties:	Sometimes there are factors we can't control that affect students' decisions to attend an event, there is likely always going to be a midterm for at least one course every week in October
Partners:	Spark Ambassadors, Larissa Turco & Emily Yang (Events Coordinators), Underground Media & Design, FYC
Service Goal/Objective	Begin 1-on-1 check-ins with all Spark Team Leaders.
Why:	Again, 1-on-1 meetings provide the space for individuals to voice their concerns that they may not be comfortable bringing up in a group or without being prompted to talk about how they're feeling. This is also an excellent opportunity to collect feedback on sessions and events that the executive members can use when working on their portfolios.
Difficulties:	Scheduling meetings with 40 volunteers is a large undertaking
Partners:	Josh Marando (Volunteer Coordinator)
Personal Goal	Build meaningful relationships with the team of volunteers.

NOVEMBER

Service Goal/Objective	Effectively promote Spark Formal (ideally sell out all tickets).
Why:	Spark Formal is an incredible opportunity to engage first year students socially, allow Spark groups to spend time together outside of session, and engage students who are not yet involved in the program.

Difficulties:	Promoting the event while other events are simultaneously being promoted, promoting the event as a valuable use of time (to socialize and take a break from studying) during the busy semester)
Partners:	Spark Ambassadors, Compass, Melissa Pagliaunga (FYC Coordinator), FYC members, the Underground Media & Design
Service Goal/Objective	Make a sessions training into a mini-social.
Why:	While the Spark socials planned by the Volunteer Coordinator are awesome and valuable because they occur during “non-Spark time”, I believe that using part of the hour every week reserved for sessions training is an excellent opportunity to enhance connections between volunteers in a social setting. Spark volunteer socials often have low attendance due to the busy schedule of students but by using the time volunteers have already accounted for, we can ensure TLs can make relationships with one another and build a strong team among all volunteers.
Difficulties:	Ensuring there is enough time for the Sessions Coordinators to adequately train TLs on the upcoming session while also having a mini-social
Partners:	Nikhail Singh & Anika Spasov (Sessions Coordinators), Josh Marando (Volunteer Coordinator)
Personal Goal	Stay engaged and focused on long-term Spark tasks that will allow second semester to run smoothly.

DECEMBER	
Service Goal/Objective	Open and promote Term 2 registration for Spark’s weekly mentorship program.
Why:	With last year’s low term 2 student registration, I want to ensure that there is enough time for students who may be interested in Spark to learn about the program and sign up if they want to join. This aims to take off some of the pressure to promote registration in the first couple weeks of January. Last year we had to compete with MSU Presidential Elections for visibility which was a major challenge. By starting in December, we can reach students when there are few other campaigns or promotions happening for various school events.
Difficulties:	Getting promotional material prepared during exam season

Partners:	Underground Media & Design, Surabhi Sivartnam (Promotions & Publications Coordinator),
Service Goal/Objective	Host a holiday social to show volunteer appreciation.
Why:	I want Spark Team Leaders to feel that their efforts do not go unnoticed and that all the time and energy they have invested over the past semester has really made an impact on their students. Making this event as accessible and enjoyable as possible will encourage TLs to come out to the social and enhance connections among volunteers who may not have seen one another since another social or the first Spark training.
Difficulties:	Enticing volunteers to attend the social during the busy exam season, giving thoughtful gifts to TLs without spending too much of the budget.
Partners:	Josh Marando (Volunteer Coordinator)
Service Goal/Objective	Collect extensive TL and student feedback on Term 1 Sessions.
Why:	Last year as Sessions Coordinator, we missed the opportunity to deliberately collect feedback from first year students enrolled in Spark during first term. This feedback would have been very valuable for tailoring Term 2 sessions to best fit first year needs. Collecting feedback from sessions is also valuable for reporting to the Executive Board about what students are specifically getting out of Spark. Continuing with collecting TL feedback also provides valuable perspectives on how sessions can be improved for the upcoming semester.
Difficulties:	Getting first year students to fill out a survey or feedback form, avoiding collecting so much feedback that it is overwhelming for the Sessions Coordinators
Partners:	Nikhail Singh & Anika Spasov (Sessions Coordinators)
Service Goal/Objective	Collect Mid-Year transition reports from executive members.
Why:	This ensures that the “Running Transition Reports” are completed after a lot of tasks have been completed and exec members have executed their plans. By having execs fill these out mid-year, it ensures their thoughts and ideas are fresh and they can provide more information for the incoming executive members in April. We had difficulty ensuring all transition reports were completed before the new executives began their term this year so hopefully it will alleviate the load of completing the entire transition report in April. Instead, exec members will have 4 months (max) to finish writing about their experiences in their roles.

Difficulties:	Expecting a lengthy amount of writing during the busy month of December
Partners:	Executive Team
Personal Goal	Spend time with executive members and strengthen relationships with each member through 1-on-1's and casual hangouts.

JANUARY	
Service Goal/Objective	Hire the new Spark PTM
Why:	Getting started on hiring the incoming Spark Coordinator at the beginning of the term ensures that there is ample time to adequately transition them and prepare them for the role. I appreciated knowing well in advance that I would be taking on this role and was able to plan my own schedule for hiring an executive team and getting training from my predecessor.
Difficulties:	Ensuring the timing works with Kristina, finding time to interview and review applications during a busy time for Spark and during Presidential Elections
Partners:	Executive Board, Kristina Epifano (MSU VP-Admin)
Service Goal/Objective	Register 200(+) students for second semester Spark.
Why:	Last year we struggled to reach 100 students registered for Term 2 Spark which resulted in small session groups and low retention. This could be quite discouraging for Spark TLs who were eager to impact first year students and ended up having few to no students show up every week. Starting off the term with a large number of students ensures that even if students stop coming to Spark, the odds lean in favor of every group having a few students attend sessions.
Difficulties:	Students often feel they don't "need" Spark after finishing one semester of first year, students may now be involved in other organizations and don't feel they would have time for Spark, promoting Spark in January can be difficult due to Presidential Elections
Partners:	Underground Media & Design, Surabhi Sivartnam (Promotions & Publications Coordinator).
Service Goal/Objective	Run a successful and motivating Winter Re-Training for Team Leaders

Why:	After one term of being a Spark TL, volunteers can get tired and begin to feel that Spark is a burden or just another box to check in their school week. I want to ensure that TLs feel supported and motivated throughout the year. By having a Re-Training that reminds TLs why they enjoy Spark and commit 4 hours every week to the service, we can hopefully inspire them to keep going and continue putting time and energy into the students they mentor.
Difficulties:	Planning a re-training that most TLs can attend, ensuring the re-training doesn't feel like nagging or feel patronizing to TLs
Partners:	Josh Marando (Volunteer Coordinator)
Personal Goal	Create a lot of interest in the position of Spark Coordinator so there is a decent-sized pool of applicants for the job.

FEBRUARY	
Service Goal/Objective	Begin Term 2 1-on-1 check-ins.
Why:	Again, 1-on-1 meetings provide the space for individuals to voice their concerns that they may not be comfortable bringing up in a group or without being prompted to talk about how they're feeling. Continuing with these meetings in term 2 helps to demonstrate that we want to support volunteers throughout the year.
Difficulties:	Scheduling 40 meetings, reluctance to actually plan a meeting when volunteers are busy with other commitments
Partners:	Josh Marando (Volunteer Coordinator)
Service Goal/Objective	Recruit another group of Spark Ambassadors
Why:	While one of the main purposes of introducing Spark Ambassadors is to help with Term 2 registration and these new Spark Ambassadors wouldn't be able to help with that, it is still an incredible opportunity for first year students to become involved in something without having to face the application and interview aspect that may be intimidating and deter them from getting involved. It also provides the opportunity for current Spark Ambassadors to practice their leadership skills by welcoming and orienting the new Spark Ambassadors to the program.
Difficulties:	Ensuring there are enough duties for all the Spark Ambassadors to help with in order to feel engaged
Partners:	Spark Ambassadors, Josh Marando (Volunteer Coordinator), FYC

Service Goal/Objective	Use Sessions trainings as opportunities for volunteer appreciation.
Why:	In term 2 of Spark, trainings are often much less structured due to the fact that session activities are often reused from first term and TLs don't need a full run-through of the activity. This provides more time during the hour training which can be used to show volunteer appreciation and keep TLs motivated to keep going until the end of the term. By leading fun activities, giving out warm fuzzies to one another, and providing snacks and refreshments every once in a while, Spark will remain as a highlight of the volunteers' weeks and will keep them motivated to continue their efforts.
Difficulties:	Maintaining good attendance when trainings become less structured and involve more socialization (some TLs will begin to think it's not as important to attend training anymore)
Partners:	Nikhail Singh & Anika Spasov (Sessions Coordinators), Josh Marando (Volunteer Coordinator)
Personal Goal	Keep the energy of myself, the exec team, and the volunteer team up as enthusiasm fades.

MARCH	
Service Goal/Objective	Help hire the new Spark Exec with the incoming PTM
Why:	Completing hiring in March allows for less stress during the last month of the school year when exams are happening and it can be very hard to schedule interviews and then an initial exec meeting. It also means that applicants have time to write a cover letter and apply before they become overwhelmed by exam season, thereby increasing the number of applicants.
Difficulties:	Scheduling interviews with classes, long weekends, etc.
Partners:	Another MSU service PTM, the incoming PTM
Service Goal/Objective	Collect another round of student and TL feedback.
Why:	Although our term will be nearing the end, this feedback is vitally important for the incoming Spark Executive team. I plan to create multiple surveys for Spark students, Spark Ambassadors, and Spark TLs to collect feedback on our different programs and events that can be used to improve the service in the following year.

Difficulties:	Enticing people to fill out the survey (could incentivize this through a raffle prize though)
Partners:	Underground Media & Design, Nikhail Singh & Anika Spasov (Sessions Coordinators), Larissa Turco & Emily Yang (Events Coordinators)
Personal Goal	Stay committed to my Year Plan specifically to make sure I collect feedback for the incoming Spark team.

APRIL	
Service Goal/Objective	Host a thoughtful and enjoyable Volunteer Appreciation social
Why:	After many hours of volunteering their time, Team Leaders deserve to feel appreciated and valued. By hosting a large gathering that TLs have the opportunity to mingle, recall memories of the year, and have some fun, we can demonstrate that we truly appreciate the team’s efforts and that we wish them well in their future.
Difficulties:	Finding a venue that can fit and feed 41 people, choosing a venue that allows for mingling and socialization, booking a venue when many other groups are also booking end-of-year socials
Partners:	TwelveEighty, the Phoenix, Josh Marando (Volunteer Coordinator), Underground Media & Design
Service Goal/Objective	Ensure PTM is adequately transitioned (e.g. have transition report finished, meet with MSU Office staff and future partners they will need to work with, have multiple meetings to discuss the role)
Why:	It can be overwhelming to learn everything at once when being trained as a new PTM so spreading this out over a month or two can help decrease the load. It is also important to schedule meetings with partners and stakeholders so that they can take place before myself and the incoming PTM leave for the summer or have exams in April.
Difficulties:	Finding time to schedule these meetings during the exam period and during the meetings the new PTM will be having with their new executives
Partners:	MSU Office Staff, Student Success Centre
Service Goal/Objective	Ensure exec members have submitted their transition reports and have met with the incoming execs by the end of the month.

Why:	It is important that transition reports are submitted in time for the incoming executives to have a fair start when they begin their term on May 1 st . I struggled navigating how to help my executive member and help them begin tasks when they didn't receive a transition report for the first month of their term. I want to ensure the incoming PTM has the resources they need to support their executives.
Difficulties:	Enforcing deadlines without overwhelming or putting too much pressure on executive members.
Partners:	Executive Team
Service Goal/Objective	Host an end-of-year exec appreciation event.
Why:	After an entire year of working together and expectedly many ups and downs, I want to make sure our team ends the year on a good note and everyone feels appreciated for their efforts after a long year. We will have spent many many hours together and made many sacrifices to ensure that Spark runs smoothly throughout the year so having a final event to celebrate the year is a great way to finish it off and leave our roles feeling accomplished.
Difficulties:	Finding a time that works with everyone during exams and before everyone leaves for the summer
Partners:	Executive Team
Personal Goal	Accomplish all major goals of the Year Plan and reflect and learn from any goals that were not accomplished.

Long-term planning

Overarching Vision (what is the ultimate goal?)	<i>Spark as a highly visible and credible McMaster first year student success service.</i>
Description	Spark is currently an important service offered to all first year students at McMaster that typically engages around 400 students through its mentorship program and other events. My overarching vision is to have Spark become a very prominent support for first years such that all first year students at least know someone involved in Spark and

	<p>understand what the service is all about. I so frequently hear “I wish I had known about Spark in my first year, I totally would have done it!” from my peers and I am aiming to get to the point where that isn’t said anymore.</p>
<p>Benefits</p>	<ul style="list-style-type: none"> • Spark has the ability to instill confidence in students that they carry with them throughout the rest of their time at McMaster. By increasing the visibility of Spark and reaching more students, we can create more student leaders and students who strive to reach their personal goals. • Spark empowers upper year students to become leaders and mentors and is a great gateway into working with and understanding the MSU. From my own experience, I knew very little about the structure of the MSU but my time spent volunteering with Spark taught me a lot and continued to provide me with new growth opportunities. As Spark grows as a service to impact more first year students, the number of volunteers needed to support these students also grows, thus increasing the number of upper year students that are empowered. • Spark can work closely with the Student Success Centre to centralize supports for first year students. By impacting so many first years, Spark can lobby to receive funding from the SSC and further enhance its initiatives and programs.
<p>Year 1 Goals</p>	<ul style="list-style-type: none"> • Enhance student turnout at Spark programs (weekly mentorship program, workshops, Spark Formal, other Spark events) • Collect large amounts of quality feedback to shape the future of Spark programs and continue to improve their turnout • Collaborate with other campus groups to increase cohesion amongst different transition programs • Improve upon current logistics and systems used by Spark • Continue building a consistent Spark brand to increase its credibility as a first year success service • Continue to promote Spark through many connections such as RezLife, SSC, other MSU services, faculty societies, etc.
<p>Year 2 Goals</p>	<ul style="list-style-type: none"> • Expand number of Spark Team Leaders and create new volunteer roles (e.g. Events, Sessions, Promo) that work with executive members to plan and execute the projects in their portfolio. Executive members will no longer

	<p>simultaneously be Team Leaders to lighten their increased portfolio workload.</p> <ul style="list-style-type: none"> • Implement feedback from last year to improve Spark programs and continue reaching more students.
Year 3 Goals	<ul style="list-style-type: none"> • Review the success of the increased number of volunteers and increase budget as necessary. • Collect feedback from the previous year's exec on the pros and cons of the new volunteer team structure and make any necessary changes. • Maintain relationships with campus partners to continue affirming Spark's credibility as a first year success service.
Partners	<p>Kristina Epifano (MSU VP-Admin) Scott Robinson (MSU VP- Finance) Tanya Kett (Student Success Centre) Sean Beaudette (RezLife)</p>

YEAR PLAN
MSU *SWHAT PTM*
Sowmya Karthikeyan
2018-2019
(submitted *July 13, 2018*)



OFFICE OF THE *SWHAT PTM*
INTRODUCTION

Hello!! I am so excited to take on this role, because SWHAT is a service that is very near and dear to my heart. Every year that I have been a part of it, I have found myself being surrounded by a very strong, fun and safe community. This year, I want to make sure that the entire SWHAT family feel supported and comfortable in their role. So, a large portion of my year plan includes appreciation for the team. Another thing that I want is for SWHAT to spread its presence around campus. This will start during Welcome Week and extend all the way to the end of the year. I want to take SWHAT out of its office and set up pop-up locations around campus in order to make it more accessible for our students. The last focus of this year will be to start a conversation about how SWHAT is gendered service. You will not see this mentioned often in the year plan, because a large part of starting this conversation is discussion between myself, my executive team and various other MSU partners. One big thing I will push for is a trial month where we will have gender neutral scheduling. We will not know the effects of this on the service until we have had these conversations and have the trial month. But that is the purpose of this goal, it is to explore ways in which we can strive to make SWHAT a gender-neutral service in the future.

With each passing year, SWHAT is making itself essential to the maintenance of safety on the McMaster Campus. I am very excited to see what this year holds for myself and for SWHAT!

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Complete Full Volunteer Team Hiring
Why:	We will do the majority of our hiring in April/May in order to ensure that we have a full team going into September; the only portion of hiring left will be first year hiring.
Difficulties:	My team and I are struggling to decide whether we would base our hiring decisions solely on interview performance or also take into consideration the gender of the volunteers (since we schedule our volunteers in a way where there are 2 males and 2 females on each shift). This will need a meeting and discussion as to what we want to do. <u>(Edit: this has already happened and our volunteer team has been decided!)</u>
Partners:	
Service Goal/Objective	Have my executive team become more comfortable and familiar with each other
Why:	They will be working with each other for following year, and often, I will not be there to directly guide them. I want them to be able to trust each other and that comes with them becoming more comfortable with one another. I want them to feel secure enough to reach out anyone on the team, should they want to collaborate ideas, or if they need support in completing the tasks entailed by their role.
Difficulties:	Since school has ended, it is harder to bring everyone together physically so that they are able to interact better. In order to compensate for this, I make sure that our social media groups are live so that they speak to each other through there. An advantage that I do have is that my entire met each other through SWHAT, which means that they do know each to some capacity. I am trying to strengthen these relationships. Other ways I am working to bring them closer is by giving co-ships and the entire team, service related-tasks and involving them in my planning process. I am also as transparent as I can be with my team, so that they know that they do have a role in the success of the service
Partners:	My Executive Team
Personal Goal	I would like to map out the major events for the year.

JUNE

Service Goal/Objective	Have my execs complete their year plans.
Why:	I want to see what they want their year to look like so that I can incorporate that into my plans. I also want to know that they have a goal and vision that they are working towards, this is an indication of their motivation to perform the role. Additionally, many of them were worried their role might be overwhelming and my hope that writing out a year plan will help them ease that worry.
Difficulties:	The reality is that not every idea can be executed during the year, and I have to make sure that I speak with my exec to come up with compromises where everyone feels like their contributions are important and valued.
Partners:	My Executive Team & VP Admin
Service Goal/Objective	Add the walker and dispatch team to our Facebook group.
Why:	This is a good way to give the volunteers time to see who they will be working with. Additionally, this will open a space for communication with the executive team, and way for me to communicate with the team in a more efficient manner.
Difficulties:	Not every student has Facebook, so I will have to make sure I take this into account and that I make sure that all updates go to all volunteers.
Partners:	
Personal Goal	

JULY	
Service Goal/Objective	Begin Planning SWHAT's presence during Welcome Week
Why:	This is to ensure that I am able to contact everyone that I need to make SWHAT's presence strong during WW. This includes rep teams and RezLife. Additionally, I will likely send walkers a poll to see what walker availabilities are like for WW and speak to my Volunteer Logistics coordinators about how they would like to go about scheduling for WW.
Difficulties:	It is the summer, so it may be hard to reach all walkers and not everyone may be sure about their welcome week plans. Additionally, I am not sure that other services have planned, so there may be an overlap of ideas and it may be difficult to overcome these overlaps. However, it is still important to reach out and see what I have to work with.
Partners:	VP Admin, SWHAT Exec and volunteers
Service Goal/Objective	Look through the promotional material we have and see what we may need or order.

Why:	This is to prepare for the year, so that we are prepared to promo during our first year hiring and during Welcome Week. This is also a good time to speak with my Public Relations coordinators about what material they have to work with and what more they want to order.
Difficulties:	
Partners:	Michael Wooder, Underground, Promo Exec
Service Goal/Objective	Have a check in with each individual position about their year plans.
Why:	I want to do this in order to go over with them what they would like to achieve and what they are worried about and need my help with. Additionally, I would talk to them about what they need to plan during the rest of summer in order to prepare for September.
Difficulties:	There are many ways in which these conversations can proceed. It may be involve supporting my exec with anxiety about their role. It may also mean that I might have to have them re-work some of their ideas due feasibility.
Partners:	SWHAT Exec
Personal Goal	

AUGUST

Service Goal/Objective	Send out Welcome Week Availability Sheets to Walkers and Dispatchers
Why:	This availability starts Welcome Week planning, additionally, this availability is separate from the September Availability. WW availability sheets will be sent out much earlier than September Availabilities.
Difficulties:	The worry is that not enough walkers will be available for welcome week, in which case, SWHAT will only be open on larger nights (eg. Concert nights). That adjustment will be made depending on what our availabilities are like for WW.
Partners:	
Service Goal/Objective	Have an Executive Team Training
Why:	I would like to have an in-person training with my executive team in order ensure that they are aware of what their responsibilities as an exec in the office during shift are. Additionally, I will train them how to perform the dispatch/walker position, should they have to fill in for a missing walker/dispatcher. Additionally, this training will involve discuss ways to create a safe space in the office, and how

	to manage different types of conflict.
Difficulties:	Hopefully, all the execs will be able to attend the training, but we will have to make accommodations as needed (eg. skype calls).
Partners:	
Service Goal/Objective	Have at a full walker/dispatcher Training
Why:	I would like all volunteers to be trained prior to their first shift in the new year.
Difficulties:	Availability will once again be an issue. In order to accommodate for missing volunteers, I will work with the Volunteer Logistics and Dispatch Operations coordinators to create a quick walker/dispatcher guide for the volunteers to follow.
Partners:	
Personal Goal	I want to make sure that I feel prepared about our opening in September.

SEPTEMBER

Service Goal/Objective	Large WW Presence
Why:	SWHAT will be open in WW in order to make ourselves a resource to students during this busy time. Additionally, we want exposure with first years so that they consider applying to the service. SWHAT will work with other campus services to make the Mac campus safer and more accessible for students.
Difficulties:	
Partners:	Residence Life, MSU Maroons, Various Faculty rep teams
Service Goal/Objective	First year hiring
Why:	This is a way for first years to become involved with the service and increase SWHAT's general engagement with the first years. While it will complete our volunteer team, it is also a way for us to make ourselves known to the first-year population.
Difficulties:	It is possible that first year interest will low, due to which, we may not get enough applications. In this case, I will re-open the applications and this time, any student in any year will be able to apply.
Partners:	Communications Officer
Personal Goal	Make sure that I check in with myself about how I'm feeling about our team and

	the service. Just making sure to take a moment to reflect.
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OCTOBER	
Service Goal/Objective	Assess Walker/Dispatch/Exec Comfortability
Why:	Now that all the volunteers would've spent one month with the service, I would like to see how they are feeling. I would schedule one on one's with my executive team so that I can get feedback from them. Following that, I would split up the volunteers amongst the executive team, and have each of the execs either meet up or send a message to a set of volunteers asking about how September is going for them!
Difficulties:	SWHAT is made up of a very large volunteer base, therefore it will take time to get through all the volunteers. That being said, I think this is an important step to take and splitting it up between the exec team will be helpful.
Partners:	
Service Goal/Objective	Halloween/Hallo-Weekend Walks – Extension of Hours
Why:	Knowing that this can be a very busy weekend, I would like to us to be open for an extra hour on Friday and Saturday. This is another way in which we can add extra security for students. If being open for an extra hour is not feasible, then I would try to bring more walk teams into the office for the hours that we are open so that we can cater to more student needs.
Difficulties:	This depends on walker availability and if we have enough volunteers willing to stay back an extra hour.
Partners:	If other services also have special programming or planning for Halloween (with respect to campus safety), I would want to collaborate with them.
Personal Goal	

NOVEMBER	
Service Goal/Objective	Volunteer Appreciation Coffeehouse
Why:	This is a good way to bring together the volunteers and give them a space to interact outside the office. Hopefully, this will build strong connections between

	the volunteers thereby making their experience with the service that much better.
Difficulties:	This is usually midterm season, therefore volunteer turnout and availability may be low. That being said, the coffeehouse has always been held at this time and is a drop in event. Hopefully with enough notice and promo, it will be a successful event.
Partners:	
Service Goal/Objective	November Walk-athon
Why:	This is one out of two of our fundraising Walk-a-thons. A part of our budget allocates money that is to be donated to a not-for profit organization. This walk-athon will decide how much money will go toward to the organization that we pick.
Difficulties:	In order for this event to be successful, we need heavy promo. We will have to start promoting for this event well before the months starts, as well as heavily during the month as well.
Partners:	
Service Goal/Objective	Humans of SWHAT Promotional Campaign
Why:	Similar to the Humans of New York, we will post pictures of our volunteers and ask them about why they like SWHAT and what impact it has on their lives. This a way to make the service friendlier to the students and they will have faces to match to the service.
Difficulties:	
Partners:	
Personal Goal	This can be a busy month, so I want to make sure that I give myself the breaks that I need in order to function optimally.

DECEMBER

Service Goal/Objective	Exam Season SWHAT Thode Pop-ups – Set up SWHAT stations at Thode during 24 hour exam time
Why:	I want bring SWHAT closer to students. I am hoping that having teams wait in Thode for walks will encourage more students to use SWHAT as they are walking home later at night.

Difficulties:	We would run into trouble if there are a number of students all wanting to use SWHAT to get a walk home at the same time, as we will only have 2-3 teams at Thode. If this happens, I would suggest that the teams do a few generic routes where they can drop students either to their street or closer to their homes, if not directly at their house.
Partners:	
Service Goal/Objective	Volunteer Appreciation = Exam Favours
Why:	My exec team and I will pick small item of SWHAT swag (previously we've done buttons or phone card holders) to give to the volunteers as way to show out gratitude for their commitment to the service. We will likely pair this with a small goodie bag with some chocolates and a small thank you note.
Difficulties:	
Partners:	
Personal Goal	

JANUARY	
Service Goal/Objective	A second round of full hiring.
Why:	There are students that leave after the first semester, for many different reasons. In order to compensate for this, we will have another hiring when we hire fewer people, but enough to fill up the volunteer team.
Difficulties:	There two different ways this can go: A lot of people like to apply in January, because they have seen the service in action during the year and now want to become a part of it. This will make it harder for my team to cut out people and hire only a few. On the other, we may not have enough applicants, and this may mean that we will have to work with a lower number of volunteers than is optimal.
Partners:	
Service Goal/Objective	Have a giveaway (or raffle)
Why:	This will be to promote our hiring and to promote the service. Also
Difficulties:	

Partners:	
Service Goal/Objective	Check-in with Executive Team
Why:	I want to see how they are feeling, and fears and excitements for the new semester. I also want to get an update about how they would want me to improve the way that I am contributing to the team.
Difficulties:	
Partners:	
Personal Goal	

FEBRUARY	
Service Goal/Objective	Gender Neutral Scheduling
Why:	I have spoken with my exec team, and we have all decided that we do want to address the fact that SWHAT is a gendered service. I am hoping that by the time we reach February, my team and I would have been able to have enough discussion about this topic and we would have a good understanding of our volunteer team. Due to this, we will have had enough time to plan for change in scheduling and try it out in the most efficient way possible.
Difficulties:	There will likely be questions from volunteers and it may cause problems in the way in which walks are received, or the number of walks that are received. However, this is the reason why I want to try this out, in order to see the impact of it on the service.
Partners:	WGEN, Diversity Services, Equity and Inclusion Network – I would have conversations with these groups before in order address this topic in the best way possible
Service Goal/Objective	A promotional Raffle/giveaway
Why:	In order promote for the March Walk-a-thon!
Difficulties:	I have to make sure that I take stock of our promo materials and what is left over in our budget in order to make this giveaway happen!
Partners:	
Service Goal/Objective	Small events for our Volunteer teams – very casual
Why:	This is just a way to bring together the volunteer team and strengthen the ties at SWHAT. This event planning will be run by Volunteer Affairs Coordinator.

Difficulties:	Once again, due to volunteer availabilities, we may not be able to have large events. It would be more useful to have, smaller, more frequent events that volunteers can choose between.
Partners:	
Personal Goal	

MARCH	
Service Goal/Objective	March Walk-a-thon
Why:	This is the same as the November Walk-a-thon
Difficulties:	Typically, the March walk-a-thon is not as successful as the November one. I want to make sure that myself and the team take same amount of efforts for this walk-a-thon that we do for the November one. A big focus of the promotional effort for this month, will be to get our volunteer team to promote the walk-a-thon very heavily
Partners:	
Service Goal/Objective	Humans of SWHAT Campaign
Why:	Similar to the Humans of New York, we will post pictures of our volunteers and ask them about why they like SWHAT and what impact it has on their lives. This a way to make the service friendlier to the students and they will have faces to match to the service.
Difficulties:	
Partners:	
Personal Goal	

APRIL	
Service Goal/Objective	Check-in and Feedback from all volunteers

Why:	This is good to see how the year was overall for volunteers and take down ideas for how to improve SWHAT for the upcoming year.
Difficulties:	In the past, we used to send out a feedback form, however, not everyone would fill that out. Instead, I would like to have the execs have a quick 1-on-1 meeting with the volunteers during their shifts and see what feedback they have.
Partners:	
Service Goal/Objective	Exam Season SWHAT Thode Pop-ups – Set up SWHAT stations at Thode during 24 hour exam time
Why:	This is the same as what we would do in December.
Difficulties:	Volunteers may leave right after their last exam, which means we may have fewer volunteers on shift later in the month and it may not be feasible for the pop up to happen. I will have to gauge and react accordingly if this happens.
Partners:	
Service Goal/Objective	A final Full SWHAT Family Hang out + Give out end of year SWHAT appreciation SWAG.
Why:	This is final way to show gratitude for our volunteers and for all the time and effort that they have given to the service. This is also a good time for sentimental goodbyes!
Difficulties:	
Partners:	
Personal Goal	

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>Make SWHAT a Non-gendered Service</i>
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Description	<p>Right now, walker hiring, and scheduling requires that student declare if they identify as female or male. The reason why this gendered scheduling practice is used is because it allows us to send out walker teams with a male and female identifying walkers, and this is way to make the client feel a little bit more comfortable.</p> <p>That being said, this type of scheduling is not inclusive at all, and it may be hindering students from applying to the service or using it as a resource for security. For these reasons, I want to find a way to run our service without the need of specifying genders identities.</p>
Benefits	This makes the service a safer space, and one that is accessible to students.
Year 1 Goals	<ul style="list-style-type: none"> • Try out a non-gendered scheduling system and see how that affects the way in which the service runs. • Gather research about how we can transition our service to become non-gendered • Look at how client comfortability changes with having to walk with same gender teams
Year 2 Goals	Ideally at this point, we would have enough research in order so another trial at scheduling and running the service in a non-gendered manner. This approach will be improved from the year before and hopefully will cause fewer problems.
Year 3 Goals	Depending how Year 2 goes, at this point, we could transition into have a non-gendered service but this is not guaranteed.
Partners	MSU Services: Diversity Services, WGEN Equity and Inclusion Office

YEAR PLAN
MSU WGEN Coordinator
Jocelyn Heaton
2018-2019
(submitted *June 13th 2018*)



OFFICE OF THE *WGEN Coordinator* INTRODUCTION

Dear Executive Board,

My name is Jocelyn Heaton and I am looking forward to serving as the WGEN Coordinator for the 2018-2019 term. This past year I had the pleasure of serving as the Volunteer Coordinator, a position I think will lend itself well to a transition onto the role of Coordinator. My main goal for this year. The main goal for this year follows much of the amazing work WGEN has already done in previous years, but simply expanding and improving on the quality, consistency and awareness of our service in general.

WGEN is an equity-based service which aims to support and provide space for survivors of gender-based violence, and gender-oppressed students at McMaster University. To be more specific, WGEN caters to all survivors of sexual violence, women, transgender, and gender-nonconforming students. That being said, WGEN also necessarily operates within an anti-oppressive, anti-racist, intersectional feminist framework which very much informs the programming we create and the supports we provide for McMaster students. The bulk of our efforts falls into two categories – preventative work (workshops, trainings, advocacy, poster campaigns), and reactive work (peer support space, support groups, referrals, advocacy, community building, etc.).

I have three main goals for this year, for which all the objectives in the Year Plan below will contribute to at least one. First, I want to improve on the consistency of events and promotion of WGEN events. Over the years we have run so many successful campaigns and events which the McMaster community enjoyed, but the yearly turnover of teams can lend itself to inconsistencies, which although can foster new opinions and innovations, more often result in the loss of lessons learned and important information. To do this I will be working closely with the Community Events and Planning executives and the Promotions executives. Second, I want to expand and advertise our donations programs. We have a variety of menstrual health products,

safe sex related products, chest binders, breast forms, bras and a few other items available for donation, and I have noticed that immediately after promotions, we see surges in the usage of these programs. I want to make sure we are reaching as many McMaster students as possible with these programs, and expanded them where possible. I will be working with the Resources executives and the Promotions team for this goal. Finally, I would like to strengthen the content of our training, support groups and educational programs. As a feminist organization, we always have room to grow and learn more about what we should be training our volunteers in, how we should be supporting our users, and what we should be promoting through our educational events and campaigns. The Volunteer Coordinator and the Social and Political Advocacy executives will be key partners in achieving this goal. Other goals for the year include updating our resource library check out method to include content and trigger warnings, reestablishing a relationship with the Silhouette so we can contribute content articles for the student population, and increasing user-ship of all our services, the Space, support groups, events and donation programs alike.

To summarize, WGEN's operates under three main themes, a) providing peer support, b) providing education and advocacy on gender equity issues, and c) building community for women, transgender and gender non-conforming students, and all survivors of sexual violence. All of these require resources to achieve but the work that has been done by this service, and the work I hope to continue this year, are vital in providing space for folks who are most in need, and improving the McMaster community to make it the best and most inclusive that it can be. I welcome your input and look forward to the upcoming year.

Regards,

Jocelyn Heaton

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Hire Executive Team
Why:	Need to fill all executive positions, ideally early enough to begin term work in the summer.
Difficulties:	I had some troubles organizing a schedule of interviews which worked for all interviewees and interviewers, as well as making final decisions regarding a group of highly qualified candidates.
Partners:	Previous WGEN Coordinator, Previous WGEN execs, Maddison Hampel (Hiring postings), Underground (Hiring Graphics)
Service Goal/Objective	Transition executives into their roles (exec training May 16th), and create Year Plan templates for them all to fill out
Why:	I want the team to be prepared to start their work over the summer so as to best prepare ourselves for a successful year. I wanted to make it as easy as possible for them to do this so I customized Year Plans for each role to fill out and submit to me
Difficulties:	Organizing the schedules of 10 people all working in various capacities was difficult, and will continue to be throughout the year. I have completed 3 out of 5 Year Plan templates and will have the final ones finished soon
Partners:	Exec team
Service Goal/Objective	Beginning Hiring Volunteers (prepare application questions, get Underground graphics, choose dates, June 3rd-17th)
Why:	We want to have the bulk of our hiring completed during the summer so that during September, when many other services and groups are recruiting, we already have a solid basis. This will also make it easier to open our space promptly as new will need less time to complete the smaller second round of hiring in September.
Difficulties:	I will be leaving the province June 14th and I need to make sure my team is equipped to handle interviews with me not physically present.
Partners:	Exec team, Maddison Hampel (Hiring postings), Underground (Hiring Graphics)

Personal Goal	Effectively balance work and studying. As I am wiring my LSAT June 11th, this month offered a sort of trial run in balancing being WGEN Coordinator with school, and I used it to gauge what works and doesn't work in terms of allocating time and effort to both commitments.
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JUNE	
Service Goal/Objective	Hire Safe(r) Space and Events Committee volunteers
Why:	Having the bulk of Volunteers hired in the summer spreads all tasks involved in hiring across a longer period of time, putting less localized strain on my executive team.
Difficulties:	Summer hiring always presents challenges in organizing schedule for interviewers and Interviewees alike. I will also personally be out of the province but I will still be very involved in the hiring process
Partners:	Entire executive team (Specific roles for Volunteer Coordinator, Promotions executives, and the Committee lead for Community Events and Planning and Social Political and Advocacy executives), MSU Social Media Coordinator, and Maddison Hampel
Service Goal/Objective	Organize various collaboration requests with community and university partners (Maroons, OPIRG etc.)
Why:	Various groups have reached out to WGEN regarding potential collaborations and we would like to get back to them ASAP, and begin planning collaborations where they are going to happen.
Difficulties:	Organizing meetings is an initial difficulty in the summer months, but more potently there is the complication of organizing collaboration events that serve the goals and needs of all parties involved.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Promotions executives, MSU Maroons, OPIRG etc.
Service Goal/Objective	Collect Year Plans from Executive team
Why:	Creating a Year outline with expectations for each role is an important part of having a successful year and assuring executives feel prepared

Difficulties:	Given various, job, volunteer and other time commitments it is often difficult to set deadlines in the summer.
Partners:	Executive team
Personal Goal	Attain my goal LSAT score on June 11th.

JULY	
Service Goal/Objective	Begin Planning Training
Why:	Having an outline of training early in the summer will minimize time and effort requirements in late August and early September when there are many other commitments going on.
Difficulties:	Setting deadlines and task lists in summer months can be difficult and hard to enforce.
Partners:	Volunteer Coordinator, Resources, Social and Political Advocacy, TRRA, Hamilton partners for external training
Service Goal/Objective	Organize Resource Library/Update checkout system
Why:	Going into the year we would like to have a solid set of resources for checkout/donation and have adequate systems for dispersal.
Difficulties:	Both Resources execs live out of city for the summer and some of these tasks require physical presence in the space, and will therefore have to be deferred to the Fall.
Partners:	Resources executives, external partners
Service Goal/Objective	Create completed Year Plan for all executives (tasks lists, goals etc.)
Why:	Giving executives a clear outline of year expectations and goals is key to setting up a successful year. I want to establish consistency throughout the year in our events programming and other services, and this is only possible if all executives feel prepared for the year.

Difficulties:	Creating customized year plans for all the execs will take effort and time but have a greater reward than generalizing them would.
Partners:	VP Admin (when needed)
Personal Goal	I will be travelling for most of this month, so I would like to maintain my professional responsibilities within a time of leisure. This is an important skill to refine as there will be times during the year where I have leisure needs and wants in which I will have to continue fulfilling responsibilities.

AUGUST	
Service Goal/Objective	All executive members complete outstanding summer tasks
Why:	Ensuring that the goals set out for the summer are completed is an important precedent to set, that will hopefully encourage similar dedication throughout the year. It is also important that all tasks are completed simply because they are required for us to continue with expected programming at the beginning of the year such as Volunteer Hiring, training and an opening event.
Difficulties:	The goals set out are ambitious but manageable. Assuring that these tasks are completed will require adherence to tasks lists and deadlines throughout the summer months.
Partners:	Exec team
Service Goal/Objective	Plan Opening Event
Why:	September will be a busy month and we will need to have content designed and promotional graphics ready in late August in order to run the event successfully. The event is tentatively set as a Feminist Trivia night to be held in late September in Bridges.
Difficulties:	There are many difficulties that arise in event planning ranging from booking space, working with various partners and creating content. It may also be difficult to begin the planning process in the summer months.
Partners:	Community Events and Planning executives, Underground, Bridges Coordinator, external partners for potential event prizes

Service Goal/Objective	Complete Training
Why:	Following through with the summer plan of designing training will assure that we can open the Space as soon as possible. We hope to open the space by September 17th or September 24th.
Difficulties:	Working with various partners over the summer will be difficult, and depending on others timelines it may be hard to complete tasks in time.
Partners:	Volunteer Coordinator, Resources, Social and Political Advocacy, TRRA, Hamilton partners for external training
Personal Goal	I want to finalize a managing style. Although I will have had my team for a few months at this point, during the year interactions, meetings and responsibilities become heightened so it is vital to have strong leadership skills, especially on a team with many close friendships.

SEPTEMBER	
Service Goal/Objective	Hire Safe(r) Space volunteers (Second round)
Why:	We want to offer a second hiring period to allow first years, an upper years who missed the first round, a chance to volunteer with WGEN.
Difficulties:	The timeline for hiring will likely be very short because we will be aiming to open the space ASAP and therefore the first few weeks of the month will be very busy.
Partners:	Entire executive team (Specific roles for Volunteer Coordinator, Promotions executives, and the Committee lead for Community Events and Planning and Social Political and Advocacy executives), MSU Social Media Coordinator, and Maddison Hampel
Service Goal/Objective	Train all volunteers
Why:	Opening the space as soon as possible is important and therefore training Volunteers in early September is a goal.

Difficulties:	Aligning training with other MSU services may be pursued and therefore coordinating services timelines may be a problem. Also there a variety of complications that arise when organizing large-scale events such as a training weekend which will need to be anticipated if possible, and mitigated when they arise.
Partners:	Executive team, MSU peer support and equity based services, TRRA, Hamilton partners for external training
Service Goal/Objective	Run Space opening campaign (Instagram launch, opening event, giveaways)
Why:	Running a successful opening campaign is important for setting up a successful year and creating interest in the rest of the year.
Difficulties:	Event planning inevitably presents complications that arise on a short notice, and knowing how to handle those situations through risk management assessments is vital to a successful event. I anticipate a difficulty with this event will be promotions, and assuring we are reaching a large audience for attendance of the events and participation in the campaign.
Partners:	Community Events and Planning executives, Events Committee, Underground, MSU Social Media Coordinator, Bridges Coordinator, external partners for potential event prizes
Personal Goal	I want to complete all tasks and goals for the month so as got set up for a successful year as well as to make the WGEN team, executives and volunteers feel confident and prepared for the year.

OCTOBER	
Service Goal/Objective	Plan Transforming Mac campaign (Nov. 20th-22nd)
Why:	Transforming Mac is an important campaign primarily meant to support and serve McMasters Trans community. The events are necessary for education, foster community and solidarity, and improving the quality of Trans students universities experience.

Difficulties:	Many members of marginalized communities face difficulties engaging with larescle events and campaigns for a variety of reasons. Incorporating these concerns and thoughts in the design of the campaign are vital to it's success. It is also important to assure the week is advertised and executed respectfully, verifying that the content of the week is accurate and inclusive to all trans folks and actually succeeds in creating community for them.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Underground, McMaster Womanists
Service Goal/Objective	Launch Black & Gendered and Survivors Support group
Why:	Both of these groups are consistently well attended and received and both serve distinct needs on campus in creating space for marginalized and oppressed folks to seek support from peers.
Difficulties:	Support groups are always difficult to promote and run as they often rely on confidentiality and privacy. Risk management is absolute necessary for these groups so as to assure proper handling of the sensitive nature of information and content from these discussions.
Partners:	McMaster Womanists
Service Goal/Objective	Run Spooptacular event (Oct. 29th, 30th, 31st)
Why:	Spooptacular has been an annual Halloween event for a few years now. People associate the event with WGEN and running this programming allows for consistency over the years.
Difficulties:	Event planning inevitably presents complications that arise on a short notice, and knowing how to handle those situations through risk management assessments is vital to a successful event. The content of this event has drawn unwanted attendance by members wishing to disrupt the event. We must keep this in mind in designing the event and also while running it.
Partners:	Community Events and Planning executives, Social and Political advocacy executives, Events Committee, MSU Social Media Coordinator
Personal Goal	Law school applications open this month. I would like to submit my applications as early as possible.

NOVEMBER

Service Goal/Objective	Run Transforming Mac campaign (Nov. 20th-22nd)
Why:	The campaign ideally takes place in November, overlapping with Trans day of remembrance in order to highlight the importance of that day.
Difficulties:	The campaign takes place close to exams and therefore it may be difficult to prioritize tasks associated with it. Further, assuring that the work is spread evenly across the executive team will be vital to the success of the week, given the identity based nature of the campaign and that this often places more work on individuals holding such identities.
Partners:	Community Events and Planning executives, Social and Political advocacy executives, Events Committee, McMaster Womanists, MSU Social Media Coordinator
Service Goal/Objective	Plan Volunteer appreciation
Why:	Assuring a well thought out and successful appreciation event requires significant planning and effort, which will be best started in November.
Difficulties:	Having just finished a camping and heading into exams, it may be difficult to prioritize time for the planning of appreciation.
Partners:	Volunteer Coordinator
Personal Goal	I would like to have learned something improved my self awareness through facilitating the Survivors group. Although I am a facilitator I think I can benefit very much from the other members and the group discussions.

DECEMBER

Service Goal/Objective	Volunteer Appreciation
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Why:	Having a WGEN specific appreciation event is important, on top of MSU delivered events, to offer a calm space which is more attractive to many of our volunteers. It also allows for more meaningful and specific bonding within the WGEN volunteer team.
Difficulties:	Exam period can be a difficult time to schedule around, especially for a large team such as our volunteer team. However, the timing also offers a nice break from the stress of exam time and is therefore still manageable.
Partners:	Volunteer Coordinator
Service Goal/Objective	Exec Appreciation
Why:	Executives will have been very busy in first term opening the space, running initial events and completing a campaign. They will deserve an appreciation event of their own which will also encourage social bonding among the team members.
Difficulties:	Much like Volunteer Appreciation, exam period can be a difficult time to schedule around, but will also be rewarding after a hard term of work.
Partners:	N/A
Service Goal/Objective	Evaluate first term and update second term plan as necessary
Why:	Evaluating the term will be very useful in updated the second terms budget schedule and goals to better align with what has transpired and what is expected of the service in the second term,
Difficulties:	During exams it will be difficult to put time aside to do a comprehensive review, but it will be very useful in shaping the second term
Partners:	VP Admin, Executive team, Safe(r) Space Volunteers, Events Committee
Personal Goal	I would like to achieve grades of 11 and above and in all of my courses.

JANUARY

Service Goal/Objective	Plan Bodies are Dope campaign
Why:	Bodies are Dope is an important campaign primarily meant to support BIPOC students and is ideally run in February. The events will focus around support and solidarity within these communities.
Difficulties:	The campaign often requires significant research into the content and therefore will require significant effort from the relevant executive members. Further, and much like Transforming Mac, many members of marginalized communities face difficulties engaging with large scale events and campaigns for a variety of reasons. Incorporating these concerns and thoughts in the design of the campaign are vital to it's success. It is also important to assure the week is advertised and executed respectfully, verifying that the content of the week is accurate and inclusive to BIPOC students and actually succeeds in creating community for them.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee, Underground, McMaster Womanists
Service Goal/Objective	Refresher Volunteer Training
Why:	Refresher training allows the team to incorporate critiques from the first round and further elevate the knowledge and competence of the volunteer team. This is a great opportunity for Volunteers to bring question and evaluate the previous term.
Difficulties:	Scheduling a large group of people is often difficult. We will need to do our best to assure the most attendance we can to optimize the trainings messages
Partners:	Executive team, TRRA
Service Goal/Objective	Launch support group (depending on term one groups success)
Why:	There has been increased interest in our support group services and therefore, pending feedback and success of our term one groups, a new support group may be beneficial. Preliminary ideas for such a group are a Queer support group, with weekly topics advertised ahead of time to ensure the best turnout of folks interested in that weeks discussion.
Difficulties:	We may face difficulties running 3 support group, as they typically need 2 facilitators from our team and fairly consistent commitment on the part of those facilitators.
Partners:	Underground, Relevant campus groups (PCC, Engiqueers etc.)q

Personal Goal	At this point in the year I would like to see the WGEN team becoming close and forming friendships on top of professional relationships. The service is at its roots a support service and therefore I hope fosters long term support systems for users and volunteers.
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FEBRUARY

Service Goal/Objective	Collaborate with other campus groups for Black history month campaigns
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Why:	There are typically many groups on campus that collaborate and coordinate Black History Month events and this year we would like to be involved in those discussion and contribute to the efforts and campaigns.
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Difficulties:	At this point we will be planning our largest campaign of the year and therefore may tend to focus our efforts there. It is important we continue to put time towards the ongoing programming such as Black History Month.
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Partners:	All relevant campus partners (McMaster Womanists, Muslims for Justice and Peace, Mac Africans etc.)
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Service Goal/Objective	Run Bodies are Dope campaign
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Why:	This campaign ideally takes place in February during Black History Month.
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Difficulties:	Given that the campaign is largely base don identity it is vital to assure that the work is spread evenly across the executive team. Identity based events can tend to places more work on individuals holding such identities, however it is important all members of the team contribute to content creation and event execution.
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Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee, McMaster Womanists, MSU Social Media Coordinator
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Service Goal/Objective	Plan Making Waves Week
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Why:	Making Waves week is a perfect end to the year, a large campaign of feminist programming meant to bring folks together from all communities.
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Difficulties:	The campaign often requires significant research into the content and therefore will require significant effort from the relevant executive members. This campaign is typically targeting a much larger audience than previous ones however it is still important to remember that members of marginalized communities face difficulties engaging with large scale events and campaigns for a variety of reasons and we must consider this in the design of the campaign. It is also important to assure the week is advertised and executed respectfully, verifying that the content of the week is accurate and inclusive to all McMaster students.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee Underground, McMaster Womanists
Personal Goal	I would like to begin hiring the next years PTM at this point as I feel the earlier they are hired, the more opportunity for them to have a smooth and comprehensive transition.

MARCH	
Service Goal/Objective	Run Making Waves campaign
Why:	This campaign is meant to be our biggest of the year and a close to the years programming. For this reason it is ideal to have in March, before finals pick up too much for our team and for the students we want to come out.
Difficulties:	Near the end of the year and finals it may be difficult to motivate folks to complete tasks and do the work necessary for a successful campaign.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee, McMaster Womanists, MSU Social Media Coordinator
Service Goal/Objective	Plan Volunteer Appreciation
Why:	Assuring a well thought out and successful appreciation event requires significant planning and effort, which will be best started in November.
Difficulties:	Having just finished a camping and heading into exams, it may be difficult to prioritize time for the planning of appreciation.

Partners:	Volunteer Coordinator
Personal Goal	I would like to have heard back from law schools at this point regarding my admission, ideally getting into at least one of my desired schools.

APRIL	
Service Goal/Objective	Volunteer Appreciation
Why:	Having a WGEN specific appreciation event, especially at the end of the year, is important, on top of MSU delivered events. A calmer and smaller space which is more attractive to many of our volunteers will allow for more meaningful and specific bonding within the WGEN volunteer team.
Difficulties:	Exam period can be a difficult time to schedule around, especially for a large team such as our volunteer team. However, the timing also offers a nice break from the stress of exam time and is therefore still manageable.
Partners:	Volunteer Coordinator
Service Goal/Objective	Exec Appreciation
Why:	Executives will have been very busy in first term opening the space, running initial events and completing a campaign. They will deserve an appreciation event of their own which will also encourage social bonding.
Difficulties:	Much like Volunteer Appreciation, exam period can be a difficult time to schedule around, but will also be rewarding after a hard term of work.
Partners:	N/A
Service Goal/Objective	Evaluate year long success and Transition to new Coordinator
Why:	Evaluating the year is one of the most important things for the ongoing success of the service so as to best transition to a new team, and set them and the service up for future success.
Difficulties:	Finishing the term it may be desirable to finish up work as quick as possible which can lend itself to neglecting important tasks like this. It is however vital to perform this evaluation.

Partners:	VP Admin, Executive team, Safe(r) Space Volunteers, Events Committee
Personal Goal	I would to have achieved grads of 11 or above in all of my courses.

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>Create more interactive/donation based programming (similar to binder, bra and breast form programs)</i>
Description	<ul style="list-style-type: none"> • Create consistent and long-lasting relationships with companies and exterior organizations in order to promote donation/discount programs that will serve the McMaster population
Benefits	<ul style="list-style-type: none"> • This goal will increase user-ship of WGENs service by reaching a more diverse audience by catering to diverse needs. • This goal will make McMaster a safer space for students as they will feel not just superficially but materially supported by their institution
Year 1 Goals	<ul style="list-style-type: none"> • Increase the consistency of interaction with company's and groups we wish to have longterm relationships with
Year 2 Goals	<ul style="list-style-type: none"> • Organize consistent donation processes that can continue the teams turnover throughout the years
Year 3 Goals	<ul style="list-style-type: none"> • Maintain relationships with all partners

Partners	External donation partners (Gender Gear, GC2B, LeWand etc.)
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Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Foster relationships with the Hamilton community</i>
Description	<ul style="list-style-type: none"> • Create opportunities for collaborations and relationships with Hamilton based groups that align with WGENs mandate and goals by running events together, promoting each others programming and service to McMaster and Hamilton communities
Benefits	<ul style="list-style-type: none"> • Increase opportunity for collaboration and mutual benefit • connect McMaster and Hamiltons demographics which would benefit from our services (women, trans folks, survivors etc.) • Coalition relationships with the community will encourage more widespread inclusion and anti-oppressive practices beyond our service
Year 1 Goals	<ul style="list-style-type: none"> • Begin reaching out to Hamilton groups, so as to familiarize ourselves with each other and the various services we offer
Year 2 Goals	<ul style="list-style-type: none"> • Plan events or campaigns in collaboration which could be repeated and continued throughout the years
Year 3 Goals	<ul style="list-style-type: none"> • Maintain relationships, and always be open to new ones
Partners	Hamilton partners (YWCA, Anti-racism resources centre, Indigenous Women shelter, etc.), other McMaster groups (PCC, Macsess, Diversity Services etc.)

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Adapt hiring practices and programming to encourage diversity in executive teams, volunteers and user-ship of the service</i>
Description	<ul style="list-style-type: none"> • Create an environment in which the demographics WGEN aims to represents are accurately reflected in the exec and volunteer team dynamics as well as a diverse user base for the service • Encouraging members form marginalized demographics to engage with the service in all capacities (users, execs, volunteers etc.)
Benefits	<ul style="list-style-type: none"> • Although we may serve certain communities, it is important that communities are involved in their own organizations so as to best provide the support needed • Encouraging involvement in school services increases opportunities for vulnerable and marginalized communities by providing institutional support, whether that be through wages, appreciation, reference letters etc.)
Year 1 Goals	<ul style="list-style-type: none"> • Evaluate current hiring practices, in search of areas of improvement
Year 2 Goals	<ul style="list-style-type: none"> • Advocate for necessary changes in institutional hiring practices
Year 3 Goals	<ul style="list-style-type: none"> • Implement changes in hiring practices
Partners	McMaster Student Union, CUPE, Equity and Inclusion office