



## 2018-2019 Executive Board Meeting

**Topic:** Executive Board Meeting 18-19  
**Date & Time:** Thursday, November 29, 2018  
 11:30 a.m.  
**Place:** MSU Boardroom, MUSC 201

| Items: | Time   |   |                       |
|--------|--------|---|-----------------------|
|        | 1)     | Adopt Agenda  |                       |
|        | 2)     | Adopt Minutes EB 18-17, EB 18-18  |                       |
|        | 3)     | CLAY Report   | Giancarlo Da-Re       |
|        | 4)     | MAC Farmstand Report - FINAL  | Shailee Siddhpuria    |
|        | 5)     | SHEC Report   | Adrianna Michell      |
|        | 6)     | Spark Report  | Jane Luft             |
|        | 7)     | SWHAT Report  | Sowmya<br>Karthikeyan |
|        | 8)     | WGEN Report   | Jocelyn Heaton        |
|        | 9)     | Union Market Logo   | Wooder                |
|        | 10)    | CLAY Yearplan   | Epifano               |
|        | 11)    | Committee of the Whole - Services   | Epifano               |
|        | 20 12) | Committee of the Whole – Organizational Updates (Training and Support for Peer Support Departments) | Farah                 |

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

### Motions

9. **Moved** by Robinson, **seconded** by \_\_\_\_ that the Executive Board approve the updated Union Market logo concept, as circulated and attached.
10. **Moved** by Epifano, **seconded** by \_\_\_\_ that the Executive Board approve the CLAY Coordinator's yearplan, as circulated.
11. **Moved** by Epifano, **seconded** by \_\_\_\_ that the Executive Board move into Committee of the Whole to discuss the Services that presented the meeting before.
12. **Moved** by Farah, **seconded** by \_\_\_\_ that the Executive Board move into Committee of the Whole to discuss the topic on the agenda, as circulated.

**Executive Board Meeting 18-19**  
**Thursday, November 29, 2018 @ 11:30am**  
**MSU Boardroom, MUSC room 201**

**Called to Order 11:31am**

**Present** Bertolo, Epifano, Farah, Florean, Hackett, Roshan

**Late**

**Absent** Gandzi, Robinson, Warwani

**Others Present** J. McGowan (General Manager), V. Scott (Recording Secretary), M. Wooder (MCD), Maddison Hampel (Operations Coordinator), Sowmya Karthikeyan (SWHAT Coordinator), Jane Luft (Spark Coordinator), Jocelyn Heaton (WGEN Coordinator), Adrianna Michell (SHEC Coordinator)

**1. Adopt Agenda**

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

**Passes Unanimously**

**2. Adopt Minutes**

**Moved** by Epifano, **seconded** by Florean to adopt the minutes of Executive Board meetings 18-17 – November 15, 2018, and 18-18 – November 22, 2018, as presented.

**Passes Unanimously**

**3. WGEN Report – Jocelyn Heaton presented**

- Heaton summarized the report.

**4. Spark Report – Jane Luft presented**

- Luft summarized the report.

**Questions**

- Hampel stated that if Spark needs a space that they could look into Clubs Space.
- Wooder asked Luft to make sure that someone from the team speaks to the Comms Officer for the videos next semester. Luft responded that they had planned on speaking with the Comms Officer, but the footage was already done and needs to be put together.
- Roshan asked if space at Mills was still an option. Luft responded that they weren't sure if Mills would be able to give Spark another room but that it would be helpful to have rooms in the same area. Luft explained that if it was across campus then the group collaborations would be hard.
- Florean asked if Spark was expected to break even for the formal. Luft responded that they didn't expect to break even.

**5. SWHAT Report – Sowmya Karthikeyan presented**

- Karthikeyan summarized the report. Karthikeyan accidentally submitted the wrong report and will be forwarding the most recent report later.

**Questions**

- Florean asked what the maximum number of shifts students are taking during exams. Karthikeyan responded that they have reduced the amount of days and is enforcing the limit. They stated that the

volunteers know that they aren't there to study and since enforcing the limit it has been better for the volunteers.

- Roshan asked what the minimum number of shifts being enforced. Karthikeyan responded that volunteers are to work four shifts a month.

#### **6. SHEC Report – Adrianna Michell reported**

- Mitchell summarized the report.

#### **Questions**

- Farah stated that Michell did a good job on the campaign.
- Florean stated that the report mentioned that Michell was trying to limit the amount of times volunteers were on laptops. Florean asked if this was successful. Michell responded that they try to drop in frequently and hasn't noticed anyone on their laptops. They added that they have told the volunteers that if needed they could go in the back. Michell explained that feedback from returners has been positive, but the new volunteers don't like it.
- Hackett stated that Michell did a great job on the fair, and that they learned a lot. They stated that perhaps in the future SHEC could look at how the atrium was utilized as it could have been more open concept and students might not have felt comfortable attending the event.
- Roshan suggested working with other communities, like Maccess for harm reduction, so that they could tell students to go to the events.
- Hampel stated that everyone loved the SHEC items at Dirty Bingo.
- Hackett asked would it be possible for the next event to have more volunteers, as this campaign seemed bare bones. Michell responded that they were having problems with volunteer engagement and logistics and is something they are trying to improve upon in the future.
- Farah asked if there was a lack of understanding of the volunteers about their time commitments. Michell responded that they have established shifts each week, but events are opened up for general volunteers to sign up. Michell explained that they have a problem with students nothing wanting to sign up.
- Roshan suggested having lamps in the space instead of the overhead lights as it was bright in there.
- Florean asked about the hiring process changes. Michell responded that they have been speaking with the AVP Services about group hiring and changing the interview questions.
- Florean stated that putting the pads and tampons outside of the space was a good idea.
- Roshan asked about the extra work Michell had to revise from the TRRA. Michell responded that they had to take on peer support general training, which was five additional hours of work during a busy time. They stated that there was also a significant amount of revision to be done.

#### **7. CLAY Report – report attached**

- Epifano went over the report.

#### **Questions**

- Michell asked if Epifano could look into how promotions were done for the exec as the numbers were impressive.
- Florean asked how the partnership building with HWDSB was working out. Epifano responded that the PTM was going through past emails and that they will be meeting up with people next week.

#### **8. MAC Farmstand Report – report attached**

- Epifano went over the report.

**Questions**

- Florean felt that they could look into Farmstand being a year long service, if they stuck around they could keep giving local food resources.
- Hackett asked about what the plan would be for the year long stand. Epifano responded that the want was the stand continues for the year or does the schedule it has now but the PTM and exec would stick around for advocacy.
- McGowan stated that in a couple years they will have the student activity building for a grocery store on campus. He stated that if anything, they should look for additional products for union market so that they're not adding different staffing costs.

**9. Union Market Logo**

**Moved** by Roshan, **seconded** by Florean that the Executive Board approve the updated Union Market logo concept, as circulated and attached.

- Wooder went over the memo with the Board.

**Vote on Motion**

**Passes Unanimously**

**10. CLAY Yearplan**

**Moved** by Epifano, **seconded** by Roshan that the Executive Board approve the CLAY Coordinator's yearplan, as circulated.

- Epifano stated that if there were any questions they would pass them on.
- Hackett stated that they were excited when reading it and thought that it will be a great year.

**Vote on Motion**

**Passes Unanimously**

**11. Committee of the Whole – Services**

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

**Passes Unanimously**

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

**Passes Unanimously**

**Rise and Report**

- Epifano reported that Executive Board discussed PCC, and that the Board would like to know what distinction there was of WGEN and Pride, in regard to trans students. They discussed that there seems to be a lot of overlap between the two services. The Board discussed how in the past there was some isolation when Pride was QSCC in regard to trans students and WGEN placed a large emphasis on giving out binders and resources for these students due to there lack of community in the past. The Board discussed PCC being more in collaboration with WGEN on transforming mac week, and in general.

- Epifano reported that the Board would like to know how the mental health campaign in December for SCSN would go.

## 12. Committee of the Whole – Organizational Updates (Training and Support for Peer Support Departments)

**Moved** by Farah, **seconded** by Roshan that the Executive Board move into Committee of the Whole to discuss the topic on the agenda, as circulated.

**Passes Unanimously**

**Moved** by Farah, **seconded** by Florean that the Executive Board move into Committee of the Whole and to Rise and Report.

**Passes Unanimously**

### Rise and Report

- Farah reported that the Board discussed Training and Support of Peer Support Departments. Questions were brought up such as who's job was to facilitate training. Farah stated that Wooder gave a comprehensive outlook on the reason for the TRRA, and that ideas then came up about what the position could look like and what gaps would need to be filled if the job didn't exist. Farah reported that they will be doing a community assessment and asking PTMs about their service and will take the results and align their training. Farah reported that there was a lot of emphasis on standardizing training, and that there was a goal of being able to put module online.

## 13. Information and Questions

- Wooder reported that Presidential nominations were now open. The Mitten Tree was going well. Wooder announced that the speaker for Life after Mac will be announced shortly, which will be Ken Jeong.
- Hampel stated that next year they will be trying to get a bigger tree for the Mitten Tree, and then Clubs will be able to donate items as well. Hampel announced that she was currently working on the HR handbook and it was going well.
- Hackett reported that Municipal Affairs and Maroons had an event this week: House Hunters: Student Edition. They stated that they got a lot of great questions and over 7,000 views. Hackett added that they took the feedback given at the last meeting about creating a house viewing checklist and released that as well.
- Farah thanked everyone for a great year so far, and for giving them feedback.
- Bertolo announced that they will be going to Ottawa next week.
- Florean reported that SRA Business met with a lot of people to try and finish things in their yearplan.

## 14. Adjournment and Time of Next Meeting

### Time of Next Meeting:

**Thursday, January 10, 2019  
11:30am  
MSU Boardroom, MUSC 201**

**Moved** by Roshan, **seconded** by Hackett that the Executive Board meeting be adjourned.

**Passes by General Consent**

**Adjourned at 1:26pm**

/vs



# REPORT

*From the office of the...*

WGEN Coordinator

TO: Members of the Executive Board  
FROM: Jocelyn Heaton  
SUBJECT: Women and Gender Equity Network Report #5  
DATE:s Nov. 27th, 2018

---

## UPDATE

Since the last report we executed our major campaign for the term, Trans(forming) Mac. The campaign week was very long and draining for the team but was a wonderful success. We had high attendance and were able to bring in a total of four speakers for two separate events. We also planned two collaboration events, a Znie launch with Into Existence Zines, #UsToo with McMaster Muslims for Peace and Justice and the Anti-Violence Network and the Indigenous Studies department for Dec. 6th, the Day of Remembrance and Action for Violence against Women. . I have also planned an executive appreciation night and my Volunteer Coordinator is planning our year end volunteer appreciation. We have noticed an uptake in space usage and volunteer engagement since my last report regarding issues in my last report. We plan to address these issues again in our January refresher training

## SERVICE USAGE

### Physical Space

In order to track usage, we have one volunteer per shift assigned to complete an intake form. Since the last report we have had four weeks of operation. From Nov 5th - 9th, 59% of intakes were completed reporting 58 space users. From Nov. 12th - 16th, 49% of intakes were completed reporting 44 space users. From Nov. 19th - 23rd, 51% of intakes were completed reporting 47 space users. In this time we have received four disclosures of sexual assault. Given the low-moderate intake completion we assume that there are more users than counted accessing our space.

After receiving some feedback from returning volunteers and space users that this years volunteers are somewhat less engaged than in previous years we made a reminder post in our volunteer group about rules and some key things from training. We have already noticed a slight improvement in space functioning. We also plan on having some additional conversation prompts and task for volunteers to complete on shift next term as well as maybe making a video featuring the exec about key facilitation points. The Volunteer Coordinator is also setting up individual meetings this week so we can incorporate volunteer feedback in our January refresher training.



# REPORT

*From the office of the...*

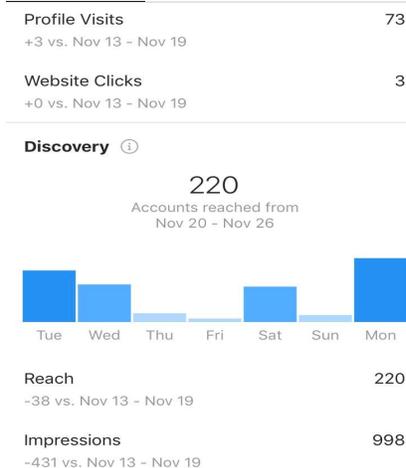
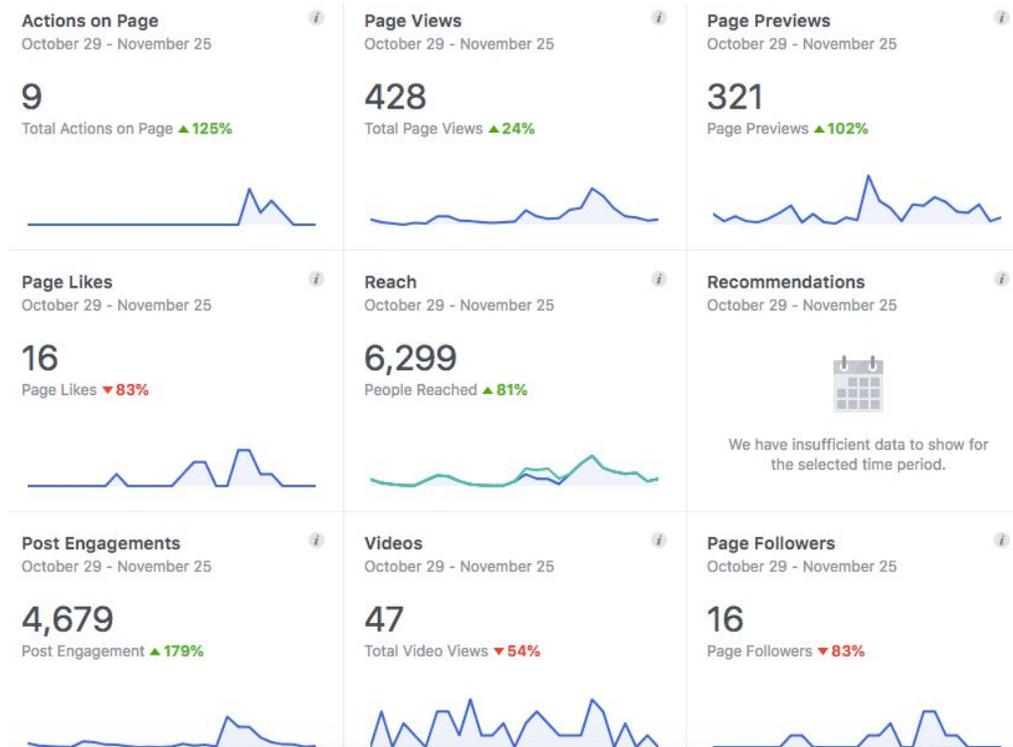
## WGEN Coordinator

### Resources

We have given out 1 books since the last report and 1 binder. However, we have still had a few requests for large binders which we are currently out of. We are in contact with our sponsors regarding an incoming shipment of binders but have not heard back yet

### Social Media

Our Facebook, Twitter and Instagram engagement went up significantly during our campaign week. Our Instagram seems to be the most successful method of reporting on daily things and providing a creative outlet to our users through #wgenartists and #wgenreads.



**MSU WGEN**  
@MSU\_WGEN

WGEN is thrilled to be holding Trans(forming) Mac next week. Join us for a week of Trans-focused programming and events! More info available here: [bit.ly/2RSbSn6](https://bit.ly/2RSbSn6)





# REPORT

*From the office of the...*

## WGEN Coordinator

### PAST EVENTS, PROJECTS & ACTIVITIES

WOMEN AND GENDER EQUITY NETWORK PRESENTS

## TRANS (FORMING) MAC

A WEEK OF TRANS-FOCUSED PROGRAMMING AND EVENTS

**Monday, November 19**

**Strutless Buttons**  
12:30-2:30PM | MUSC 206/207  
Open to all!  
Come join us to make pronoun buttons, while learning more about pronouns and our gender affirming products!

**Sex 1A03**  
4:30-5:30PM | MUSC 220  
Open to all!  
Have you heard that gender is a social construct? What about that biological sex is real? Come learn about Trans inclusive AND scientifically accurate approaches to understanding sex and gender.

**Tuesday, November 20**

**Translating History & Trans Day of Remembrance Vigil**  
2:00-5:00PM | MUSC 206 & 207  
Open to all!  
Come honour Trans Day of Remembrance with WGEN at our History Timeline available for viewing from 2:00-4:00pm and join us for a vigil from 4:00-5:00pm.

**Wednesday, November 21**

**Trans In Academia: A discussion with Dr. Rutherford**  
2:30-4:00PM | MUSC 230  
Closed for Trans people  
Join Dr. Rutherford and WGEN in a guided discussion about navigating academia as a Trans person.

**Coffeehouse of the WGENeration**  
6:00-10:00PM | IAHS 142  
Open to all!  
Come sing songs, read poems and share other artwork celebrating Trans artists. Trans folks and their loved ones are invited to perform and allies are welcome to attend and support.

**Thursday, November 22**

**Queer and Works of Art**  
12:30-1:30PM | MUSC 224  
Closed for Trans people  
A closed event for trans folks to explore their experiences with body positivity while creating a collaborative mixed media artwork. Come get crafty with your healing!

**TransSocial**  
8:30-10:30PM | MUSC 204  
Closed for Trans people, their partners and friends  
Come for a laid back night of socializing and bonding with other Trans folks.

**Friday, November 23**

**Sex 2XX3**  
12:30-1:30 | MUSC 203  
Closed for Trans people, their partners and friends.  
Sexual health education for Trans folks and their partners is lacking. Come to this workshop to learn about Queer and Trans inclusive sex education!

**Transitioning Our Culture**  
2:30-3:30PM | MUSC 203  
Open to all!  
Join us for a panel discussion on bringing Two-Spirit and Transfolk back into Black, Muslim, and Indigenous communities, how to implement initiatives in these communities to ensure progress is intersectional.

For more information, visit [msumcmaster.ca/wgen](http://msumcmaster.ca/wgen)

Since the last report we ran 9 events as a part of Trans(forming) Mac. On Monday we had pronoun button making and Sex 1A03 which were both open events and were both attended fairly well. On Tuesday we held a History viewing and Vigil for the Trans Day of Remembrance. Despite the gravity of the event it was hugely successful with a large turnout and many folks being able to openly and honestly speak to their feelings regarding gender based violence targeting Trans folks. On Wednesday we held a discussion with Dr. Rutherford about being Trans in Academia and it was well attended and very well received by attendees. The Coffeehouse on Wednesday night was our lowest turnout, likely due to the Art Science coffeehouse being the same night and our event being in IAHS. We will consider this when planning future night events. ON Thursday we held an Art based event closed for Trans folks which had low attendance but was meaningful to those who did attend. Thursday night we had a well attended TranSocial in which

people painted and generally just had a relaxed night of bonding. Friday we held Sex 2XX3 and Transitioning our Cultures. Transitioning our Cultures was particularly successful with three student speakers shedding light on their experiences of being Trans and involved in various cultures and religious communities. We also ran a collaboration with Into Existence Zines on Nov. 26th for their launch.

### UPCOMING EVENTS, PROJECTS & ACTIVITIES

We are hosting a collaboration with MMPJ on Nov. 27th. We will be available to provide support to attendees of a keynote event about the intersection of survivorship and being religious as well as funding the speaker's honorarium. We are also collaborating with the Anti-Violence Network and the Indigenous Studies department to put on a day of events for Dec. 6th, the Day of Remembrance and Action for Violence against Women. Other than this event we only have appreciation events left for the term, one for the exec team, the MSU wide eggnog night and a WGEN specific volunteer appreciation.



# REPORT

*From the office of the...*

WGEN Coordinator

## BUDGET

| <i>ACCOUNT CODE</i> | <i>ITEM</i>                 | <i>BUDGET / COST</i> |
|---------------------|-----------------------------|----------------------|
| 6102-0308           | OPIRG button maker          | 6                    |
| 6102-0308           | OPIRG button maker          | 15                   |
|                     | TOTAL SPENT IN LINE         | \$21                 |
|                     | REMAINING IN LINE           | \$2779.00            |
| <b> </b>            |                             |                      |
| 6103-0308           | Clubs Button make           | \$12                 |
| 6103-0308           | WGENius prizes and food     | \$186.23             |
| 6103-0308           | Clubsfest tables            | \$20                 |
| 6103-0308           | Spooptacular props and food | 118.85               |
| 6103-0308           | Trans(forming) Mac          | 474.13               |
|                     | TOTAL SPENT IN LINE         | \$504.43             |
|                     | REMAINING IN LINE           | \$2295.57            |
| <b> </b>            |                             |                      |
| 6501-0308           | Sponsorship poster          | \$55.00              |
| 6501-0308           | Website banners             | \$55.00              |
| 6501-0308           | Hiring graphics             | \$75                 |
| 6501-0308           | WGENius package             | \$75                 |
| 6501-0308           | Survivors                   | 35.65                |
| 6501-0308           | Black and Gendered          | 109.65               |
| 6501-0308           | Spooptacular package        | 150                  |
| 6501-0308           | Trans(forming) Mac          | 275                  |
|                     | TOTAL SPENT IN LINE         | \$880.30             |
|                     | REMAINING IN LINE           | \$619.70             |
| <b> </b>            |                             |                      |
| 6494-0308           | Mistaken charge (2017-2018) | 420.63               |
|                     | TOTAL SPENT IN LINE         | 420.63               |
|                     | REMAINING IN LINE           | \$329.37             |



# REPORT

*From the office of the...*

WGEN Coordinator

|  |                            |                   |
|--|----------------------------|-------------------|
| <b>6804-0308</b>                             | Training Weekend           | \$273.16          |
|  | <b>TOTAL SPENT IN LINE</b> | \$273.16          |
|  | <b>REMAINING IN LINE</b>   | \$426.84          |
| <i>TOTALS</i>                                |                            |                   |
| <b>TOTAL BUDGETED DISCRETIONARY SPENDING</b> |                            | <b>\$6,800.00</b> |
| <b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>   |                            | <b>\$1,369.77</b> |
| <b>REMAINING DISCRETIONARY SPENDING</b>      |                            | <b>\$5,430.23</b> |

The above budget is what I have recorded, although there a few charges that will be added by the end of this week. To update everyone, the issue of a \$796.36 charge being on my Annual Campaigns budget line has been resolved and I was given permission to overspend by this amount under this budget line.

## **VOLUNTEERS**

Our Safer(r) Space volunteers are closing out the term in their roles, and as mentioned we have implemented some midterm feedback for them given user feedback. Generally I have noticed the morale improving and the space is more lively, which is a good step towards remedying the negative feedback we had been receiving.

Our Events Committee volunteers helped us run our Trans(forming) Mac campaign. We will not be meeting with this committee again until after the winter break. We are hoping to incorporate this committee more into the idea generation of events because previously they have mostly been brought in only on the implementation step.

As I have said many times, I am very pleased with my executive team this year. Specifically, the campaign week we just went through was emotional taxing for a few members of my executive who are Trans and I am extremely grateful for their time, effort and vulnerability throughout the week as well as other team members who were available to support Trans execs through the difficult week. They continue to show exemplary effort and communication and I am very grateful for all they do. I am planning a wonderful laser tag appreciation as they have requested.

## **CURRENT CHALLENGES**

One of my main challenges right now is continuing to improve our volunteer engagement into next term as the changes I have noticed are good but must be maintained. I think January training will be a good opportunity to address the issue.



# REPORT

*From the office of the...*

WGEN Coordinator

## **SUCCESSSES**

Generally, Trans(forming) Mac was our biggest success. we received lots of positive feedback and gave Trans people on campus community and support in a time when they most needed it. We ambitiously planned and executed nine events and I would say they were all successes, all though some more than others. I think the success of the events is a testament to what I have been reporting is an excellent executive team that works extremely hard and support each other. We look forward to running our campaigns next semester and hopefully having similar success for those.

## **OTHER**

N/A



# REPORT

*From the office of the...*

## Spark Coordinator

---

TO: Members of the Executive Board  
FROM: Jane Luft  
SUBJECT: Spark Report 5  
DATE: Thursday, November 29th

---

### YEARPLAN UPDATE

Since last report, Spark has completed all of the term's weekly sessions which we have received a lot of positive feedback on. We ran our biggest event of the year, First Year Formal, last Friday which was HUGELY successful and very rewarding after months of planning.

Some of our broader challenges have remained the same as we've struggled with the budget and with student turnout for the sessions program. We have done a lot of brainstorming and had discussion as an exec team to address this challenge for next term. We have improved upon the previous challenge of communication with the Underground as we have made changes to be highly specific in our Intake Forms to avoid miscommunication. We are still unable to clearly understand our spending at Underground but have accepted that it is a widespread challenge among services and we can work around receiving regular, exact updates on our expenses at the Underground. Another challenge we are experiencing is booking enough rooms for sessions next semester.

Overall, we ran a very successful event, have learned from last semester's challenges and have strategized to make improvements for next semester, and are very happy with what Spark has done over the first term of the school year!

### SERVICE USAGE

- "Reached" 10,655 through Facebook posts last month
- 1,843 engagements and 316 comments on First Year Formal Ticket contest
- 298 First Year Formal tickets sold, 278 attendees
- 10 Team Leader discounted tickets sold
- Averaging 2-3 students per group
- 48 students pre-registered for next semester's session program

### PAST EVENTS, PROJECTS & ACTIVITIES

***First Year Formal:*** Spark's biggest event of the year is done! This event involved a huge amount of incredible planning done by the Events Coordinators, Emily & Larissa, who collaborated with First Year Council, Maroons, Spark Ambassadors and the rest of Spark to run this hugely successful event. We sold out tickets 6 days before the event and were able to focus on the fine details of the event during the days leading up to it. We tried out the new ticketing system with the MSU's scanner app which worked extremely well and made entry to the event very smooth. The formal itself included hors d'oeuvres, 2 free soft drinks per person, dancing, photos, and games. We found that the more casual food setup (as opposed to a full sit down meal) was ideal and allowed for us to keep ticket costs as low as possible for first years. We also found the room with different board, card, and video games was a big hit for a lot of first years and provided a good range of activities available for the attendees. The Art Gallery as a venue was also popular and a good choice for our style of event. Overall, we received a lot of positive feedback from first years and think that majority of students in attendance had a very memorable night.

***Sessions Program Completed:*** This week marks the final week of our sessions program for this semester. The session themes for the past 5 weeks since the last report have been: *Teamwork & Compromise, Social Awareness, Life After Spark, Change & Transformation, and Oh the Places You'll Go.* We have received positive feedback from these sessions especially on sessions involving food and discussions about housing.

***Closing Ceremonies:*** This event is a casual coffeehouse at Bridges café that wraps up the semester for all first year students involved in Spark. The event involves snacks, live performances, and the opportunity to socialize with anyone involved with Spark throughout first semester.

## **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

***Second Term Registration:*** Last year Spark really struggled to register the typical number of first year students in our mentorship program for second semester so we are planning to start promo for registration a lot earlier than last year. We are aiming to start in early December and remain open until Sessions begin the week of January 21<sup>st</sup>. Some of our promotional strategies we have planned will involve the Spark Ambassadors with a promotional video and spotlight features of Spark students.

We also have been examining this semester's strategy as we struggled to get high student turnout since the beginning of the semester and want to improve our strategy for next term. One way we plan to help improve student turnout is by allowing students to complete a group registration form and request that they be placed in a group with friends. Feedback from previous Team Leaders has shown us that groups with high retention often have groups of students who already connect with one another and can then go to their weekly Spark session as a group rather than by themselves. We also plan to keep registration open right up until sessions begin and potentially after the first week of sessions. One last strategy we are planning to try is to reduce the number of Spark groups per night from 5 to 4. This way, Each Spark group will

start out with more students and as the groups inevitably decrease in size, there will hopefully still be a solid group of students that want to stay connected to the program.

**First Semester Feedback Forms:** Part of my Year Plan involved collecting feedback from students involved in Spark’s mentorship program to identify ways we can improve it. I am currently finishing up the survey and am planning to incentivize completion of the survey through a small raffle prize so that we can get a better understanding of how to best serve First Years. I plan to send this feedback form to all students who originally registered in Spark, emphasizing in the email that we also really want feedback from students who never came to session or came to only 1 session since we often don’t hear from these students but this is a huge group of first years that we may be able to better support.

Not only are we looking to collect feedback from first year students who registered for our mentorship program, but we are also hoping to collect some feedback on the events we ran this semester, namely the Hike & Hangout, Back to the Grind and First Year Formal. While these events were all successful and had quite good turnout, there is always opportunity for improvement and it is valuable to understand why these events had high student attendance so that we can use that information when planning future events.

## 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 | \$3,044.00           |
| ANNUAL CAMPAIGNS                             | REMAINING IN LINE   | -\$44.00             |
| 6501-0125                                    | TOTAL SPENT IN LINE | \$2,940.55           |
| ADV. & PROMOTIONS                            | REMAINING IN LINE   | \$ 59.45             |
| 6802-0125                                    | TOTAL SPENT IN LINE | \$725.00             |
| LEADER TRAINING                              | REMAINING IN LINE   | \$25.00              |
| <b>TOTALS</b>                                |                     |                      |
| <b>TOTAL BUDGETED DISCRETIONARY SPENDING</b> |                     | <b>\$6,810.00</b>    |
| <b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>   |                     | <b>\$6,664</b>       |
| <b>REMAINING DISCRETIONARY SPENDING</b>      |                     | <b>\$146.00</b>      |

As noted above, a lot of the budget has been spent so far. In Annual Campaigns, we are over budget according to my Budget tracker, however, this includes the estimated invoice from the Art Gallery of Hamilton for which I am still waiting to receive exact numbers. The actual number will depend on the number of drink tickets used by our guests but the estimate is based on the maximum number that could have been used. That being said, I am still expecting to spend over budget in Annual Campaigns as this is the main budget line for all of Spark's Sessions programming and its events during the year. We have run our highest cost events and campaigns but we still have a full semester of sessions and likely two more small events to run next semester which will bring us over budget.

The Adv. & Promotions budget is also nearing the \$3000.00 point but the expected overages in this line have been discussed in detail and approved in previous meetings.

Finally, Leader Training is nearly used up as well because the cost of T-shirts (estimated \$500) and lunch for training weekend from the beginning of the school year. Considering that we want to show some volunteer appreciation for the end of each term, I will likely be spending over budget in this line as well to buy snacks and tokens of appreciation (cards, team photos, and a small treat) for our volunteers.

## **VOLUNTEERS**

The main challenge with volunteers is supporting them as they struggle with student attendance. A few groups have had no students come to session for a few weeks which can be very discouraging and makes attending training and fully engaging with Spark a challenge. Our Volunteer Coordinator, Josh, and I have done 1-on-1 meetings with all of our volunteers to check in and see how we can better support volunteers who are experiencing these challenges. We have also met with each other quite a bit to discuss strategies for improving both student turnout (strategies described in the *Second Term Registration* section) and supporting Team Leaders to make their experience with Spark as valuable as possible. One strategy we are considering is restructuring the way we run training for Team Leaders. Right now it is a weekly one-hour training run by the Sessions Coordinators but for Team Leaders who are sometimes finding trainings unnecessary, especially if they have low student turnout, we are considering switching to bi-weekly trainings with drop-in "office hours" that volunteers could visit to ask questions about the upcoming session. We haven't made any decisions about this yet and are working with the Sessions Coordinators to address this challenge.

## **CURRENT CHALLENGES**

As usual, the main challenge for Spark this semester has been student turnout for weekly sessions. This has been discussed in detail in previous reports and strategies for addressing this challenge have been outline in the *Second Term Registration* section).

Another usual challenge is the tight budget, especially with Annual Campaigns and Volunteer Training/Appreciation. Formal is a huge expense for Spark and

as this is only the third year it has been run and has had varying levels of success it was challenging in itself to budget. According to our Formal budgeting, all costs and funds included, Spark spent around \$1800 on running the event. This uses up a huge amount of the money we have to spend on all our other programming for the year and is leading to a really tight budget. I plan to make recommendations for some significant changes in budgeting structure for Spark next year as it was quite confusing for me this year and a lot of hidden expenses made me underestimate the cost of running our usual programming (e.g. ticket sales money and money spent on food for Formal is excluded from last year's budget tracker; about \$500 of Volunteer Appreciation is under Adv. & Promotions).

Another major challenge has been booking rooms for second semester. MUSC has recently changed their policy (or just changed their policy with us) about the number of hours that we are allowed to book per week. Spark has booked 4 rooms in MUSC from 6:30-8:00pm Monday-Thursday for the past 3 years but MUSC has brought up that due to the high demand for rooms, they are only allowing us to use 8h of room booking per week which only gets us 1 room per night. Since we are changing the structure of Spark to 4 groups per night instead of 5, we are only missing 2 extra rooms per night now but this is still a challenge as Kristina and Josh have already met with MUSC to discuss the issue and they aren't willing to give us any more time per week.

## **SUCCESSSES**

I already wrote about it but First Year Formal was AMAZING! The night really could not have gone better and the first years who came seemed to have such a good time, many staying until the very end of the night! While this event is very expensive, it is a very engaging event for first years and could definitely be refined to be less of a financial burden for the MSU while still providing a great social opportunity for first year students. We saw many people looking to buy tickets after the event sold out indicating it may have the potential to be a slightly bigger event in the future! Shoutout to our talented Promotions & Publications Coordinator, Surabhi, for her awesome work promoting the event and creating promo schedules for Spark exec, volunteers, Ambassadors, FYC, Maroons, WW Planners, AND RezLife!

Another success is student engagement for the entire semester. While turnout for sessions has been low since the beginning, there are a lot of groups that consistently have students come out every week and take a lot away from each session. Big shoutouts to the Sessions Coordinators, Anika and Nikhail, for designing 10 incredible sessions, preparing material bags Monday-Thursday EVERY week of the semester, and running 2 engaging volunteer trainings every week. While numbers may be low for sessions, the students who experienced the program really loved it and kept coming back all term!

## **OTHER**

Nothing else to report. As per usual, feel free to reach out if you have any feedback/questions at [spark@msu.mcmaster.ca](mailto:spark@msu.mcmaster.ca) or bring them up during Thursday's meeting! Thank you for taking the time to read this report and have a lovely winter break!



# REPORT

*From the office of the...*

## SWHAT PTM

---

TO: Members of the Executive Board  
FROM: Sowmya Karthikeyan  
SUBJECT: SWHAT Report 4  
DATE: October 31th, 2018

### **YEARPLAN UPDATE**

SWHAT Hiring is complete and we now have a full team! In terms of Website improvements, they are not yet complete. I am still working through some logistics, so we should have a running walk form on the website by Mid-November. At this time, we will be starting promotion of the new location of the walk form. Additionally, our full team training will take place in November (it will include AOP).

### **SERVICE USAGE**

Our service usage is still strong. We average about 5-7 walks per night. Some nights are busier than others and we have had up to 15 walks in one night. Many of our walks are now of regular clients, for this reason, it is easier to anticipate nights that may be a little bit busier. For the most part, the weeknights are much busier than the weekday nights. As compared to last month, numbers have stayed fairly consistent.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

We had a very successful Hiking Social. A few of our execs and volunteers hiked up Dundas peak and went for Sushi after. Volunteers were very social and it was nice to see that they have become comfortable with the team. There was a lot of bonding and all-around good times! My project for October had been to improve our page on the MSU website so that it can be used more frequently for updates and promotion. Additionally, we have set up our Human of SWHAT campaign. Volunteer recruits have given us pictures and blurbs. This campaign will be one of our big platforms for promotion during Walk-a-thon. As mentioned earlier, our hiring is complete!! We should no longer have too many issues with respect to insufficient volunteer presence in this office. This is especially important for November as it is one of our longest months.

Unfortunately, I have not gotten a chance to complete this, I am still working through some of the logistics. Our month became quite busy with hiring and planning for the upcoming training and walk-a-thon, due to which I've pushed

the website improvement project to next month. My goal is to have a fully functional walk form on our page on the MSU website by mid-November.

**UPCOMING EVENTS, PROJECTS & ACTIVITIES**

We have few big things coming up in November. Our annual coffeehouse is scheduled for November 9<sup>th</sup>. In the past, we usually have at least half the team come to this event, and for this reason, it has always been a success. It involves a number of team games and coffeehouse performances, and volunteers are usually very interested and engaged. There is volunteer interest in performing so right now, we are in the process of recruiting performances and developing various activities for the night (eg. trivia).

November is walk-a-thon month!! Similar to previous years, November Walk-a-thon funds will be donated to SACHA. Our promotional scheme is made of a mix of the Humans of SWHAT posts and posts about SACHA. I hope that our busy shifts continue through November so that we are able to donate a large amount to SACHA.

We will have our full Team AOP training happen this month. This will be a good way for our new hires to get to know the team and a good way for the team to bond with each other. We have had a few issues surround gossip, confidentiality and how to speak on sensitive topics. My hope is that AOP training will help the volunteers better navigate those aspects of the service. Additionally, I will spend some time reminding the team on proper office etiquette and the importance of maintaining a safe space.

**BUDGET**

This past year we spent money on snacks, we will be doing that again for the upcoming month. On top of our regular spending, we will also be purchasing snacks for training, more board games for the office, and snacks for other small socials we may have time. We may also spend money on additionally promotion for Walk-a-thon. Currently, we are using our promo from previous years but should we need it, we may get more promotion made. We will also be ordering our winter swag soon.

| <i>ACCOUNT CODE</i> | <i>ITEM</i>         | <i>BUDGET / COST</i> |
|---------------------|---------------------|----------------------|
| 5003-0117           | TOTAL SPENT IN LINE | 85.33                |
| Office Supplies     | REMAINING IN LINE   |                      |
| 5101-0117           | TOTAL SPENT IN LINE | 35.30                |
| Telephone           | REMAINING IN LINE   | 464.95               |
| 7001-0117           | TOTAL SPENT IN LINE | 526.54               |
| Wages               | REMAINING IN LINE   | 6473.46              |

|                                       |                     |              |
|---------------------------------------|---------------------|--------------|
| 7101-0117                             | TOTAL SPENT IN LINE | 38.63        |
| Benefits                              | REMAINING IN LINE   | 451.37       |
| <i>TOTALS</i>                         |                     |              |
| TOTAL BUDGETED DISCRETIONARY SPENDING |                     | 15<br>040.00 |
| TOTAL ACTUAL DISCRETIONARY SPENDING   |                     | 685.80       |
| REMAINING DISCRETIONARY SPENDING      |                     | 14 354.20    |

## **VOLUNTEERS**

Volunteers have continued to step up wherever they can. October went by well, despite many short-staffed shifts, again due to volunteers who give extra to the service. We have noticed that it is often the same volunteers who take on more shifts, and my execs have begun to worry that some of them may be overworking themselves. This was something that we saw last year, and it is something we want to avoid. In order combat this, we have decided to put an upper limit on the number of total shifts a volunteer per month. This should ensure that no one volunteers is taking on too much. Additionally, it will give other volunteers more space to step up as well.

## **CURRENT CHALLENGES**

As our volunteers become more comfortable with each other, conversation flows more easily in the office. While this is an amazing thing, it has also caused some uncomfortable situations. We had an instance where a walker was made to feel uncomfortable due to the actions of another volunteer. This was because the topics that came up in the conversations were not an easy topic for both of them. In order to avoid this scenario again in the future, I sent out an email to the team, outlining that we need to be careful when bringing up sensitive or controversial topics and that unless it is clear that everyone in the room is entirely comfortable, such topics should be avoided. Since that email, I have noticed that conversation tends to cover much lighter topics.

Very recently, I had some more unfortunate situations. It came to my knowledge that walkers had been complaining about some clients and had also been very loudly complaining about having to walk so many people. Additionally, I was told that some volunteers were making very obvious their reluctance to go on walks, in front of clients. This is very disheartening news to here. While I think volunteers are fully justified in feeling tired and disgruntled about the large increase in walk numbers, they need to be careful about how and who they share these feelings. I know that I am going to be addressing this in our upcoming training and I would like to send an email about it. However, I would like some more assistance on figure out how to deal with this scenario.

## **SUCSESSES**

A huge shout-out to the Directors of Volunteers Logistics and Director of Dispatch services. They have made our short-staffed team work and have tried

their best to accommodate various volunteers request while also juggling the demands of the service.

The PR directors have been working so so hard on setting up the Human of SWHAT campaign and setting up a new promo points system. Their outreach to volunteers has been amazing.

The Volunteer Affairs director has been phenomenal with the social events that have been executed thus far. Volunteers have loved them, and they keep asking for more. Additionally, her plans for the coffeehouse look amazing.

The biggest success of this month has been the executive team. They have done wonderfully in keeping morale high during busy nights and they continue to inspire our volunteers to do their best. Additionally, hiring went smoothly because of their cooperation and effort. A huge huge shout-out to my executive team.



# REPORT

*From the office of the...*

## SHEC Coordinator

---

TO: Members of the Executive Board  
FROM: Adrianna Michell  
SUBJECT: SHEC Report 5  
DATE: 27 November 2018

### YEARPLAN UPDATE

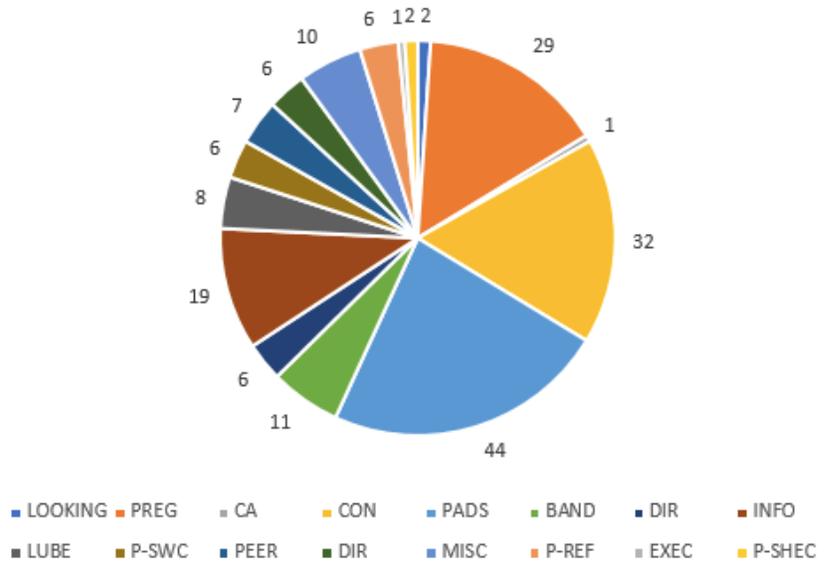
#### November Objectives:

- ✓ Collaborate with MSU services and on campus partners
  - Collaborated with PCC for Pride Week Sex ed event
  - EFRT and COPE for Harm Reduction Fair
- ✓ Execute first strategic priority event and campaign
  - Substance use—Harm Reduction Fair
  - Upcoming Harm Reduction campaign (finishing edits at underground)
- ✓ Holiday Social for SHEC volunteers
  - It wasn't holiday-specific, but on 12 November we held a volunteer social. It was super fun! We had volunteers come out for yogurtys, we watched jeopardy. It was a success 😊
- ✓ Reduced Exam hours
  - We will be moving to reduced hours starting next week. We will be open from 12:30-4:30 in order to give volunteers some time to study before exams!

## SERVICE USAGE

|                    |     |
|--------------------|-----|
| LOOKING            | 2   |
| PREG               | 29  |
| CA                 | 1   |
| CON                | 32  |
| PADS               | 44  |
| BAND               | 11  |
| DIR                | 6   |
| INFO               | 19  |
| LUBE               | 8   |
| P-SWC              | 6   |
| PEER               | 7   |
| DIR                | 6   |
| MISC               | 10  |
| P-REF              | 6   |
| EXEC               | 1   |
| P-SHEC             | 2   |
|                    |     |
|                    |     |
| TOTAL CODES LOGGED | 190 |
| TOTAL VISITS       | 188 |

Logbooks Entries: November



**Some things to note:** We've had an increase in pregnancy tests compared to last month, which isn't statistically significant at this point, but could plausibly point to a trend in the future showing the efficacy of our new take home test policy. About half of the tests were take home tests. We are still trying to see if this is an effective policy and working out kinks, so please let me know if you have any feedback!

Menstrual products and condoms are still our most used service. Each visit students usually take upwards of 2 or 3 products, so we are giving out a significant number of supplies.

We still don't have any specific data for the therapy light, as our logging system needs to be updated. It should be done by the new year. I have observed students and volunteers using the light, and it is popular during peer supports.

## PAST EVENTS, PROJECTS & ACTIVITIES

We held an event with the PCC for their Pride Week. This LGBTQ+ Sex Ed event was intended to allow for conversations around sexual health with a specific community focus. We had good attendance, engagement with participants was meaningful, and the community partner we worked with, the AIDS Network, was really great at facilitating conversations. This would be a good event to run again in the future!

As I am writing this, we just finished up with our Harm Reduction Fair. Turnout wasn't what we hoped, although promotion had decent engagement. My team and I will discuss it further and think about whether timing was a cause of poor attendance.

This also leads me to wonder if the Peer Support Promotions working group has any insight into how we could improve promotions and increase event turnout. I am wondering if there could be some work done to implement some promo for services. I know there is a video being developed for the Student Wellness Centre's website, but I am a bit confused as to why this is being prioritized over MSU services? Especially since SWC and SWELL don't actually operate peer services, aside from their volunteers through the SWELL?

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

Over the next while I will be trying to improve our hiring practices. I've noticed that we have not updated how we do hiring in some time, and as a result we are not getting the best out of our applicants. This may come with some proposed updates to Job Descriptions.

Otherwise we don't have much going on as it is the end of the year! SHECares will be happening in the next couple of weeks, which will be a super fun event with the Maroons 😊

We will also be holding a one day training session in the winter. This will come along with significant expenses out of our training budget line. We are hoping to do less lecture-style sessions, and instead facilitate a more active learning environment. If you have any suggestions or activities to run or ways of disseminating information (preferably small group form) please let me know!

### **BUDGET**

At this point our budget is on track and I don't foresee any constraints for the near future.

|                        |          |
|------------------------|----------|
| SHEC - OFFICE SUPPLIES | \$110.00 |
| TOTAL SPENT IN LINE    | \$117.43 |
| REMAINING IN LINE      | -\$7.43  |

350.00

#### **SHEC - REFERENCE LIBRARY**

|                     |          |
|---------------------|----------|
| TOTAL SPENT IN LINE | \$318.54 |
| REMAINING IN LINE   | \$31.46  |

SHEC - ANNUAL CAMPAIGNS \$2,000.00

|                     |            |
|---------------------|------------|
| TOTAL SPENT IN LINE | \$253.01   |
| REMAINING IN LINE   | \$1,746.99 |

|                        |            |
|------------------------|------------|
| SHEC - HEALTH SUPPLIES | \$1,500.00 |
| TOTAL SPENT IN LINE    | \$501.63   |
| REMAINING IN LINE      | \$998.37   |

|                        |            |
|------------------------|------------|
| SHEC - HEALTH SUPPLIES | \$1,500.00 |
| TOTAL SPENT IN LINE    | \$501.63   |
| REMAINING IN LINE      | \$998.37   |

|                      |            |
|----------------------|------------|
|                      | \$2,500.00 |
| SHEC - ADV. & PROMO. |            |
| TOTAL SPENT IN LINE  | \$1,125.00 |
| REMAINING IN LINE    | \$1,375.00 |

|                         |            |
|-------------------------|------------|
|                         | \$1,500.00 |
| SHEC - TRAINING EXPENSE |            |
| TOTAL SPENT IN LINE     | \$600.53   |
| REMAINING IN LINE       | \$899.47   |

### **VOLUNTEERS**

Volunteer management is going well! We had volunteers engaged during our events and feedback was good! Volunteers have also been covering one another's shifts well and reaching out if they are unable to make it. One challenge is volunteer buy in. Since volunteers aren't mandated to volunteer at events, sign up has been difficult. We have been trying to reward them and promote events to them but it has been tough. Also we are trying to get volunteers to be more engaged on shift, which we have tried to remedy with a formal checklist of required tasks and no laptops.

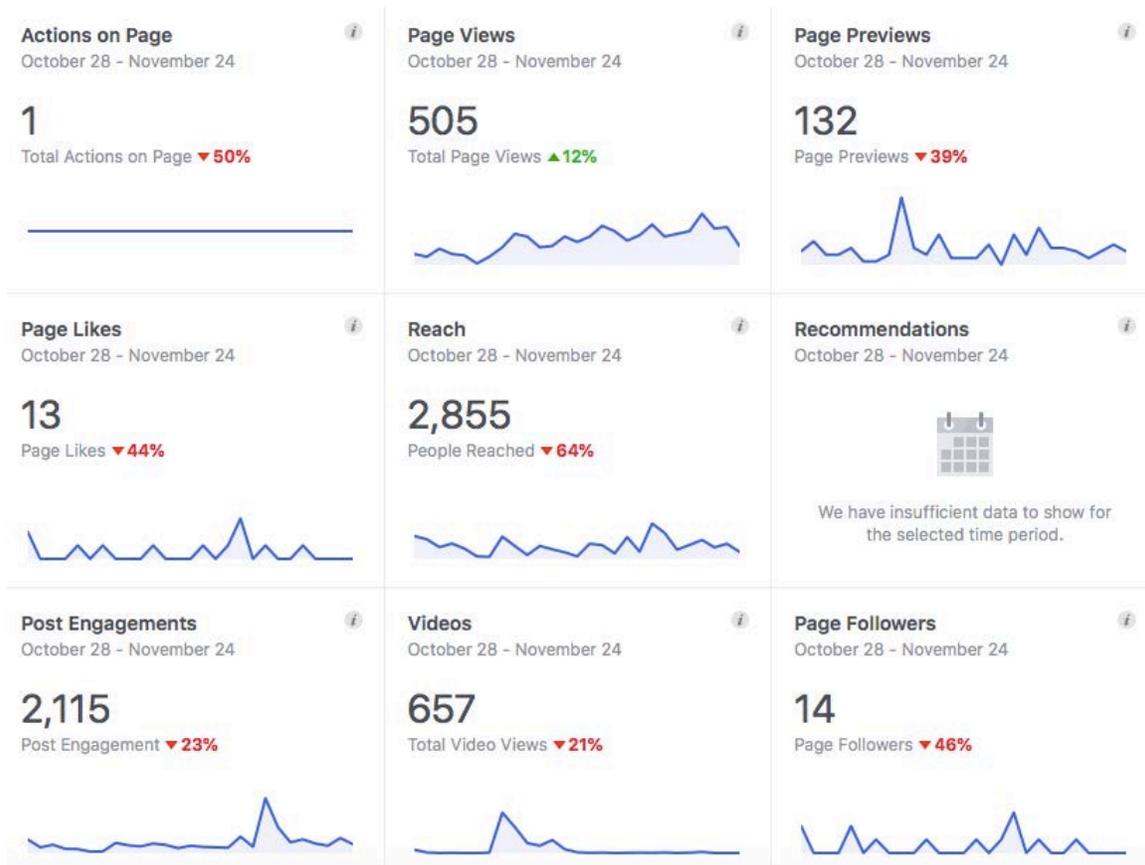
### **CURRENT CHALLENGES**

Volunteer engagement has been disappointing. It's frustrating and makes running our events difficult. I've been thinking about implementing some changes in our hiring processes to mitigate this

### **SUCCESSSES**

Our volunteer social night was so fun! It was great seeing volunteers outside of the space. I also watched so many hours of jeopardy after that. I also held an exec social with my exec team. It was a great time and we painted pottery together. It was a small way I could reward them for all the hard work they are doing. They care so much about our service and are such wonderful people! 10/10 would recommend.

## OTHER: PROMO STATS



## OTHER:

I have some frustrations about the effectiveness of the TRRA. As has been previously mentioned, the Peer Support PTMs had to significantly revise the general peer support module and present it, which took an additional 5 hours of our unpaid time during a busy time planning for training. Since then, there has been little output from the TRRA. We recently were sent a 'group support tip sheet' which while a good idea, will require significant revisions. I don't have any real solutions, but I just want to voice frustrations that PTMs are having to take on extra work to revise what little the TRRA has done. What has been created is not up to the standard of my service, and it is unfortunately irrelevant.



# REPORT

*From the office of the...*

## CLAY Coordinator

---

TO: Members of the Executive Board  
FROM: Giancarlo Da-Ré  
SUBJECT: CLAY Report 1  
DATE: November 27, 2018

---

### YEAR PLAN UPDATE

I recently submitted my year plan for the upcoming MSU CLAY term. In my year plan for the month of November, my primary focus is on transitioning and hiring a Planning Team for the upcoming year. Applications were released on November 4<sup>th</sup> and due November 18<sup>th</sup>. From 66 applicants, I have offered 19 interviews for 10 positions. The hiring board will consist of Rachel Persaud, the outgoing Conference Coordinator, Jess Sadri-Gerrior, one of the outgoing Events Coordinators, and myself. I have also adjusted all interview questions and assignments for all positions.

With regards to transitioning, I have met with all outgoing Planning Team members to receive their feedback from the previous year with respect to their own roles, the dynamic between that specific role and the Coordinator, and the dynamic of the Planning Team. This was incredibly helpful as not only with it help with my hiring decisions for Planning Team members, but it has also provided me with ample background information on Planning Team role-specific timelines. I plan to have the first team meeting the week of December 3<sup>rd</sup>, allowing Planning Team members all of December, including the holiday break between terms, to transition and begin their roles. This will allow for our team to hit the ground running in January.

### SERVICE USAGE

Over the last month, I've made four posts on the MSU CLAY Facebook page. The page received 265 views, 9 new likes, 1,019 post engagements, 10 new page followers, and organically reached 4478 people. I also did an MSU Instagram story takeover which received 874 views and made promotional posts over the MSU CLAY Instagram story which consistently received over 150 views.

As mentioned earlier, we received 66 applications for the Planning Team, which is an increase from last year's 40 applications. I believe this was attributed to our promotional advertising, though I would still recommend trying to do more in-person promotions next year to reach out to folks who may not receive online promotional material. It was difficult to organize many different platforms of promotional material having only officially begun my role a few days before applications were released. To mitigate this, I recommend that next year I am excited to interview many individuals who

have never done CLAY before, and to receive a number of applications from first year students.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

I officially started my position on November 1<sup>st</sup> and released Planning Team applications on November 4<sup>th</sup>. As mentioned previously, I have sent offers for Planning Team interviews, which will be held between November 26<sup>th</sup> and December 3<sup>rd</sup>. Everything is prepared and ready for these interviews, and for the few interviews that Jess will be unable to assist in facilitating, it has been organized that Sarah Figueiredo will step in to help facilitate as the current AVP Services.

In anticipation for the future transition of our Planning Team, beyond meeting with all outgoing Planning Team members to learn about each position, I have created a new drive with executive folders that include all past work from Planning Team members in their position, as well as the Transition report from two years ago for each position. The outgoing Planning Team has not created updated transition reports for incoming Planning Team members, and I worry this will not happen as past members are all on different life paths now, which is why I am doing my best to learn about each position prior to hiring. I will also be making it mandatory for incoming Planning Team members to be meeting with the outgoing Planning Team members for their respective positions, and for this incoming Planning Team to create transition reports in the month following the CLAY conference.

With regards to community outreach, I have reached out to a number of Hamilton organizations that we have worked with in the past to establish early communication, including the Hamilton Crown Ward, Empowerment Squared, Pathways Hamilton, NGen and the Hamilton Boys and Girls Club. I plan on meeting in person with representatives from each of these organizations as early as possible. I have also reached out to Paul Luciani from Camp Trillium to establish communication and asked him to send me a copy of last year's contract. He has also informed me that they have a new policy where they are asking clients to bring a cheque on the first day of their stay for payment. I don't see how this will be a problem.

Something I am interested in exploring this year is the possibility of working with the Equity & Inclusion Office to help facilitate our Anti-Oppressive Practices training later in March. I have reached out to Khadijeh Rakie, an EIO Educator, to set up a meeting to discuss their training plans and how they could potentially be adapted for CLAY specific AOP training.

Lastly, I have reached out to EFRT to try and have a member of their team available for CLAY weekend, which has proven to be very necessary in the past.

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

All Planning Team interviews will be completed by December 3<sup>rd</sup>, and I plan to have the first team meeting later that week. I know that exams are fast

approaching, and I would prefer to have a full team meeting before they are in full swing. I can provide everyone with access to the aforementioned Google Drive during this meeting which includes transition reports from past years, excluding the most recent year, and all work done in the last few years by CLAY Planning Team members. I can schedule individual meetings during exams when it is easier to find times that work for just myself and another individual, rather than the entire team. This will also be a great opportunity to learn more about the Planning Team on an individual basis, and ensure they are aware of their first orders of business moving into the holidays. Our team will hit the ground running as soon as we are all back in January, which is also when we will have our Planning Team Retreat.

I previously mentioned that I had reached out to the EIO, and I have a meeting scheduled with Khadijeh Rakie for November 30<sup>th</sup>. I also plan on meeting with the outgoing Coordinator for their further input on this possibility prior to this meeting. I am waiting to hear back from previously mentioned Hamilton organizations to set up a date to meet in person. By the time a meeting is scheduled, our Outreach Coordinators will likely be hired and can join for those meetings.

I am also waiting to hear back from EFRT to see if they can send a team member to CLAY this upcoming year. The earlier this is out of the way the better.

I will be meeting with Scott Robinson soon to discuss budgeting strategies for the upcoming year. There has been a large push to have all graphic content done through the Underground, though I have concerns with this that will hopefully be recognized in our meeting. I am also currently working with Kristina Epifano to strategize next steps to repairing relations with the Hamilton-Wentworth District School Board. I would like to meet with Dave Heidebrecht from the Office of Community Engagement about this relationship as soon as possible.

Lastly, I plan to fill out a number of EOHSS forms in the next month for all major events between now and conference weekend in May. Once these are approved, I will begin to book rooms for the entire year, and that way we can have our choice of location for training weekend. (In the past it has been Council Chambers, though this books very fast)

## **BUDGET**

So far, I have not spent any money. The only budgeting concern I have at this point is the aforementioned point about going through the Underground with all graphic content. Once our Sponsorship & Fundraising Coordinators are hired, they will begin raising money.

## **VOLUNTEERS**

Our Planning Team will be hired very shortly. All pertinent information for this section has been previously stated. (First team meeting, Transitioning, Planning Team Retreat)

### **CURRENT CHALLENGES**

So far there have not been any outstanding challenges. The only challenge I am anticipating is ensuring all Planning Team members are well-trained between the time they are hired and January, but I will be doing constant check-ins to ensure everyone is feeling comfortable with their roles and are on track with timelines once they are determined.

### **SUCSESSES**

I am quite proud of the timeline that we are working on currently. Last year our timeline was an obstacle that we were able to overcome and still provide a successful conference with, but I am confident that the timeline we are working with this year will alleviate some of the last-minute stress of conference planning. I am also extremely excited for Planning Team interviews, and am looking forward to being able to work with a new team of 10 lovely friends to share my passion for this service with.



# REPORT

*From the office of the...*

## Mac Farmstand Director

---

TO: Members of the Executive Board  
FROM: Shailee Siddhpuria  
SUBJECT: Mac Farmstand Report #6  
DATE: November 27<sup>th</sup>, 2018

### YEARPLAN UPDATE

The Farmstand 2018 season came to an end on November 1<sup>st</sup>. On the last day, we hosted a Closing Day sale, whereby all of our products were 50% off, with the exception of baked goods. From this, we were able to sell most of the products we had left, including a majority of our produce and popcorn, all of our preserves. Anything that remained was donated to Good Shepherd the next day. I have been using the past month to pay the remaining invoices, obtain reimbursements, and clean the cabinet/fridge space - including ensuring that the fridge is locked for the winter. As I really wish to continue promoting Farmstand's values throughout the year, I will be placing our "#MacEatsLocal WINTER" pockets brochures throughout campus so awareness may be possible without Farmstand continuing. I also hope to meet up with the new director of Farmstand throughout the next few months to ensure their transition is as smooth as possible.

### SERVICE USAGE

Since we only operated for about a week or two after the last EB report, not much had changed. We still averaged about \$1000-1200/week. During the last week however, we were placed inside for both Wednesday and Thursday due to rainy weather. On the Wednesday, we were located in front of the big TV in MUSC. This was not a good location as we were further from the walking traffic and had low visibility due to the other vendors before us. We saw a significant decline in sales that day, despite being in the last week. Our last day, however, we were in our prime location (MUSC vendor locations)!! We saw an all time increase in sales with the day's revenue reaching upwards of \$800 due to the 50% off sale. We also managed to distribute about 60% of our pocket brochures, accounting for more than 80 customers.

### PAST EVENTS, PROJECTS & ACTIVITIES

#### Closing Sale

We offered a 50% discount on all items at the stand (except for baked goods) to all customers. This allowed us to get rid of most of our stored produced,

preserved, and popcorn. Individuals often came by to say how sad they were that Farmstand was coming to an end for this year.

**#MacEatsLocal in Winter**

As the winter months approach, the amount of produce available locally tends to diminish though one CAN still buy local. This year, as part of my effort to continue the mission of Farmstand into the winter months, I put together a mini pocket brochure to introduce options that we have in terms of buying and eating local, as well as additional options for sustainability. I designed it myself and had underground recreate is using MSU guidelines and standards.

Here is the final product which we distributed:



Please let me know which MSU locations I can put extra copies of these in!

**BUDGET**

Below are final Farmstand budget lines as of October 31. Most of these will only be slightly updated as Farmstand ended soon after.

| ACCOUNT CODE | ITEM | BUDGET / COST |
|--------------|------|---------------|
|--------------|------|---------------|

|  |                                 |  |           |
|--|---------------------------------|--|-----------|
|  | #MacEatsLocal in Winter         |  |           |
| <b>6501-0315</b>                             | <b>Brochures (Adv+Promo)</b>    |  | 183       |
|  | TOTAL SPENT IN LINE             |  | 1,460.00  |
|  | REMAINING IN LINE               |  | 39.47     |
| <b>4301-0315</b>                             | <b>Stand Operations (total)</b> |  |           |
|  | TOTAL SPENT IN LINE             |  | 16,266.90 |
|  | REMAINING IN LINE               |  | --        |
| <b>3301-0315</b>                             | <b>Stand Revenue (total)</b>    |  |           |
|  | TOTAL Revenue IN LINE           |  | 16,649.62 |
|  | REMAINING IN LINE               |  | ---       |
| <b>6102-0315</b>                             | <b>Annual Campaigns</b>         |  |           |
|  | TOTAL SPENT IN LINE             |  | 1,232.51  |
|  | REMAINING IN LINE               |  | 767.49    |
| <b>TOTALS</b>                                |                                 |  |           |
| <b>TOTAL BUDGETED DISCRETIONARY SPENDING</b> |                                 |  | --        |
| <b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>   |                                 |  | --        |
| <b>REMAINING DISCRETIONARY SPENDING</b>      |                                 |  | --        |

**UPCOMING EVENTS, PROJECTS & ACTIVITIES**

**Volunteer Appreciation Dinner**

I am currently planning a sit-down dinner for my volunteers, executives, and CSRs. We have decided to do this on November 29<sup>th</sup> as of now, though may change to an earlier date depending on everyone’s availability. We are planning to go to Boston Pizza where I hope to give my team some small token of appreciation from the Campus store along with the dinner.

**Transition Report**

I will be finalizing a transition report in the following week for the incoming Director to facilitate the transition. I will also be meeting with the new director a few times in the following months before their term officially begins to help them familiarize themselves with farmstand duties (before I graduate). For this, I request that I be allowed to take the Farmstand keys for a few days in the new year to facilitate this transition more smoothly.

**Farmstand Yearlong**

As I assisted Kristina with a MEMO requesting that Farmstand be allowed to continue its campaigning side yearlong. I have not heard the results of the conversation, but I hope that this is something that EB is on board with. As you can see, I refrained from excessively spending the annual campaign budget this year as we only really have 2 months for good campaigning (Sept/Oct when students are on campus). Instead, I wanted to plan a few events in the coming year to ensure that the Farmstand name and mission are not forgotten until the next season.

**VOLUNTEERS**

I hope to show my volunteers how much I appreciate their contribution through a dinner and small gifts. I am very much looking forward to the gathering!

**CURRENT CHALLENGES**

YEARLONG FARMSTAND (people forget or don't know what Farmstand is 6/8 school months)!! A new meal card machine and permanent locations should be prioritized in the next year director's terms and secured.

**SUCSESSES**

I absolutely LOVE farmstand, and everything that it stands for. I am very sad to say goodbye to this service as it's been the most incredible part of my undergraduate career. I appreciate everyone that helped me throughout these past 3 years, especially the Accounting team and of course, the VP admins. Thank you to everyone for allowing Farmstand to happen and I truly truly hope I can continue campaigning throughout the year.



# REPORT

*From the office of the...*

## Marketing & Communications Director

---

TO: Members of the Executive Board  
FROM: Michael Wooder, Marketing & Communications Director;  
Scott Robinson, Vice-President (Finance); Jeffrey Campana,  
Union Market Manager  
SUBJECT: Union Market Logo Concept  
DATE: November 29, 2018

---

Dear Executive Board,

The MSU brand has evolved to stay current within the modern university environment. However, Union Market has been using the now outdated “Muskoka chair” image for over 15 years, and is long overdue for an update. The image has survived, despite the fact the “country general store” brand on which it was built has long gone by the way side within the business unit.

Given the scope of service delivery, the variety of products, and the modern approach to store design, it is well timed for an updated look. In order to regain a contemporary aesthetic, as well as appeal to a sophisticated student audience, all while retaining the professionalism on which Union Market is built, we ask the Executive Board consider approving the attached redesigned Union Market logo and icon guide.

In keeping with the MSU Visual Identity Guide, we’ve created a logo that utilizes the MSU’s primary font family (Gotham), along with secondary colour schemes (navy and orange), to build upon the existing brand of Union Market, aiding in the expansion of the business unit’s presence on campus. In addition, updating the logo facilitates the growth of the overall brand awareness of the McMaster Students Union.

The logo itself is set in Gotham bold, with a clever use of colour to ferment the colloquial use of “UM” to describe the store. In this circumstance, we would deploy more than one stylized icon, depending on the marketing effort in question. The main logo approval lacks an icon, however, the team will select one of the four options included in this brief when deployed in real word scenarios. The coffee icon will likely take precedent, given the large volume of sales corresponding to that product. That said, this strategy of dynamic icon use gives us the ability to more effectively represent the store and the products therein, when advertising cold beverages, snacks bagels, etc. The

biggest failure of the current design is that it in no way reflects the changing nature of student consumption habits and the product offerings of Union Market. This icon strategy, as described above, with additional icons to be developed as needed, prevents the image from becoming outdated after a short timeframe, while staying true to the MSU's brand guidelines.

Logo Implementation Costs:

- 1) Sintra diecut letters / logo for storefront \$6,000-8,000k (future capital request)
- 2) Bid price on coffee cups:  
Pre-paid expense, amortized over the life of the inventory, within defined budget parameters
- 3) Bid price on coffee lids:  
Pre-paid expense, amortized over the life of the inventory, within defined budget parameters
- 4) Pull-up banner for future promo purposes \$250
- 5) In-store signage updates where necessary \$500-\$1000

Updating the storefront sign will be the most expensive aspect of this rebrand, however it will easily last for years to come. The cost of the sign will be accounted for via a capital request for next year's capital budget, which will come before the Executive Board and SRA at a future date. With approval, the sign will be installed in early May.

The total projected cost of this project is minimal, minus the capital for the external sign. There is very little that needs to be physically replaced and the timing of the rebrand would coincide with the delivery of new cups / lids, which is planned for late spring, early summer. We will allow the current inventory of cups to expire, thus reducing the cost of implementing this change. All costs can be absorbed within Union Market's approved annual budget as it stands. If additional support is required, the Communication Department's Promotions line can assist, however that is not projected to be necessary.

**YEAR PLAN**  
**MSU CLAY COORDINATOR**  
**Giancarlo Da-Ré**  
**2018-2019**  
November 22, 2018

## OFFICE OF THE *MSU CLAY COORDINATOR*

### *INTRODUCTION*

Dear Executive Board,

The more I think about and learn from the MSU CLAY conference, the more I believe in the power it holds within the McMaster community. Not only does this conference create meaningful connections between the MSU and organizations within the Greater Hamilton Area; it also creates incredibly valuable connections between staff and delegates, and delegates with each other. This is seen through the tangible long-term relationship that CLAY has with Hamilton organizations such as Empowerment Squared, the Hamilton Boys and Girls Club, NGen, CityKids and Pathways Hamilton, which I plan to continue working with for the upcoming 2019 CLAY conference. Beyond Hamilton organizations, CLAY also reaches out to district school boards across the Greater Hamilton Area. Restructuring the relationship that the MSU has with the *Hamilton-Wentworth District School Board* is something I look forward to working on with the *MSU VP Administration*.

Something I look forward to making a large theme of this year for is instilling that CLAY staff recognize the privilege that exists from simply sharing the same space as these delegates. This conference works diligently to provide a space for delegates to explore their own thoughts and feel comfortable learning about themselves. Without the sponsorship and fundraising that goes into this conference, there would not be the option for subsidized or partially subsidized delegate fees for delegates who would not otherwise have the opportunity to participate. Each delegate's experiences are specific to their walk of life, and CLAY aims to compliment that with the goal of providing each delegate with something unique that they can take back into their own communities.

Another major theme I look forward to surrounding the planning process with is a positive team dynamic. While the logistics of planning a conference is important, CLAY is built on the backbone of a healthy team dynamic and a supportive team. Having experienced the balance of supervising the logistics of CLAY 2018 while also supporting the Conference Coordinator and the staff team, I have seen how this balance can be accomplished, and this will be incorporated into the hiring of the CLAY Planning Team and General Staff.

Every move is calculated from now until May, including the Applicants Workshop in collaboration with MSU Spark, MSU FYC and MSU Horizons, all of our Fundraising efforts, and the delegate registration process, our general team AOP, Peer Support and Conference-specific trainings. I look forward to incorporating the perspectives of as many folks as possible during this journey and cannot wait for the final execution of the conference. This service holds a very special place of my heart, and I am excited to see the high caliber of conference planning reflect my vision for the upcoming year along with all members of the planning process.

Sincerely yours,

Giancarlo Da-Ré

# November

|  |  |
|--|--|
| <b>OBJECTIVE</b>                       | <i>Executive Team Hiring</i>   |
| <i>Date</i>                            | - Applications open from November 4 <sup>th</sup> to November 18 <sup>th</sup> , with interviews the week of November 26 <sup>th</sup>   |
| <i>Purpose</i>                         | - To hire 10 Planning Team members that will fill the roles of<br>- Volunteer & Logistics Coordinator (1)<br>- Media & Design Coordinator (1)<br>- Sponsorship & Fundraising Coordinator (2)<br>- Outreach Coordinator (2)<br>- Events Coordinator (2)<br>- Sessions Coordinator (2)   |
| <i>Challenges</i>                      | - The major challenges here are promotions and the scheduling of interview times.  |
| <i>Strategy to Overcome Challenges</i> | - Utilizing a wide range of promotional platforms including Facebook, Instagram and word of mouth.<br>- With regards to scheduling interview times, finding as many times as possible that work for all members of the hiring board and providing accommodations as necessary.   |
| <i>Partners</i>                        | - MSU Communications Officer, MSU VP Administration, members of the hiring board.  |
| <b>OBJECTIVE</b>                       | <i>Establishing Communication with External Parties</i>  |
| <i>Date</i>                            | - All of November  |
| <i>Purpose</i>                         | - To establish communication lines with external parties for delegate registration and potential AOP facilitators.   |
| <i>Challenges</i>                      | - Finding the appropriate contact for each organization  |
| <i>Strategy to Overcome Challenges</i> | - Sifting through past communications, and working with the MSU VP Administration for appropriate contacts   |
| <i>Partners</i>                        | - EIO, Pathways Hamilton, Boys & Girls Club, Empowerment Squared, CityKids, Crown Ward   |
| <b>OBJECTIVE</b>                       | <i>Transitioning</i>   |
| <i>Date</i>                            | - All of November  |
| <i>Purpose</i>                         | - To understand all of the roles for which I am hiring before I hire those individuals, and to have transitional material ready for when the Planning Team is hired.   |
| <i>Challenges</i>                      | - Not having physical updated transition reports, and only having experienced one of the Planning Team roles I am hiring for.  |
| <i>Strategy to Overcome Challenges</i> | - Making copies of the Google drive from last year which holds all valuable information including transition reports from the previous year (CLAY 2017).<br>- Also meeting with every member of the Planning Team from CLAY 2018 to understand their roles better, what worked, what didn't work and what to know as the incoming Coordinator with respect to that role. |
| <i>Partners</i>                        | - All previous Planning Team members from CLAY 2018.   |
| <b>OBJECTIVE</b>                       | <i>First Team Meeting</i>  |
| <i>Date</i>                            | - December 5 <sup>th</sup>   |
| <i>Purpose</i>                         | - To introduce all new Planning Team to each other, get to know each other and each role, learn about the upcoming year and implement next steps in the Planning Process.  |
| <i>Challenges</i>                      | - Potentially finding a time that works for everyone   |
| <i>Strategy to Overcome Challenges</i> | - Utilizing When2Meet to find the most optimal time for everyone to meet.  |
| <i>Partners</i>                        | - All members of the incoming Planning Team.   |

|                             |  |
|-----------------------------|--|
| <b><i>Personal Goal</i></b> | - To feel comfortable anticipating the struggles and challenges of each position on the Planning Team, and to have a team that I can love and place my entire trust in!! |
|-----------------------------|--|

| <b>December</b>                        |   |
|--|---|
| <b>OBJECTIVE</b>                       | <i>Transitioning</i>  |
| <i>Date</i>                            | - All of December   |
| <i>Purpose</i>                         | - To ensure that all Planning Team members have been properly transitioned into their roles   |
| <i>Challenges</i>                      | - This is during exams! Difficult to focus on things that are not academics during this time.   |
| <i>Strategy to Overcome Challenges</i> | - This is a <b>necessary</b> part of each role and going through the each role's previous Google drive folder as well as meeting with past Planning Team members is both incredibly valuable and a motivating for members to begin their roles.                                       |
| <i>Partners</i>                        | - Incoming and past Planning Team members.  |
| <b>OBJECTIVE</b>                       | <i>Budgeting</i>  |
| <i>Date</i>                            | - <b>EARLY</b> December   |
| <i>Purpose</i>                         | - To create a budget outline for the year, and decide what the budget will look like for each Planning Team position so that they can create their timelines and begin planning accordingly   |
| <i>Challenges</i>                      | - Understanding how budgeting worked last year, and also justifying purchases over subsidized delegate fees.  |
| <i>Strategy to Overcome Challenges</i> | - Working with the outgoing Coordinator and previous Planning Team members to decide what is an appropriate budget to allocate to each Planning Team member. Working with MSU VP Finance to create a budgeting strategy that will help avoid concerns about subsidized delegate fees. |
| <i>Partners</i>                        | - Outcoming Coordinator, previous Planning Team, MSU VP Finance.  |
| <b>OBJECTIVE</b>                       | <i>Ensuring that all Planning Team members have a timeline and plan for the holidays/upcoming year</i>  |
| <i>Date</i>                            | - All of December   |
| <i>Purpose</i>                         | - To ensure that come January we can hit the ground running, and any initial work has been completed for each position so they are ready to work come the new year.   |
| <i>Challenges</i>                      | - Everyone celebrates the holidays differently and will be able to allocate different amounts of time towards CLAY when they are on break.  |
| <i>Strategy to Overcome Challenges</i> | - Ensuring I am aware of the everyone's plan moving into the break and that all members feel confidence and comfortable with their own plans and timeline.  |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Planning Team bonding</i>  |
| <i>Date</i>                            | - All of December   |
| <i>Purpose</i>                         | - To ensure that all Planning Team members are feeling comfortable with each other moving into the planning process   |
| <i>Challenges</i>                      | - Exams and the holidays make it difficult for members to meet up with each other.  |
| <i>Strategy to Overcome Challenges</i> | - Introducing the committee room to the team as a space they can all work in, and asking positions to meet with each other to create a plan before the holidays and to meet with me for approval so everyone has a steady plan moving into the break. (Ties into above objective)     |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Fill EOHSS for all potential required events</i>   |
| <i>Date</i>                            | - Over the Holidays   |

|  |  |
|--|--|
| <i>Purpose</i>                         | - To get this out of the way early so that once these are approved, I can begin to book rooms for everything as early as possible.   |
| <i>Challenges</i>                      | - May not be able to think about every potential event/meeting that will require EOHSS.  |
| <i>Strategy to Overcome Challenges</i> | - Fill out as many as possible as this will save lots of time later and allow for room booking.  |
| <i>Partners</i>                        | - AVP Services   |
| <b>OBJECTIVE</b>                       | <i>Ensure an EFRT member is coming to CLAY</i>   |
| <i>Date</i>                            | - Over the Holidays  |
| <i>Purpose</i>                         | - Having an EFRT member at CLAY is incredibly important and has proven to be absolutely necessary in past years.<br>- It would be ideal to get this out of the way early and know who is coming to introduce them to the team!       |
| <i>Challenges</i>                      | - In the past this has been a free service, so unless that changes, this should not be a challenge.  |
| <i>Strategy to Overcome Challenges</i> | - Sending an email over the break is easy to do, and with ample warning time, this should be helpful for EFRT to plan in advance.  |
| <i>Partners</i>                        | - EFRT   |
| <b>Personal Goal</b>                   | - To ensure that all members of the Planning Team feel adequately transitioned into their respective roles, and that everyone has a <b>realistic</b> yet challenging timeline and plan moving into the holiday break before January. |

# January

|  |  |
|--|--|
| <b>OBJECTIVE</b>                       | <i>Room Bookings</i>   |
| <i>Date</i>                            | - All of January   |
| <i>Purpose</i>                         | - All your EOHSS requests should be approved this month, so this would be a great time to book rooms!  |
| <i>Challenges</i>                      | - Times may change between now and your event dates.   |
| <i>Strategy to Overcome Challenges</i> | - Do the best to book rooms tentatively for now, and if changes need to happen later, adjust room bookings appropriately. Better to book earlier than later so rooms do not get booked up.   |
| <i>Partners</i>                        | - N/A  |
| <b>OBJECTIVE</b>                       | <i>Meeting at Schools and Organizations</i>  |
| <i>Date</i>                            | - All of January   |
| <i>Purpose</i>                         | - To meet in person with representatives from all organizations as early as possible, establish contact and ensure everyone is on the same page for delegate registration next month.  |
| <i>Challenges</i>                      | - Transportation can be difficult, as well as working around everyone's schedules.<br>- Also HWDSB connections are not strong and need to be thoroughly worked on.   |
| <i>Strategy to Overcome Challenges</i> | - I will try to have a car, but the HSR should get members anywhere they need to be.<br>- Outreach should be reaching out to all organizations over the break or during early January to set up a time that works for their representatives, and we should always be sending at least 3 members from the CLAY team to these meetings.<br>- With regards to HWDSB, working with the MSU VP Administration to amend these relations and create a plan moving forward, where they ideally will let us promote our delegate registration to their students, as we would ideally like to reach out to Hamilton students before branching off. |
| <i>Partners</i>                        | - Outreach Coordinators, potentially MSU President, MSU VP Administration, Boys & Girls Club, NGen, Pathways Hamilton, CityKids, Empowerment Squared, various Greater Hamilton Area District School Boards.  |
| <b>OBJECTIVE</b>                       | <i>Applicants Workshop Planning</i>  |
| <i>Date</i>                            | - Planning all through January   |
| <i>Purpose</i>                         | - To ensure that the workshop is planned with as much input and variety of perspective as possible, and that the workshop has a strong volunteer base with so many partnering MSU leadership services.   |
| <i>Challenges</i>                      | - Turnout has typically been low in the past and finding a date can have a large part in this.   |
| <i>Strategy to Overcome Challenges</i> | - Working with partners to pool resources so that we can have the greatest outcome possible of students. Gaining access to as many first year midterm dates as possible would be helpful for the planning of a date as well.   |
| <i>Partners</i>                        | - MSU FYC, MSU Spark, MSU Horizons, Planning Team  |
| <b>OBJECTIVE</b>                       | <i>Set Up Delegate Registration Online</i>   |
| <i>Date</i>                            | - Anytime in January   |
| <i>Purpose</i>                         | - Make a plan on how subsidized fees will be allocated and accessed when delegate registration opens, as well as partial subsidies and full delegate fees.   |
| <i>Challenges</i>                      | - Making half and full subsidies an option for delegates without it being available to all delegates.  |

|  |   |
|--|---|
| <i>Strategy to Overcome Challenges</i> | - Work with Pauline to do this.   |
| <i>Partners</i>                        | - Pauline Taggart   |
| <b>OBJECTIVE</b>                       | <i>Planning Team Retreat</i>  |
| <i>Date</i>                            | - January 12 <sup>th</sup>  |
| <i>Purpose</i>                         | - To provide an opportunity for team bonding, team building and for everyone to feel more comfortable moving forward into the planning process together.  |
| <i>Challenges</i>                      | - Perfect connections will not come instantly, and also choosing a date for this can be difficult   |
| <i>Strategy to Overcome Challenges</i> | - Utilizing a When2Meet for the date, and doing my best to create a warm space with lots of string lights and snacks for everyone!  |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Create &amp; Release General Team Applications</i>   |
| <i>Date</i>                            | - Create applications all through January, release applications January 27 <sup>th</sup>  |
| <i>Purpose</i>                         | - To hire a full team consisting of Leadership Developers, Leadership Developer Events and Leadership Developer Media.  |
| <i>Challenges</i>                      | - Coming up with new questions can be difficult, and this is a fast timeline.   |
| <i>Strategy to Overcome Challenges</i> | - Utilizing strategies implemented in previous years to efficiently and democratically come up with creative new application questions  |
| <i>Partners</i>                        | - Planning Team   |
| <b>Personal Goal</b>                   | <ul style="list-style-type: none"> <li>- To ensure that everyone is working at a pace that both they and I feel comfortable and confident in, and that we keep on track with timing.</li> <li>- Also that the Planning Team begins to feel more comfortable with each other.</li> <li>- We will be spending a lot of time together so I am looking forward to all these opportunities for everyone to be together.</li> </ul> |

# February

|  |  |  |  |
|--|--|--|--|
| <b>OBJECTIVE</b>                       |  | <i>Applications Marked and Interviews Offered</i>  |  |
| <i>Date</i>                            |  | <ul style="list-style-type: none"> <li>- Applications due February 10<sup>th</sup> and interviews offered February 17<sup>th</sup></li> </ul>  |  |
| <i>Purpose</i>                         |  | <ul style="list-style-type: none"> <li>- To teach Planning Team members how to mark applications, and to invite candidates for the second stage of the hiring process, interview weekend.</li> </ul>   |  |
| <i>Challenges</i>                      |  | <ul style="list-style-type: none"> <li>- Having discrepancies in difficulty of marking and ensuring that everyone is on the same page for what an application worth each grade should look like.</li> </ul>  |  |
| <i>Strategy to Overcome Challenges</i> |  | <ul style="list-style-type: none"> <li>- We will have a minimum of three sets of eyes on every application answer to decrease deviation in marking.</li> <li>- If there are any major discrepancies, we will take them up together.</li> <li>- Using a marking scheme and grading system with the opportunity to practice on sample answers that I will create during a team meeting.</li> </ul> |  |
| <i>Partners</i>                        |  | <ul style="list-style-type: none"> <li>- Planning Team</li> </ul>  |  |
| <b>OBJECTIVE</b>                       |  | <i>Execution of Applicants Workshop</i>  |  |
| <i>Date</i>                            |  | <ul style="list-style-type: none"> <li>- Likely sometime in February</li> </ul>  |  |
| <i>Purpose</i>                         |  | <ul style="list-style-type: none"> <li>- To host a workshop that teaches McMaster students how to write an application and how to do an interview.</li> <li>- This is incredibly valuable as many McMaster students are new to the idea of group interviews and the typical MSU hiring process.</li> </ul>   |  |
| <i>Challenges</i>                      |  | <ul style="list-style-type: none"> <li>- The highest ratio of facilitators to students is key here so students attending the workshop gain as much individual feedback as possible.</li> </ul>   |  |
| <i>Strategy to Overcome Challenges</i> |  | <ul style="list-style-type: none"> <li>- Gaining as many volunteers from each leadership service participating in the execution as possible to increase the ratio of facilitators to students.</li> </ul>  |  |
| <i>Partners</i>                        |  | <ul style="list-style-type: none"> <li>- MSU Spark, MSU FYC, MSU Horizons</li> </ul>   |  |
| <b>OBJECTIVE</b>                       |  | <i>Continue Visiting Delegate Sources</i>  |  |
| <i>Date</i>                            |  | <ul style="list-style-type: none"> <li>- All February</li> </ul>   |  |
| <i>Purpose</i>                         |  | <ul style="list-style-type: none"> <li>- To continue meeting new potential delegates and delegate support systems so that they can learn about CLAY, and so that we can have delegates come to our conference</li> </ul>   |  |
| <i>Challenges</i>                      |  | <ul style="list-style-type: none"> <li>- Connecting with delegates, proving to support systems and organizations that CLAY is beneficial to them</li> </ul>  |  |
| <i>Strategy to Overcome Challenges</i> |  | <ul style="list-style-type: none"> <li>- Having at least three representatives come to each visit and doing heavy research on that organization or community prior to the visit to thoroughly understand how CLAY aligns with their values if we are asking them to send their students to our conference.</li> </ul>  |  |
| <i>Partners</i>                        |  | <ul style="list-style-type: none"> <li>- Outreach Coordinators, other Planning Team members, Hamilton organizations listed earlier, various Greater Hamilton Area district school boards</li> </ul>  |  |
| <b>OBJECTIVE</b>                       |  | <i>Team Trip to Camp Trillium</i>  |  |
| <i>Date</i>                            |  | <ul style="list-style-type: none"> <li>- Sometime in February</li> </ul>   |  |
| <i>Purpose</i>                         |  | <ul style="list-style-type: none"> <li>- This is incredibly valuable as both a team bonding event, as a motivation factor, as an opportunity to gauge the accessibility of different buildings for events, and for the team to meet our contact at Camp Trillium.</li> </ul>   |  |

|  |   |
|--|---|
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Finding a time to go together with as many members as possible, transportation, and weather conditions may not be great</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Utilizing a When2Meet, I will have a car and ideally at least one other person will have a car/van.</li> <li>- If the roads are not great, we will reschedule as it isn't worth the risk.</li> </ul>   |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- Paul Luciani, Planning Team</li> </ul>   |
| <b>OBJECTIVE</b>                       | <i>Delegate Registration Opened</i>   |
| <i>Date</i>                            | <ul style="list-style-type: none"> <li>- Ideally the earlier the better!</li> </ul>   |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- To allow delegates to register for our conference</li> </ul>   |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Gaining exposure to students across the Greater Hamilton Area. Also access to our partially or fully subsidized delegate fees is completely dependent on our sponsorship and fundraising.</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Promoting as much as possible to anyone we can who is in high school and letting as many organizations and district school boards as possible know that our registration is open. With regards to sponsorship and fundraising, making as much money as possible is the only option we have.</li> </ul> |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- Pauline Taggart, Outreach Coordinators, Sponsorship &amp; Fundraising Coordinators</li> </ul>  |
| <b>Personal Goal</b>                   | <ul style="list-style-type: none"> <li>- To have personally visited as many delegate sources as possible, and to work with the Sponsorship &amp; Fundraising Coordinators to start raising as much money as possible.</li> </ul>  |

# March

|  |   |
|--|---|
| <b>OBJECTIVE</b>                       | <i>Interview Hiring Weekend</i>   |
| <i>Date</i>                            | - March 1 <sup>st</sup> – March 2 <sup>nd</sup> weekend   |
| <i>Purpose</i>                         | - To execute the second part of the hiring process where applicants are invited to a series of interview stations where they will be interviewed both individually and as a part of a group.  |
| <i>Challenges</i>                      | - This can be incredibly intimidating for applicants.   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- This provides an opportunity to show applicants how welcoming we are by introducing ourselves to everyone in a nice open space with an ice breaker</li> <li>- I will personally go around to each interview group to check in on them and learn as many names as possible over that weekend.</li> </ul>  |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Finalize General Team</i>  |
| <i>Date</i>                            | - March 3 <sup>rd</sup>   |
| <i>Purpose</i>                         | - To have a final team of whom will be trained on AOP and conference-specific training prior to the execution of conference.  |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- This can be a tedious process, and it is important to recognize tiers for equitable hiring, as well as ensuring that there is no power dynamic in the hiring of Leadership Developers and Leadership Developer Events.</li> <li>- It can also be difficult to choose co-ships.</li> </ul>  |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Ensuring that an appropriate tiering process is utilized, and that the voices of the Events Coordinators are heard.</li> <li>- There is no efficient way to choose co-ships beyond ensuring that at least one member of every co-ship has CLAY experience.</li> </ul>  |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Social #1</i>  |
| <i>Date</i>                            | - Mid-March   |
| <i>Purpose</i>                         | - To introduce the team to each other, allow for team bonding, release co-ships and announce committees for Sponsorship & Fundraising, Outreach, Events and Sessions.   |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- This can be a difficult event to plan for the Volunteer &amp; Logistics Coordinator, and it is easy to feel like staff may not have connected as well as you wished in their first interaction.</li> <li>- It can also be a very intimidating time for staff to meet each other for the first time.</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Offering the Volunteer &amp; Logistics Coordinator as much help as they would like with this process, while still providing them with freedom of event planning.</li> <li>- Also having all Planning Team members interacting with staff and getting to know them as individuals is a great way to help everyone level out in their first interaction together.</li> </ul> |
| <i>Partners</i>                        | - Volunteer & Logistics Coordinator, general staff team   |
| <b>OBJECTIVE</b>                       | <i>Anti-Oppressive Practice Training</i>  |
| <i>Date</i>                            | - Before exams begin.   |
| <i>Purpose</i>                         | - This is an incredibly valuable training that is updated every year in collaboration with either Diversity Services or the Equity & Inclusion Office.  |

|  |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>- It is a mandatory training for everyone as it is specific to CLAY and the demographic of delegates at the CLAY conference.</li> </ul>  |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- It can be intimidating to ask questions in a room filled with individuals of varying degrees of education on social awareness.</li> </ul>  |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- A major part of this training will be encouraging staff members to ask questions and learn together so that we are all prepared for the delegate demographic during the CLAY conference.</li> </ul>              |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- EOI, MSU Diversity Services</li> </ul>   |
| <b>Personal Goal</b>                   | <ul style="list-style-type: none"> <li>- To ensure that EVERYONE is leveling out during this training, and that all staff members, regardless of AOP training experience, feel comfortable asking questions and participating in the training.</li> </ul> |

# April

|  |   |
|--|---|
| <b>OBJECTIVE</b>                       | <i>Ensuring committees are fulfilling their responsibilities</i>  |
| <i>Date</i>                            | - All of April  |
| <i>Purpose</i>                         | - As we enter crunch time, assistance from committees becomes crucial and this can help alleviate a lot of the stress from Planning Team members  |
| <i>Challenges</i>                      | - This will also be during exams which makes offering too much time difficult   |
| <i>Strategy to Overcome Challenges</i> | - Being understanding with staff about academic commitments and helping out where I can.  |
| <i>Partners</i>                        | - Planning Team, general staff team   |
| <b>OBJECTIVE</b>                       | <i>Checking in on the progress of all Planning Team members</i>   |
| <i>Date</i>                            | - All of April  |
| <i>Purpose</i>                         | - Ensuring all Coordinator timelines are still on target  |
| <i>Challenges</i>                      | - With exams this can be difficult and stressful for all Planning Team members  |
| <i>Strategy to Overcome Challenges</i> | - Helping out as much as I can and providing positive feedback as often as possible   |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Motivating the Planning Team</i>   |
| <i>Date</i>                            | - All of April  |
| <i>Purpose</i>                         | - This team has worked so incredibly hard, and it can be difficult at times to find reasons why we should put so much effort into this conference.  |
| <i>Challenges</i>                      | - Motivating the team   |
| <i>Strategy to Overcome Challenges</i> | - Reminding them everything we do is for the delegates<br>- Helping them recognize what amazing jobs they have done so far and that we are all here for them.   |
| <i>Partners</i>                        | - Planning Team   |
| <b>Personal Goal</b>                   | - This is a month where the team will need some space to focus on academics, but also will need some motivation in continuing to put everything they have into this conference.<br>- I will do my very best to continually remind them how incredible they are. |

| <h1>May</h1>                           |  |
|--|--|
| <b>OBJECTIVE</b>                       | <i>Ensuring all areas of planning will be complete by Conference weekend</i>   |
| <i>Date</i>                            | All May  |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- Ensuring that sessions materials are purchased and organized, that logistics are smooth for all major conference transitions, that events organization is on target and they are receiving appropriate support from the rest of the team, that outreach is continuing to contact community groups with potential delegates, that media has a thorough plan moving into the conference, and that sponsorship and fundraising exhausts all last ideas and contacts any remaining potential sponsors.</li> </ul> |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Everyone will be feeling the crunch at this point, and communication can be challenging</li> </ul>  |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Utilizing planning committees and signing up staff members for shifts in advance.</li> <li>- Stepping in and aiding with hands-on work and communication where applicable and necessary.</li> </ul>   |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- The entire staff team</li> <li>- MSU Financial Department (likely)</li> </ul>   |
| <b>OBJECTIVE</b>                       | <i>Following up with registered delegates and continuing to work on registering as many delegates as possible before conference weekend</i>  |
| <i>Date</i>                            | Right up until the last day of registration  |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- Our numbers will be determined by the amount of money we raise, so if we can raise money right up until the end, that could help bring delegates to the conference</li> </ul>   |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Communication can sometimes be difficult here, and changing the numbers of delegates has an impact on other orders as well including # of t-shirts, lanyards, food, etc.</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Ensuring that I am maintaining that line of communication with community partners, parents/support groups, delegates and other contacts that have relevance to delegate registration.</li> </ul>  |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- Paul Luciani from Camp Trillium</li> <li>- S&amp;F Coordinators</li> <li>- Tracey Canaris – Crown Ward Contact</li> <li>- Dave Heidebrecht – Office of Community Engagement Manager</li> <li>- NGen, BGC, Pathways, Empowerment Squared</li> <li>- Outreach Coordinators, delegates, other registration-relevant contacts</li> </ul>  |
| <b>OBJECTIVE</b>                       | <i>Camp Trillium Visit</i>   |
| <i>Date</i>                            | Sometime May 1-10 (3-4 weeks before conference)  |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- Some exec may not have seen the camp layout before and are curious</li> <li>- This will be relevant to the planning of events programming</li> <li>- Team bonding</li> </ul>  |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Finding a time that works with everyone’s schedules including Paul Luciani</li> <li>- Transportation</li> <li>- Weather</li> </ul>  |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- We can use a doodle poll to see which time works best for everyone, and prioritize the timing around those who NEED to see the campsite for planning purposes. Everyone else can join if they would like but that is the <b>primary</b> purpose.</li> <li>- I will have access to a vehicle that can drive 5 including myself</li> </ul>  |

|  |  |
|--|--|
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- Paul Luciani – Camp Trillium contact</li> <li>- Executive Team</li> </ul>   |
| <b>OBJECTIVE</b>                       | <i>Staff Team Social #2</i>  |
| <i>Date</i>                            | May 4th  |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- To provide another opportunity for staff to get to know each other before conference weekend. The team social may have a focus on team support through a mix of low and high energy events.</li> <li>- I will push for this social to have some aspect that is off-campus to get the staff team in the mindset of working together in a new environment.</li> <li>- This may also be a good opportunity for S&amp;F to work with V&amp;L to try and turn an aspect of the evening into a fundraiser, also providing an opportunity to show staff members how important it is that we raise money, as every \$165 + tax is another delegate.</li> <li>- This will also be a very important moment for the V&amp;L Coordinator, and can greatly improve their confidence in themselves moving into the weekend.</li> </ul>  |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Ensuring that the event is fully accessible</li> <li>- Remaining within budget</li> <li>- Enough food is provided if that is an aspect of the social (dietary restrictions are taken into account)</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Visiting the event space in advance to ensure that it is fully accessible</li> <li>- Being aware of the budget during the planning of the event</li> <li>- Utilizing staff dietary information before ordering food</li> </ul>  |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- V&amp;L Coordinator</li> <li>- S&amp;F Coordinator</li> <li>- Event Space contact</li> <li>- Food contact (if different than event space contact)</li> </ul>  |
| <b>OBJECTIVE</b>                       | <i>Staff Team Training</i>   |
| <i>Date</i>                            | May 17 (LDL/Radio Training)<br>May 18-19 (General Staff Training)  |
| <i>Purpose</i>                         | <p><u>LDL/Radio Training:</u></p> <ul style="list-style-type: none"> <li>- To ensure anyone who is using a radio is appropriately trained on using the radios/charging radios, for the V&amp;L Coordinator to build that community of trust, support and growth together.</li> <li>- I will also push for the V&amp;L coordinator to provide personalized letters to LDLs at this time and cover topics of internal team support on top of logistics training, and to incorporate some kind of interactive part to the training.</li> <li>- Also ensuring that the entire LDL team is fully aware of the purpose of their role.</li> </ul> <p><u>Staff Training:</u></p> <ul style="list-style-type: none"> <li>- To ensure that staff members are properly trained on any and all relevant sessions, logistics and event programming of the conference weekend.</li> <li>- To ensure that staff members are well trained on the concept of peer support and how it is demonstrated at CLAY with delegates. (Staff will also have the opportunity to practice these skills through interactive session examples)</li> <li>- To ensure that staff are well-trained by facilitators from WGEN on relevant concepts for the conference and for interacting with delegates.</li> </ul> |

|  |   |
|--|---|
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Ensuring there are no power imbalances among the team and that everyone feels supported and <b>included</b> throughout the weekend.</li> <li>- Ensuring that the training is complete and thorough while also creating an environment where individuals feel okay asking questions in a space where everyone comes from different conference/support experiences.</li> <li>- Ensuring anyone involved in a facilitation role is prepared.</li> <li>- Ensuring that no aspect of training is seen as more or less important than any other aspect of training.</li> </ul> |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- Being strict about the idea of power imbalances/addressing it explicitly.</li> <li>- Ensuring that all exec/folks who are helping to run a sessions training have been fully trained on that session.</li> <li>- Ensuring that all exec are <b>also</b> taking training seriously (being strict on this) and that events-specific programming is being taken as seriously as logistics and sessions by stressing the importance of this during training.</li> </ul>  |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- V&amp;L Coordinator</li> <li>- Events Coordinators</li> <li>- WGEN Coordinator – Jocelyn Heaton</li> <li>- Possibly SHEC Coordinator - Adrianna Michell</li> </ul>   |
| <b>OBJECTIVE</b>                       | <i>Ensuring that lanyards, name tags, and other last minute orders/materials are on track</i>   |
| <i>Date</i>                            | Late April-Mid May  |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- Everything will be a time crunch at this point, and they are all extremely important, so staying on top of this is absolutely crucial.</li> </ul>  |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Numbers will depend on registration which will depend on fundraising</li> <li>- Communication in a time crunch can be frustrating and difficult as this will depend on multiple parties</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- If budget allows, ordering extras in advance of everything</li> </ul>  |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- The Underground (printing)</li> <li>- Other contacts if not the Underground for lanyards/name tags</li> <li>- Paul Luciani – Camp Trillium Contact</li> <li>- Executive Team</li> </ul>  |
| <b>OBJECTIVE</b>                       | <i>That the staff team is feeling completely supported and confident moving into conference weekend</i>   |
| <i>Date</i>                            | Since the time of hiring until after conference   |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- It is difficult to feel prepared to handle something or know what to do until you are in the moment. It's important that every individual on the staff team feels supported in some way</li> </ul>   |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- It's a large team, and checking in on every member can be difficult</li> </ul>   |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- If time allows, individual check-ins</li> <li>- Utilizing exec members to assist in checking in with staff</li> <li>- Ensuring V&amp;L and Events Coordinators are creating supportive environments for their respective internal teams</li> </ul>   |
| <i>Partners</i>                        | <ul style="list-style-type: none"> <li>- Entire staff team</li> </ul>   |
| <b>OBJECTIVE</b>                       | <i>Execute CLAY conference</i>  |
| <i>Date</i>                            | May 24-26   |
| <i>Purpose</i>                         | <ul style="list-style-type: none"> <li>- Six months of planning will come together into three days</li> </ul>   |
| <i>Challenges</i>                      | <ul style="list-style-type: none"> <li>- Problems will arise in the moment that we are not planning for</li> </ul>  |
| <i>Strategy to Overcome Challenges</i> | <ul style="list-style-type: none"> <li>- That's okay. Work through it as a team.</li> </ul>   |

|                      |   |
|----------------------|---|
|                      | <ul style="list-style-type: none"> <li>- Up not out strategy, do not let delegates see problems</li> </ul>  |
| <i>Partners</i>      | <ul style="list-style-type: none"> <li>- Paul Luciani – Camp Trillium Contact</li> <li>- Executive Team</li> </ul>  |
| <b>Personal Goal</b> | <ul style="list-style-type: none"> <li>- Do your best to ensure that everyone involved in the planning process feels valued. Check in on the team as often as possible.</li> <li>- Don't let anyone lose motivation or lose sight of the reason we are all working on this – the delegates</li> <li>- Help the team to live in the moment. Before you know it, conference weekend will be in the past.</li> </ul> |

| <h1>June</h1>                          |   |
|--|---|
| <b>OBJECTIVE</b>                       | <i>Delegate Feedback</i>  |
| <i>Date</i>                            | - Sometime in June  |
| <i>Purpose</i>                         | - Delegate feedback was not received last year and is incredibly beneficial for the growth of this conference as an MSU service   |
| <i>Challenges</i>                      | - Not receiving many responses  |
| <i>Strategy to Overcome Challenges</i> | - Those who wish to have their voices heard will have their opportunity here.<br>- We will promote it to various organizations and also over social media.  |
| <i>Partners</i>                        | - Delegates, Hamilton Organizations   |
| <b>OBJECTIVE</b>                       | <i>Staff Feedback</i>   |
| <i>Date</i>                            | - Sometime in June  |
| <i>Purpose</i>                         | - Staff feedback was not received last year and is also valuable for the incoming team the following year to know how to improve and be better  |
| <i>Challenges</i>                      | - Not receiving many responses  |
| <i>Strategy to Overcome Challenges</i> | - Again, those who wish to have their voices heard will have that opportunity here<br>- We will promote this appropriately to ensure all staff members have the opportunity to fill out a feedback form                         |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Planning Team Transitioning</i>  |
| <i>Date</i>                            | - Sometime in June  |
| <i>Purpose</i>                         | - This is something that was not formally done last year and is incredibly valuable for future teams who wish to refer to previous years<br>- CLAY changes a lot every year, and so this should be updated <b>every year</b>    |
| <i>Challenges</i>                      | - Motivating people to finish this  |
| <i>Strategy to Overcome Challenges</i> | - Give them all of June to complete this which will be ample time   |
| <i>Partners</i>                        | - Planning Team   |
| <b>OBJECTIVE</b>                       | <i>Clean the Committee Room</i>   |
| <i>Date</i>                            | - ASAP after conference   |
| <i>Purpose</i>                         | - The committee room may not be in the best shape just after conference, and can probably use some cleaning up  |
| <i>Challenges</i>                      | - This may require many hands..   |
| <i>Strategy to Overcome Challenges</i> | - Bring more hands!! Invite as many CLAY staff as would like to help!   |
| <i>Partners</i>                        | - Entire team   |
| <b>Personal Goal</b>                   | - After a lot of planning, closure is important, so I want to ensure I allow the Planning Team to have a closing meeting for closure<br>- I want to ensure the next team is set up nicely to preserve the longevity of MSU CLAY |

## Long-Term Planning

| <b><i>Overarching Vision</i></b> | <b><i>Staff Team Dynamic</i></b>  |
|----------------------------------|---|
| <i>Description</i>               | <ul style="list-style-type: none"> <li>- Over recent years, there have been major strides taken to foster an environment where all members of the staff team respected as having equally valuable responsibilities for MSU CLAY.</li> <li>- This is not only hugely important for the hiring process of different positions, but also for the general respect given to members of the staff team from each other.</li> </ul>  |
| <i>Benefits</i>                  | <ul style="list-style-type: none"> <li>- This allow all members of the staff team to feel comfortable doing the best they can in their role</li> <li>- Unites everyone in the same vision</li> </ul>  |
| <i>Year 1 Goals</i>              | <ul style="list-style-type: none"> <li>- Last year there was a role name change from Special Errands/Events Team (SET), to Leadership Developer Events (LDE). However, last year's conference still displayed examples of when the Leadership Developer Events team was taken advantage of.</li> <li>- This year I hope to utilize the conference-specific training weekend to highlight the importance of events so that they are seen without a doubt as valuable as the sessions at conference.</li> <li>- I also plan on incorporating this into our Staff Feedback Form after conference.</li> </ul> |
| <i>Year 2 Goals</i>              | <ul style="list-style-type: none"> <li>- I hope that for the year following, there will be useful information provided in the Staff Feedback Form that will allow new strides to be taken for overseen obstacles and challenges this year.</li> </ul>   |
| <i>Year 3 Goals</i>              | <ul style="list-style-type: none"> <li>- <i>Year 2 Goals</i> repeats.</li> </ul>  |
| <i>Partners</i>                  | <ul style="list-style-type: none"> <li>- Entire CLAY team</li> </ul>  |

| <b><i>Overarching Vision</i></b> | <b><i>Staff Team Training</i></b>  |
|----------------------------------|--|
| <i>Description</i>               | <ul style="list-style-type: none"> <li>- The staff team training weekend is updated and unique each year to reflect how peer support, logistics, sessions and event-specific training is specific to the CLAY conference and the delegate demographic.</li> </ul>  |
| <i>Benefits</i>                  | <ul style="list-style-type: none"> <li>- Our staff need to be well-trained walking into conference weekend so that they can utilize the skills learned during these trainings to solve problems and be aware of their surroundings during conference.</li> </ul>   |
| <i>Year 1 Goals</i>              | <ul style="list-style-type: none"> <li>- To utilize the training outline built in place last year to create a new training schedule that will help preserve the longevity of a high-caliber conference.</li> <li>- Doing my best to ensure that the training is comprehensive without being overly intense. However, this is a fine line as there are a number of important scenarios our staff need to be prepared for during conference that are included in this training.</li> <li>- Working with representatives from identity-based services to include all necessary information into training that will be relevant to any and all scenarios during conference weekend.</li> <li>- To utilize the Staff Feedback Form to improve this training for following years.</li> </ul> |
| <i>Year 2 Goals</i>              | <ul style="list-style-type: none"> <li>- To utilize the Staff Feedback Form from CLAY 2019 to improve the conference training for future years.</li> </ul>   |
| <i>Year 3 Goals</i>              | <ul style="list-style-type: none"> <li>- To utilize the Staff Feedback Form from CLAY 2020 to improve the conference training for future years.</li> </ul>   |
| <i>Partners</i>                  | <ul style="list-style-type: none"> <li>- Various identity-based MSU services, general staff team</li> </ul>  |

| <b><i>Overarching Vision</i></b> | <b><i>Staff Team Support</i></b>   |
|----------------------------------|--|
| <i>Description</i>               | - Conference weekend requires ample supervision over not only the logistics of the weekend, but the well-being the entire staff team.  |
| <i>Benefits</i>                  | - Ensuring all staff members feel supported and confident in their roles both leading up to and during conference weekend  |
| <i>Year 1 Goals</i>              | <ul style="list-style-type: none"> <li>- Providing staff with Planning Team and general team roles during conference weekend with freedom of control while also letting them know that I am always available for support.</li> <li>- Incorporating this into the Staff Feedback Form after conference weekend.</li> <li>- Ensuring that the Volunteer &amp; Logistics Coordinator and Events Coordinators are balancing logistics with staff support appropriately</li> <li>- Including this as a major theme in the transition report for next year's team</li> </ul> |
| <i>Year 2 Goals</i>              | - Utilizing Staff Feedback Form and the transitioning process to ensure that this theme is carried forward and built upon in upcoming years.   |
| <i>Year 3 Goals</i>              | - <i>Year 3 Goals</i> repeat   |
| <i>Partners</i>                  | - Entire CLAY team   |

| <b><i>Overarching Vision</i></b> | <b><i>Community Engagement &amp; Relations</i></b>  |
|----------------------------------|---|
| <i>Description</i>               | <ul style="list-style-type: none"> <li>- MSU CLAY is built upon years of relationships between the MSU, and a number of local organizations as well as district school boards in the Greater Hamilton Area. Without these relationships, there would be no delegates, which means there would be no conference.</li> </ul>  |
| <i>Benefits</i>                  | <ul style="list-style-type: none"> <li>- These delegates are the most important part the CLAY conference, and are kept in mind with each and every decision made throughout the planning process to ensure a successful CLAY conference that reflects the delegate demographic.</li> </ul>  |
| <i>Year 1 Goals</i>              | <ul style="list-style-type: none"> <li>- Continuing to build upon previous relations with local Hamilton organizations and district school boards that have been trusted sources of delegates in the past.</li> <li>- Meeting with representatives from various local Hamilton organizations as soon as possible to better understand how CLAY can align its values with that of the organization.</li> <li>- Working with Outreach Coordinators to continue to reach out to new organizations and communities in Hamilton to reach as many potential delegates as possible.</li> <li>- Working to re-build the relationship that the MSU has with the Hamilton-Wentworth District School Board, which until last year were a large provider of delegates.</li> </ul> |
| <i>Year 2 Goals</i>              | <ul style="list-style-type: none"> <li>- Recommending to the incoming Coordinator to reach out to local organizations as soon as possible to ensure that lines of communication are open with ample time before delegate registration opens.</li> <li>- Continuing to earn back the trust of the HWDSB so that we can reach delegates from their district school board.</li> <li>- Continuing to build upon all previous relations to preserve the longevity of CLAY and the relationships between the MSU and these organizations.</li> </ul>  |
| <i>Year 3 Goals</i>              | <ul style="list-style-type: none"> <li>- <i>Year 3 Goals repeats.</i></li> </ul>  |
| <i>Partners</i>                  | <ul style="list-style-type: none"> <li>- MSU VP Administration, Outreach Coordinators, CityKids, Pathways Hamilton, Boys &amp; Girls Club, Empowerment Squared, NGen, HWDSB</li> </ul>  |

## Master Summary

|                        |   |
|------------------------|---|
| <b><i>November</i></b> | <ul style="list-style-type: none"> <li>- <i>Executive Team Hiring</i></li> <li>- <i>Establishing Communication with External Parties</i></li> <li>- <i>Transitioning</i></li> <li>- <i>First Team Meeting</i></li> </ul>  |
| <b><i>December</i></b> | <ul style="list-style-type: none"> <li>- <i>Transitioning</i></li> <li>- <i>Budgeting</i></li> <li>- <i>Ensuring that all Planning Team members have a timeline and plan for the holidays/upcoming year</i></li> <li>- <i>Planning Team bonding</i></li> <li>- <i>Fill EOHSS for all potential required events</i></li> <li>- <i>Ensure an EFRT member is coming to CLAY</i></li> </ul>   |
| <b><i>January</i></b>  | <ul style="list-style-type: none"> <li>- <i>Room Bookings</i></li> <li>- <i>Meeting at Schools and Organizations</i></li> <li>- <i>Applicants Workshop Planning</i></li> <li>- <i>Set Up Delegate Registration Online</i></li> <li>- <i>Planning Team Retreat</i></li> <li>- <i>Create &amp; Release General Team Applications</i></li> </ul>   |
| <b><i>February</i></b> | <ul style="list-style-type: none"> <li>- <i>Applications Marked &amp; Interviews Offered</i></li> <li>- <i>Execution of Applicants Workshop</i></li> <li>- <i>Continue Visiting Delegate Sources</i></li> <li>- <i>Team Trip to Camp Trillium</i></li> <li>- <i>Delegate Registration Opened</i></li> </ul>   |
| <b><i>March</i></b>    | <ul style="list-style-type: none"> <li>- <i>Interview Hiring Weekend</i></li> <li>- <i>Finalize General Team</i></li> <li>- <i>Social #1</i></li> <li>- <i>Anti-Oppressive Practices Training</i></li> </ul>  |
| <b><i>April</i></b>    | <ul style="list-style-type: none"> <li>- <i>Ensuring committees are fulfilling their responsibilities</i></li> <li>- <i>Checking in on the progress of all Planning Team members</i></li> <li>- <i>Motivating the Planning Team</i></li> </ul>  |
| <b><i>May</i></b>      | <ul style="list-style-type: none"> <li>- <i>Ensuring all areas of planning will be complete by Conference weekend</i></li> <li>- <i>Following up with registered delegates and continuing to work on registering as many delegates as possible before conference weekend</i></li> <li>- <i>Camp Trillium Visit</i></li> <li>- <i>Staff Social #2</i></li> <li>- <i>Staff Team Training</i></li> <li>- <i>Ensuring that lanyards, name tags and other last minute order/materials are on track</i></li> <li>- <i>That the staff team is feeling completely supported and confident moving into conference weekend</i></li> <li>- <i>Execute CLAY conference</i></li> </ul> |
| <b><i>June</i></b>     | <ul style="list-style-type: none"> <li>- <i>Delegate Feedback</i></li> <li>- <i>Staff Feedback</i></li> <li>- <i>Planning Team Transitioning</i></li> <li>- <i>Clean the Committee Room</i></li> </ul>  |