**Yearplan Update**

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| . MSU-logo-2001 | REPORT*From the office of the…*Macademics Coordinator |
| TO: | Members of the Executive Board |
| FROM: | Catherine Hu |
| SUBJECT: | Macademics Report #5 |
| DATE: | November 19th, 2020 |

This month has been incredibly busy for Macademics as the main bulk of this month has been dedicated to the Teaching Awards Nominations. We ran a two week promotional schedule which included contacting professors, faculty, Instagram videos, a giveaway, and general social media promotion, to which we saw record breaking numbers.

After going through the avenue page, I can confirm that all of my volunteers have completed the SVPRO/AOP/Accessibility training and quizzes. We also decided not to host a general team meeting this month and will combine the general meeting with our winter virtual social just to ensure we do not bombard the volunteers with too many commitments.

Check-ins with my team went really well and we were able to also work out some concerns related to limited work due to the nature of being online. We were able to solve this by dispersing the work between two different subcommittees, so the volunteer and logistics executive will now be in charge of teaching awards plaque ordering and delivery. The past week, instead of a team meeting, we used that time slot to attend the event hosted by Mac HALO. For this event, we transitioned it to a conversational chat between Mac HALO and Macademics with the hopes of using the recording for promotional and outreach material on our social media.

For the Research and Resource subcommittee, we were able to release the special edition blog post featuring all of the winners from last year. This blog post saw a lot of engagement and received great feedback and praise, more specifically, one of the TA’s that won last year shared it to his twitter and it received near 300 likes and 20 retweets. In addition, one of the executives from last year’s Macademics team reached out to me telling me how she has been seeing it shared quite a bit which is a good indication that it also served as a really powerful promotional piece. We have another blog post that went up on November 13 and are planning on releasing a mini blog post on Facebook as well soon.

The Teaching Awards Ceremony team has been the main focus of the past couple weeks. Nominations period ran from October 26th to November 9th. We saw record number with over 4500 nominations split between professors and TAs, the most ever seen with typical semesters having only near 1000 nominations. This great success is in part due to a fantastic marketing campaign, but I would also like to associate this with students being a lot more active online as well as more compelled to nominate professors who have done a good job transitioning online. Tallying is now underway with the hopes of surveys for the top nominees going out next week. We also hope to have similar results next semester. It was also decided, once meeting with VP Finance, Jess, that it would be feasible to buy plaques for last year’s winners as well which was the original preferred plan!

The promotions team has been hard at work with teaching awards nominations and have done a great job. All the volunteers seemed to be very engaged and willing to participate!

**Service Usage**

Since welcome week, we have grown our Instagram to over 300 follows with views above 450+ for all TAC promotional pieces, in part due to a successful giveaway that we ran for TAC. On Facebook, we’ve reached over 2500 individuals for our TAC promotional pieces and saw over 3500 total across all pieces posted over the past month.

**Past Events, Projects, & Activities**

The teaching awards were the biggest event, with nominations just passing and tallying + surveying still underway. Our event with Mac HALO was also a great experience and we got a lot of content for our social medias, we are now looking into other possible events that we can host but have found that many people are unwilling to participate in online events. Thus, we have also decided to mainly focus on creating more content and to increase posting consistency which would also make more sense time wise.

**Upcoming Events, Projects & Activities**

We will be hosting a winter social with our entire team which will be very exciting, we will probably be sending all the volunteers a $10 gift card so they can purchase a meal for the social to mimic them attending an in person social. As mentioned before, TAC nominations is still going on and we will be releasing application based nominations and packages soon for faculty to apply for if they choose to.

**Currently Working On**

I will be reaching out to the Macpherson Institute to inquire upon a possible collaboration with them to host TA educational training for the winter semester, this is still a very new idea and definitely require a lot more meetings to fully figure out the logistics. Right now, the main priority is to make such TAC is complete and research and resources are well supported and still creating content!

**Budget**

As of now, we have only spent money on promotions.

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| ***ACCOUNT CODE*** | ***ITEM*** | ***BUDGET / COST*** |
| 6102-0312 | Infographic Campaign (Undergraduate Guidebook) - Underground | $350 |
| 6102-0312 | Infographic Campaign (“What is Macademics”) - Underground | $350 |
|  | TOTAL SPENT IN LINE | $700 |
|  | REMAINING IN LINE | $300 |
|  |  |  |
| 6401-0312 | Digi Package (Teaching Awards Nominations) - Underground | $150 |
| 6401-0312 | Two gift cards for TAC Fall 2020 giveaway | $50 |
|  | TOTAL SPENT IN LINE | $200 |
|  | REMAINING IN LINE | $2000 |
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| ***TOTALS*** | | |
| **TOTAL BUDGETED DISCRETIONARY SPENDING** | | $6450 |
| **TOTAL ACTUAL DISCRETIONARY SPENDING** | | $900 |
| **REMAINING DISCRETIONARY SPENDING** | | $5550 |

**Volunteers**

Volunteers have been incredible important and valuable for TAC and have done a wonderful job completing class talks, reaching out to professors and just continuing to be engaged with everything happening with Macademics. We are hoping that the upcoming social will be a great time to also show our volunteers some appreciation as well!

**Current Challenges**

With school being quite heavy right now given that we are in the middle of midterm season and nearing finals, communication has come to be a slight issue, where some people are not actually completing certain tasks on time and require a reminder. However, this is to be expected so we are just trying to ensure that we complete everything to the best of our ability and to ensure that we are communicating if anyone is feeling too overwhelmed!

**Successes**

Saw record breaking numbers for nominations!!