

YEAR PLAN

MSU SRA Commerce
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2020-2021
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OFFICE OF THE COMMERCE CAUCUS LEADERS INTRODUCTION

The 2020-2021 Commerce Caucus is excited to present our plan for the upcoming school year. Our goals will improve the lives of students at McMaster and will result in a more engaged and well-rounded community. Our caucus brings a new agenda adapted to the COVID-19 pandemic, while still building on what previous Commerce Caucuses have been working on, as well as implement our own unique ideas.

We will achieve these through advocating for pro-student policies that meet our goals. We want to ensure that Commerce students are not feeling disconnected from the rest of their faculty. It is essential for students to know that they are still part of the McMaster community during the online Fall 2020 term. An important part of development for Commerce students is the extracurricular activities that take place throughout the year. By increasing our social media presence and base of outreach, we can ensure that students remain informed about these essential events through the SRA Commerce Facebook and Instagram pages. We want to ensure that the SRA is in touch with and working cooperatively with the DeGroote Commerce Society, so we plan to increase our interaction and cooperation with the DCS during this year.

Sincerely,

The 2020-2021 Commerce Caucus

GOALS

Objective 1	Increase Alternative Study Spaces for Commerce Students
Description	Due to the reconstruction of the DeGroote School of Business building, commerce students have lost their 3 main study spots (cafe, lounge, & Innis). Once school is in-person this will create a loss of study spaces which we know as of last semester is already limited. We are working with the MSU and McMaster University to identify new study spaces to help bring the Commerce community together.
Benefits	Commerce students will have new study spaces, increases innovation. Study spaces are not limited to Commerce students - all are welcome. This will create an increase of community during the reconstruction of DSB, and will allow for collaboration among the faculty.
Difficulties	With the COVID-19 outbreak and the school being closed, it creates a delay in response. It will also be difficult to find study spaces that are not already claimed/public.
Long-term implications	This is a project we see fitting for the near future - or however long the projected reconstruction of DSB takes. Once DSB is reconstructed commerce students will have an abundance of spaces at their fingertips.
How?	We have reached out to Jess Anderson (MSU VP Finance) who has put us in contact with the university and DeGroote School of Business to work on finding new spaces for Commerce students.
Partners	McMaster Students Union, McMaster University, DeGroote School of Business

Objective 2	Ensure that privacy and identities are protected in online proctoring
Description	Many universities, including McMaster, are turning to online proctoring to ensure that there is no academic dishonesty taking place. Many of these proctoring tools place responsibility for damages on the student, and the only recourse available is to not use the service, which is not possible when required for course examinations.
Benefits	This will ensure that everyone's right to privacy is being protected and set a positive example for other institutions to follow.
Difficulties	It will be difficult to find an alternative that is cost-effective and does not have as many privacy issues as other tools.

Long-term implications	This will hopefully lay the groundwork for future online examinations at mcmaster, and ensure that as data becomes more and more valuable, McMaster is a secure space for students to learn without being subject to data breaches and violations.
How?	If the MSU releases a statement with guidelines on how to move forwards and what students should look for in the proctoring tools they are using to ensure that best practices are being followed, then there will be pressure on the university from both students and the MSU to enforce these guidelines.
Partners	McMaster Students Union, McMaster University, DeGroote School of Business

Objective 3	Increase commerce student involvement with the SRA and MSU
Description	clubs and organizations such as the SRA or MSU lack large scale appeal amongst commerce students from all levels of studies. The purpose of outreach being to gain a more well rounded image of what commerce students feel they want to see get done by the student body. As members of the SRA its our responsibility to ensure first and foremost commerce students are aware of opportunities to make there years at McMaster as influential as possible and give them a voice.
Benefits	Higer community engagement will lead to more data for us to make MSU better suited to the needs and wants of the larger population. This could spark interest in the SRA and MSU as a whole and could also lead to an interest in new recruits seeking positions in the SRA or MSU.
Difficulties	Reaching 1000's of students and shifting their focus onto the SRA may be a challenge as those who know nothing about the organization are less compelled too get involved. Spending 100's of hours of marketing could go to waste if it does not reach the right group.
Long-term implications	If all goes to plan a greater number of students in commerce will get involved in student leadership and governing.
How?	Many approaches could be taken in this case, these include social media marketing, targeting email marketing, which would allow us to target a niche group if students who we feel would be interested in getting involved.
Partners	McMaster Students Union, McMaster University, DeGroote School of Business

Objective 4	Social Media
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Description	SRA Social Media is a key component of outreach to constituents. We have completely rebranded our SRA Commerce social media, and intend to leverage that platform to increase engagement/awareness of ongoing SRA topics.
Benefits	More students will be educated/aware of the political atmosphere of the MSU. Thus allowing for more input from our constituents, which will further our impact as representatives.
Difficulties	Consistency will be the most difficulty - which we have seen in past attempts. However we will overcome this through creating a posting schedule, and have graphical templates to input information/updates.
Long-term implications	Long-term we are hoping to see higher engagement from commerce students, and have more voices heard among the MSU/SRA.
How?	We will do this by remaining consistent, sharing posts from our faculty, and replying to messages to our page from constituents about questions or concerns.
Partners	McMaster Students Union, McMaster University, DeGroote School of Business, SRA Facebook page

Long-term planning

Overarching Vision 1	<i>Increased collaboration and communication with the DeGroote Commerce Society</i>
Description	The SRA and the DCS have been disconnected and uncoordinated in the past. This year, in order to effectively mitigate and respond to the effects of the COVID-19 pandemic, the DCS and SRA must work together to ensure that all Commerce students will have the best experience possible during the 2020-2021 school year.
Benefits	This increased collaboration gives both the SRA and DCS more options for events and activities. The DCS can work with the SRA to ensure that the needs of the Commerce faculty are being met by the MSU, and starting this relationship will provide long term benefits to both parties.
Year 1	Improve DCS-SRA relations by meeting with current DCS executives and creating a joint plan for the 2020-2021 school year, with events that involve both parties to increase outreach for both the SRA and the DCS

Year 2	Ideally, the previous relationship will have its effects carry over as the turnover from the 2020-2021 DCS team to the 2021-2022 DCS team takes place. The members of the 2021-2022 Commerce Caucus will be able to use their positions to benefit the DCS and Commerce students.
Year 3	At this point a working relationship should be established between both parties, and both parties can work towards a similar, shared goal.
Partners	DeGroote Commerce Society, DeGroote School of Business

Overarching Vision 2	<i>Increase involvement with projects that affect BIPOC folks</i>
Description	AS the SRA has the power to make aspects of our learning and time at university more reflective of its diverse background, more should be done to encourage work with minority or at risk groups.
Benefits	Will continue to cater to the existing members of the SRA while also sparking interest in new soon to be members. It would build a sense of trust and unity amongst the SRA and the students of McMaster as we are involved in a community that works for the common good.
Year 1	Introduce the SRA to slowly build a relationship with groups that work with BIPOC organizations, these could include joint events, fundraisers, and engagement campaigns.
Year 2	Still continuing its work with these organizations the SRA could explore its own in house way of celebrating diversity. Each faculty of the SRA could be put in charge of its own BIPOC campaign.
Year 3	Work with third party organizations outside of McMaster to give back to the hamilton community and strengthen the SRA and the schools name.
Partners	DeGroote Commerce Society, DeGroote School of Business, McMaster University

GOALS to strive for

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

- Statement with the MSU regarding proctoring
- Active communication with the BoD and McMaster University regarding study spaces
- An active SRA Facebook page, with updates from all summer meetings
- Track engagement and attendance of commerce students with the SRA
- Design visually appealing news bulletins about what the SRA will be up to. This will provide students with a quick overview of the latest events the SRA was involved with.

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

- **Commerce alternative study spaces established and ready to go for the Winter term**
- **Social media outreach programs and interactions improved**
- **Raise awareness of online extracurricular activities**
- **Run events to help acclimate new students to the university environment**
- **Advocate for and ensure that BIPOC students are receiving equitable and fair support during the online term**

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

- **SRA Commerce Term reports/transition documents**
- **SRA Constituent check-in & LinkedIn headshot photoshoot (if in-person)**
- **Ensure that best practices for Online Proctoring are followed**
- **Connect with students during the online exam period to ensure student wellness**

Master Summary

May	<ul style="list-style-type: none">• Familiarize the Caucus with Roberts rules and get to know each other• Launch Caucus social media pages and begin engagement
June	<ul style="list-style-type: none">• Elect the Board of Directors• Draft and present a structured document outlining constituent grievances with online proctoring
July	<ul style="list-style-type: none">• Continue working with and advocating for changes regarding online proctoring, working with the AVP University Affairs• Working with the VP Finance on connecting with McMaster University and DeGroote School of Business on study spaces
August	<ul style="list-style-type: none">• Work with the DCS to ensure that the SRA and DCS both have an adequate presence during welcome week
September	<ul style="list-style-type: none">• Start contact with McMaster University and DeGroote School of Business on locating spaces for commerce students
October	<ul style="list-style-type: none">• Launch BIPOC engagement survey
November	<ul style="list-style-type: none">• Track progress of recent incentives• Create term summary/report
December	<ul style="list-style-type: none">• Advocate for best practices with online proctoring• Interview constituents about their online exam experience and bring grievances to the faculty
January	<ul style="list-style-type: none">• Organize events (ideally in-person if the winter term is in person) to connect with constituents
February	<ul style="list-style-type: none">• Host constituent meeting via LinkedIn photoshoot (if in-person)
March	<ul style="list-style-type: none">• Create turnover package for the next SRA Caucus
April	<ul style="list-style-type: none">• Complete turnover to SRA 2021-2022