**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 #6 |
| DATE: | February 1st, 2020 |

Having just come back from winter break and entering a new semester, Macademics has quite a few things planned for this term. Over the winter break we finalized surveying the top nominees for the teaching awards and are now looking to begin nominations for second semester. Nominations for second semester will run from February 1st to 13th and will include a similar promotional schedule as last semester with blog posts, videos, and ads all catered towards the campaign. We hope that with this promotional plan we can hit similar numbers as last semester and really hone in on what is most effective for Macademics.

Since it is the beginning of a new semester, my executive team and I have finalized a new weekly meeting time, moreover we will be hosting a general meeting with all the volunteers in the upcoming week. To reflect on the winter social, we had a lower turn out rate but attribute this to end of the semester scheduling difficulties and hope to see more individuals at the upcoming meeting. The subcommittee executives have also all notified me that they have also solidified meeting times with their respective teams. All of the executives all have a decent amount of work for the near future as we ended last semester by shifting around a few responsibilities so that no one felt too overwhelmed or too underwhelmed by their responsibilities.

For the Research and Resource subcommittee, we just released the first blog post of the year and have planned the blog posts for majority of the semester. We will also be creating a blog, similar to the one we released during teaching awards nominations, where we will be releasing a blog that serves as an archive for all teaching awards winners, and can be continually added to in order to keep a proper record. In addition to the mini blog posts that were originally dedicated to Facebook, we have decided to also integrate them into our Instagram and make them as captions just so we can increase our posting frequency and gain more followers.

The Teaching Awards Ceremony team has been the main focus of the past couple weeks. Nominations period as mentioned previously, will run from February 1st to 13th. Most faculties have been contacted about nominations and I, along other executives, have seen profs post about them on avenue already! Likewise, application based awards were released during the end of December and are due mid-February. Watson’s engraving, which is the company Macademics has been working with for all our teaching awards plaques has been contacted, and we are now in the middle of discussions for placing this year’s orders which will also include plaques for last year’s winners as discussed last EB report.

The promotions team has been hard at work with teaching awards nominations as well as finalizing our two campaigns for “What is Macademics” as well as the Undergraduate Guidebook.

**Service Usage**

On Facebook, within the past 28 days, our page has reached over 1000 people and is holding at 1200 likes, but we expect these numbers to continue growing given the number of campaigns we will be running this semester. Similarly, with Instagram, we are holding at about 320 followers but expect this number to grow given second semester nominations and an upcoming giveaway.

**Past Events, Projects, & Activities**

Since it was winter break and the end of a semester, there hasn’t been many new updates besides the fact that top nominees from last semester have been confirmed and that we were able to host a winter social where we announced that the entire team will be getting Macademics apparel as a thank you for all the hard work.

**Upcoming Events, Projects & Activities**

There is a ton upcoming, with teaching awards nominations, blog posts, social media campaigns and giveaways. Macademics will also be working with the Maroons for the upcoming Wellness Week and are in the midst of discussing details about a possible event. The biggest event coming mid-March will be the official teaching awards ceremony which is incredibly exciting!

**Currently Working On**

I am currently working on finalizing the teaching awards nomination promotional plan as well as begin discussions with Hem, the Maroons Coordinator for the upcoming event. Likewise I am looking into possible events we may be able to run to diversify our outreach strategy right now.

**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**

The volunteers have done a wonderful job and all seem very invested in their subcommittees which is wonderful to see. The teaching awards subcommittee volunteers did however express feeling a bit overwhelmed by the amount of work which is why myself and Taya the volunteer and logistics coordinator stepped in and took over a few of their roles to lighten their load. Similarly, I received the list of SRA and MSU members who volunteered to be on the Teaching Awards Committee that is supposed to correspond with the Macademics teaching awards committee. Those individuals were just contacted and will be added to the team to assist with teaching awards responsibilities.

**Current Challenges**

Right now, we are just trying to adjust to a new semester and recognizing that this semester may be a bit more hectic due to the lack of time in comparison to last semester. However, my team has done a fantastic job preplanning everything so I have full confidence that everything will work out well.

**Successes**

Everyone came back from winter break reinvigorated and ready to work!!