**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 #7 |
| DATE: | March 1st, 2021 |

This past month has been focused on the second round of teaching award nominations. They began February 1st and lasted until February 13th where we did multiple rounds of promotions. The turnout was not as high as first semester but that is consistent with the trend over the past few years. We are now moving into our survey period for the teaching awards and also moving forward with the last few blog posts and promotional campaigns we have left.

For the Research and Resource subcommittee, a complementary blog post was released alongside the teaching award nomination which got good engagement and another blog post for this month was just posted. The upcoming blog post will focus on spring and summer courses and we hope to cater that more towards the first years which is why we will be reaching out to Spark and FYC to help promote the piece to the first years. Similarly, all the mini promotional posts for research and resources are done and will be released during off period throughout the semester. I have also asked Rabeeyah, the research and resources coordinator to consider if she would be willing to run an event during the Maroons Wellness Week, but that is still to be determined.

The Teaching Awards Ceremony team has been the main focus of the past couple weeks as mentioned previously. Our team has finished tallying all the nominations and have emailed all of the respective top nominees in order to begin the surveying process! Likewise, the application based award deadline was extended by a few days to accommodate potential applicant but has since closed and we are not moving forward with the evaluation period. Watson’s engraving, which is the company Macademics has been working with for all our teaching awards plaques has been contacted, we have received a quote for the plaques and have confirmed that they will be ready for our order once we have finalized the winners. We are now looking towards the Teaching Awards ceremony which will be held on March 26th from 5pm-7pm on zoom. Zoom will hopefully make the ceremony more accessible and we hope to see high attendance from all the nominees and faculty. We will also be giving an opportunity to recognize last year’s winners as well given that they were unable to attend a ceremony due to COVID-19

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. The last two campaigns have been taking longer than anticipated but it seems as though they should be done relatively soon.

**Service Usage**

On Facebook, within the past month of February, our page has reached approximately 2000 people, This is a significant increase from the previous month and is likely due to the teaching awards nominations. Similarly, with Instagram, we have reaching over 400 people this month and have gained approximately 30 followers which is about a 10% increase from last month.

**Past Events, Projects, & Activities**

The past projects include the nominations, and a few blog posts which have had good engagement. Since burnout is incredibly high due to online schooling, we have opted as a service, to limit the number of events we host and focus more on online engagement. Realistically, we do not want to be contributing to “zoom fatigue” or burnout by encouraging students to spend more time on their computers given that our service is centered around student academic success.

**Upcoming Events, Projects & Activities**

The Teaching Awards ceremony is by far the biggest event we have coming up! We have been diligently planning it and the volunteers for the TAC committee are in the midst of script writing now. We are also thinking about running a scavenger hunt on our Instagram to increase engagement and will likely correspond with one of the next blog posts that is released. Overall, the biggest project for me personally is to ensure that my team is supported through the last couple months and that we can complete everything mentioned in our year plan!

**Currently Working On**

Currently working on evaluating application based awards and awaiting for the surveying period to be over in order to finalize the winners for this year’s awards! I will also be working with my team to figure out if there is anything else they would like to see happen with the service this year. Similarly, I am in the midst of planning a virtual social with my executive team to thank them for their hard work this year!

**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 |
| 6401-0312 | Recolouring of Teaching Awards Nominations | $55 |
|   | TOTAL SPENT IN LINE | $255 |
|   | REMAINING IN LINE | $1945 |
|   |   |   |
| ***TOTALS*** |
| **TOTAL BUDGETED DISCRETIONARY SPENDING** | $6450 |
| **TOTAL ACTUAL DISCRETIONARY SPENDING** | $955 |
| **REMAINING DISCRETIONARY SPENDING** | $5495 |

**Volunteers**

The volunteers have done a wonderful job and all seem very invested in their subcommittees which is wonderful to see. As mentioned in the previous EB meeting, we have had a few concerns with one Teaching Awards committee member for the past few months and unfortunately, that volunteer has decided to not continue volunteering with Macademics due to personal reasons. As such, Taya (volunteer and logistics coordinator) and I will be taking on a greater role in the committee and supporting them in any way possible. The additional SRA members on our team has also helped tremendously with teaching awards tallying which has been great to see!

**Current Challenges**

Right now, as we head into March, by far one of the most hectic months of the year, the challenge is to ensure that everything that needs to get done is completed and that we can finish off the semester on a high note!

**Successes**

We have officially finished all the nominations for the 2020-2021 online school year and turn out has been great!!