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| MSU-logo-2001 | REPORT**From the office of the…**Maroons Coordinator, Sofia Ivanisevic (she/her) |
| TO:  | Members of the Executive Board |
| FROM: | Sofia Ivanisevic (she/her) |
| SUBJECT: | MSU Maroons, Report 1 |
| DATE: | Thurs June 24, 2021 |

# Year Plan Update

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| * Draft of year plan has been submitted to VP Admin prior to this meeting
* No changes from submitted version thus far
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# Events, Projects, & Activities

## General Service Usage

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| * As the Maroons have not begun running events this year, our service usage/engagement is largely tied to hiring
* We received ~50 total LT applications (for 6 positions) and ~150 total general representative applications thus far (for ~50 positions)
* Social media usage and engagement, which also played a large role in our service usage/outreach this month, is discussed throughout the report
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## Projects & Events

### Project 1: Leadership Team (LT) Hiring and Onboarding

Project Status: Complete

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| General Information:  |
| * Maroons executives (LT) members were hired throughout the month of April
* Promotions were delivered through Instagram and Facebook platforms
* The hiring panel consisted of myself (current Coordinator), Hem Mahesh (outgoing Coordinator), and Zara Badiani (outgoing Events and Fundraising Executive)
* All questions/stations were evaluated independently by all hiring panel members using a pre-determined 5-point rubric
* We hired: 1 Volunteer Coordinator, 1 Promotions Coordinator, 1 Events Coordinator, 1 Fundraising Coordinator, 2 Athletics Coordinators
* Previous Events and Fundraising Coordinators (2) position was split into 1 Events Coordinator and 1 Fundraising Coordinator, which has been a positive change thus far
* LT team met for the first time on April 27 and has met 7 times total
* All LT members have received access to their executive emails and appropriate training from Pauline
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### Project 2: General Rep (GR) Hiring Round 1

Project Status: Complete

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| * Round 1 of GR hiring was executed in May and early June
* Promotions were delivered through Instagram and Facebook platforms
* The application process consisted of a 4-question written application followed by a 4-station interview
* All questions/stations were evaluated independently by 2 LT members using a pre-determined 5-point rubric
* Feedback about the application process was collected from all candidates at the interview stage which will be passed on to the future 2022-23 Maroons team
* All applicants following the interview stage were discussed amongst the LT until a unanimous hiring decision was reached
* A totally of **40** reps were hired and accepted their offer in Round 1 of general rep hiring
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### Project 3: GR Hiring Round 2

Project Status: Ongoing

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| * In 2020, the Maroons team released an MSU-approved statement regarding the Black Lives Matter movement and our commitment to the Black community at McMaster, part of which included revising our hiring process to address lack of Black-identifying Maroons Representatives
* Despite efforts to reduce boundaries for folks in Round 1 of GR hiring (e.g. reducing the number of questions, not evaluating previous/similar leadership experience), there were no Black-identifying candidates in the interview candidate pool of General Rep hiring
* Christina (VP Admin), myself, and Diya (Maroons Volunteer Coordinator) met last week to discuss reopening another round of GR hiring that will prioritize Black and Indigenous applicants
* Note: We have decided to extend this hiring commitment to Indigenous-identifying students as well, who have also been historically underrepresented on the Maroons team
* The role was posted last Friday June 18th and will close Sunday June 27th
* Interviews are being offered on a rolling basis
* We are planning to hire ~10 more GR
* This wave of hiring should conclude with a finalized Maroons team by July 1st
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### Project 4: WW Charity Selection

Project Status: Ongoing

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| * The Welcome Week Charity Selection committee (consisting of the Maroons Coordinator, Maroons Fundraising Coordinator, Campus Events Coordinator, Campus Events Programming Coordinator, Faculty Coordinator) has met 3 times to date
* The charity nomination form has been finalized and sent to faculty planners, and our Fundraising Coordinator has held a Q&A session for planners to address any outstanding questions
* Charity nominations are due from each faculty on Wed June 23rd at 11:59pm
* Each member of the selection committee will review the applications independently and meet to arrive at a final WW charity decision **by July 1st**
* Note: differently from last year, the OP has been adapted to indicate that each faculty must direct their fundraising efforts to the official selected welcome week charity (ie. No option to opt out)
* So far the process has run incredibly smoothly with minimal questions/concerns from faculty planners
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### Project 5: Rep Suit and Jersey Orders

Project Status: Ongoing

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| * WW Faculty Coordinator (Kate) has contacted the Maroons to coordinate rep suit orders
* Suits will be ready 4-6 weeks following order
* Our estimate per suit is ~$79
* The Maroons Athletics Coordinators are in contact with Mike from West End Sports
* Based on last year’s estimates, each jersey (with included free t-shirt) will cost ~$33
* The LT have been discussing options for full/partial gear subsidization for reps with extenuating financial situations
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### Project 6: WW Event Planning

Project Status: Upcoming

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| * I have met with Campus Events to discuss a tentative WW schedule in May, which currently includes 4 scheduled times for Maroons events, in addition to volunteering to help run Campus Events Trivia Nights
* I sat in on ~15min of the WWPIC meeting last week to discuss other WW-related initiatives, such as potential Maroons involvement in residence move-in
* The Maroons LT have been tasked to brainstorm: 1-2 athletics initiatives, 2 virtual social event initiatives, 1 large-scale fundraising event initiative
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# Outreach & Promotions

## Summary

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| * All outreach/promotion-related initiatives thus far have been directed at publicizing Maroons LT and GR hiring
* Initiatives include: series of role-by-role LT job postings and descriptions (IG), LT intros (IG), sharing of hiring graphic (IG and FB), explanation of the role of Maroons reps (IG), LT takeovers and Q&A (IG)
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## Promotional Materials

**New colour scheme of Maroons promotional material and Instagram feed:**



**General rep hiring graphic:**



## Social Media Engagement

### Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **1540** | **1540** | **1540** | 0% | 0% |
| **Impressions** | **3864** | **3864** | **3864** | 0% | 0% |
| **Profile Visits** | **416** | **416** | **416** | 0% | 0% |
| **Website Visits** | **7** | **7** | **7** | 0% | 0% |
| **Reach** | **749** | **749** | **749** | 0% | 0% |

### Twitter & Facebook

Neither the Maroons Promotions Coordinator nor I were able to gain access to the Maroons Facebook and Twitter accounts this past month. The Maroons Promotions Coordinator and I are working to set up Communications training with Michael Wooder, at which point we will continue to communicate about access to the Facebook and Twitter accounts, and I will present our updated Twitter/Facebook engagement during my next EB report!

# Finances

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| * Only spending so far has been for hiring graphics ($100) from the Underground
* Upcoming expenses will include: rep gear (suits and jerseys), training expenses
* I am working on a budget draft, which will be submitted to VP Finance by July 9
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## Budget Summary

Table 4: Budget Tracker

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| --- | --- | --- | --- | --- |
| **Account Code** | **Item** | **Cost** | **Description** | **Date of Purchase** |
| 5003-0120 | Maroons - OFFICE SUPPLIES |  $ 50 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 50 -  |   |   |
|   |   |   |   |   |
| 6102-0120 | Maroons - ANNUAL CAMPAIGNS |  $ 450 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 450 -  |   |   |
|   |   |   |   |   |
| 6415-0120 | Maroons - Volunteer Appreciation |  $ 750 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 750 -  |   |   |
|   |   |   |   |   |
| 5715-0107 | Maroons - ADVERTISING AND PROMOTIONS |  $ 1000 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ 100 -  | General rep hiring graphic  | May 6, 2021  |
|   | Remaining in Line |  $ 900 -  |   |   |
|   |   |   |   |   |
| 6603-0120 | Maroons - SPECIAL PROJECTS |  $ 750 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 750 -  |   |   |
|   |   |   |   |   |
| 6633-0120 | Maroons - UNIFORMS |  $ 2500 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 2500 -  |   |   |
|   |   |   |   |   |
| 6804-0120 | Maroons - MEMBER TRAINING |  $ 500 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 500 -  |   |   |
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# Executives and Volunteers

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| * Our LT team has been extremely motivated amidst GR hiring, and they continue to foster an enthusiastic and uplifting environment within meetings and with GR applicants (based on feedback collected from the interview process)
* I am extremely impressed with the performance of the LT team thus far, and am excited to continue to work alongside them to foster an inclusive environment in the Maroons service
* Our GR volunteers have just been sent a “Welcome to the Maroons!” email with further information about the next couples of weeks in their role
* All GR have been added to a Facebook page and Messenger group
* All major communications will be sent via Facebook AND email
* Our first GR social will occur in early July
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# Successes

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| * Hiring round 1: based on feedback from interview candidates, the Maroons GR interviews were engaging, enjoyable, and candidates felt comfortable in the space fostered by the LT!
* New hiring initiative: This is the first initiative (to my knowledge) by the Maroons to improve representation of Black and Indigenous students within the Maroons team. I am extremely proud of the LT’s passion, motivation, and dedication to continue to improve the service through inclusion and equitable hiring practices!
* Communication amongst WWCSC and faculty planners: In the 2020-2021 year, our then Events and Fundraising Coordinators faced some challenges following the implementation of the new Charity Selection OP, including cohesion amongst faculty planners. I am happy to report that this year, thus far, charity selection has run extremely smoothly with minimal concerns brought forward by the faculty planners! This was in large part due to very valuable feedback and insight provided by stakeholders involved in last year’s charity selection.
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# Challenges

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| * Upholding our commitments: the Maroons released two statements last year with promises made to the McMaster community, 1) regarding anti-Black racism, 2) regarding the Maroons history with sexual violence. The LT have reviewed each point in these statements and have recognized a couple action items that have lacked follow-through in the last year (e.g. third-party audit of the Maroons hiring process). Our goal as the LT is to continue the discussion surrounding these statements as to continue to fulfil the commitments that have not yet been addressed.
* Communicating application materials required during hiring: due to the nature of the job posting format on the MSU website, our team found GR applicants were submitting resumes despite it not being an evaluated element of the Maroons application (instead of filling out the Microsoft form application). While we have edited the posting during out hiring period to make this more explicit, we continued to see submission of resumes during the hiring period. We recognize the MSU website was recently updated and want to open this as a point of discussion to consider looking into removing the resume upload portal as a mandatory feature of all MSU job postings.
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