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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 July 22, 2021 |

# Year Plan Update

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| * All summer year plan programming is underway
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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 and service usage by general reps (e.g. Maroons team social)
* Maroons participated in a Spark-led webinar regarding university life to introduce more first year students to our service
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## Projects & Events

### Project 1: General Rep (GR) Hiring Round 2

Project Status: Complete

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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
* We reviewed written applications who met hiring criteria, interviewed and extended 4 Maroons General Rep offers, 3 of which were accepted
* 4 remaining positions on the team were offered to candidates on the waitlist, 3 of whom accepted
* **Our total # of reps this year (including myself and LT) = 54**
* This is a slightly reduced team size from previous years (~60), so our service will monitor if this small change affects rep engagement/retention
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### Project 2: WW Charity Selection

Project Status: Complete

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| * Applications were received from all faculties and Maroons, and there was a general theme of nominations for organizations that support Indigenous communities in Hamilton
* All applications were blinded by myself (Maroons Coordinator), and were subsequently reviewed independently by all other members of the Welcome Week Charity Selection Committee
* The Welcome Week Charity Selection committee met, discussed, selected the WW charity for 2021, based on a marking rubric made by the Maroons Fundraising Coordinator
* **The WW Charity for 2021 is the Hamilton Regional Indian Centre (HRIC)**
* Our fundraising coordinator has met with a representative from the organization to confirm our partnership
* The HRIC accepts monetary donations, as well as in-kind donations of non-perishable food, cleaning supplies, menstrual products, and school supplies
* The HRIC also suggested we incorporate advocacy regarding issues faced by Indigenous folks in our efforts
* Overall, the process of charity nomination/selection went very smoothly compared to previous years, largely due to the change in operating policy that requires all faculties to donate to the selected WW charity
* Our next steps will be to finalize the Maroons fundraising events taking place during WW and to announce the selected charity on social media
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### Project 3: Rep Suit and Jersey Orders

Project Status: Complete/Ongoing

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| * All Maroons reps have ordered their rep suits off the campus store website (complete)
* We have placed an order for Rep Jerseys at West End Sports and are currently in the process of getting the cheque to the vendor (ongoing)
* Reps who have disclosed financial need will be offered subsidization from the Maroons uniforms budget
* As last year’s rep gear was not delivered to reps in the 2020-21 year, JJ (VP Finance) and I are working together to come up with a plan to reimburse the cost of the gear for each rep (after subsidization, this only amounted to $5.50 per rep)
* Both jerseys and rep suits will be ready by the end of August
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### Project 4: WW Event Planning

Project Status: Ongoing

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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
* Based on the aforementioned WW schedule draft, the Maroons are looking to run a morning fitness event, our fundraising event, an academic tips and tricks event, and a ‘lowkey night before classes’ social event
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### Project 5: Rep Training

Project Status: Ongoing

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| * I have sent the list of rep names and emails to Michele Corbeil, who will set them up with Avenue to learn (A2L) training
* Based on feedback from last year’s team, this A2L training lacked engagement and participation from reps
* Diya (Maroons Volunteer Coordinator) and I are working on planning an additional Maroons-specific training on **August 21** (virtual), that will include case-based problems to encourage rep engagement
* Possible organizations we are looking to partner with are SACHA and the Equity and Inclusion Office (for AOP-based training)
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### Project 6: Spark University Life Webinar

Project Status: Complete

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| * MSU Spark Events team hosted a university life webinar for first year students, and invited myself, the MSU Spark Director, and the MSU Macademics Coordinator to be guest panellists
* The webinar took place on **Friday July 16,** with close to 100 participants registered
* The Maroons chatted about our service, types of WW representatives, how to get involved in WW and the MSU, and how to get involved in intramurals
* Overall I found this to be an excellent opportunity to introduce first year students to our service and expand our outreach
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# Outreach & Promotions

## Summary

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| * The Maroons Promotions Coordinator and I completed Communications training with Michael Wooder and gained access to the Maroons Facebook page
* As mentioned, the Maroons participated in one of MSU Spark’s webinars this past month
* Further, our promotions coordinator has been focusing on expanding our outreach to incoming first year students by interacting with them on Facebook and Instagram, most notably through the mcmaster2025 Instagram account
* Other recent social media initiatives include: promotion of the second round of Maroons hiring, highlighting the contributions of Leaders of the LGBTQ+ movement from the past and present (for Pride month)!
* Our social media reach and engagement has improved, likely due to the additional contribution of the Maroons General Rep Team sharing Maroons posts
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## Social Media Engagement

### Instagram (Last 30 Days)

Table : Instagram Engagement Insights

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **1540** | **1540** | **1567** | 102% | 102% |
| **Impressions** | **3864** | **3864** | **5750** | 149% | 149% |
| **Profile Visits** | **416** | **416** | **562** | 135% | 135% |
| **Website Visits** | **7** | **7** | **46** | 657% | 657% |
| **Reach** | **749** | **749** | **1472** | 197% | 197% |

### Facebook (Last 28 Days)

Table : Facebook Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Likes** | **4300** | **4300** | **4300** | #DIV/0! | #DIV/0! |
| **Reach** | **84** | **84** | **84** | #DIV/0! | #DIV/0! |
| **Views** | **23** | **23** | **23** | #DIV/0! | #DIV/0! |
| **Engagement** | **1** | **1** | **1** | #DIV/0! | #DIV/0! |
| **Followers** | **4453** | **4453** | **4453** | #DIV/0! | #DIV/0! |

# Finances

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| * Spending so far has been for hiring graphics ($100) from the Underground and rep jersey orders ($2010.61)
* Upcoming expenses will include: rep gear reimbursements, training expenses, and HRIC fundraising promotions
* My primary budget concerns at this time are the $1000 promotions budget, $500 volunteer training budget, and budget to reimburse past reps for the uniforms that they did not receive
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## Budget Summary

Table : 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 -  |   |   |
|   |   |  $100 | General rep hiring graphic  | May 6, 2021  |
|   | Total Spent in Line |  $ 100 -  |  |  |
|   | Remaining in Line |  $ 900 -  |   |   |
|   |   |   |   |   |
| 6603-0120 | Maroons - SPECIAL PROJECTS |  $ 750 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 750 -  |   |   |
|   |   |   |   |   |
| 6633-0120 | Maroons - UNIFORMS |  $ 2500 -  |   |   |
|   |   |  $2010.61 | Maroons Jersey order  | July 12, 2021  |
|   | Total Spent in Line |  $ 2010.61 -  |   |   |
|   | Remaining in Line |  $ 489.39 -  |   |   |
|   |   |   |   |   |
| 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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| * As the LT begins to branch into their position-specific roles, I am extremely impressed with their ingoing enthusiasm and passion for the service and its volunteers
* All GR have been added to a Facebook page and Messenger group
* All major communications will be sent via Facebook AND email
* Our first (virtual) LT social and first GR social occurred in July, with excellent turnout and enthusiasm from all representatives
* Our Volunteer Coordinator has been maintaining consistent communication with all representatives, and checking in on those who have not been participating in team initiatives
* Based on feedback, many representatives would be willing/interested in hosting in-person events this upcoming year
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# Successes

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| * Hiring round 2: based on feedback from interview candidates, the Maroons GR interviews were engaging, enjoyable, and candidates felt comfortable in the space fostered by the LT!
* 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. Further, the communication with the charity has been seamless thus far. Our Fundraising Coordinator (Alan) has spearheaded the majority of administrative work and communication on this front!
* Our Instagram outreach has increased considerably, largely due to the efforts made by our Promotions Coordinator (Arash) to find novel ways to increase social media engagement.
* The Athletics Coordinators (Sinead and Luke) did an excellent job obtaining each rep’s jersey orders in an incredibly timely fashion, which set us up to receive our rep uniforms as soon as possible!
* After our first full-team virtual social the LT noted an incredible amount of enthusiasm and participation from GR, especially in comparison to previous years. This is in large part due to the enthusiasm and efforts from our Events Coordinator (Sanjum) and Volunteer Coordinator (Diya). We are incredibly excited to work with the team we have hired!
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# Challenges

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| * The Maroons Twitter account has been linked to an archived Maroons email (I believe it was the old PR email), so I am unable to complete 2-factor authentication in order to sign in
* Communication and coordination with other WW stakeholders such as the WWPIC has been difficult as the Maroons do not have a system set in place to meet regularly with WW stakeholders (e.g. as faculty planners would have regular meetings with the faculty coordinator). I strongly encourage there to be a re-evaluation of the Maroons Coordinator position JD for future years to consider making the Maroons Coordinator a member of the WWPIC, with the goal of ensuring better cohesion amongst WW stakeholder groups.
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