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| MSU-logo-2001 | REPORT**From the office of the…**MSU Macademics Coordinator |
| TO: | Members of the Executive Board |
| FROM: | Taya Linton |
| SUBJECT: | MSU Macademics Report #2 |
| DATE: | August 5th, 2021 |

# Year Plan Update

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| **These past two months have mainly been focused on hiring and onboarding the Macademics executive team. Interviews were held the week of June 28th, and offers were sent out the week of July 11th. After the team was hired, I focused on onboarding the new executives and ensuring that all members understood the service’s philosophy and their role and responsibilities within the service. Additionally, the team will be given a chance to bond during our upcoming executive team social. Moving forward, I will be meeting with each executive team member to discuss their ideas regarding the upcoming year, and they will begin creating their year plans.****This month, I will be working on creating a “What is Macademics?” campaign. This will introduce incoming students to the service and give information on what we can provide to students. I will also be reaching out to the communications team to discuss the possibility of changing the way we deliver the Undergraduate Resource Guidebook to students. Moreover, I aim to have each of the subcommittees’ year plans finalized by the end of the month.** |

# Events, Projects, & Activities

## General Service Usage

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| **As we are in the middle of the summer months, there are not any campaigns currently running. Therefore, service usage during this time is limited to interactions with the official Macademics social media and past blog posts. Throughout August, we will begin to produce campaigns in order to have them completed by the beginning of the school year. We hope that this campaign will increase general service usage throughout the year.** |

## Projects & Events

### Project 1: Executive Team Hiring

Project Status: Complete

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| General Information:  |
| **Overall, executive team hiring was a success. I chose one Volunteer and Logistics Coordinator, one Research and Resources Coordinator, one Promotions Coordinator, and two Teaching Award Committee Coordinators from an applicant pool of approximately thirty individuals. Though the applicant pool was not as large as it has been in previous years, I am confident that the team consists of qualified and capable individuals that are passionate about Macademics.**  |

### Project 2: Executive Team Onboarding

Project Status: Ongoing

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| **We are currently in the midst of completing executive team onboarding. This includes service-specific training, communications training, and executive team bonding events. My goal is to ensure that by the end of their onboarding, the executives will feel confident that they are able to fulfil their role and are excited to be working with the rest of the executive team moving forward.****Once onboarding has been completed, we will begin discussing plans for the upcoming year and finalizing each subcommittee’s year plan.**  |

### Project 3: What is Macademics Campaign

Project Status: Upcoming

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| **This campaign will aim to inform students about what Macademics is and what we have to offer students. The campaign will focus on multiple aspects of Macademics, including the Resource Hub, blog posts, and the Teaching Awards. This campaign is currently set for the beginning of September and will run for approximately two weeks. For this campaign, I plan to create promotional materials that future promotions coordinators will also be able to use in the coming years to promote Macademics to incoming classes.** |

### Project 4: New Undergraduate Resource Guidebook Format

Project Status: Upcoming

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| **The Undergraduate Resource Guidebook was finalized in early 2020 and was released in September of 2020. This guidebook has a wide variety of useful resources for students from all faculties and could be invaluable to first- and second-year students. However, the main issue with this guidebook is that it’s difficult to find on the Macademics page of the MSU website, and the software used to present the guidebook is not very user-friendly.** **With the help of the communications team and my executive team, I would like to find a new format for the guidebook that is more accessible to students. Once the guidebook has been switched over to the new design, I also plan to promote it to students through a social media campaign.** |

# Outreach & Promotions

## Summary

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| **Since the new Promotions Coordinator has recently been hired and is currently being onboarded, there have not been many efforts to promote Macademics on our social media. Throughout August, we will be increasing promotional efforts in order to be fully prepared for the first week of September. In September, we will be running a campaign through our social media accounts to introduce Macademics to the incoming class at McMaster.** **In terms of outreach, we have been focused on working with MSU Spark to aid them with their summer webinar series “Transition to University”. This mainly consisted of Macademics contributing as guest speakers and allowed us to introduce Macademics to a large group of incoming first-year students. Moving forward, we are going to be reaching out to Welcome Week groups to discuss how we can contribute to Welcome Week and continue the momentum we’ve started this summer.**  |

## Social Media Engagement

### Instagram (Last 30 Days)

Table : Instagram Engagement Insights

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| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **381** | **381** | **398** | +4.5% | +4.5% |
| **Impressions** | **854** | **854** | **321** | -62.4% | -62.4% |
| **Profile Visits** | **148** | **148** | **75** | -49.4% | -49.4% |
| **Website Visits** | **22** | **22** | **10** | -54.5% | -54.5% |
| **Reach** | **321** | **321** | **138** | -57% | -57% |

### Facebook (Last 28 Days)

Table 3: Facebook Engagement Insights

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| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Likes** | **2** | **5** | **6** | +20% | +200% |
| **Reach** | **671** | **858** | **412** | -52% | -38.6% |
| **Views** | **65** | **54** | **18** | -66.7% | -72.3% |
| **Engagement** | **7** | **4** | **6** | +50% | -14.3% |
| **Followers** | **2** | **5** | **6** | +20% | +200% |

# Finances

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| **The budget was completed and submitted to the VP Finance on July 9th. As of now, nothing has been taken out against the budget.** |

## Budget Summary

Table 4: Budget Tracker

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| ***ACCOUNT CODE*** | ***ITEM*** | ***BUDGET / COST*** | ***PO SUBMITTED (DATE)*** | ***PO APPROVED*** |
| 5003-0312 | TCHA - OFFICE SUPPLIES | $100.00 |  |  |
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|  | TOTAL SPENT IN LINE | $0.00 |  |  |
|  | REMAINING IN LINE | $100.00 |  |  |
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| 6102-0312 | TCHA - ANNUAL CAMPAIGNS | $1,000.00 |  |  |
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|  | TOTAL SPENT IN LINE | $0.00 |  |  |
|  | REMAINING IN LINE | $1,000.00 |  |  |
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| 6401-0312 | TCHA - AWARDS & MEETINGS | $2,200.00 |  |  |
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|  | TOTAL SPENT IN LINE | $0.00 |  |  |
|  | REMAINING IN LINE | $2,200.00 |  |  |
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| 6494-0312 | TCHA - VOLUNTEER RECOGNITION | $750.00 |  |  |
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|  | TOTAL SPENT IN LINE | $0.00 |  |  |
|  | REMAINING IN LINE | $750.00 |  |  |
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| 6501-0312 | TCHA - ADVERTISING & PROMOTIONS | $1,900.00 |  |  |
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|  | TOTAL SPENT IN LINE | $0.00 |  |  |
|  | REMAINING IN LINE | $1,900.00 |  |  |
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| 6603-0312 | TCHA - ACADEMIC RESOURCES | $500.00 |  |  |
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|  | TOTAL SPENT IN LINE | $0.00 |  |  |
|  | REMAINING IN LINE | $500.00 |  |  |

# Executives and Volunteers

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| **Since the executive team has recently been hired and is still in the process of getting to know one another, some executive members have been more reserved and apprehensive. With that being said, it does seem like the executive members are excited about their new roles and are ready to get to work. I will be holding an executive team social, during which I’m hoping the team will get the chance to bond with one another.**  |

# Successes

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| **I’ve finished hiring my executive team and am excited to be working with them this year!** |

# Challenges

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| **As of now, my biggest challenge for the service is determining how much responsibility to give to my executive team. Approximately half of the team has not worked with Macademics in the past, and as a result, they need to be brought up to speed on how Macademics operates. I’m still trying to find a balance between ensuring that they are completing the tasks they’ve been hired to do and not overwhelming them with too much information and too many new tasks.** |