



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 3
DATE: Thurs Sep 2, 2021

Year Plan Update

- All Welcome Week and summer-related programming/socials are complete or in progress

Events, Projects, & Activities

General Service Usage

- Maroons have facilitated group chats for first year students on social media (Instagram)
- Maroons are in the process of facilitating 4 virtual and 2 in-person Welcome Week events for first year students, as well as offering backstage support to faculty and RezLife programming

Projects & Events

Project 1: WW Charity Fundraising

Project Status: Ongoing

- **The WW Charity for 2021 is the Hamilton Regional Indian Centre (HRIC)**
- Our fundraising coordinator has been working closely with representatives from HRIC, the Faculty Coordinator, and MSU accounting to coordinate a WW charity announcement across faculties and set up donation portals on the MSU website
- Each faculty is responsible for coordinating their own fundraising efforts throughout Welcome Week
- The Maroons will be running an on-campus and virtual scavenger hunt / GeoGuessr activity during Welcome Week, featuring a short lesson about the history of the land McMaster sits on by two guest speakers from HRIC

Project 2: Rep Suit and Jersey Orders + Pick Up

Project Status: Complete/Ongoing

- All Maroons reps ordered suits and jerseys at the start of July
- Both have yet to arrive → suits will be ready for pickup on Monday and jerseys will be ready later this week
- In the future, I recommend the Maroons Coordinator places both orders by early June in order to ensure more timely order processing, even if this means ordering rep suits separately or from a different vendor than other rep groups

Project 3: WW Programming

Project Status: Ongoing

- Starting at the end of July, I have begun attending WWPIC and WW Faculty Planner meetings weekly → I believe it is extremely necessary for the Maroons Coordinator to be invited to / sit on these committees from the beginning of WW planning, and for this commitment to be reflected in future payroll (it requires at minimum an additional ~4 hours a week)
- The Maroons have received EOHSS approval and are scheduled to facilitate 4 virtual and 2 in-person Welcome Week events
 1. Virtual – Fitness and Wellness Event: The Maroons Athletics Coordinators will facilitate a virtual meditation run by a DBAC mindfulness coach and a virtual tour of athletics and recreation facilities at McMaster
 2. Virtual – Fundraising Event: The Maroons Fundraising Coordinator will facilitate a Geo-Guessr activity in small breakout rooms supervised by Maroons reps
 3. Virtual – Maroons Declassified School Survival Guide: The Maroons Events Coordinator will facilitate a multi-station event to help first years explore academic tools, strategies, and resources
 4. Virtual – Meet your Best Friend Night: The Maroons Volunteer Coordinator will facilitate a virtual speed-friending activity followed by a games night for first year students
 5. In-person – Mindfulness Morning with the Maroons: The Maroons Athletics Coordinators will facilitate an in-person version of event #1, with a meditation session followed by a hike to Sassafras Point
 6. In-person – Fundraising Event: The Maroons Fundraising Coordinator will organize an in-person alternative to event #2, starting with a lesson by guest speakers from HRIC on the history or the land we are on followed by a campus-wide scavenger hunt
- So far, we have received good registration numbers for these events
- Additionally, Maroons will help coordinate on-campus rep presence, and support RezLife and faculty programming as needed

Project 4: Rep Training

Project Status: Ongoing

- AODA, EOHSS, and Avenue2Learn WW Rep training has been completed by all reps
- Maroons-specific training on **August 21** (virtual) had 100% turnout from the entire team and featured SACHA bystander-intervention training and a Maroons-specific training facilitated by the Coordinator and Volunteer Coordinator → I highly recommend continuing this in future years
- The last training we are looking at is the MSU-wide training

Project 5: Second Year Welcome

Project Status: Ongoing

- Met with other stakeholder in planning Second Year Welcome
- So far Maroons have been asked to help facilitate an evening bonfire event in partnership with CampusEvents

Outreach & Promotions

Summary

- 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 and facilitating group chats on social media
- Other recent social media initiatives include: Welcome Week charity selection announcement, amplifying/reposting other services' reopening/WW posts, and a how-to video on donating to the Welcome Week charity using the MSU portal

Social Media Engagement Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	1540	1567	1746	111%	113%
Impressions	3864	5750	9583	167%	248%
Profile Visits	416	562	1181	210%	284%
Website Visits	7	46	23	-50%	329%
Reach	749	1472	1646	112%	220%

Facebook (Last 28 Days)

Table 2: Facebook Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes	4300	4300	4302	0	0
Reach	84	84	100	119%	119%
Views	23	23	12	-52%	-52%
Engagement	1	1	1	0	0
Followers	4453	4453	4453	0	0

Finances

- Spending so far has been for hiring graphics (\$100) from the Underground and rep jersey orders (\$2010.61)
- Upcoming expenses will include: SACHA training (\$500), WW meditation facilitator (\$35), and WW radios/communication devices (\$325) and will be added to the budget summary once invoices are received and purchase orders are approved

Budget Summary

Table 3: Budget Tracker

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
		\$75	WW charity announcement graphic	July 2021
	Total Spent in Line	\$ 175 -		
	Remaining in Line	\$ 825 -		

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 -		

Executives and Volunteers

- The LT have done a phenomenal job planning WW events and being adaptable to in-person WW announcement
- All General Reps have done an excellent job maintaining communication and staying on top of their training and rep responsibilities
- Team has met for the first time in-person on Aug 29 and LT are continuing to facilitate team bonding and healthy team dynamic within their Pods through icebreakers, socials, etc.

Successes

- Welcome Week planning has been met with a lot of enthusiasm from our LT team and has gone relatively smoothly considering circumstances. This is in large part due to the dedication and organization skills of the LT!
- Our Maroons General Rep team has remained committed to their role, which we have observed through successful completion of tasks by certain deadlines (e.g. training) and high retention at Maroons socials and training events.

Challenges

- The short timeframe of Welcome Week planning has put some stress on the LT and considerably increased the amount of hours both the LT and myself have put towards their role on the Maroons.
- The Maroons have no specific budget line for Welcome Week events and have received poor communication about other project funds we can apply for this year. In the future, I suggest allocating an increased budget to the Maroons in order to help facilitate Welcome Week events.
- Suits and jerseys are taking a longer than expected time to complete (see Project 2 for future suggestions)