



REPORT

From the office of the...
Business Caucus

TO: Members of the Student Representative Assembly
FROM: Henry Laing, Caucus Leader
SUBJECT: SRA 21F Report
DATE: September 12, 2021

Progress on Year Plan

- Social Media Expansion
 - We have cleared past posts to make way for the implementation of a new cohesive message and theme on social media platforms.
 - Several social media campaigns in the works including introductions to your SRA Representatives and campaigns dedicated to SLEF and mental health supports.
 - Collaborations in the works with other MSU clubs to increase the outreach of the SRA Commerce Instagram page.
- Mental Health Supports
 - Currently, we are focusing at establishing connections to disseminate information that is both correct and relevant to our constituents.
 - Various social media campaigns will be ran throughout the semester during times decided through evaluation where support is in the greatest demand.
 - Obtaining access to past documents necessary to gauge student needs has been in progress and should be completed by end of September.
- Student Life Enhancement Fund (SLEF)
 - Contacted the AVP Finance to work together to promote and contribute ideas to SLEF since it is also one of the Finance Committees objectives this year.
 - While the official dates have yet to be selected by SLEF, we are anticipating the idea generation period to run between the end of September to the end of October. Voting most likely will occur around January potentially into February.
 - We shall be running various campaigns through social media and other feasible means to increase awareness of these important dates to encourage student participation
 - We have scheduled weekly meetings as a caucus from now until the end of October to come up with our own ideas to submit for grant to demonstrate our commitment to SLEF. As well, this should encourage further student participation.
 - We have begun working with the Student Services Committee to ascertain important information for dissemination and additional support with our objectives.

Past Events, Projects, & Activities

- Throughout the summer, we did not host any events or activities.
- This period has been dedicated thus far to establishing ourselves in our roles and laying the groundwork for what we plan to achieve this year.

Upcoming Events, Projects, & Activities

- We are hoping to host a few events and activities in collaboration with DCS and other MSU clubs to align with our objectives of both increasing our integration with DCS and outreach to our constituents.
- Our SLEF campaign is still being ironed out however we plan on hosting events such as brainstorming sessions and other activities which encourage both participation and awareness.

Outreach & Promotions

- While we have yet to implement our social media campaigns, this has been to ensure that the execution and theme is flawless as our constituents deserve.
- As well, we hope to have some town halls and other outreach events with our constituents throughout the semester to develop a two-way relationship.

Successes

- Identifying necessary contacts for our various objectives within DCS, MSU, and McMaster.
- Establishing connection with several of these contacts.
- Laid foundations for social media campaigns and other outreach plans with thought, consideration and precision

Current Challenges

- We have had a slower start on our year plan, as one of our Co-Caucus Leaders has stepped now and two of four SRA representatives have or will be relinquishing their seats.
 - This has sadly reduced our manpower however it has not diminished our drive. The remaining SRA representatives will still achieve what we have promised effectively.

Respectfully,

Henry Laing
SRA Business Caucus Leader
McMaster Students Union

