



REPORT

From the office of the...

MSU Macademics Coordinator

TO: Members of the Executive Board
FROM: Taya Linton
SUBJECT: MSU Macademics Report 3
DATE: October 6th, 2021

Yearplan Update

Since the last time I reported to the Executive Board, the service has been focusing on finishing executive team onboarding, our 'What is Macademics' campaign, and volunteer hiring.

Since completing executive team onboarding, the team has been meeting weekly and working to finish their year plans. They are currently in the final stages of completing their year plans and have already begun to work towards achieving the goals they've set out for the year. Additionally, they've been preparing to onboard the new volunteers once they've been hired.

The first part of the 'What is Macademics' campaign recently wrapped up and was quite successful in terms of increasing engagement on our Instagram account! This month, the campaign focused on the executive team, introducing each of the members, and looking at what they do in their role. Moving forward, each month we will be discussing a new aspect of the service. I hope that by doing this, we will be able to increase social media engagement and eventually, increase service awareness.

Applications for our volunteer positions were open from September 10th to September 24th. Since the applications closed, we've been going through all applications and plan to send out interview requests by Monday, October 4th. Currently, I plan to have the team chosen by Thursday, October 14th.

We are in the early stages of preparing for the Teaching Award nomination period and planning our promotional materials and the larger campaign.

In the last executive board report, I discussed plans to change the mode of delivery for our Undergraduate Resource Guidebook. I have decided to begin this project in October, after the details of the Teaching Award nomination period have been finalized.

Events, Projects, & Activities

General Service Usage

Since the last time I reported, our social media engagement has greatly increased! Through our posts and stories on Instagram, we've increased our followers, the accounts we reach with our content, the number of accounts that interact with our content. On Facebook, we've increased our page likes, the number of accounts our posts reach, and the number of accounts that are engaging with our posts.

Projects & Events 1: Executive Team Onboarding (Complete)

All executive team members have finished their onboarding and the majority of their trainings; all executives still need to complete their MSU Accessibility training and approximately half of the team still need to finish their Sexual Violence Prevention and Response training.

We've completed all trainings that are held by the service and have finalized our objectives and plans for the upcoming year. Moving forward, I believe that the executive team has been well prepared for their roles and will not have any issues onboarding their volunteers.

Projects & Events 2: What is Macademics Campaign (Ongoing)

Since last reporting to the Executive Board, I have decided, along with my Promotions Coordinator, to make the 'What is Macademics' campaign ongoing throughout the year. Each month, we will be focusing on and discussing a different aspect of the service. In an attempt to increase volunteer applications, we looked at the executive team this month. Each executive team member was asked to answer a set of questions pertaining to their role and submit a headshot. Using this information, the Promotions Coordinator created a series of posts that gave information about the team and encouraged students to apply to be a volunteer with the service.

Projects & Events 3: Volunteer Hiring (Ongoing)

The application period for volunteers recently closed on September 24th. Since then, the executive team has been working towards evaluating the applicants and making decisions regarding who will move on to the interview stage.

Interviews will be conducted by myself and the Volunteer and Logistics Coordinator, along with the help of the Research and Resources, Teaching Awards Committee (TAC), and Promotions Coordinators. We are aiming to have interview requests sent out by Monday, October 4th and will be holding interviews on Thursday, October 7th and Friday, October 8th. Any applicants that cannot make these dates will be given an interview during the week of October 11th.

Offers will be sent out to successful applicants by Thursday, October 14th at the latest to ensure that the volunteers will be able to attend Accessibility training on the 15th or 18th.

Projects & Events 4: Teaching Awards Promotion and Nomination Period (Upcoming)

This year, we are aiming to accept Teaching Awards nominations between October 27th and November 10th. With this date quickly approaching, we have begun to brainstorm ideas for the promotional campaign during our weekly meetings.

The TAC Coordinators, Promotions Coordinator, and I have meetings set up to discuss the finalize our plan for promoting the nominations period. These dates will also give us enough time to collaborate with the Underground to produce new promotional materials for the Teaching Awards, should we choose to do so.

Additionally, we will be finalizing all aspects of our plans regarding the nomination period during these meetings. This includes the logistics of the nomination period and receiving nominations, as well as promoting TAC through the faculties and individual professors.

Outreach & Promotions

Summary

Since the last Macademics report, we've been focusing on our 'What is Macademics' campaign and working to promote our hiring period. This month, we ran our campaign and promoted hiring between September 12th and September 24th. My hope was that the 'What is Macademics' campaign would draw attention to Macademics and would increase engagement overall, leading to an increase in individuals applying to be volunteers as well.

This has proven to be successful, as nearly all of our engagement metrics have increased in the last month. Moving forward, we will continue to produce resources that give students more information about what the service does, and ideally, would also increases our social media engagement.

Promotional Materials

What is Macademics?
msumcmaster.ca/macademics

MSU Macademics MSU

Swipe to learn more →



VOLUNTEER APPLICATIONS
 Apply today to shape teaching and education advocacy.

POSITIONS INCLUDE
 Promotions Subcommittee
 Research & Resources Subcommittee
 Teaching Awards Subcommittee

APPLICATIONS OPEN UNTIL
Sept 24 | 11:59PM
 Visit msumcmaster.ca/jobs

msumcmaster.ca/macademics
 @MSU_Macademics
 /MSU.Macademics

Social Media Engagement since the Previous Report

Facebook

| Insights | Start Values | Last Report Values | Current Values | Report Change (%) | Total Change (%) |
|---------------|--------------|--------------------|----------------|-------------------|------------------|
| Likes | 1174 | 1180 | 1187 | +0.6% | +1.1% |
| Reach | 671 | 412 | 1489 | +361.4% | +232.3% |
| Views | 65 | 18 | 66 | +366.7% | +1.5% |
| Engagement | 7 | 6 | 22 | +366.7% | +314.3% |
| New Followers | 2 | 6 | 6 | 0% | +300% |

Instagram

| Insights | Start Values | Last Report Values | Current Values | Report Change (%) | Total Change (%) |
|----------------|--------------|--------------------|----------------|-------------------|------------------|
| Followers | 381 | 398 | 435 | +9.3% | +14.2% |
| Impressions | 854 | 321 | 3951 | +1230.8% | +462.6% |
| Profile Visits | 148 | 75 | 360 | +480.0% | +243.2% |
| Website Visits | 22 | 10 | 58 | +580.0% | +263.6% |
| Reach | 321 | 138 | 763 | +552.9% | +237.7% |

Finances

Budget Summary

As of now, the promotional material for the 'What is Macademics' campaign is the only item that's been put against the budget. This graphic was created by the Underground.

| ACCOUNT CODE | ITEM | BUDGET / COST |
|--|---------------------------------------|----------------------|
| 6102-0312 | | |
| | 'What is Macademics' Campaign Graphic | \$125.00 |
| PROMOTIONS | TOTAL SPENT IN LINE | \$125.00 |
| | REMAINING IN LINE | \$875.00 |
| TOTALS | | |
| TOTAL BUDGETED DISCRETIONARY SPENDING | | \$6,450.00 |
| TOTAL ACTUAL DISCRETIONARY SPENDING | | \$125 |
| REMAINING DISCRETIONARY SPENDING | | \$6,325.00 |

Executives & Volunteers

Overall, the team has been working very well together! In September, everyone was excited to be officially moving into their new roles and were eager to get started. I believe that the executive team social gave the team an opportunity to bond with each other, and the benefits of that social can be seen during our weekly meetings.

Successes

We have finalized the year plans for each executive and are ready to get started on working towards those goals!

Current Challenges

Currently, my biggest challenge is ensuring that all volunteers receive all MSU-required trainings. Since the team has not been finalized, they will not be able to attend any of the Sexual Violence Prevention and Response trainings. This means that an additional training or an adequate alternative will need to be provided to the volunteers.