



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 4
DATE: Wed Oct 6, 2021

Year Plan Update

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

Events, Projects, & Activities

General Service Usage

- Facilitated 4 online and 2 in-person WW events
- Assisted Archway and SSC with WW events and Second Year Welcome
- Assisted RezLife with programming for second year welcome
- Facilitating 2 free intramural teams this semester

Projects & Events

Project 1: WW Charity Fundraising

Project Status: Complete

- **The WW Charity for 2021 is the Hamilton Regional Indian Centre (HRIC)**
- Our fundraising coordinator has been worked 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
- In-person event rendered ~60-person turnout
- In the process of calculating final donation #s

Project 2: Rep Suit and Jersey Orders + Pick Up

Project Status: Complete

- Maroons jerseys/tshirts were picked up in time for WW
- Maroons suits arrived after WW already started → would not recommend facilitating suit-order through campus store as it adds an extra intermediate organization
- I would recommend switching vendors for suits as they arrived 3+ weeks after estimation, severely lacked transparency in their timeline, and were more expensive than other vendors
- Last step will be to submit PO for suit reimbursements for reps who have demonstrated financial need

Project 3: WW Programming

Project Status: Complete

- Starting at the end of July, I have begun attending WWPIC and WW Faculty Planner meetings weekly
- The Maroons facilitated 4 virtual and 2 in-person Welcome Week events with great turnout and engagement
 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 of the land we are on followed by a campus-wide scavenger hunt
- Maroons helped coordinate on-campus rep presence (received excellent feedback for this initiative from reps) and support RezLife and faculty programming as needed

Project 4: Volunteer Training

Project Status: Ongoing

- Maroons volunteers completed AODA, EOHSS, and Avenue2Learn WW Rep training, Maroons-specific training, and SACHA bystander-intervention training
- The last training needed for volunteers is MSU-wide training
- I would recommend the service NOT be included in MSU-wide training in future years as a good portion of the volunteer role has been executed before this training is available, and many themes repeat previous WW trainings

Project 5: Second Year Welcome

Project Status: Complete

- Sat in on meetings to plan Second Year Welcome
- Helped facilitate on-campus events from 9am-11pm with CampusEvents, SSC, and Archway
- Large portion of feedback from second years was the lack of availability of programming and faulty technology (e.g. website crashing) experienced with OscarPlus, and subsequent lack of turnout of registered participants

Project 6: Free Intramurals

Project Status: Ongoing

- As part of the Maroons OP, we subsidize intramural fees by hosting intramural teams each semester
- This semester, there is limited player registration and league availability, but we managed to register for 2 teams: floorball and inner-tube waterpolo
- Each intramural team fee is between \$60-110, and in past years we have been able to facilitate ~4 teams per semester. Due to lack of funding we are unable to provide the same experience this year. In the future, I would highly recommend a separate budget line be set up for intramural fees.

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 and publicizing WW events
- We have mainly targeted Instagram use as younger demographic of students has low engagement with Facebook
- Instagram engagement has increased substantially

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	1746	1810	104%	118%
Impressions	3864	9583	27588	288%	714%
Profile Visits	416	1181	1489	126%	358%
Website Visits	7	23	36	157%	514%
Reach	749	1646	2149	131%	287%

Finances

- Recent expenses SACHA training (\$500), WW meditation facilitator (\$35), and WW radios/communication devices (\$367.25), WW AVTEK equipment (\$369.70), and fall intramural fees (\$170)
- WW walkie talkies, while expensive, were used extremely frequently and were integral to safety, communication, and coordination throughout WW
- We found AVTEK to be less necessary during our events and suggest we invest in basic audio equipment in the future for smaller-scale use
- In the future, I recommend a separate budget line be created for WW alone to account for these costs as we had to pull from other budget lines (e.g. promotion) to cover these fees. The budget assigned to the Maroons made it extremely challenging to facilitate WW events of high calibre and that fit within our OP (for perspective, our year-long special events budget is \$750 whereas the Faculty of Science planners work with close to \$70,000 for WW). In many ways, this limited the Maroons from coordinating WW events with other stakeholders in an appropriate fashion; for example, we were not able to afford buying wristbands or renting out a table and chairs to use for sign-in at events alongside other WW groups. Further, there was no information provided to us about funding initiatives to apply for during the summer too help us subsidize WW costs.

Budget Summary

Table 2: 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
		\$367.25		Radio rentals for WW communication	Sep 1, 2021
	Total Spent in Line	\$	542.25 -		
	Remaining in Line	\$	457.75 -		
6603-0120	Maroons - SPECIAL PROJECTS	\$	750 -		
		\$35		Meditation coach for WW event	September 4, 2021
		\$369.70		AVTEK cost for WW	September 5, 2021
		\$110		Fall Intramural Fees	September 30, 2021
	Total Spent in Line	\$	514.70 -		
	Remaining in Line	\$	235.30 -		
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 -		
		\$500		SACHA training	August 21, 2021
	Total Spent in Line	\$	500 -		

Remaining in Line	\$0 -
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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
- Entire team did an excellent job maintaining high morale despite extremely long days volunteering during WW and many last-minute logistical changes

Successes

- 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.
- We managed to pull off 6 Welcome Week events with a good degree of success and student turnout, and subsequently increased awareness of MSU services and Maroons on campus

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 rest has been referred to Closed Session.
- 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. This budgeting concern extends to paying for intramural fees.
- Suits arrived extremely late, leaving Maroons reps the only WW group without suits when WW began
- Online sign-up platforms for first and second year welcome events were extremely faulty, and many times students were not able to access or see any events before they filled up. Additionally, there was no designated individual assigned to approve and post Maroons events on Presence, and by the time this was sorted out and the event page went live, it was less than 16 hours until our event was supposed to begin, extremely limiting our turnout. In general, more incorporation and awareness of the Maroons within WW logistics, planning and administration is necessary.
- MSU-wide volunteer training is occurring after the bulk of our Maroons volunteer's role during WW and is highly similar to the training that was already completed for WW. I recommend finding an alternate solution or exempting Maroons reps from this training in the future.