



REPORT

From the office of the...

MSU Macademics Coordinator

TO: Members of the Executive Board
FROM: Taya Linton
SUBJECT: MSU Macademics Report 4
DATE: November 3rd, 2021

Yearplan Update

Since the last time I reported to the Executive Board, the service has been focused on completing volunteer hiring, preparing for the Teaching Awards nomination period, and integrating the 'What is Macademics' campaign with promotion for the Teaching Award nominations.

The volunteer team has been hired and is in the process of completing their required trainings. This includes service-specific training, Accessibility training, AOP training, and Sexual Violence Prevention and Response training. I plan to have all volunteer training completed by mid-November.

The Teaching Award nominations are currently underway and are open from October 29th to November 12th. The links to the nomination forms have been made available through the Macademics page on the MSU website. Additionally, a two-week-long promotional campaign has been planned and is currently being executed to promote the nomination period. This month, we aim to utilize the 'What is Macademics' campaign to further promote the nomination period. This will focus on the importance and function of the Teaching Awards; it will also include an explanation of how students can nominate their professors and teaching assistants.

Once the nomination period is over, I plan to meet with the Teaching Award Committee Co-Coordinators to begin discussing plans for the Teaching Award Ceremony.

We are currently in the beginning stages of redesigning the format of the Undergraduate Resource Guidebook. I believe that while this resource has the potential to be extremely useful, as of right now, it's fairly difficult to find and utilize. In order to combat this, the Research and Resources Coordinator and I will be looking into finding a better format/system for this guidebook to make it easier for undergraduate students to access.

Events, Projects, & Activities

General Service Usage

Since the last time I reported to the Executive Board, our engagement on social media has declined since we are currently in between campaigns. With that being said, this past month, we were still able to interact with the student body and grow our social media presence overall.

Once we begin the promotional campaign for the Teaching Awards nominations, I believe that engagement will increase again.

Projects & Events 1: Volunteer Hiring (Complete)

Volunteer hiring has been completed! Offers went out to successful candidates on October 15th. In total, nine volunteers were hired; three volunteers were assigned to each of the subcommittees. This team size was chosen based on the transition reports from the previous Macademics executive members. I'm confident that the team consists of enthusiastic individuals who are dedicated to the success of Macademics.

In terms of onboarding, the team has already undergone service-specific training held on Wednesday, October 27th. Additionally, materials for MSU accessibility training have been circulated, and materials for AOP training will be sent to the volunteers once they have been finalized by the VP Administration. I am currently setting up an alternative to the Sexual Violence Prevention and Response training.

Projects & Events 2: Teaching Awards Promotion and Nomination Period (Ongoing)

The Teaching Awards nomination period has officially opened for Fall 2021 and will run from October 29th to November 12th. The Teaching Awards Committee and the Promotions Committee have worked together to create a multifaceted two-week promotional campaign. This includes a newly designed graphic, posts on all social media accounts, a highlight on the MSU Instagram account, a promotional video, a social media contest, and direct promotion through professors and course coordinators.

Once the nomination period is complete, Volunteer and Logistics Coordinator and I will analyze and tally the results. Based on these results, we're aiming to begin the in-class evaluation period by November 22nd. The in-class evaluations will be used to obtain in-depth reviews of the top three professors per faculty as well as the top ten teaching assistants.

Projects & Events 3: 'What is Macademics' Campaign (Ongoing)

This month, the 'What is Macademics' campaign will focus on the Teaching Awards in an effort to promote the Teaching Awards nomination period. The Promotions Coordinator has created a series of posts for our Instagram story,

which focuses on what the Teaching Awards are, how to nominate a professor or teaching assistant, and past winners. This campaign will run parallel to the Teaching Awards nomination period.

Projects & Events 4: New Undergraduate Resource Guidebook Format (Upcoming)

In an attempt to make the Undergraduate Resource Guidebook more accessible to students, I would like to change the format and mode of delivery for the guidebook. Therefore, I've set up meetings with my Research and Resources Coordinator to discuss plans for the redesign and brainstorm ideas for the mode of delivery. Once we've finalized our initial ideas, I will be reaching out to the Communications team to discuss the solution that best fits our vision and execute the reformatting.

Additionally, I plan to meet with both the Research and Resources Coordinator and the Promotions Coordinator to begin brainstorming ideas regarding the promotional campaign for the Undergraduate Resource Guidebook.

Outreach & Promotions

Summary

Since the last Executive Board report, we've focused on producing content for the next section of our 'What is Macademics' campaign. As mentioned previously, this month's portion of the campaign will focus on promoting the Teaching Award nomination period.

Additionally, we have reached out to professors and will be doing classroom talks to promote the Teaching Award nomination period. These short talks will occur in some of the largest courses on campus.

Our social media accounts continue to grow, though not as intensely as they had last month. Despite this, we've still been able to increase overall engagement and draw attention to the service.

Promotional Materials



Social Media Engagement since the Previous Report

Facebook

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes	1174	1187	1189	+0.2%	+1.3%
Reach	671	1489	451	-69.7%	-32.8%
Views	65	66	45	-31.8%	-30.8%
Engagement	7	22	9	-59.1%	+28.6%
New Followers	2	6	3	-50%	+50%

Instagram

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	381	435	441	+1.4%	+15.7%
Impressions	854	3951	374	-90.5%	-56.2%
Profile Visits	148	360	72	-80%	-51.4%
Website Visits	22	58	4	-93.1%	-81.8%
Reach	321	763	50	-93.4%	-84.4%

Finances

Budget Summary

The only additional spending since last month has been for promotional materials for the Teaching Award Nomination period. The graphics were created by the Underground.

Additionally, we will be holding a social media contest. We'll be giving out two \$25 Amazon gift cards during this, but these have not yet been purchased.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0312	Teaching Award Nominations Graphic	\$125.00
ADVERTISING & PROMOTIONS	TOTAL SPENT IN LINE	\$125.00
	REMAINING IN LINE	\$1,775.00
	TOTALS	
6102-0312	'What is Macademics' Campaign Graphic	\$125.00
ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	\$125.00
	REMAINING IN LINE	\$875.00
	TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,450.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$250.00
REMAINING DISCRETIONARY SPENDING		\$6,200.00

Executives & Volunteers

The volunteers got to meet each other and all the executive members for the first time at our volunteer orientation on October 27th. During this meeting, the volunteers were given time to interact with the other volunteers and executive members in their subcommittee casually. Based on feedback from the executive

team, it seems as though the subcommittees are beginning to bond and form a strong team dynamic!

Successes

We've finally hired our full team and are excited to be able to begin more projects with the help of our volunteers!

Current Challenges

The biggest challenge this month was balancing volunteer onboarding and preparing for the Teaching Award nominations. This led to a very busy October, but with the help of my executive team, I was able to prepare sufficiently and successfully execute these projects.