



REPORT

From the office of the...

MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Sofia Ivanisevic
SUBJECT: Maroons Report #5
DATE: Wed Nov 3, 2021

Year Plan Update

The Maroons has moved into the fall stage of our year plan. We have now completed the process of shifting gears from Welcome Week planning onto specific events, volunteering, and community engagement roles with our team, and each executive has been more focused on their individual role within the LT team (e.g. Athletics coordinators are running intramurals).

Events, Projects, & Activities

General Service Usage

The Maroons service usage is mainly outlined through our projects and events as we do not have a regular space/service available for students on campus.

Projects & Events 1: Welcome Week Charity Fundraising (Complete)

- The WW Charity for 2021 was the Hamilton Regional Indian Centre (HRIC)
- The majority of the fundraising efforts are completely wrapped up
- The last step our fundraising coordinator is working on is getting the final totals of fundraising for the Maroons and each individual faculty
- This stage of the project has been challenging as it is the turnover period for the Faculty Coordinator, who played a key role in connecting the Maroons with faculty fundraising efforts

Projects & Events 2: Volunteer Training (Ongoing)

- The MSU Volunteer training dates have been communicated to our volunteers, and their status of completion is being tracked using Google Sheet
- SVPRO training: Our volunteers found the later training times sold out quickly so many were not able to register. I am still waiting for follow-up materials (a recording, etc.) to send to the volunteers who weren't able to make it

- Accessibility training: Some of our volunteers were available for the trainings, but I have shared the recording and pre-work materials with our volunteers who weren't able to make it.
- AOP training: We are still waiting for updates on synchronous AOP sessions, which we will then relay to the volunteers
- While almost all of these trainings were completed by volunteers as part of their WW rep training, our team opted to ask our volunteers to attend them regardless. Next year, a meeting between the Maroons Coordinator and MSU VP Admin around May would be beneficial to plan a compromise as to how Maroons volunteers will be trained.

Projects & Events 3: Free intramurals (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
- Both floorball and waterpolo leagues have begun their season, and a few first years from the Maroons email list have been offered remaining spots to play with us
- With just two teams it has been difficult to offer enough spots to students who want to play intramurals with us, as the Athletics department has placed strict capacity limits on each team's roster (e.g. floorball team roster cannot exceed 6 people)
- 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.

Projects & Events 4: Attending varsity games (Ongoing)

- As part of the Maroons OP, we attend varsity games to bring spirit and a sense of community
- This year we have attended 2 football games, and are waiting to hear back about the status of indoor sports (volleyball and basketball)
- While attending, the Maroons follow capacity and COVID-19 restrictions of having no more than 25 reps present, following masking protocol, and displaying a vaccine passport upon entry

Projects & Events 5: Pumpkin hike (Complete)

- By the time of this EB meeting, the Maroons will have completed their volunteering for the annual Cootes Paradise Elementary School pumpkin hike
- Our events coordinator has been in contact with Heather Harvey, a community member in charge of leading the hike
- The role of the MSU Maroons was to scoop/carve pumpkins, help set up jack-o-lanterns along the Cootes Paradise trail, ensure safety along the

hiking trail by guiding hikers with flashlights, and help clean up after the hike

Projects & Events 6: Community volunteering at the Hub (Ongoing)

- As part of the Maroons OP, we support community organizations by volunteering where support is needed
- This year, an organization called The Hamilton Hub that works to offer support services with those experiencing homelessness and housing instability, suffered a large volunteer shortage
- Our Event Coordinator has been in contact with their organization to see how Maroons volunteers may offer support

Projects & Events 7: Post-HOCO community cleanup (Complete)

- Following HOCO, the Maroons usually put together a volunteer team to help pick up litter in the Westdale Community
- This year due to unexpected circumstances, this initiative took place 5 days following HOCO
- In the future, when possible, it would be beneficial to undertake this initiative in the days immediately following HOCO (e.g. 1-2 days after), as much of the community had already been cleaned up by residents and the City of Hamilton
- This initiative was planned with the support of the MSU President and Facility Services (who provided materials)

Outreach & Promotions

Summary

For the most part, our service engagement this last month has come from volunteering in the community and the documenting these experiences on our social media.

Promotional Materials

There is no one specific promotional material I'd like to highlight in this section. Rather, I included screenshots of our overall feed to showcase how our Promotions Coordinator has worked to renew our brand image, colour scheme and aesthetic as compared to previous years:

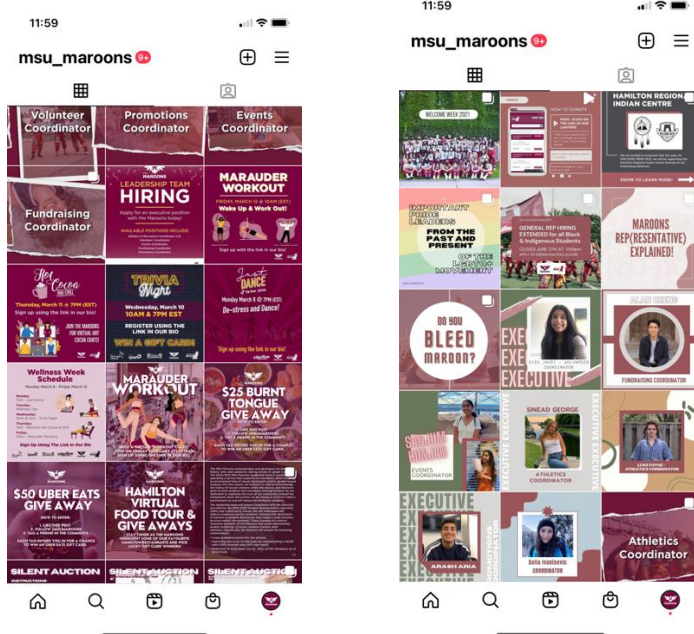


Fig 1: Last year's feed Fig 2: The current feed

Social Media Engagement since the Previous Report

Overall, our service is still focused on using Instagram as our primary social media platform, as we believe it is most successful in engaging the new generation of students. Overall, our Instagram engagement has remained relatively stable, with some minor regressions due to lack of Welcome Week-related engagement. We hope to continue to grow our engagement by switching gears to include more photos and less infographic-style content on our feed.

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	1540	1746	1892	108%	123%
Impressions	3864	9583	5248	-45%	191%
Profile Visits	416	1181	1489	126%	358%
Website Visits	7	23	44	191%	629%
Reach	749	1646	1400	-15%	187%

Finances

Budget Summary

The main spending since the last EB report has been the cost of intramural fees. If possible, I would like to look into initiatives (e.g. Special Projects Funding) as to how the Maroons could gain more financial support for intramurals and events throughout the school year, as the majority of our budget has been used.

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 -		

Executives & 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 and engagement with service opportunities despite busy academic and personal schedules

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
- The Maroons traditionally experience of drop-off of engagement and events following Welcome Week, but this year the service volunteers and LT have done an excellent job maintaining momentum well into the fall semester

Current Challenges

- While the majority of Maroons-related activities have run relatively smoothly in the past month, one barrier volunteers faced was consistent last-minute communication about MSU-wide volunteer training. In the future, I believe it may be useful to offer asynchronous modules and alternatives for services (such as Maroons) that hire their volunteers much earlier. Further, I believe having a single training session with all three elements (AOP, SVPR, and accessibility) will create a more streamlined and easier-to-navigate training process. Lastly, more consistency with tracking training completion, providing asynchronous alternatives, and training registration, will help in the effort to simplify the training process for volunteers.