



REPORT

From the office of the...

MSU Macademics Coordinator

TO: Members of the Executive Board
FROM: Taya Linton
SUBJECT: MSU Macademics Report 5
DATE: November 24th, 2021

Yearplan Update

Since my last time reporting to the Executive Board, Macademics has mainly been focusing on Teaching Award nominations and the subsequent that need to be completed after closing nominations. This includes standardization, in-class evaluations, decisions on top Fall 2021 nominees, releasing nomination-based awards, and preparing for the Teaching Award Ceremony.

The Teaching Award nominations closed on November 12th, and our executives and volunteers are currently working on completing nomination standardization. During the two-week period that the nominations were open, our Promotions team focused on advertising this information through several avenues. This included 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.

Following nominations, we aim to begin in-class evaluations on November 24th and have them completed by December 8th. Following this, final decisions will be made regarding the top nominees this semester and applications for nomination-based awards will be released.

Outside of the Teaching Award nominations, the team has been working on planning the Teaching Award Ceremony, brainstorming for the new format of our Undergraduate Resource Guidebook, publishing blog posts, and preparing for our first official full team social. Overall, the team has been hard at work completing their designated tasks for Teaching Award nominations alongside their usual subcommittee tasks. Their dedication to the service and willingness to take on any necessary work is remarkable, especially in November, when undergraduate students are typically inundated with midterms and assignments.

Events, Projects, & Activities

General Service Usage

In the last month, the service's social media engagement has increased considerably! During this time, we've been focusing on promoting the Teaching Award nominations and believe that the high number of nominations we received was partially due to this effort. We will continue to use a similar strategy for our promotions campaign in future nomination periods, as it appears to have worked well this semester.

Additionally, students have been engaging with the service by nominating professors and teaching assistants for our Teaching Awards. We've received 2,150 professor nominations and 1,332 teaching assistant nominations, totalling 3,482 nominations.

Projects & Events 1: Teaching Awards Nomination Period (Completed)

The Teaching Awards nomination period ran from October 29th to November 12th. During this time, we promoted nominations through a number of channels and ultimately saw a total of 3,482 nominations. This included 2,150 professor nominations and 1,332 teaching assistant nominations.

Our next step has been beginning the process of standardizing all the nominations with the help of the Macademics executive team and TAC volunteers. This will be completed by Sunday, November 21st, allowing us to determine the professors and teaching assistants that will be moving on to the next stage of evaluations. In-class evaluations have been tentatively set to run from November 24th to December 8th. After this, final tallies will be completed, and the top two professors from each faculty, along with the top two teaching assistants, will be chosen. This information will then be used to determine the final winners in February.

In terms of nomination-based awards, the packages are currently being finalized and will be sent out to professors and teaching assistants shortly.

Additionally, the TAC Coordinators and I have begun preparing for the Teaching Award Ceremony and have decided to move forward with preliminary plans for both an online and in-person version of the ceremony. Until we have received further information as to which mode of delivery will be more appropriate, we will begin planning with both options in mind.

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

This month, the 'What is Macademics' campaign focused on promoting the Teaching Awards nominations through testimonial videos from Macademics volunteers, new graphics, and a social media contest.

For December, we likely will not be moving forward with an edition of this campaign as not to overwhelm our volunteers during this busy time of the year.

Instead, we will focus on promoting our upcoming blog post and previous blog posts pertaining to the examination period.

Projects & Events 3: New Undergraduate Resource Guidebook Format (Upcoming)

Since my last EB report, I've met with my Research and Resources Coordinator to begin preliminary planning for the Undergraduate Resource Guidebook's new format. While we have an idea of the direction we'd like to go in for this project, I believe it's best to wait until the new year to begin a project this size. With that being said, I aim to have all initial plans finalized before winter break, so we are able to start working on this project in January officially.

Projects & Events 4: Team Winter Social (Upcoming)

On November 24th, the Volunteer and Logistics Coordinator and I will be hosting a virtual winter social for executive members and volunteers in place of our third full team meeting. As a thank you to our volunteers, we will likely provide them with gift cards to buy dinner during the event.

Outreach & Promotions

Summary

We've continued to utilize our 'What is Macademics' campaign to grow our social media accounts and interact with the undergraduate population. This month, we will begin focusing on exam-related content.

Additionally, we will continue to do classroom talks, specifically in the classes of professors and teaching assistants that have moved on to the in-class evaluation portion of the Teaching Award nominations.

Since last reporting to the Executive Board, our social media engagement has significantly increased! This is due to students engaging with our many efforts to promote the Teaching Award nominations.

Social Media Engagement since the Previous Report

Facebook

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes	1174	1189	1192	+0.3%	+1.5%
Reach	671	451	2800	+620.8%	+417.3%
Views	65	45	154	+342.2%	+236.9%
Engagement	7	9	117	+1300%	+1671.4%
New Followers	2	3	5	+166.7%	+250%

Instagram

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	381	441	482	+9.3%	+26.5%
Impressions	854	374	5978	+1598.4%	+700%
Profile Visits	148	72	489	+679.2%	+330.4%
Website Visits	22	4	248	+6200%	+1127.3%
Reach	321	50	2997	+5994%	+933.6%

Finances

Budget Summary

This month, the only spending has gone towards promotion for the Teaching Awards nomination period.

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
6102-0312	'What is Macademics' Campaign Graphic	\$125.00
	Amazon Gift Cards for TAC Nomination Contest	\$50.00
ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	\$175.00

	REMAINING IN LINE	\$825.00
TOTALS		
	TOTAL BUDGETED DISCRETIONARY SPENDING	\$6,450.00
	TOTAL ACTUAL DISCRETIONARY SPENDING	\$300.00
	REMAINING DISCRETIONARY SPENDING	\$6,150.00

Executives & Volunteers

As mentioned previously, we will be hosting a winter team social for all executive members and volunteers. Through this event, I hope to build a stronger team dynamic and have the volunteers get to know other individuals outside of their subcommittee.

Additionally, all volunteers have completed all the required MSU trainings.

Successes

We're very excited about completing our first round of nominations!

Current Challenges

The biggest challenge as of now has been completing all the standardizing for the Teaching Award nominations in a timely manner. Due to midterms and other commitments, many of my volunteers have been quite busy and are struggling to complete their work. To combat this, the Volunteer and Logistics Coordinator and I have been helping out individuals who cannot complete certain tasks due to their coursework.