



REPORT

From the office of the...

MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Sofia Ivanisevic
SUBJECT: Maroons Report #6
DATE: Wed Nov 24, 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: Volunteer Training (Complete)

- Any Maroons who were unable to attend MSU-wide training sessions were offered the asynchronous recordings/resources provided
- Completion is being tracked for each training topic individually using a Google Sheet

Projects & Events 2: 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
- Due to a high level of interest and turnout, we have increased our intramural offerings for next semester to inner-tube waterpolo, volleyball, indoor soccer, and basketball and are in the process of recruiting reps and students to participate

Projects & Events 3: 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, 1 basketball game, and are scheduled to attend 2 more volleyball games before the end of the semester, and we plan to continue this partnership with Athletics and Recreation into the winter semester
- 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
- Regular access to noisemakers and other supplies in the committee room will be beneficial in future games

Projects & Events 4: 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
- The Maroons will be attending a virtual training with the Hub to explore volunteer roles and opportunities on Mon Nov 22

Projects & Events 5: Exam care packages (Ongoing)

- This year, the Maroons are collaborating with MSU Spark to deliver exam care packages to first year students
- These packages are funded by a variety of external sponsors, who have donated over \$1000 to this initiative
- The role of the Maroons volunteers will be to help package and distribute these packages throughout the first week of December

Outreach & Promotions

Summary

As we have not had any distinct Maroons events this past month, we have been reviving our social media engagement by reviving and recapping past initiatives from this semester (e.g. Welcome Week)

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. We have noticed an increase in reach and impressions since incorporating more photos and less infographic-style content, and will continue to switch between the two in order to maintain optimum engagement within our social media.

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	1540	1892	1883	-0.5%	122%
Impressions	3864	5248	7922	151%	205%
Profile Visits	416	1489	397	-73%	-4%
Website Visits	7	44	21	-52%	300%
Reach	749	1400	1784	127%	238%

Finances

Budget Summary

Once again, the main spending since the last EB report has been the cost of intramural fees. In the future, a separate budget line should be set up to account for intramural fees.

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
		\$200	Winter intramural fees – volleyball and soccer	November 24, 2021
	Total Spent in Line	\$ 742.25 -		
	Remaining in Line	\$ 257.75 -		
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
		\$230	Winter intramural fees – basketball and innertube waterpolo	November 24, 2021
	Total Spent in Line	\$ 744.70 -		
	Remaining in Line	\$ 5.30 -		
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

- 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
- Good level of retention of volunteers well into school year
- An increased engagement within small groups (Maroons pods) has been made in effort to mitigate retention and ensure all members feel included on team

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
- The Maroons have received thank you from community engagement organizations we have volunteered with over the past months (e.g. Cootes Paradise Elementary Pumpkin Hike)
- The value of our presence at varsity games has been recognized by the Athletics and Recreation Dept

Current Challenges

- More consistent ways to monitor MSU-wide training completion need to be put in place to mitigate volunteer confusion in the future
- Regular access to the committee room may prove useful in the upcoming weeks and semester (especially outside of business hours) in order to gain access to Maroons equipment when needed (e.g. for varsity games)