



REPORT

From the office of the...
Spark Director

TO: Members of the Executive Board
FROM: Mitchell German (he/him)
SUBJECT: Spark Report #5
DATE: December 1st, 2021

Year Plan Update

Spark has the following updates to the Year Plan:

- Hike and Hangout has been completed and was a HUGE success!
- Spark executed its Normalizing Failures campaign on our Instagram
- Spark is planning for its Applicants Workshop which will take place via Zoom on November 27th from 3-4pm.
- Spark is planning to hand out Spark Wellness Packages in collaboration with Maroons and this will take place December 2nd and 3rd.
- Spark is considering the logistics behind a hybrid format for Winter Sessions and are considering ways to deliver the registration process.

Events, Projects, & Activities

General Service Usage

Spark has officially finished its 8th and final Session of the year. With that being said, usage within the Service has decreased since the last EB report. At this time, Spark is finishing up a couple of events/initiatives including Applicants Workshop and Wellness Bags at this point. We will be opening up registration for Winter Spark Sessions in the coming weeks, and it will close January 17th, 2021.

Projects & Events: Hike and Hangout (Completed)

On November 20th, Spark completed its Hike and Hangout event which was a HUGE success! The Events Coordinators did a fantastic job ensuring that everything was logistically in place for this event, and it turned out that we did not have to pay for admission after calling Hamilton Conservation Authority. This was a HUGE bonus, because it saved a significant portion of our budget. Everything went as planned, and we had approximately 30 people come out for the event! We took the HSR to Dundas Peak, took some photos for promotional material, and came back to campus for hot chocolate and some snacks! Could not have asked for a better event, and shoutout to the Events Coordinators, Myra, Darshana, and Abithiny, for pulling this all together and bringing this tradition back!

Projects & Events: Applicants Workshop (Upcoming)

Applicants Workshop will take place this weekend, November 27th from 3-4pm. Spark has partnered with the SSC for this, and it will take place via Zoom. All registrations are taking place via Eventbrite, and we will continue to promote the event until the day of! During Applicants Workshop, first years will have the opportunity to learn how to write an effective resume/CV, cover letter, have the chance to participate in mock interviews, and learn about upcoming opportunities on campus and within the MSU! This is an annual event that Spark hosts, and we are super excited to be able to have it back this year and partner with SSC!

Projects & Events: Spark x Maroons Wellness Bags (Upcoming)

This is a new initiative for Spark and we are still trying to work out some kinks in the line at this point. All POs have been approved, and we are waiting on the product to come in. We will promote this initiative in the upcoming days, and the location for the handout is still in the works at this point. We are planning to hand out approximately 200 Wellness Bags to first years students. All pickups will be recorded to ensure first years don't receive duplicates, and we will verify that they are in first year. We have received enormous support from campus stakeholders through funding, and are SUPER excited for this initiative to finally come to life!

Outreach & Promotions

Summary

Since Spark's last EB report, the Promotions and Publications Coordinators (Irene and Jo) have posted our Normalizing Failures campaign, and are gearing up for an Exam De-stressor publication that will be posted in the coming weeks.

Promotional Materials



Likes: 82
Comments: 0
Saves: 5
Shares: 2
Reach: 1,912



Likes: 192
Comments: 23
Saves: 0
Shares: 2
Reach: 2,800



Likes: 266
Comments: 12
Saves: 4
Shares: 4
Reach: 3,164



Likes: 244
Comments: 10
Saves: 17
Shares: 6
Reach: 3,376



Likes: 314
Comments: 21
Saves: 3
Shares: 4
Reach: 3,589



Likes: 92
Comments: 4
Saves: 37
Shares: 5
Reach: 2,344

Social Media Engagement since the Previous Report

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values
Followers	4,532	5,347	5,357
Impressions	46,090	19,146	59,288
Profile Visits	2,951	905	2,114
Website Visits	229	97	311
Reach	5,290	7,030	8,897

Table 3: Facebook Engagement Insights

Insights	Start Values	Last Report Values	Current Values
Likes	2,678	2,666	2,653
Reach	920	1,316	1,746
Views	108	46	84
Engagement	129	71	202
Followers	2,817	2,804	2,791

Finances

Budget Summary

Spark has received a total of \$1550 from external stakeholders, all of which will be put towards the Spark Wellness Bags. We have spent money from our standing order for promotional material through the UG.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0125	SPARK – OFFICE SUPPLIES	\$100
	TOTAL SPENT IN LINE	\$0
	REMAINING IN LINE	\$100
6103-0125	SPARK – ANNUAL CAMPAIGNS	\$3000
	TOTAL SPENT IN LINE	\$0
	REMAINING IN LINE	\$3000
6501-1025	SPARK – ADVERTISING & PROMOTIONS	\$2,600
	TOTAL SPENT IN LINE	\$1625
	REMAINING IN LINE	\$975
6494-0125	SPARK – VOLUNTEER APPRECIATION	\$750
	TOTAL SPENT IN LINE	\$55
	REMAINING IN LINE	\$695
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6950
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1680
REMAINING DISCRETIONARY SPENDING		\$5270

Executives & Volunteers:

Volunteers: Morale of the Team Leaders has been fantastic! We had many TLs volunteering to help out at Hike and Hangout that (due to costs we were covering) we had to actually turn away! They are so willing to help, and have been a HUGE support system for myself and the Executives. Sessions are finished at this point, which gives them a break coming into exams. We will be having a brief re-training in the Winter term!

Execs: It has been an extremely busy time for Spark, especially as we are ramping up to open Sessions registration again for the Winter term. They have been so resilient and hard-working, which has been an enormous support for myself and the AD. We have been checking in with Execs regularly, and everybody seems to be managing their roles well!

Successes

Spark has numerous successes that we are proud to share!

1. Hike and Hangout: The Spark Hike and Hangout event was phenomenal and just hosting it was a success in itself, seeing as the last in-person event Spark hosted was in March of 2019. We had a fantastic turnout, and all the bussing, hike itself, and hot chocolate/snacks worked out! As with anything, there were a few glitches throughout the day, but everything turned out well. The Team Leaders and Executives were extremely professional, empathetic, and engaging! In my role, I don't have the opportunity to work with the Team Leaders directly and watch them in their role. It was such a heart-warming moment to be able to hear the conversations they were having with first years! So happy to be able to bring this annual event back and I am BEYOND proud of everybody involved!

2. Spark Wellness Bags: This is a brand new initiative for Spark, and collaborating with Maroons has been a fantastic experience! We sought out funding early, have purchased the necessary products, and are excited to be able to give back to the first year community! Admittedly, this was a far larger feat than originally anticipated and there were lots of logistics to work out. Fingers crossed, the initiative will turn out as planned and we are set to distribute these bags on December 2nd and 3rd. Huge shoutout to Spark's Outreach and Engagement Coordinators (Abithiny and Sofia) for their major role in this!

Current Challenges:

Winter Term Sessions: Spark has been working out how we want Winter Sessions to look, and there are lots of aspects to consider. Firstly, this is the first time Spark has had first years to sign up for the FULL year. With that, we are in the process of determining which first years actually attended Fall Sessions, and plan to send out an interest form to see who wants to continue to be registered. We will also open up registration to all first years if anybody didn't have the opportunity to join in the Fall. We have also planned for a hybrid format at this point, and are trying to figure out how to navigate this in terms of first year and TL comfort levels with being in person. The purpose for bringing Spark back in person is the realization that nobody on the Exec Team who will be at McMaster next year. With that being said, it will be extremely difficult for the incoming Director to plan and execute a (likely) entirely in-person year. At this point, there are a lot of avenues that Spark is considering to execute hybrid programming.