



REPORT

From the office of the...
Business Caucus

TO: Members of the Student Representative Assembly
FROM: Henry Laing, Caucus Leader
SUBJECT: SRA 21K Report
DATE: November 14, 2021

Progress on Year Plan

- **Social Media Expansion**
 - Without a specific individual dedicated towards social media expansion, we have had a reduced effort in this area. We hope to address this as our representatives increase.
 - Social media posts have been created for the SLEF campaign and disseminated
 - Actively promoting the efforts of other MSU clubs and fellow SRA caucuses through stories
- **Mental Health Supports**
 - The dissemination of relevant and considered information has proven to require a more extensive approach than previously anticipated.
 - This has ultimately delayed our social media campaigns and directed the focus of their efforts towards the second semester.
 - In collaboration with the SLEF goal, one of the three ideas we have submitted for submission specifically focuses upon the education of mental health, combatting stigma and increasing diversified approaches to mental health support
- **Student Life Enhancement Fund (SLEF)**
 - The idea generation period for the Student Life Enhancement Fund ended on November 11th.
 - Beginning mid-October, the business caucus met weekly to prepare and submit three ideas for consideration up until the final week of the 11th.
 - We successfully promoted the SLEF fund and the idea generation period on the account.
 - Our social media account lacks engagement and outreach which impacted this campaign
 - The ideas prepared for submission had several focuses upon the enhancement of student life
 - One idea focused upon creating a cyclical relationship of benefit between student entrepreneurs and the stakeholders of SLEF with a focus upon innovation.
 - Another as mentioned above, focused upon the expansion of mental health education and supports
 - Lastly, we submitted an idea that would be focused upon assisting the transition back to in-person learning in supporting students pursue their education
 - Moreover, the idea generation period proved to help redirect some of our efforts towards potential opportunities to engage in for the enhancement of student life
 - Our meetings with stakeholders to determine appropriate ideas for submission exposed us to potential impacts we can have with services such as the MSU Food Collective Center
 - More details regarding our SLEF ideas and new avenues for progress will

be shared as plans become increasingly realized

Past Events, Projects, & Activities

- Sadly, we have yet to host any events. As restrictions upon events evolve, we will consider them and appropriately identify opportunities for impact that align with our goals

Upcoming Events, Projects, & Activities

- While we have yet to identify an appropriate opportunity for collaboration with other clubs or DCS in an event, we hope to have this occur more naturally as we further pursue our current goals
- We are currently in the earlier stages of potential collaborations and combined initiatives with stakeholders within the MSU and McMaster but will only reveal details as they are solidified.

Outreach & Promotions

- We have had a soft launch with our Instagram page with focus upon raising awareness for SLEF. We will continue to disseminate information for SLEF through this format.
- Moreover, we have continually been reposting recaps of the meetings and sharing MSU posts deemed relevant.
 - Hoping to continue these efforts and strengthen their continuity
- We will be expanding our outreach to focus upon increasing the depth of the relationships we are fostering
 - Furthermore, we will attempt to identify other channels in which we can spread awareness and encourage participation
- We have been debating ways to foster a stronger relationship with our constituents through potential monthly office hours or town halls, but with our current lack of presence we fear for its success
 - We will be seeking direct input from our constituents in a more direct and concentrated manner to ascertain the best method of engagement

Successes

- The successful creation of considered ideas for the enhancement of student life that has inspired several new pathways to pursue as a caucus
- The success of the submission of these ideas can potentially lead into a major project for the caucus
- Identifying opportunities with MSU services that can improve their impact whilst pursuing our caucus goals

Current Challenges

- We have a major problem with engagement from our constituents likely stemming from the lack of presence of this caucus
 - Our efforts will need to focus upon effective methods that increase the breadth and depth of the engagement we receive from our constituents.
- With this lack of engagement, we also saw it translated by a lack of nominations to fill the vacant seats on the SRA.
 - We hope to focus efforts on our engagement upon encouraging more meaningful relationships with students that demonstrate the importance of the work done here.

Respectfully,

Henry Laing
SRA Business Caucus Leader
McMaster Students Union

