

THE SILHOUETTE – SERVICE REPORT

PROJECT: SUNSTAINABILITY IN THE MSU

Silhouette Representative: Andrew Mrozowski (Editor-in-Chief)

SUSTAIN 3S03 Representative: Omar Shahid



OBJECTIVE: Provide an overview of the current business operations and sustainability goals in the Silhouette.

WHAT DOES SUSTAINABILITY MEAN FOR THE SILHOUETTE?

- Sustainability is a subjective opinion that is not only dependent on environmental change, but economical balance as well.
- Focusing on feasibility and budgetary cuts that are in the best interest of the student body
- Maintaining resilience and appreciation of a 92-year-old service and find ways to reshape its future in a positive manner

CURRENT SUSTAINABLE EFFORTS AND PRACTICES

- Gradual reduction in paper usage (10,000 copies/week → 3000 copies/month)
- Current cost of printing 3000 copies = approximately \$2000
- Shifting to eco-friendly paper usage
- Every package of paper purchased = 1 tree planted
- Print publication is now a supplementary aspect for the Sil
- Currently pushing more awareness on digital platforms

SUSTAINABILITY GOAL:

Shift the service to an online platform and cut paper completely from the Sil (alternative: 1-2 issues/year) + Build strategic planning team for long-term interests of the Sil

CURRENT BARRIERS/OBSTACLES TO ACHIEVING GOAL

- Difficulty in ensuring presence on campus if the service goes completely virtual (fewer organic followers from print publications)
- Hard to stand out since other services dominate student focus
- Requires complete restructuring of online and production teams
- Lack of visibility seen on many platforms (ex. Competitors like BuzzFeed steal viewers)
- Historical "Tug of War" in making concrete decisions for the long-term interest of the Sil
- Lack of strategic planning → Andrew is the only one who can make informed decisions

WHAT CAN THE MSU DO TO HELP ACHIEVE THIS GOAL?

- Help in the facilitation of new strategic planning positions for the Sil (currently collaborating with the MSU in the "Campus Media Ad-Hoc Committee")
- Provide budgetary support for eco-friendly paper purchases
- Provide assistance in boosting engagement and visibility via online platforms (Tiktok, Instagram, etc.)
- Assist in restructuring multimedia team and smoothen transition to 100% online service