



REPORT

From the office of the...

MSU Macademics Coordinator

TO: Members of the Executive Board
FROM: Taya Linton
SUBJECT: MSU Macademics Report 6
DATE: January 25th, 2022

Yearplan Update

Since my last time reporting to the Executive Board, Macademics has mainly been focusing on the MSU Awards, planning the Teaching Awards Ceremony, and preparing for the next round of Teaching Award nominations.

Nominations for the MSU Awards opened on January 17th and will close on February 4th for individuals who are nominating someone else and February 11th for individuals nominating themselves. I hope to meet with the selection committees in mid-February and have all the winners selected before this semester's Reading Week begins on February 21st. The promotional campaign for the nominations will include graphics designed by the Underground, posts on all social media accounts and reposts from the accounts of the MSU services, highlights on the MSU Instagram account, a promotional reel, and direct promotion through the MSU Clubs Administration and Faculty Societies.

In terms of the Teaching Awards, we are currently preparing for the next nomination period, which will go from February 7th to February 21st. We plan to make the links available through the Macademics page on the MSU website and create a two-week-long promotional campaign, similar to the campaign we produced for the nomination period last semester.

Planning for the Teaching Awards Ceremony is also well underway. We've begun reaching out to our vendors regarding the materials and plaques we will be needing. We've also been in contact with select individuals from the faculties and the Provost's office, discussing possible speakers for the event.

Additionally, our Research and Resources team has been continuing to work on publishing blog posts. Our January post will likely be released the week of January 24th.

Events, Projects, & Activities

General Service Usage

Since the last time I reported to the Executive Board, we've mainly been focusing on promoting the MSU Awards. While our engagement on social media has declined, we were still able to interact with the student body and grow our social media presence overall.

Additionally, we've been able to interact with the student body through the MSU Award nominations. There have already been some submissions, and I look forward to going through them all and working with the selection committee members to choose winners for this year's awards!

Moving forward, we will continue to promote the MSU Awards and begin our promotional campaign for the Teaching Awards in early February.

Projects & Events 1: Team Winter Social (Completed)

We were able to hold our Winter Social virtually on November 24th. The event gave the volunteers and executive members a chance to bond and have fun before exams began. As a thank you, I provided the volunteers and executive members with an Uber Eats gift card.

Projects & Events 2: MSU Awards (Ongoing)

The MSU Award nominations are currently open! They opened on January 17th and are set to close for nominating others on February 4th and for self-nominations on February 11th. On the 4th, I'll begin reaching out to the individuals that have been nominated to gather their additional required information.

I will be scheduling meetings with the selection committees the week of February 14th and am aiming to have all the winners selected by February 18th. This will give us ample time to have all the physical plaques manufactured in time for Student Recognition Night on March 10th.

Projects & Events 3: Teaching Awards Nomination Period (Upcoming)

This year, we are aiming to accept Teaching Awards nominations between February 7th and February 21st. With this date quickly approaching, we have begun to brainstorm ideas for the promotional campaign during our weekly meetings.

Since we received quite a few nominations last semester, we will likely be following a similar promotional strategy, which will include new graphics, testimonials from students and previous winners, reels, and a social media contest.

In terms of application-based awards, the applications are set to close on January 30th, at which point the TAC Coordinators and I will begin evaluating the applications we received.

Additionally, the TAC Coordinators and I are continuing to plan the Teaching Award Ceremony. We have tentatively set the date for April 1st, 2022. We have also reached out to our vendors for initial quotes and begun reaching out to key individuals regarding the presentation of awards.

Outreach & Promotions

Summary

Despite our social media metrics being down compared to the set of metrics from my last EB report, we have higher metrics compared to the start of my term as Macademics Coordinator.

The last metrics were noted during the TAC nomination period, and I believe this may explain why they're now lower. During the TAC nomination periods, we generally see a large influx of interaction with our social media accounts, and I believe that we will see this influx again during the next TAC nomination period.

Outside of social media, we've also been in contact with the Clubs Administration and the Faculty Societies promoting the MSU Awards. This is the content we will be focused on until the next nomination period for TAC begins.

Promotional Materials

THE HONOUR M AWARD
Recognizes outstanding leadership, volunteer service, contribution and/or special achievement in undergraduate extra-curricular activities by an MSU member.

MSU SPIRIT AWARD
Recognizes the group that demonstrates superior spirit throughout the academic year.

MSU MERIT SCHOLARSHIP
Recognizes outstanding achievement and valuable service to the McMaster community.

THE RUDY HEINZL AWARD OF EXCELLENCE
Recognizes an outstanding one year achievement which improves the lives of McMaster students.

J. LYNN WATSON AWARD FOR COMMUNITY SERVICE
Recognizes the McMaster campus group that has made the greatest contribution to charitable giving.

MSU STUDENTS OF DISTINCTION AWARD
Recognizes individuals or groups who have made a significant contribution to the betterment of the MSU or student life at McMaster.

Please submit self-nominations by **February 11, 2022**
Nominations submitted on behalf of another student are due by **February 4, 2022**

Nomination forms available at:
msumcmaster.ca/governance/awards

Social Media Engagement since the Previous Report

Facebook

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes	1174	1192	1194	+0.2%	+1.7%
Reach	671	2800	1872	-33.1%	+278.9%
Views	65	154	160	+3.9%	+246.2%
Engagement	7	117	45	-61.5%	+642.9%
New Followers	2	5	2	-60%	0%

Instagram

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	381	482	492	+2.1%	+29.1%
Impressions	854	5978	1197	-80%	+40.2%
Profile Visits	148	489	89	-81.8%	-39.9%
Website Visits	22	248	24	-90.3%	+9.1%
Reach	321	2997	520	-82.6%	+62%

Finances

Budget Summary

Since I last reported to EB, I have spent some of the Macademics budget on thank-you gifts for the team and graphics for the MSU awards.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0312	Teaching Award Nominations Graphic	\$125.00
	MSU Awards Graphic	\$125.00
ADVERTISING & PROMOTIONS	TOTAL SPENT IN LINE	\$250.00
	REMAINING IN LINE	\$1,650.00
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

6494-0312	Thank-You Gift Cards for Volunteers	\$140.00
	TOTAL SPENT IN LINE	\$140.00
TCHA - VOLUNTEER RECOGNITION	REMAINING IN LINE	\$610.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,450.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$565.00
REMAINING DISCRETIONARY SPENDING		\$5,885.00

Executives & Volunteers

Since having our Winter Social, the team has been doing well in terms of morale and working well together. Additionally, the volunteers have been able to befriend each other through this event, which has also contributed to the overall strong team dynamic.

Moving forward, I aim to hold more team socials to continue to boost morale.

Successes

Our Promotions Coordinator has been working diligently on the MSU Awards campaign, and I feel like it's been going well so far!

Current Challenges

Currently, one of the biggest challenges has been balancing the MSU awards, TAC nominations, and planning the Teaching Awards Ceremony. All of these projects require quite a bit of my time, so it has been difficult working through all three at the same time. However, with the help and support of my executive, we have been able to meet all our deadlines.