



REPORT

From the office of the...
MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Sofia Ivanisevic
SUBJECT: Maroons Report #7
DATE: Tue Feb 1, 2022

Year Plan Update

The Maroons has moved into the winter stage of our year plan. Our athletic coordinators are focused on working with McMaster Intramurals and the Athletics and Recreation Department, and the events and fundraising coordinators are putting together events outlined in their winter year plans. Some changes and delays have been made due to the virtual nature of this month in the semester.

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: Free intramurals (Ongoing)

- As part of the Maroons OP, we subsidize intramural fees by hosting intramural teams each semester
- 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
- Mac Intramurals have delayed the start of the season, but are set to resume all leagues on Feb 7

Projects & Events 2: Attending varsity games (Ongoing)

- As part of the Maroons OP, we attend varsity games to bring spirit and a sense of community
- In 2022, we plan to continue this partnership with Athletics and Recreation well into the winter semester. For now, our varsity games attendance initiatives have been put on pause until OUA announces leagues will return to in-person play and spectators are welcome.

Projects & Events 3: 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 have completed training with the Hamilton Hub at the end of last semester
- For now, volunteer dates with the Hamilton Hub have been delayed until the virtual mandate is lifted. For the rest of the term, in-person volunteering with the organization has been made 100% optional.

Projects & Events 4: Exam care packages (Complete)

- This year, the Maroons collaborated 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 was to help package and distribute these packages throughout the first week of December
- All 200 exam care packages were picked up by students within 40min of the event start, making the initiative a huge success!

Projects & Events 5: Online trivia night (Ongoing)

- The Maroons Events and Fundraising Coordinators are working towards collaborating with CampusEvents to put together a trivia night for all students
- The theme for the trivia night is “Feeling '22: A Taylor Swift Themed Trivia Night to Kick off 2022”
- All questions are complete, and the team is waiting to hear back from CampusEvents to continue planning

Projects & Events 6: Virtual workouts (Ongoing)

- In response to the shift back to virtual learning and events, the Maroons Athletic Coordinators have been working towards organizing weekly virtual workout sessions via Zoom
- Workout sessions are set to begin next Wednesday

Projects & Events 7: Coordinator Hiring (Ongoing)

- Maroons 2022-2023 Coordinator applications have now closed, and interview candidates are in the process of being contacted
- We aim to conclude hiring within the next 10 days

Outreach & Promotions

Summary

Our goal for this semester has been to come up with initiatives that will encourage more consistent posting to increase engagement, as well as building up followers for maximum reach during hiring periods.

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. A lack of engagement in this report is indicative of the break from posting taken during December (exam season). To boost engagement, the Promotions Coordinator is in the process of organizing promotional campaigns (e.g. "Mental Health Mondays", "Leaders in the Community") that will span the rest of the semester.

Table 1: Instagram Engagement Insights

| Insights | Start Values | Last Report Values | Current Values | Report Change (%) | Total Change (%) |
|----------------|--------------|--------------------|----------------|-------------------|------------------|
| Followers | 1540 | 1883 | 1891 | 1 % | 123% |
| Impressions | 3864 | 7922 | 2473 | -69% | -36% |
| Profile Visits | 416 | 397 | 300 | -24% | -28% |
| Website Visits | 7 | 21 | 50 | -238% | 714% |
| Reach | 749 | 1784 | 852 | -52% | 114% |

Finances

Budget Summary

No additional costs have been incurred since the last EB report.

| 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 - | | |

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|------------------|---|------------------|---|--------------------|
| | 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 - | | |

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|-----------|---------------------------|--------------|----------------------|-----------------|
| | | \$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
- Virtual initiatives are being planned to engage the team despite lack of in-person presence

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
- Our biggest success since the last EB report has been the exam care packages delivered to first year students. We hope to continue this initiative into further years!

Current Challenges

- Finding ways to shift traditional in-person programming to temporary virtual programming has been a challenge to our team, resulting in a bit of stagnation of service programming during the first 2 weeks of the semester. Nonetheless, the service has begun to adapt once again to current circumstances and upcoming changes.