



REPORT

From the office of the...
MSU SWHAT Coordinator

TO: Members of the Executive Board
FROM: Kavya Patel
SUBJECT: MSU SWHAT Report #4
DATE: Thursday February 3rd, 2022

Yearplan Update

We are planning on opening SWHAT on February 7th, 2022. There are a few changes to how shift times and requesting walks. Walkers have been sent offers to join the team and will undergo training on February 6th, 2022 as well as during their first shifts.

Events, Projects, & Activities

Projects & Events: Volunteer (Walkers & Dispatchers) Hiring (Complete)

We interviewed 12 applicants and hiring all of them to be SWHAT walkers. In total we will have 19 walkers which includes 7 returning volunteers. Additionally, we have hired 2 SWHAT dispatchers. In total, we have hired 21 volunteers.

Projects & Events: SWHAT Opening (Ongoing)

SWHAT will start operations on February 7th, 2022, from 8PM to 12AM. Each shift will consist of 4 walkers (2 walk teams) and 1 executive member and/or dispatcher. Since we have fewer dispatchers, executive members will take on the dispatcher roles when there is no dispatcher present. Walk requests will be only taken through an online form and by calling our phone. We will not take walks-ins to ensure the safety of our volunteers as well as to not over exceed our capacity to provide walks. The reason for taking this approach is since we were not operating for almost 2 years, SWHAT needs to re-evaluate the usage of its services. Moreover, each volunteer on shift as well as clients will need to successfully complete a MacCheck in order to volunteer/request a walk.

Projects & Events: Informational Campaign (Ongoing)

As we restart SWHAT, our team realizes that at least half of the undergraduate population may not be aware of SWHAT. We will run a 'What's SWHAT?' informational campaign to promote our service and to also recruit volunteers. The goal of the campaign is to raise awareness about SWHAT and the services it provides, recruit more volunteers, and prepare SWHAT for the next academic year.

Outreach & Promotions

Summary

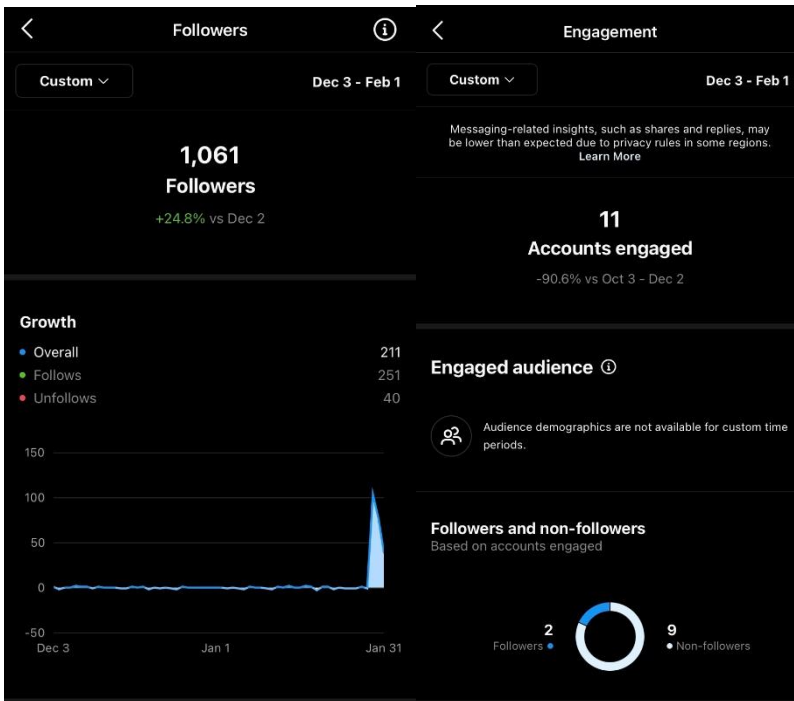
To increase promotion and awareness of our service, we will be running an informational campaign and are engaging with followers.

Promotional Materials

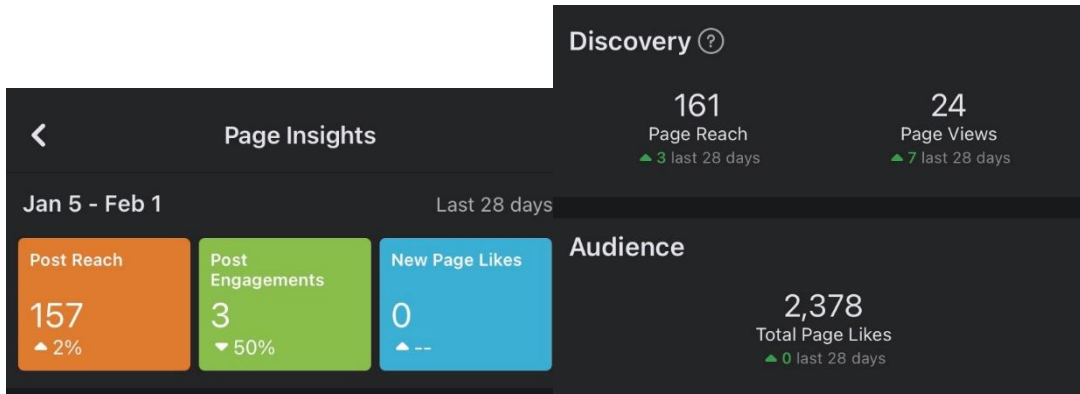
We are currently in the process of creating graphics for our informational campaign 'What's SWHAT?' with MSU Underground.

Social Media Engagement since the Previous Report

Instagram



Facebook



Finances

Budget Summary

As of now, I have spent \$125.00 for Volunteer Hiring Graphics. I plan to send roughly \$200-300 on promotional materials for our informational campaign.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0117-0200	MSU Underground Social Media Package	\$125.00
SUPPLIES	TOTAL SPENT IN LINE	\$125.00
	REMAINING IN LINE	\$875.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$3050.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$125.00
REMAINING DISCRETIONARY SPENDING		\$2925.00

Successes

My executive team and I have interviewed and hired 17 walkers in total. We have created a plan and have a date for starting SWHAT operations!

Current Challenges

My current challenge is to ensure that opening and operations for SWHAT go smoothly. I believe we do not have enough walkers for a full shift yet, but I hope the informational campaign will help with recruitment.