



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Taya Linton
SUBJECT: MSU Macademics Report 7
DATE: March 1st, 2022

Yearplan Update

Since my last Executive Board report, Macademics has mainly focused on selecting winners for the MSU Awards, promoting the winter nomination period for the Teaching Awards, and planning our first in-person Teaching Awards Ceremony post-pandemic.

During the MSU Awards nomination period, we received a total of 43 nominations for the five MSU Awards given out annually. I met with each of the MSU Awards Selection Committees the week of February 14th so that all the winners could be selected before this semester's Reading Week. This ensured that the plaques could be ordered and delivered before Student Recognition Night on Thursday, March 10th. I'm happy to say that we were able to reach a consensus and choose winners for each of these awards that I believe truly embody the definition of the award they will receive.

Regarding the Teaching Awards, the nomination period ended on February 21st. We decided to take an approach similar to what we did last semester for this semester's promotional campaign. Our campaign included a set of recently updated graphics, posts on all social media accounts, a highlight on the MSU Instagram account, a promotional video, a social media contest, and direct promotion through professors and course coordinators. We found that this was highly successful and believed that this was the best way to continue promoting the Teaching Awards. Currently, we are in the process of standardizing the nominations and completing in-class evaluations. We aim to have all winners chosen by mid-March to ensure that the plaques can be ordered and received before the Teaching Awards Ceremony on April 7th.

We've also been working towards executing our plans for the Teaching Award Ceremony. Thus far, we've confirmed the venue and are finalizing plans with each of our vendors. Our volunteers have also been helping with acquiring the necessary materials and decorations. Overall, we're extremely excited about our first in-person event in two years!

Events, Projects, & Activities

General Service Usage

Since last reporting to the Executive Board, we've been focusing on promoting the MSU Awards and Teaching Awards nominations. This has gone quite well, and we've been able to reach and interact with more individuals from the student body than we've been able to in the past.

Additionally, I've been able to speak with individuals from the student body and the SRA through the MSU Award selection committee. Through choosing the winners for these awards, I was able to discuss MSU opportunities and the inner workings of the MSU with individuals that are looking to get more involved!

Projects & Events 1: MSU Awards (Complete)

Since the last time I reported to EB, we've closed nominations for all MSU awards, evaluated the nomination packages, and chosen winners for each award! We received a total of forty-three nominations. The more popular awards, such as the Honour M Award and the MSU Merit Scholarship, received between ten and twenty nominations.

I believe the winners are ideal candidates for the awards they won. I'm looking forward to seeing these awards presented to them on Student Recognition Night!

Projects & Events 2: Teaching Award Nominations (Ongoing)

This semester's Teaching Awards nomination period ran from February 7th to February 21st. We promoted nominations through several channels, including our social media accounts and direct promotion via professors, and received a total of 1,434 nominations. This breaks down to 474 teaching assistant nominations and 960 professor nominations. While this is fewer nominations than we received in the Fall semester, I believe this has also been the case in past years.

We are now moving into our standardization period, during which we'll be utilizing the majority of the Macademics volunteers and executive team. This is expected to be completed by March 1st, allowing us to begin in-class evaluations shortly after. Following the standardization of the in-class evaluations, we'll start the process of choosing the final Teaching Award winners for each category. This will be completed by March 16th to ensure that the plaques can be manufactured and delivered prior to the start of the Teaching Award Ceremony.

Additionally, we have closed the application-based awards. I will be meeting with the Teaching Awards Coordinators this week to determine the winners of each award.

Projects & Events 3: Teaching Award Ceremony Planning (Ongoing)

We are currently in the midst of planning the Teaching Awards Ceremony! We have finalized the date of the ceremony and ultimately decided to move it back one week to April 7th, 2022. The ceremony will occur in CIBC Hall from 5 pm – 7 pm. The TAC Coordinators are in contact with our vendors and are coordinating decorations for the event.

Outreach & Promotions

Summary

Since last reporting to EB, we've been quite busy promoting both the MSU Award nominations and the Teaching Award nominations. As a result, we've seen a significant increase in interactions with our social media accounts. We plan to continue creating content regarding the Teaching Awards leading up to the ceremony.

Following the Teaching Award Ceremony, we're hoping to maintain some of these social media metrics as we begin to wind down for the year and prepare to transition the next Macademics Coordinator.

Promotional Materials



Social Media Engagement since the Previous Report

Facebook

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes	1174	1194	1196	+0.2%	+1.9%
Reach	671	1872	5274	+281.7%	+786.0%
Views	65	160	68	-235.3%	+4.6%
Engagement	7	45	216	+480.0%	+3085.7%
New Followers	2	2	2	0%	0%

Instagram

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	381	492	513	+4.3%	+34.6%
Impressions	854	1197	8478	+708.3%	+992.7%
Profile Visits	148	89	372	+418.0%	+251.4%
Website Visits	22	24	132	+550.0%	+600.0%
Reach	321	520	4090	+786.5%	+1274.1%

Finances

Budget Summary

Since I last reported to EB, I have spent some of the Macademics budget on graphics for the Teaching Award nominations.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0312 \$ ADVERTISING & PROMOTIONS	Teaching Award Nominations Graphic	\$125.00
	MSU Awards Graphic	\$125.00
	Teaching Award Nominations Graphic	\$125.00
	TOTAL SPENT IN LINE	\$375.00
	REMAINING IN LINE	\$1,525.00
6102-0312	'What is Macademics' Campaign Graphic	\$125.00
	Amazon Gift Cards for TAC Nomination Contest	\$50.00
	TOTAL SPENT IN LINE	\$175.00
6494-0312	Thank-You Gift Cards for Volunteers	\$140.00
	TOTAL SPENT IN LINE	\$140.00
	REMAINING IN LINE	\$610.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,450.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$690.00
REMAINING DISCRETIONARY SPENDING		\$5,760.00

Executives & Volunteers

The team has been working well together, and morale has been high!

Additionally, I'm currently working on getting Macademics merchandise for the team, as we've done in past years.

Successes

I'm really proud of the team and myself for doing both MSU Awards nominations and Teaching Award nominations back-to-back. There was quite a bit of overlap between these two periods, and the team handled the extra work very well!

Current Challenges

One of our recent significant challenges was with the venue for the Teaching Award Ceremony. One of our volunteers had initially reached out about booking the space for April 1st. The information the venue had provided led to some questions about pricing for MSU versus non-MSU groups. By the time I was able to confirm our MSU status to the venue, they had already booked CIBC Hall all-day on April 1st. This meant we had to either move our date or find a new venue and ultimately chose to move the ceremony to April 7th.