



REPORT

From the office of the...

MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Sofia Ivanisevic
SUBJECT: Maroons Report #8
DATE: Tue Mar 8, 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.

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
- 3/4 of our intramural teams this semester have begun their season
- So far, we have received very positive feedback and high levels of interest from students, particularly for our volleyball team in the PlayFun league
- In the future, I would consider expanding funding to allow for the Maroons to offer students increased accessibility to participate in a more diverse set of intramural sports

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 January/February our varsity game attendance was put on pause due to lockdown measures and spectator restrictions. We have now rescheduled varsity game volunteering to March 5 and 12, the final volleyball and basketball games of the season, respectfully.

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, the Maroons have gotten involved with an organization called The Hamilton Hub that works to offer support services with those experiencing homelessness and housing instability.
- In-person volunteering with the Hub will be made optional to all volunteers to accommodate for various comfort levels related to in-person programming.

Projects & Events 4: 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”.
- Event date is March 9th @ 6pm

Projects & Events 5: Coordinator Hiring (complete)

- Maroons 2022-2023 Coordinator has now been hired
- We have had our first transition meeting and are now discussing timelines for hiring next year’s executive team!

Projects & Events 6: Dodgeball Tournament (Ongoing)

- The Maroons are currently working towards putting together a Dodgeball tournament which will be open to all students.
- The Maroons Athletics Coordinators are currently in touch with Athletics and Recreation to explore space booking within DBAC/IWC
- The goal of this tournament is to raise money for a local charity through a small buy-in fee for each team
- Estimated date for the tournament will be near the end of March

Projects & Events 7: Mental Health Mondays

- The Maroons Athletics and Promotions Coordinators have piloted a new social media initiative termed “Mental Health Mondays (MHM)”
- MHM consists of a weekly series of posts on the Maroons Instagram stories
- Each week, one Maroons pod is assigned a story takeover where they have the opportunity to show students small initiatives they take to support their mental health during stressful periods of school
- So far, this initiative has helped improve our service engagement for both volunteers and students

Projects & Events 8: March Madness Bracket Challenge

- The Maroons Athletics Coordinators are organizing a March Madness challenge, where students and volunteers are able to predict the final bracket for the NCAA Basketball March Madness tournament
- We are assessing the possibility of offering a prize to the winner with the most accurate bracket, such as a sports jersey of their choice
- This event will kick off on March 15, as the tournament begins

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. 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. Several other small campaigns are underway, such as a “Leaders in the Community” campaign, which will help support and diversify engagement as we enter into hiring season.

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	1540	1891	1909	1 %	124%
Impressions	3864	2473	18,441	746%	477%
Profile Visits	416	300	468	156%	113%
Website Visits	7	50	41	-18%	586%
Reach	749	852	1378	162%	184%

Finances

Budget Summary

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

Account Code	Item	Cost	Description	Date of Purchase
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5003-0120	Maroons - OFFICE SUPPLIES	\$ 50 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 50 -		
6102-0120	Maroons - ANNUAL CAMPAIGNS	\$ 450 -		
	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 -		
		\$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
- A virtual social took place before reading week to keep up morale despite lockdown measures
- The twelfth rendition of an annual Maroons tradition – Spoon a Maroon – has begun last week. This is a game played amongst reps to help boost service engagement and connection with fellow volunteers, which sometimes tapers off in the winter semester. Overall, we have seen a large amount of enthusiasm when reinstating this initiative.
- There is an excellent level of engagement from representatives, particularly in supporting our intramural teams and welcoming students who join

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

- Overall, I have been pleased to observe that despite a busier academic period and a historical trend of Maroons commitment tapering off in the winter semester, our service is still working towards a diverse range of projects and events!

Current Challenges

- Certain administrative service tasks, such as the in-person requirement to file POs, has made carrying out such tasks less efficient and accessible.
- Setbacks within hiring of the Maroons Coordinator, such as delays when sending out interview invites and final offers, considerably set back the hiring timeline of the 2022-23 Maroons team. As the first event of the year for a new team is usually May at Mac, it is vital that next year this process is initiated earlier and more efficiently to allow for a complete executive and volunteer team to be hired before the start of May.