



REPORT

From the office of the...

Spark Director

TO: Members of the Executive Board
FROM: Mitchell German (he/him)
SUBJECT: Spark Report 7
DATE: March 10th, 2022

Disclaimer: I apologize, I have been SUPER busy and didn't have much time to invest in this EB report. I was actually trying to take this week off (but also know this was a commitment I made, of course!). With that being said, if you have any questions, feel reach to contact me or ask in EB!

Year Plan Updates

Spark has the following updates for its Year Plan:

- We have finally resume in-person Sessions for Spark!
- Spark is planning and has opened registration for our So You Think You Can Craft Event in collaboration with MacCrafters
- Spark is planning a Hike into Spring event through Princess Point for first years, ending with a bonfire at Altitude
- Spark has officially opened its application for the Spark Achievement in Leadership Award
- Spark is working on publishing an Indigenous cultural sensitivity publication for our charity post and have collaborated with Diversity Services
- Spark is working on publishing a 'Specializations Guide' that will be posted in the upcoming days (if not already posted by the time this is read).
- Spark has successfully selected its incoming Director and will now move on to hiring its AD.

Events, Projects, & Activities

General Service Usage

- The only updates in terms of usage is that Spark has successfully transitioned its Mentorship Program back in-person after two years! Yay!

Projects & Events: Sessions Transition Back In-Person (Completed)

- Sessions program has successfully transition back in person (total of 17 Sessions each week).
- Majority of the spaces have been booked in BSB (not ideal, would like to be able to maintain the relationship we have w/ MUSC when capacity limits lift, but these rooms are also extremely difficult for Spark to book with a 3-hour limit each week).
 - o Conferences Services were SUPER helpful in booking these, so shoutout to them and for all the EOHSS approvals from Victoria and Christina
- Sessions Coordinators are packing the Sessions bags each week and leaving them in the Committee Room
 - o Two boxes, one with new bags and one with old
- Exec-on-Call shifts to help with any Sessions issues and to handoff the bags are also taking place in the Committee Room (vast majority are when the MSU Office is open).
- We will continue to respect the Committee Room and keep it clean!
- Team Leaders and first years seem to be really enjoying the in-person Sessions and I am very excited for this to continue! No major hiccups!

Projects & Events: So You Think You Can Craft with MacCrafters (Upcoming)

- Happy to be able to collaborate w/ an MSU ratified club as opposed to an MSU service! Expands our relationships and campus partners! Helps us uplift others!
- Crafting “competitively” for prizes and then there will be drop-in slime-making for first years only. Nice opportunity for them to destress before exams. Completely free, but limited registration.
- Will take place in the basement of LR Wilson on Tuesday, March 15th from 6-8pm.

Projects & Events: Hike into Spring (Upcoming)

- This is largely still in the planning process and as far as I know we are still awaiting EOHSS approval
- Planning to have a maximum of 60 first years. Meet at LP, hike to/through Princess Point, go into Westdale and walk around the shops, and then come back to Altitude for a bonfire, snacks, and hot chocolate.
- Will take place on March 24th from 2-6pm.
- Altitude has already been contacted
- An opportunity for first years to explore the beauty that Hamilton has to offer just off campus!

Projects & Events: Indigenous Cultural Sensitive Terminology Publication (Upcoming)

- Our first collaboration with Diversity Services (in a while!). We are pumped!
- We will donate a total of \$100 to a local Indigenous charity. We have yet to choose, but based on feedback on our Instagram last year, it will be Canadian/local to Hamilton. Currently deciding.
- Publication will explore culturally sensitive terminology for referring to Indigenous Peoples. P&P Coordinators had consulted many Indigenous-identifying individuals and organizations for feedback to ensure it is culturally appropriate.
- \$0.50 will be donated for every share of the publication up until \$100.

Outreach & Promotions

Summary

- P&P Coordinators have been VERY busy working on promotional materials for various events that Spark is hosting, as well as their own personal publications (Specializations Guide and Indigenous Culturally Sensitive Terminology Charity Post). However, these publications are still being created by the UG and have yet to be posted. Back in February they also posted Spark's Guide to Midterms and Exams (a three-part series including MSAFs, Exam Schedules, and Study Spots). Outreach has been very busy opening applications for the Spark scholarship!



Likes: 158
Comments: 2
Shares: 158
Saves: 18
Reach: 2,674



Likes: 89
Comments: 2
Sends: 33
Saves: 12
Reach: 1,967



Likes: 357
Comments: 4
Sends: 80
Saves: 135
Reach: 4,684



Likes: 160
Comments: 3
Sends: 30
Saves: 42
Reach: 2,450



Likes: 98
 Comments: 0
 Sends: 7
 Saves: 8
 Reach: 1,887



Had to be reposted because of a typo
 Likes: 73
 Comments: 5
 Sends: 28
 Saves: 6
 Reach: 2,003

Social Media Engagement since the Previous Report

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values
Followers	4,532	5,456	5,423
Impressions	46,090	34,742	27,021
Profile Visits	2,951	1,825	862
Website Visits	229	165	37
Reach	5,290	7,899	5,940

Table 2: Facebook Engagement Insights

Insights	Start Values	Last Report Values	Current Values
Likes	2,678	2,644	2,642
Reach	920	713	569
Views	108	64	61
Engagement	129	67	5
Followers	2,817	2,780	2,778

Finances

Budget Summary

- I still need to update Spark's budget to reflect the recent major purchases we made for Sessions materials and the So You Think You Can Craft event with MacCrafters.

SPARK				
<i>EXPENDITURE</i>				
ACCOUNT CODE	ITEM	BUDGET / COST	PO SUBMITTED (DATE)	PO APPROVED
5003-0125	SPARK - OFFICE SUPPLIES	\$100.00		
	TOTAL SPENT IN LINE	\$0.00		
	REMAINING IN LINE	\$100.00		
6103-0125	SPARK - ANNUAL CAMPAIGNS	\$3,000.00		
	SESSIONS			
		\$100.00		
	EVENTS			
		\$420.00		
	FIRST YEAR FORMAL			
	OUTREACH			
	Wellness Bags Best Buy Gift Cards (x2)	\$200.00	2-Dec-21	6-Dec-21
	Wellness Bags (Walmart)	\$250.67	24-Nov-21	25-Nov-21
	Wellness Bags (Amazon)	\$844.15	24-Nov-21	25-Nov-21
	TOTAL SPENT IN LINE	\$1,814.82		
	REMAINING IN LINE	\$1,185.18		
6501-0125	SPARK - ADVERTISING & PROMOTIONS	\$2,600.00		
	Spark T-Shirts	\$483.38	8-Jun-21	15-Jun-21
	Team Leader Hiring Graphic	\$125.00	8-Jun-21	15-Jun-21
	First Year on the Horizon Webinar Graphic	\$275.00	8-Jun-21	15-Jun-21
	Spark Sessions Registration Fall Graphic	\$125.00	8-Jun-21	15-Jun-21
	Mac Hacks Graphic	\$220.00	8-Jun-21	15-Jun-21
	Hike and Hangout Graphic	\$125.00	8-Jun-21	15-Jun-21
	Applicant's Workshop Graphic	\$125.00	8-Jun-21	15-Jun-21
	Spark Rave Cards (Quantity 200)	\$55.00	8-Jun-21	15-Jun-21
	Standing Order	\$550.00		
	TOTAL SPENT IN LINE	\$2,083.38		
	REMAINING IN LINE	\$516.62		
6494-0125	SPARK - VOLUNTEER APPRECIATION	\$750.00		
	Spark Sweaters	\$750.00		
	TOTAL SPENT IN LINE	\$750.00		
	REMAINING IN LINE	\$0.00		
6802-0125	SPARK - LEADER TRAINING	\$500.00		
	Amazon Gift Cards (Welcome Event)	\$55.00		
	Spark Sweaters	\$445.00		
	TL Social Amazon Gift Cards	\$15.00		
	TOTAL SPENT IN LINE	\$55.00		
	REMAINING IN LINE	\$445.00		
TOTALS				
TOTAL BUDGETED DISCRETIONARY SPENDING			\$6,950.00	
TOTAL ACTUAL DISCRETIONARY SPENDING			\$4,703.20	
REMAINING DISCRETIONARY SPENDING			\$2,246.80	

Executives & Volunteers

- Generally speaking, I think that the Execs and TLs are beginning to feel the academic pressures that accompany coming to the end of the year.
- Trying to check-in on a more regular basis to support them
- Execs are still regularly attending our Exec Meetings and completing/following through with their initiatives as planned!
- Team Leaders are excited about the transition back in-person for Sessions with many of them having the opportunity to meet their first years this week!
- Team Leaders are still volunteering their time outside of Sessions to help Spark run events, which is fantastic!
- Some TLs are on exchange, trying to make this work from a virtual standpoint to allow them to still volunteer with Spark! I gave them the opportunity to step back from their roles (if they wanted), but they wanted to continue to be involved with Spark (which was fantastic and very heartwarming!). Obviously, we would LOVE to have their help.

Successes

1. Transition in Person – This was HUGE for Spark, being the first time we are conducting Sessions in-person since March of 2020. It involved LOTS of coordination, including EOHSS bookings, space bookings, access to the Committee Room, buying physical supplies, teaching the Sessions Coordinators how to pack Session bags, explaining how to run an in-person Session with TLs, communicating the rooms that Sessions would take place in, communicating this to the first years, etc. Ultimately, I am beyond proud of the entire Spark team for accomplishing this and being so adaptable to change and resilient!
2. Hiring Incoming Director – I know I am not allowed to elaborate on this much and must keep confidentiality, but I am beyond excited to have selected the incoming Spark Director! I am super confident in my decision and think that Spark will be in great hands for the next year! Cannot wait to see all the amazing things that will be accomplished by the Service.
3. Spark Achievement in Leadership Award – I am SUPER thrilled to that we have finally opened applications for the Spark Achievement in Leadership Award valued at \$200! The O&E Coordinators have worked tirelessly this year to ensure that everything was in place for this, and I am so proud that they will finally get to see their vision come to life at Spark's Closing Ceremonies!

Current Challenges

1. Keeping up Exec Morale – Coming into the end of the year, I know that the Execs have quite a few initiatives they still want to accomplish. It's not a challenge quite at this point, but I want to ensure they don't burn themselves out and can still prioritize their academics! I am going to try and support them the best I can within my capacity, and hopefully the end of the year can go smoothly!
2. Room Booking for Sessions – We recently had a bit of an oops, where a booking was done incorrectly by Conference Services. This meant that the Sessions had nowhere to go at that time. Thankfully, it only happened with one Session, but knowing that this mistake was made, I am going to be more careful moving forward to ensure all the appropriate dates were booked!