



REPORT

From the office of the...

MSU Macademics Coordinator

TO: Members of the Executive Board
FROM: Taya Linton
SUBJECT: MSU Macademics Final Report
DATE: March 29th, 2022

Yearplan Update

I feel we've accomplished the vast majority of what I set out to do at the beginning of my term. We've successfully maintained our continuous activities, including the Resource Hub and monthly blog posts.

All of our annual teaching award activities have also run smoothly this year. Our nomination numbers were one of the highest in recent history and we are able to plan and execute the first in-person Teaching Awards Ceremony in over two years.

Additionally, the hiring and onboarding of my executives and volunteers went very well. I selected a new Macademics Coordinator in February and have already begun transitioning her into her role informally.

For the most part, we've been able to stick to the timeline I originally created in June. However, there were two projects that we were unfortunately unable to make significant headway on. These were the new format for the Undergraduate Resource Guidebook and the creation of the teaching assistant resources. While we did not complete these, we were able to create a detailed plan of how to execute on these projects, so the incoming Macademics Coordinator will be able to get started right away if they so choose to.

Overall, I feel like the service ran quite well this year and I'm proud of what's been accomplished!

Events, Projects, & Activities

General Service Usage

Overall, we've had great engagement from the undergraduate population this year with our campaigns, including the Fall and Winter Teaching Award nomination periods and the MSU Awards nominations. Our nomination numbers have gone up in all three of these categories! I'm quite proud of the way

Macademics has been able to reach and interact with more student this year than we ever have been able to in the past.

Additionally, our social media engagement has increased in almost all categories!

Projects & Events 1: Team Hiring and Onboarding

Executive team:

Executive team hiring went quite well this year, despite opening later than previous years due to my position also being hired quite late. Although the applicant pool was not as large as it had been in previous years, I was able to select a group of qualified and capable individuals that are passionate about Macademics.

In terms of onboarding, this also went smoothly and sufficiently prepared each executive for their role. This included service-specific training, communications training, executive team bonding events, and finalizing each subcommittee's year plan.

Volunteers:

In total, we hired nine volunteers to help with the service, three for each subcommittee. We were able to choose enthusiastic individuals that were dedicated to their role on Macademics. Overall, this went well and the each volunteer was a great addition to the team.

Projects & Events 2: What is Macademics Campaign

This campaign was first created in August and allowed us to highlight a different aspect of the service each month on our social media. I think this was a successful campaign as it allowed us to directly connect with the undergraduate student body and increase our social media presence, which we were then able to use to reach even more students.

We also created a number of promotional materials for this campaign that future promotions coordinators will also be able to use.

Projects & Events 3: Teaching Awards Nominations and In-Class Evaluations

I believe that after many years of going through nomination periods, Macademics has come close to perfecting our process for promoting and standardizing nominations, completing in-class evaluations, and ultimately choosing winners.

I wouldn't change anything about this process. I think it runs very smoothly and will continue to do so once the incoming Macademics Coordinator takes over.

Projects & Events 4: Teaching Awards Ceremony

Planning the Teaching Awards Ceremony this year was quite complicated. For the majority of the year, we were unsure of whether it would be online or in-person. Once we got the approval for in-person, it was difficult to plan the entire event in that short of a timespan. However, with the help of the other executives and volunteers, the TAC Coordinators and I were able to put together a great night to celebrate teaching excellence at McMaster.

Projects & Events 5: MSU Awards

The MSU Awards were definitely trickier than the Teaching Awards nominations. Without a Student Recognition Awards Coordinator, organizing this nomination period was quite a bit of extra work for myself and the Promotions Coordinator. However, we were still able to launch a campaign I was proud of with the help of the Communications team, and ultimately received quite a few nominations.

Outreach & Promotions

Summary

Over the course of this year, we've seen a significant increase in interactions with our social media accounts.

I believe this is due to the hard work my Promotions Coordinator has put in this past year to create campaigns and ensure that our nomination forms are reaching undergraduate students. Since our current Promotions Coordinator is the incoming Macademics Coordinator, I have no doubt she will continue to build our social media accounts during her time in the role.

Social Media Engagement since the Previous Report

Facebook

Insights	Start Values	Current Values	Total Change (%)
Likes	1174	1192	+1.5%
Reach	671	1119	+66.8%
Views	65	77	+18.5%
Engagement	7	36	+514.3%
New Followers	2	5	+250%

Instagram

Insights	Start Values	Current Values	Total Change (%)
Followers	381	521	+36.7%
Impressions	854	4117	+482.1%
Profile Visits	148	198	+33.8%
Website Visits	22	17	-23.2%
Reach	321	2261	+704.4%

Finances

Budget Summary

Since my last update, I've mainly been spending the Macademics budget on the Teaching Awards Ceremony.

ACCOUNT CODE	ITEM	BUDGET / COST
	Teaching Award Nominations Graphic	\$125.00
	MSU Awards Graphic	\$125.00
	Teaching Award Nominations Graphic	\$125.00
6501-0312	TAC Ceremony Thank-You Gifts	\$803.68
\$ ADVERTISING & PROMOTIONS	TOTAL SPENT IN LINE	\$1,178.68
	REMAINING IN LINE	\$721.32
	CIBC Hall Booking for TAC Ceremony	\$327.34
	TAC Plaques	\$577.66
	TAC Ceremony Catering	\$562.18
6401-0312	TAC Ceremony - AVTEK	\$355.60
	Amazon Gift Cards for TAC Nomination Contest	\$100.00
TCHA - AWARDS & MEETINGS	TOTAL SPENT IN LINE	\$1,922.78
	Thank-You Gift Cards for Volunteers	\$140.00
6494-0312	TOTAL SPENT IN LINE	\$140.00
TCHA - VOLUNTEER RECOGNITION	REMAINING IN LINE	\$610.00
TOTALS		

TOTAL BUDGETED DISCRETIONARY SPENDING	\$6,450.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$3,366.46
REMAINING DISCRETIONARY SPENDING	\$3,083.54