



# REPORT

*From the office of the...*

## Macademics Coordinator

---

TO: Members of the Executive Board  
FROM: Jadynd Sandhu  
SUBJECT: Macademics Report #1  
DATE: June 8<sup>th</sup>, 2022

---

### **Yearplan Update**

The Year Plan for the 2022-23 year is yet to be finalized and approved by the VP Administration, Mitchell German, and Administrative Services Coordinator, Victoria Scott.

This month, Macademics will be hiring the executive team, so currently applications are open and hiring promo has been posted. By the end of the month, interviews should have been conducted and positions accepted.

### **Events, Projects, & Activities**

#### *General Service Usage*

During the summer months, Macademics does not host any events or run campaigns. The usage of the service is limited to social media and previous blog posts shared. As of right now, with hiring promo recently being posted, our social media views have increased from the stagnant few months during the exam and transition period.

#### *Project 1: Executive Members Hiring (On-Going)*

Executive positions applications are currently open and being advertised on the service's social media accounts as well as other MSU services who have reposted our graphics. After applications close on June 12<sup>th</sup>, I will review all resumes and cover letters submitted and email interview timeslots to successful candidates by the end of that week. Interviews will be conducted by myself and the outgoing Coordinator the week of June 19<sup>th</sup> and final offers emailed and accepted the week after.

#### *Project 2: Executive Team Onboarding (Upcoming)*

Once the executive members have been selected and accepted their offer, I will organize the first executive meeting as a group to serve as an introduction to each other and their role. I will review the service's three main pillars, some goals

for this year and expectations from each member based on their position in addition to some icebreakers and teambuilding exercises. As next steps, I will inform the team about creating a year plan report for their subcommittee and plans to meet with each team individually. Additionally, I will also need to schedule a meeting with the Director of Marketing and Communications and the Promotions Coordinator and relay any information to my team on MSU trainings.

## Outreach & Promotions

### Summary

The current promotional material is advertising for the available executive positions. The period for this material is May 27<sup>th</sup> to June 12<sup>th</sup> at 11:59pm and were posted to both the service's Facebook and Instagram, our two main social media platforms.

### Promotional Materials

MSU  
**Macademics**

**EXEC  
APPLICATIONS  
ARE OPEN!**

*Apply between*  
**May 27-June 12 by 11:59pm**  
*at* **msumcmaster.ca/jobs**

**POSITIONS INCLUDE:**

- Promotions Executive*
- Research & Resources Executive*
- Teaching Awards Committee Executive*
- Volunteer & Logistics Executive*
- Student Recognition Awards Executive*

msumcmaster.ca/macademics  
@MSU\_Macademics  
/MSU.Macademics

MSU

ction, Resources, Education, Course Wiki,  
 ogy, Feedback, Evaluation, Excellence, Res  
 ocacy, Comm, Connection, Res  
 ation, Course Wiki, Research, Pedagogy, Fe  
 tion, Excellence, Recognition, Advocacy, Co  
 je, Cong, Recognition, Cou  
 arch, P, Recognition, Ex  
 gnition, Adv, Bridge, Co  
 rces, Education, Course Wiki, Research, Pa  
 ack, Eval, Recognition, A  
 munity, Connect, Resources, Ed  
 ie Wiki, Research, Pedagogy, Feedback, Ev  
 10000, Research, Advocacy, Commu



# EXEC APPLICATIONS ARE OPEN!

[msumcmaster.ca/macademics](https://msumcmaster.ca/macademics)

[@MSU\\_Macademics](https://twitter.com/MSU_Macademics)

[/MSU.Macademics](https://facebook.com/MSU.Macademics)



## POSITIONS INCLUDE:

- Promotions Executive
- Research & Resources Executive
- Teaching Awards Committee Executive
- Volunteer & Logistics Executive
- Student Recognition Awards Executive

Apply between:

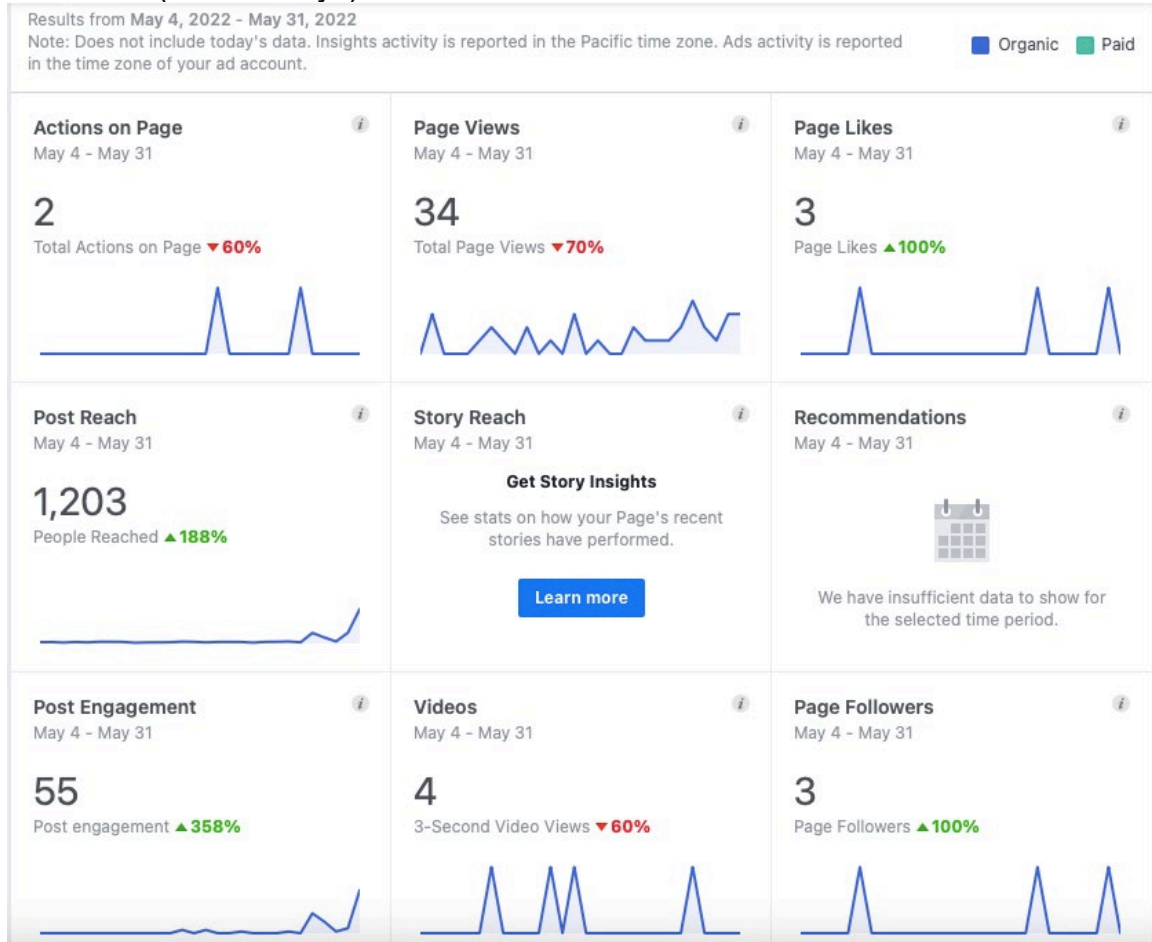
**May 27-June 12 by 11:59pm**

Please visit:

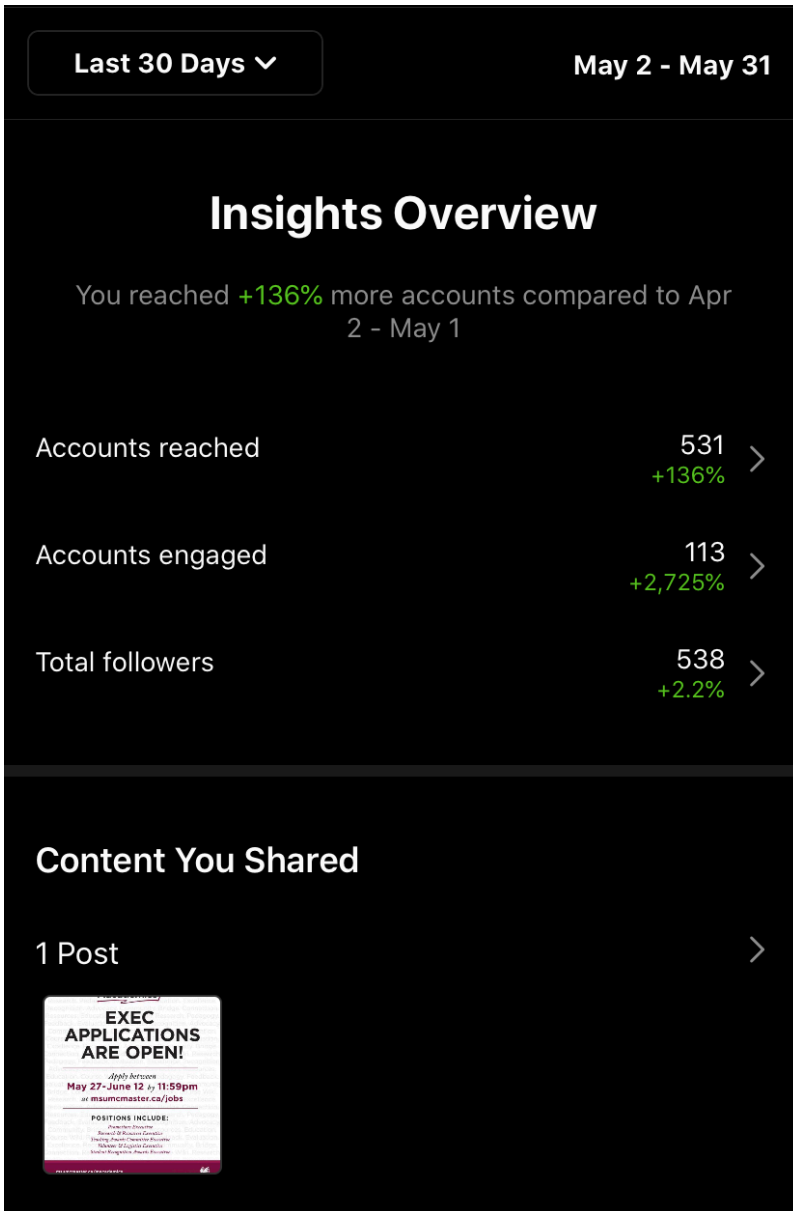
[msumcmaster.ca/jobs](https://msumcmaster.ca/jobs)

## Social Media Engagement since the Previous Report

### Facebook (Last 30 days)



### Instagram (Last 30 days)



Engagement and reach have increased greatly most likely due to the hiring promotional material recently posted. As stated above, Macademics has not been very active on our social media accounts the previous month as it was the exam period and transition period between Coordinators. Once the Exec team is hired, I expect to see more consistent insights.

## Finances

### *Budget Summary*

I have yet to receive the budget planner from VP Finance, so no expenses have been made.

## **Executives & Volunteers**

Executive position applications are currently open, and the team should be finalized by the end of the month. Once the executive team is hired, I plan to organize a team meeting to introduce everyone to each other and their responsibilities in their respective roles. Sometime in mid to late July, I will have a conversation with the Volunteer and Logistics Coordinator to begin to plan volunteer hiring which will be occurring late August into early September.

## **Successes**

Some volunteers from the previous year have expressed interest in applying to be on the service again and promotion for executive positions seems to be going well. I am excited to finalize the executive team and start working towards our plans for the upcoming year!

## **Current Challenges**

With the service being online for the past two years, it is difficult to determine how best to transition the service back on-campus and incorporate more in-person or physical forms of promotions and interactions with the student body.