



REPORT

From the office of the...

Maroons Coordinator

TO: Members of the Executive Board
FROM: Sinead George
SUBJECT: MSU Maroons Report 1
DATE: June 22, 2022

Yearplan Update

- A draft of the year plan has been submitted and changes applied based on feedback.
- Major goals for the service this year: to increase the Maroons' involvement in the community, while fostering a community within the team that keeps reps engaged all year.
- Having gone through our LT (Leadership Team/ executives) and General Rep (GR) hiring, there has been a lot of administrative work done, the major goals in the year plan as of now are to move towards WW event and team social planning.
- Hiring efforts were extremely successful, as we received over 270 applications for GR. In general, we saw increased engagement on social media and clear interest in the service through this time, demonstrating effective promotional efforts!

Events, Projects, & Activities

General Service Usage

- The Maroons have yet to facilitate any events this year, so the services' usage/ engagement is largely tied to hiring.
- We received ~70 applications for LT hiring (7 positions) and ~270 applications for GR positions (~60 positions).
- From our general reps, we have already begun to see a high level of engagement, with over half of our reps already having posted their "intro post" in the team's private Facebook group.
- We have been engaged in planning primarily for WW with a variety of campus groups, including ResLife, Housing and Conference Services, Campus Events, EFRT, SHEC, and SWHAT.
- We have also seen increased social media use (see below).

Projects & Events: Leadership Team (LT) Hiring and Onboarding (Complete)

- Maroons LT members were hired throughout the month of April

- The positions were promoted via Instagram, Facebook, and the Maroons' email list.
- The hiring panel was made up of myself (current Coordinator), Sofia Ivanisevic (Outgoing Coordinator), and Sanjum Hunjan (outgoing Events executive).
- All questions were evaluated independently by the hiring members and used a pre-determined 5-point rubric.
- Applicants were given the choice to conduct their interviews online or in-person, and were provided with a written copy of the questions in addition to them being read.
- We hired 7 LT members: Fundraising Coordinator (1), Events Coordinators (2), Athletics Coordinators (2), Promotions Coordinator (1), and Volunteer Coordinator (1).
- The LT have met 8 times since our first meeting on April 26, and have collaborated well on GR hiring.
- All LT members have access to their Maroons emails and training from Pauline.

Projects & Events: General Rep Hiring (Complete)

- General Rep Hiring was executed throughout May and the beginning of June, consisting of a written application with 4 questions, and a group interview via Zoom.
- Promotions were done through Instagram and Facebook
- All written questions/ interview stations were evaluated independently by 2-3 LT members using a re-determined 5-point rubric.
- Applicants were given the opportunity to self-identify as part of a marginalized group to ensure a more equitable hiring process, while remaining committed to the Maroons' vow to create better opportunities/ representation for Black and Indigenous students in 2020.
- Feedback from last years' hiring efforts was applied through providing applicants with a briefing of the interview style prior to day-of, and pasting questions into the chat for applicants to read.
- Feedback about this years' hiring process was collected from all candidates and will be passed onto next years' Coordinator.
- A total of 60 reps were hired and accepted their offer.

Projects & Events: Rep Suit and Jersey Orders (Ongoing)

- *Suit orders have been placed through the Campus Store in collaboration with Denise from Crested@Mac. They are expected to be delivered by early August so reps will have ample time to paint them!!*
- *A portion of the Maroons' budget has gone towards subsidizing the cost of suits, as they are ~\$80 each, and reps were given the option to request full or partial subsidization prior to ordering.*
- *The Maroons Athletics Coordinators (Dylan and Grace) have been in contact with Mike from West End Sports to coordinate jersey orders.*
- *Based on last years' estimates, jerseys will be able to be covered by the team budget, costing ~\$33 each (with included free t-shirt).*

Projects & Events: WW Event Planning (Ongoing)

- *I have been meeting weekly with Campus Events to coordinate Maroons involvement with their programming. We are currently set to help with ~7 CMPE events, in addition to taking charge on the planning of Monday Night Lights, and potentially leading some online programming throughout the week.*
- *I have met with Housing and Conference Services to organize Maroons' involvement with move-in, and have planned for Maroons to help with move-in in half-day shifts throughout the weekend.*
- *I have spoken with Student Services to arrange for some Maroons to assist with handing out student cards on move-in weekend.*
- *The LT team is working on creating Maroons-specific events for submission to run throughout Welcome Week. The LT have been tasked with brainstorming 1-2 athletics events, 1-2 social events, and 1 large-scale fundraising event.*

Projects & Events: WW Charity Selection and Event Planning (Ongoing)

- *Due to complications with the selection process last year, I have spoken with Campus Events about having one central WW charity and having them chosen by the Maroons rather than each faculty applying.*
- *The Fundraising Coordinator (Hamrish) put together a list of ~5 potential Hamilton-based charities with information on each, and the LT voted on the charity for WW. We ultimately chose to support **Living Rock** as the official charity.*
- *We have been in contact with Living Rock who have agreed to this partnership, and have begun planning potential events/ item drives in support of them through WW.*
- *I have been sent information regarding past Shinerama efforts and have been using their feedback when brainstorming community engagement efforts for the charity during WW.*

Projects & Events: Promotions Subcommittee (Upcoming)

- *The Promotions Coordinator (Alexei) has taken the initiative to create a promotions team within the Maroons, who will meet monthly and*

coordinate the creation of promotional material for the Maroons throughout the year.

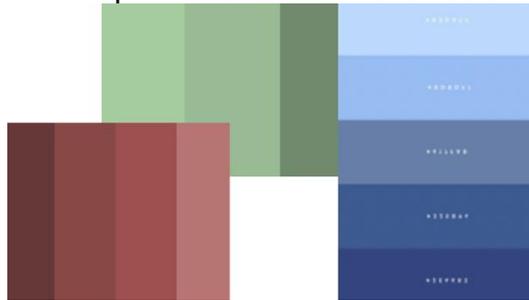
- In the GR application, applicants were given the opportunity to describe any interest in joining this committee, and to explain any experience they had in creating promotional materials.

Outreach & Promotions

Summary

- The Maroons are hoping to implement a promotions team to increase promotional efforts this year.
- The Maroons social media accounts are hoping to follow a more consistent colour scheme and provide updates more frequently throughout the year.
- The majority of recent promotions have revolved around hiring efforts

- Colour Scheme



Promotional Materials

- General Rep Hiring Graphic:





- LT Hiring Graphic:

Social Media Engagement since the Previous Report

- We recently got ahold of the Maroons' Facebook account so there have only been a couple posts there, but we are working this year to hopefully have better engagement on multiple platforms



- Instagram Insights:
- Facebook Insights: We made one post for General Rep Hiring on the Facebook page which reached 728 accounts. I only received access to the page when we quite late into the hiring process, but I hope to create

more countdown-style posts on the Facebook page moving forward in addition to the content we have on Instagram.

Finances

Budget Summary

So far we have only spent money for rep suits, and are planning to use the majority of the remaining uniforms budget on jerseys. There was an increase in the Maroons' uniform budget this year, which has been helpful given we hired a few more reps than last year. I have reached out to the alumni association and have attempted to better subsidize rep suit costs for individuals, but for now am able to help by covering jersey/ t-shirt costs.

ACCOUNT CODE	ITEM	BUDGET / COST
ex: 5003-0101	Masking Tape	5.00
SUPPLIES	TOTAL SPENT IN LINE	95
	REMAINING IN LINE	20
6633-0120		
UNIFORMS	TOTAL SPENT IN LINE	189.27
	REMAINING IN LINE	2810.73

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	6,675.00
TOTAL ACTUAL DISCRETIONARY SPENDING	189.27
REMAINING DISCRETIONARY SPENDING	6,485.73

Executives & Volunteers

- Executives and Volunteers seem to have great morale so far and seem excited for the coming year!
- I have hosted an LT social where we completed an escape room for team bonding, and are planning to meet more frequently throughout the summer to build morale!
- The team so far has been very engaged in our team Facebook group, and we are planning to host our first rep social event in the coming weeks.

Successes

- General rep hiring received a huge turnout, and the LT team kept spirits high and ran an incredibly smooth hiring process!
- The Athletics Coordinators have been taking initiative in contacting our jersey supplier, and have arranged things in ample time to receive jerseys on time AND free t-shirts!

- Our Fundraising Coordinator has been coordinating with the charity via phone, and has begun arranging to create a template for the Maroons to contact community partners moving forward.
- Communication amongst WW planners: the Maroons have been contacted by a number of campus partners to engage in WW in a variety of ways! I am super excited to have the Maroons collaborate with ResLife, faculties, and student services throughout WW, and to provide volunteers for some signature events with Campus Events.

Current Challenges

- Coordinating team-wide activities: It has been difficult to have clear communication with the entire team, and to ensure that all GRs are kept in the loop. Many reps do not use Facebook or check their emails frequently, so it has been challenging to need to contact reps individually to ensure they are updated about deadlines including rep suit orders. Additionally, not being able to meet in person with the team has proven difficult to build team morale online.
- Finalizing WW planning: it has been difficult to get started on planning WW events and trying to balance having engagements with other campus partners, while also wanting to provide meaningful and Maroons-facilitated programming.