



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Vithuyan Sugumar
SUBJECT: SWHAT Report 1
DATE: June 22 2022

Yearplan Update

I am feeling both grateful and excited to present my first EB report to all of you. SWHAT is currently getting operations ready for the upcoming year. SWHAT's immediate goals include getting an executive team hired and preparing for walker/dispatcher hiring. Promotions and outreach have been a challenge for SWHAT ever since we resumed operations, but this is also something I am trying to improve in the coming months.

Events, Projects, & Activities

General Service Usage

Operations for SWHAT will not be starting until Welcome Week. As a result, I will not be able to provide updates on this end until then.

Projects & Events: Executive Hiring (On-Going)

Executive hiring started on June 8th and is set to close on June 22nd. The executive positions currently open are Dispatch Executive, Volunteer Logistics Executives (2), Volunteer Affairs Executive, and Public Relations Executives (2). Hiring has been promoted with the use of graphics created by the Underground, and has been promoted on Instagram, Facebook, and the TV screens in MUSC. Once the job posting closes, I am aiming to have marking complete, and interview offers sent by June 24th. Some of the positions will require assignments to be completed, so to give applicants ample time to complete this I will be conducting interviews from June 28th to July 2nd. Position offers will be sent out on July 4th, and I will then have my fantastic executive team!

Projects & Events: Walker & Dispatcher Hiring (Upcoming)

Immediately after executive offers are sent out, I will be beginning walker and dispatcher hiring. Specifically, I am planning to have the applications open on July 5th and close July 19th. From there, the applicants will be blinded to the executives who will be marking the application questions. The application marking process will be completed by July 24th, and interview offers will be sent

out on this date as well. As of now, I am aiming to have the group interviews take place from July 28th to August 2nd. The executives and I will then meet to discuss candidates. Position offers will be sent out by August 4th.

Preparations for this will include obtaining the promotional graphics from the Underground, getting the job postings ready to be posted on July 5th, creating the application questions, working with my executive team to create the interview questions, and getting application/interview questions approved by Mitchell and Renee when the time comes. I anticipate this being a potentially exhaustive month, but I am looking forward to the challenge. More importantly, I am excited to start building SWHAT's volunteer base for the year!

Outreach & Promotions

Summary

I have successfully logged into SWHAT's Instagram, Facebook, and Twitter accounts. For executive hiring, I have made posts on Facebook and Instagram. I elected not to use Twitter for this hiring campaign as the account has been mostly inactive for a few years and do not have many active undergraduate students following it. Once the PR execs are hired, I am going to have a conversation with them to see what their vision is for the Twitter account.

For promoting executive hiring, I have:

1. Posted the graphic seen below to SWHAT's Instagram and Facebook pages.
2. Reposted the graphic to SWHAT's Instagram story, my personal Instagram story, and requested other MSU services to post it on their stories.
3. Posted the graphic in McMaster Facebook groups as well as my personal Facebook page.
4. Sent a message to the 2021-2022 volunteer base encouraging them to apply.
5. Word of mouth: almost everyone I have interacted with in the last week now knows that SWHAT is hiring executives!

Promotional Materials

This is a promotional graphic created by the Underground previously for SWHAT and repurposed for Executive hiring this year.

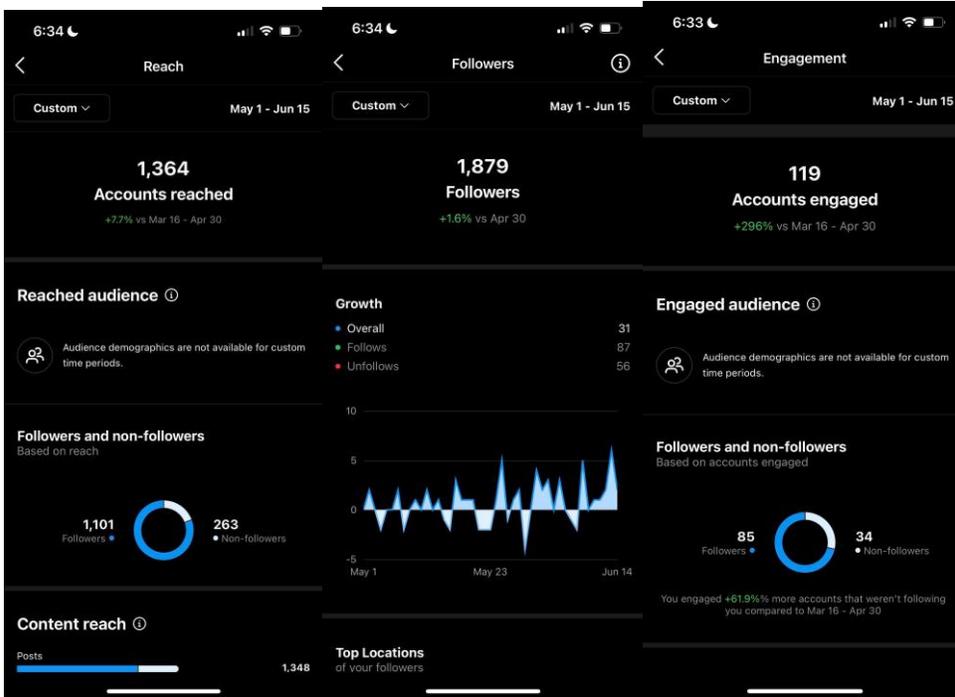


Graphic Stats (as of June 16, 2022)

- Instagram
 - Likes: 69
 - Comments: 3
 - Shares: 52
 - Saves: 42
 - Accounts Reached: 1085
- Facebook
 - 1772 people reached
 - 13 link clicks

Social Media Engagement since the Previous Report

For my first report, I will be using insights from May 1st to June 15th.



Facebook Page likes ⓘ

2,350

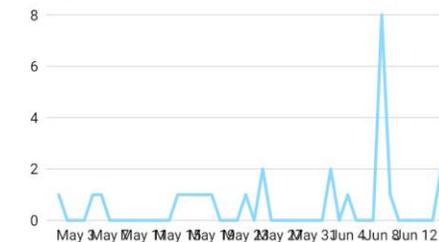
Facebook Page reach ⓘ

1,935 ↑ 56.9%



Facebook Page visits ⓘ

25 ↑ 66.7%

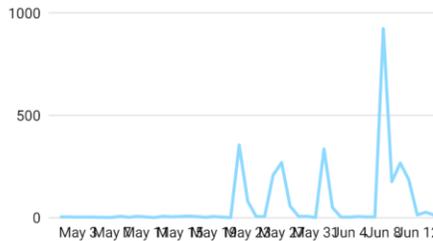


Instagram followers ⓘ

1,879

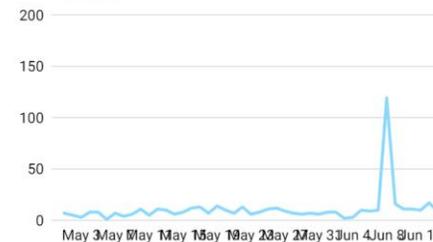
Instagram reach ⓘ

1,364 ↑ 7.7%



Instagram profile visits ⓘ

506 ↓ 59.9%



Finances

Budget Summary

I have not yet spent anything from the budget yet. However, once an executive team is hired, I expect this to change.

Executives & Volunteers

Executive and volunteers have not been hired yet. However, by the time SWHAT's second EB report is presented, SWHAT will have all its executives and most of its volunteer base hired!

Successes

1. **Promotions:** Since SWHAT restarted its services in February of 2022, one of the biggest challenges has been increasing its awareness within the McMaster community once again. My predecessor, Kavya, as well as the previous Public Relations Executives (Vivien and Adrian), did an excellent job in growing the service's online presence. Furthermore, I have also worked really hard in promoting SWHAT's executive hiring, whether it be asking other MSU services to share the post to their platforms, posting to various Facebook groups, and sharing it on my personal social media profiles as well. All of this has resulted in clear improvements in engagement from last year's executive hiring to this year's! For example, last year's executive hiring post had 47 likes, 9 shares, and 22 saves. This year, as mentioned earlier, this year's executive hiring post currently has 69 likes, 52 shares, and 42 saves. A huge shoutout goes to last year's executive team for improving SWHAT's social media presence. I am aiming to continue this growth moving forward. In the meantime, I hope that this translates to even more executive applications compared to last year's!

Current Challenges

1. **Tight Timeline:** I should have SWHAT's executive team hired by the first week of July. However, in order to have the service ready for Welcome Week, I also anticipate that walkers and dispatchers will need to be hired by the first week of August. For this to happen, walker/dispatcher hiring must also begin in the first week of July. Ideally, I would have like to have had the PR executives involved in creating the promotional material for the hiring, and all the executives involved in creating the questions for the walker/dispatcher applications. Unfortunately, in order to get the hiring started in time, I will need to do these things on my own. To navigate this challenge, I will likely reuse/repurpose old material the Underground has previously created for us. Furthermore, I will also review past application questions, and brainstorm some of my own, and send these to Mitchell and/or Renee for feedback. Hopefully, this ensures a smooth hiring process that is completed on time.
2. **Promotions:** I have definitely mentioned this many times, but one of SWHAT's biggest goals for the year is to increase awareness and

promotions for the service. I do not necessarily view this as a challenge. I am eager to leverage this as an opportunity to start fresh for SWHAT. However, to get started on the right foot, I did want to increase our in-person presence during Welcome Week. We are already planning on doing this by restarting operations during this week. Furthermore, I did want to purchase promotional material (I.e., lanyards, pens, etc.), as SWHAT has done in previous year to increase service awareness. However, I quickly realized SWHAT does not have the promotions budget necessary to carry out such an initiative. Much of the material left behind from previous year is outdated and can no longer be used effectively. I am planning to get around this by investing in some more cost-effective options such as business cards or stickers, which I am hoping will be just as effective.

Miscellaneous

I just wanted to use this space to say that everyone I have interacted with in my role so far have been fantastic people, and I am excited to work with everyone for the rest of the year!