



REPORT

From the office of the...

Sinead George Maroons Coordinator

TO: Members of the Executive Board
FROM: Sinead George
SUBJECT: MSU Maroons Report 2
DATE: July 15, 2022

Yearplan Update

- We've made a lot of progress on Welcome Week programming in line with the year plan. Including programming our own events and helping with campus events.
- All merch/ plans for Welcome Week are underway
- Training has been planned for and reps have begun asynchronous modules

Events, Projects, & Activities

General Service Usage

- Most of the service has been about orienting the new reps and establishing relationships within the team, which has been successful with our first team social having been very successful.
- We've engaged a lot with the community through our charity initiatives, and have connected with over 150 local vendors.
- We have also seen increased social media use (see below).

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

- *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!!*
- *We have also ordered bucket hats for our executive team and co-pod leaders as promotion and appreciating them for the increased workload.*
- *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.*
- *I have submitted a purchase order for the jerseys and am awaiting the suits and hats to finally wrap things up*

Projects & Events: Rep Training

- *Reps have been given the instructions to complete their online training with all other Welcome Week reps, and have been assigned to work through ~10-15 hours of modules before the end of the Summer.*
- *We also plan to attend an in-person training for all reps in August, after which the Events Coordinators (Hannah and Jaden) plan to host a suit-painting social to facilitate team bonding.*
- *I have also been working in collaboration with the Volunteer Coordinator (Imane) to create content for a Maroons-specific training, going over the basis of repping and Welcome Week.*

Projects & Events: Co-Pod Leadership(Ongoing)

- *Along with Imane (Volunteer Coordinator, we have arranged to delegate some more responsibility to our co-pod leaders, a role that typically assists LT (executive) members in leading a pod of ~10 reps. Instead, we are aiming to have the co-pod leader take on more of a leadership role in this domain, including hosting monthly socials with their pods (be it studying etc.) to hopefully boost attendance year round.*
- *Imane and I have met with the co-pod leaders to discuss these plans and get their feedback, and will continue to meet monthly throughout the year.*

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 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 Maroons have been approved to host three of our own events: "The Great McMaster Race"- a scavenger hunt throughout campus, a "Mindfulness with the Maroons" Yoga and hike event, and a "Capture the Watermelon" spin on capture the flag. Also as I mention below, we are planning a charity carnival in support of Living Rock*
- *I have also been sitting on the Orientation Committee's Programming and Themes Committee, where we are currently in the process of approving and providing feedback submitted by faculties, residences, and other campus leaders.*

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

- *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 organized an items/ bottle drive which we are going to be hosting the week before Welcome Week. I am drafting a request to the Underground to create flyers for us to post throughout Westdale, and we will be collecting empty bottles and items like hygiene products, foods, and gently used clothing.*
- *We have decided and been approved to host a charity carnival event on the Friday of Welcome Week. We have been quoted some great discounts from local vendors, and plan on flyering local neighborhoods to invite local families to come participate along with first year students. We hope that by charging families a small fee, we can allow first year students to engage for free while still raising money for the charity. We have arranged for a link on the MSU website where individuals can donate through McMaster, and have invited Living Rock to attend as well.*
- *Myself, along with the Fundraising Coordinator (Hamrish), and Athletics Coordinators (Dylan and Grace) have reached out to over 150 local vendors in search of sponsorship and donations for our charity event on September 2. So far, we have been given a number of gift cards and coupons, and have been told we will be receiving some gift baskets as well.*

Projects & Events: MSU Spirit Days (Ongoing)

- I have met with Sarphina (VP Finance) regarding the Maroons helping out with MSU Spirit and Feedback days in MUSC
- We have begun the brainstorming process of a fun theme for each month, along with services to collaborate with and areas we'd like to collect feedback on.

Projects & Events: Varsity Game Attendance(Ongoing)

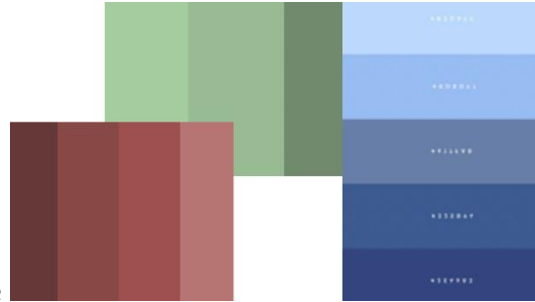
- Athletics Coordinators (Grace and Dylan) have been meeting with TJ Kelly from Ath and Rec to establish a more formal schedule for our attendance at Varsity Games, and to arrange for a better communication with Ath and Rec throughout the year.
- They are currently collaborating on forming a schedule, and we plan to hopefully attend at least one game per sport this year, along with regular commitments to something in the gym (eg. Basketball/ volleyball) at least once per week.

Outreach & Promotions

Summary

- The Maroons are hoping to implement a promotions team to increase promotional efforts this year and have more content for the Maroons to share moving forward.

- Colour Scheme

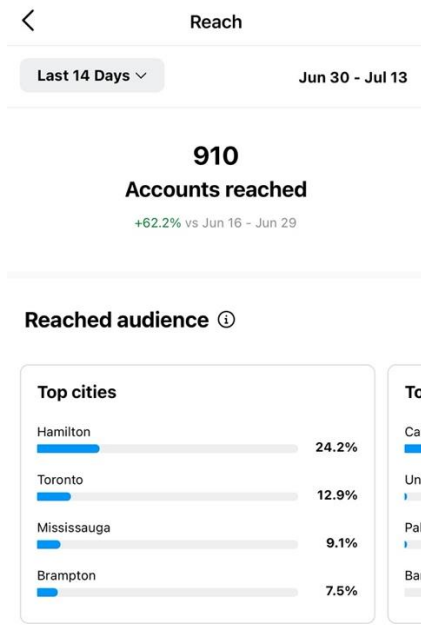


Promotional Materials

- We haven't had a ton to post since our hiring is complete, but plan on creating some more content as Welcome Week approaches to summarize our involvements there and provide tips for first year students.
- Our posting since the last report has largely been story posts or reposts of other services' information/hiring on our story.

Social Media Engagement since the Previous Report

- Instagram Insights:



Followers and non-followers

Based on reach



- 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 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 been in contact with the alumni association to partner to better subsidize rep suit costs for individuals, but for now am able to help by covering jersey/ t-shirt costs. Note I have also discussed with Sarphina (VP Admin) about moving some 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	2773.18
	REMAINING IN LINE	226.82

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	6,675.00
TOTAL ACTUAL DISCRETIONARY SPENDING	3080.54
REMAINING DISCRETIONARY SPENDING	3594.46

Executives & Volunteers

- Executives and Volunteers seem to have great morale so far and seem excited for the coming year!
- We have hosted our first team social online, where the vast majority of reps were able to attend and mingle so far!
- We have created a team groupchat which has been staying quite active, and reps seem to be excited to meet in person 😊

Successes

- 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!
 - They have also established a great relationship with Ath and Rec, which was definitely an improvement to be made from years past.
- Our Events Coordinators ran an immensely successful first team social, and plan to run another soon!
- Our Fundraising Coordinator has single-handedly reached out to an immense amount of local businesses, and coordinated the team going around in person in Hamilton to ask for donations!
- Each of the executive team has created and submitted a Welcome Week event that has been approved to run! We were given the feedback from

the approval committee that our submissions were very detailed and well thought-out, and the LT team seems super enthusiastic to run these events!

Current Challenges

- Communication within the team: it has been challenging to coordinate the entire team, given not everyone check facebook or email frequently. We are working on creating a poll with the team or brainstorming another platform to communicate on.
- Coordinating Training: the training required by the MSU and for Welcome Week reps is very similar and extensive. Luckily, I have been able to work closely with Mitch (VP Admin) to overcome this challenge and he has been very patient with me throughout the process.