



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Jadynd Sandhu
SUBJECT: Macademics Report #2
DATE: August 3, 2022

Yearplan Update

Most of June was focused on hiring and onboarding of the executive team. Applications were open from May 27th to June 12th, application reviewed the week after, and interviews conducted with the outgoing Coordinator between July 21st and 22nd. Offers to successful applicants were sent out later that week and our first team meeting was held during the last week of June.

This month, we will be participating in MSU Spark's Summer Webinar Series and preparing for our Welcome Week campaign by creating promotional materials for the SSC Students Fair and graphics for our social media contest. Additionally, the Promotions Coordinator is working on obtaining information for the "Meet the Exec team" posts.

Events, Projects, & Activities

General Service Usage

The Promotions Coordinator has now been hired and trained with Director of Marketing and Communications. We are currently working on create material for our Welcome Week campaign which will begin from late August into early September. However, the "Meet the Exec" team mini-series will be posted during early August to increase views and engagement with our pages before the Welcome Week campaign. We will also be able to improve engagement through the upcoming MSU Spark Webinar Series.

Project 1: Welcome Week Preparations (Ongoing)

The Promotions Coordinator is currently working on gathering details from the executive team to post a mini "Meet the Exec Team" series on social media for the beginning of August. In addition, near the Welcome Week period, we will be advertising a social media contest to win a Campus Store gift card to increase followers with our Instagram page specifically and increase engagement with first years. This contest will be advertised at the SSC's Fair on August 31st along with the rave cards created for the event which are attached below.

Project 2: Spark Webinar Series (Upcoming)

We will be participating in the University Life Webinar hosted by MSU Spark. We will be discussing topics such as how to navigate McMaster's online platforms (Mosaic, Avenue to Learn, etc.), creating a schedule and time management, living in residence, getting involved, resources and more. I will also be able to share what Macademics offers and assist with the Q&A period. This is a great opportunity to make incoming students aware of Macademics and hopefully encourage engagement throughout the year.

Project 3: Executive Members Hiring (Complete)

The executive team is now hired! We hired for 6 positions: 1 Volunteer & Logistics Coordinator, 1 Promotions Coordinator, 1 Research & Resources Coordinator, 1 Student Recognition Awards Coordinator and 2 Teaching Awards Committee Coordinator. We received 50 applications which when I discussed with the outgoing Coordinator during interviews was greater than last year. I am proud that promotional efforts this year worked well in reaching more students. I am confident I have hired qualified and hardworking individuals for the upcoming year and am excited to work with them.

Project 4: Executive Team Onboarding (Complete)

I have held the first executive meeting as a group to serve as an introduction to each other and their role. I reviewed the goals of our service, expectations and responsibilities in addition to some icebreakers for team-bonding. Additionally, each subcommittee has completed their year plans and have met with me individually to voice their ideas and questions.

Outreach & Promotions

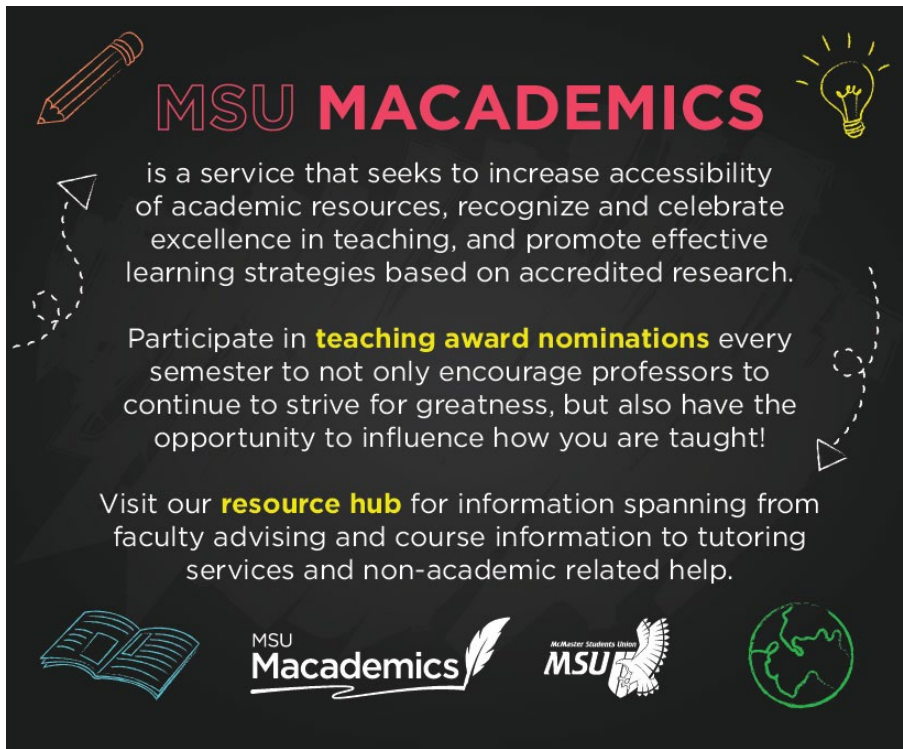
Summary



We have been working on creating promotional materials for the SSC Welcome Week Fair and our social media Welcome Week campaign. The graphics below are the Rave Cards created for the booth to hand-out to students as a takeaway. In addition to these, we will be promoting a social media contest to increase awareness of our service and social media following.

Currently, MSU Spark has been helping us with outreach to incoming students by hosting the University Life Webinar happening on July 31st. Macademics has been invited as a guest speaker to highlight our service as well as assist the Q&A period.

Promotional Materials

Rave Cards:







 **MSU MACADEMICS** 

is a service that seeks to increase accessibility of academic resources, recognize and celebrate excellence in teaching, and promote effective learning strategies based on accredited research.

Participate in **teaching award nominations** every semester to not only encourage professors to continue to strive for greatness, but also have the opportunity to influence how you are taught!

Visit our **resource hub** for information spanning from faculty advising and course information to tutoring services and non-academic related help.



Follow us on social media to get notified about our **monthly blog posts** which include topics such as effective study methods, best study locations, how to avoid burnout, and more!

CONTEST ALERT

Chance to win a Campus Store gift card just by following our Instagram and sharing with friends! Let us help you buy your first McMaster sweater or textbook! **Follow Today!**

FOR ACCESS TO THESE RESOURCES AND MORE INFORMATION, VISIT OUR PAGES:



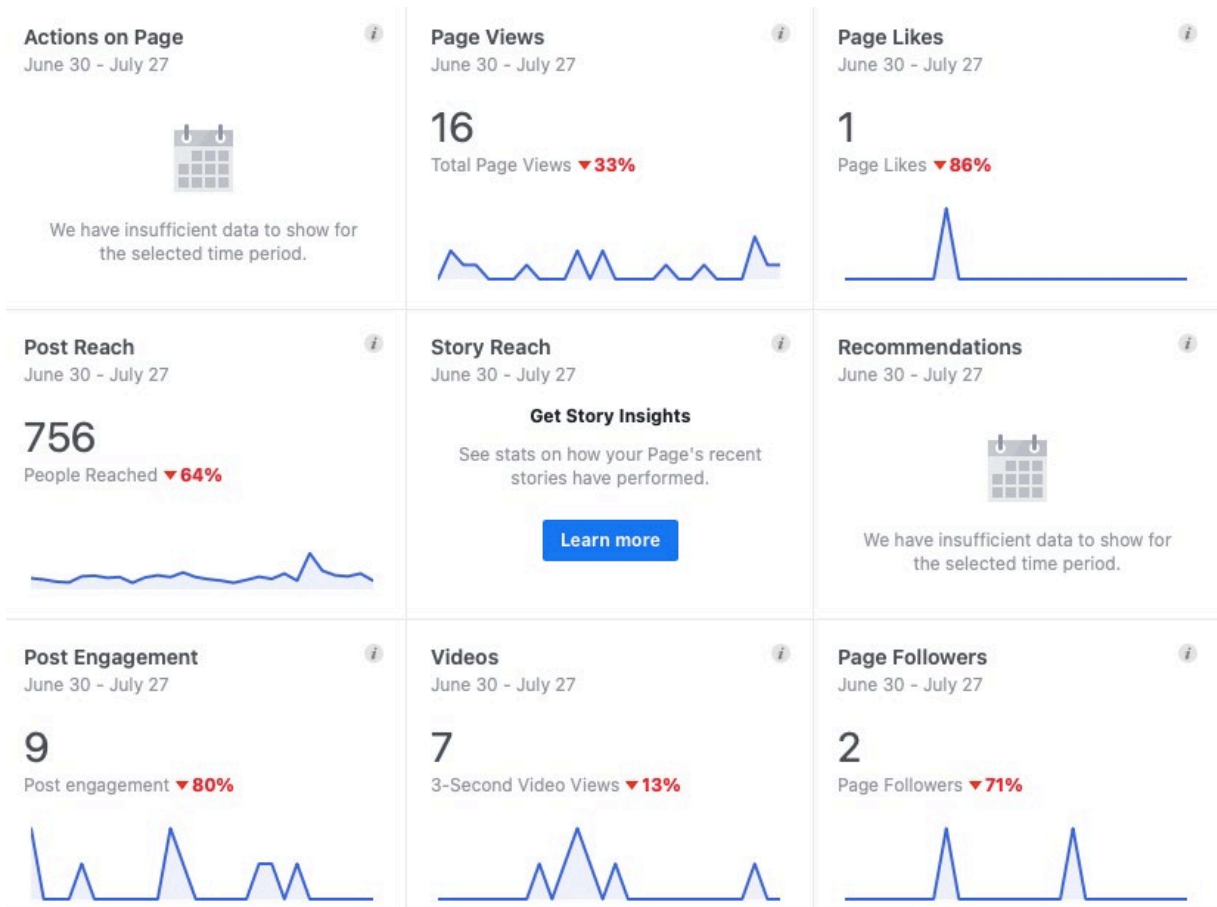
****QR Code is being fixed****

Pull-up Banner:



The banner features a repeating background pattern of the words "Research, Pedagogy, Feedback, Evaluation, Excellence, Recognition, Advocacy, Community, Bridge, Connection, Resources, Education, Research, Pedagogy, Feedback". At the top, the MSU logo is displayed with the text "McMaster Students Union" above it. Below the logo, the text "MSU Macademics" is written in a large, bold, serif font, with a quill pen graphic to the right. A vertical line of four circular icons is positioned to the left of the text: a laurel wreath, a trophy, a graduation cap, and a checkmark. To the right of each icon is the corresponding text: "TEACHING AWARDS COMMITTEE", "MSU AWARDS", "ACADEMIC RESOURCES", and "COURSE EVALUATIONS". At the bottom of the banner, a dark red bar contains the website URL "msumcmaster.ca/macademics" and social media handles for Instagram, Twitter, and Facebook: "@MSU_Macademics" and "/MSU.Macademics".

Social Media Engagement since the Previous Report
Facebook (Last 30 days)



Instagram (Last 30 days)



Over the summer, Macademics does not usually have any campaigns or events. The Promotions Coordinator has recently been hired and trained; however, they are working towards having material ready for August. Towards the end of this month, we focused on following some first-year students on our Instagram account.

Finances

Budget Summary

6501-0312	TCHA - ADVERTISING & PROMOTIONS	\$1,900.00
	SSC Welcome Week Rave Cards	\$109
	TOTAL SPENT IN LINE	\$109.00
	REMAINING IN LINE	\$1791.00

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$6,750.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$109.00
REMAINING DISCRETIONARY SPENDING	\$6,641.00

Donations

	Campus Store Gift Card	\$25.00
	TOTAL GENERATED IN LINE	\$25.00
	REMAINING TARGET IN LINE	-\$25.00

Executives & Volunteers

The executive team was hired in late June and since we have held our first group meeting to go over each position's responsibilities and general team expectations as well as an opportunity to bond with each other through icebreakers and team-building activities. Additionally, I have met with each executive individually to go over their year plans and get to know them a little better.

Successes

The executive team is now finalized, and everyone has a good plan in place of what they hope to accomplish in the upcoming year. I was also able to secure a venue for the Teaching Awards Ceremony; it will be held Friday, March 24th, 2023 at CIBC Hall.

Current Challenges

I am yet to submit a PO for the Silhouette advertising in the Welcome Week edition as I have not heard back yet from Andrew if tax needs to be included to the price provided. Thank you Michael Wooder for covering design costs!