



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Vithuyan Sugumar
SUBJECT: SWHAT Report 2
DATE: August 31 2022

Yearplan Update

SWHAT has completed hiring its executives and have hired its first round of walkers/dispatchers. Looking ahead, SWHAT is looking forward to a series of promotional initiatives that will be taking place alongside its fall volunteer hiring campaign. Most importantly, SWHAT will have restarted operations starting August 29th!

Events, Projects, & Activities

General Service Usage

Operations for SWHAT will not be starting until August 29th. As a result, I currently do not have any updates on this end.

Projects & Events: Executive Hiring (Completed)

Executive hiring closed on June 22nd, and we received 40 applications for 6 executive positions. Interviews were conducted and executives were hired in early July. I am so grateful to have a full executive team to work with, and it has been an absolute pleasure to work with them so far.

Projects & Events: Summer Walker & Dispatcher Hiring (Completed)

Walker and Dispatcher applications for the summer hiring campaign closed on July 19th, and we received 54 applications this cycle. For comparison, following the first hiring period in the 2021-2022 school year, there were 28 applications. This increase in applications can be attributed to two main factors:

1. *Active Executive Team*: The entire executive team was very active during the application period, reposting the hiring post on their Instagram stores, as well as in Facebook and Discord groups. This expanded network definitely aided in yielding more applications.
2. *Carrying over from the previous year*: SWHAT restarting operations and having a campus presence again in the Winter 2022 semester brought more awareness to the service. Having to reintroduce SWHAT to an

almost new undergraduate population, meant that it would take time to garner interest and awareness. It is my hope that with an increased in-person presence going into the new semester, that we will be able to receive not only more applicants, but also more students interested in using the service.

Following the application process, the executive team as well as myself engaged in interviews with applicants to narrow down the list. Overall, two major changes were made to this year's hiring process, that have not been done in previous years. In the past, applicants were automatically offered a spot on the team if they previously volunteered with SWHAT. However, due to the tight turnaround times of last year, most new applicants were given a spot on the team without an interview. As a result, the executive team and I decided that it would be best to subject all volunteers to the same hiring process, regardless of previous experience. The second major change was a change in interview structure. Interviews previously followed an hour-long group format where a group of 3 applicants would answer the same questions together. We felt that this format was not able to assess each applicant fairly and accurately. As a result, we broke it up into individual twenty-minute interview slots. I believe this better helped us assess our applicants and build a stronger team.

As of August 22, 2022, SWHAT is currently at 31 walkers, and a fully hired dispatcher team (11 dispatchers). However, SWHAT is aiming to hire 25-30 more walkers, which we are aiming to address in the fall hiring campaign.

Projects & Events: SSC Mac101 Booth (Completed)

On July 28th, SWHAT had the opportunity to promote the service at the SSC's Mac101 event, which took place on the online platform Brazen. Myself and a few of the members on SWHAT's executive team chatted with first-years telling them about the service, how to request a walk, as well as how to volunteer for the service. This was a good way to start building momentum going into the school year.

Projects & Events: Walker & Dispatcher Training (Completed)

The first round of volunteers have undergone SWHAT-specific training to ensure they are ready for their roles. There were two major changes that I made to trainings we have conducted in the past to ensure that volunteers are well trained for their role. These changes were:

- Volunteers who were unable to attend training were required to make it up by watching a recording. This year, alongside this, I included an extensive quiz that will require them to go through the recording completely. All volunteers need above 85% on the quiz for training to be considered completed.
- Based on the applications and interviews, myself and the rest of the executive team decided that the volunteer team would benefit from

situational training. As a result, this year, we included three situationals in the volunteer training that focused on the areas of empathy and conflict resolution. Volunteers were required to go into breakout rooms with an exec and discuss the situation together; following this, they would come back to the main room and debrief.

McMaster Security Services were also invited to attend the training. They provided valuable insight on radio protocol and other safety related information. Overall, I believe the training went very well and I am excited to see the team in action this year!

Projects & Events: Instagram Video with the MSU (On-Going)

Earlier in the summer, myself and the PR executives (Celina and Vivien) were planning on doing a reel internally to reintroduce the service on our social media profiles. The aim was to explain the service to first-year students, as well as to students who were unfamiliar with SWHAT and the kinds of services it provides. However, in early August, the MSU's Marketing and Communications Assistant, Hayley Ma reached out to us to record a video with them. As the MSU has a higher reach and production capabilities this was an ideal opportunity for us to pursue instead. This was recorded in mid-August, and I am looking forward to seeing how it turns out!

Projects & Events: Fall Walker Hiring Campaign (On-Going)

As mentioned previously, SWHAT is aiming to hire 25-30 more walkers to complete the team. As of August 28th, the hiring period would have started, and is scheduled to continue until September 18th. The dates in this period allow us to promote hiring during Welcome Week and Clubsfest, allowing us to focus in on first-year students, and students who typically decide to get involved in the fall.

Alongside the social media push and strategies that were used in the previous hiring period, we are also aiming to introduce a social media campaign (SWHATTED At Mac) and an additional in-person initiative to help promote hiring and the service.

Projects & Events: SSC Student Services Fair and Clubsfest (Upcoming)

The SSC Student Services Fair, taking place during WW, on August 31st, provides first-years with the opportunity to learn more about the service, how to request a walk, as well as how to apply. I have been working with my Public Relations Executives (Vivien and Celina) to create stickers, rave cards, and a new pull-up banner, which can be used at both of these booths. These promotional items have been created and received. I am aiming to have a printout of the hiring poster as well, so students are able to learn more about applying. The Clubsfest booth will follow a similar structure but will be geared towards promoting to the wider undergraduate population.

At both booths, we will be taking pictures of the executives and the volunteers (with their consent), which we will use to promote events such as our upcoming pop-up booth, or to increase engagement on our Instagram stories.

Projects & Events: SWHATTED at Mac and Additional Social Media Presence (Ongoing)

SWHATTED at Mac was a social media campaign ran by SWHAT prior to the COVID-19 pandemic. It involved receiving headshots and testimonials from volunteers with the goal of promoting the service and allowing students to receive more insight regarding the service and the SWHAT community. The main goal of SWHATTED at Mac is to provide students a view of how fantastic, kind, and passionate our volunteers are. This will hopefully result in increased service usage, as well as increased walker applications throughout the fall hiring campaign. A series of 5 posts will be scheduled to come out during the fall hiring period (August 28th to September 18th)

I reached out to 5 returning walkers, to see if they would like to provide testimonials and be features on SWHAT's social media pages. They all accepted and will be answering the following prompts:

- What is your favourite memory from SWHAT?
- Why should someone join SWHAT?
- What is the importance of SWHAT to the McMaster community?
- In your opinion, what's the best part of being a walker?
- Share your experience on being a walker and being part of the SWHAT community.

Additionally, we are planning to increase our social media presence in September. This could group pictures of volunteer teams on our stories with captions like "meet tonight walker's team," or other pictures of volunteers while in the office. It can also include photos taken during Welcome Week or Clubsfest to promote the pop-up booth or other initiatives. The goal of this increased social media presence is not only to introduce more content on our pages but to also hopefully make the process of requesting a walk feel less intimidating.

Finally, we are reintroducing an initiative we have had in previous years: Promo Points. Promo points was an internal initiative that allowed volunteers to get points every time they posted our promotions to their Facebook profile, changed their Facebook header, reposted on their Instagram stories, among other ways. The volunteers with the most points at the end of the semester would get cool prizes and SWHAT swag! This not only increases our promotional outreach, but it entices volunteers to engage and identify more with the SWHAT service. This was led by SWHAT's PR Executives in the past, but this year, the Volunteer Affairs Executive (Jenny) will be spearheading this initiative.

Projects & Events: In-Person Pop-Up Booth (Upcoming)

This pop-up booth will be an in-person table, similar to the booths from Welcome Week and Clubsfest. However, this will be taking place in MUSC, a high-traffic area of campus. We hope that this will result in interactions with students that did not come out to either of the first two booths. This event is scheduled to take place on September 15th from 9:30-2:30 and I have reached out to MUSC staff to help facilitate this. Following a similar format as our previous in-person initiatives, we hope that this booth increases service usage and acts as a final in-person push to promote volunteer hiring.

Outreach & Promotions

Summary

As mentioned in the Projects & Events section, we have been a part of various initiatives this summer that has allowed us, or will hopefully allow us to increase our outreach to more members of the McMaster community. This includes the Mac101 booth and the video with the MSU. Looking forward, we will be increasing our in-person presence substantially (Welcome Week, Clubsfest, Pop-up booth).

Regarding social media presence, walker and dispatcher hiring was promoted in the following ways:

- Posting on our Instagram and Facebook pages
- Reposting to McMaster Facebook groups and Discord groups
- Reposting on SWHAT's Instagram story, and executive team's personal Instagram story
- Asking other MSU services to repost on their Instagram story
- Internally through 2021-2022 volunteer team Facebook group

This summer, we were also reached out to by the team that runs the @macwelcomeweek Instagram account, who asked us if we wanted to promote our service on their account. As this account has a large first-year reach we organized a post to be made, and this was posted on July 25th, 2022. For September, we are excited to relaunch SWHATTED at Mac, which we believe will increase SWHAT's online presence.

Promotional Materials

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

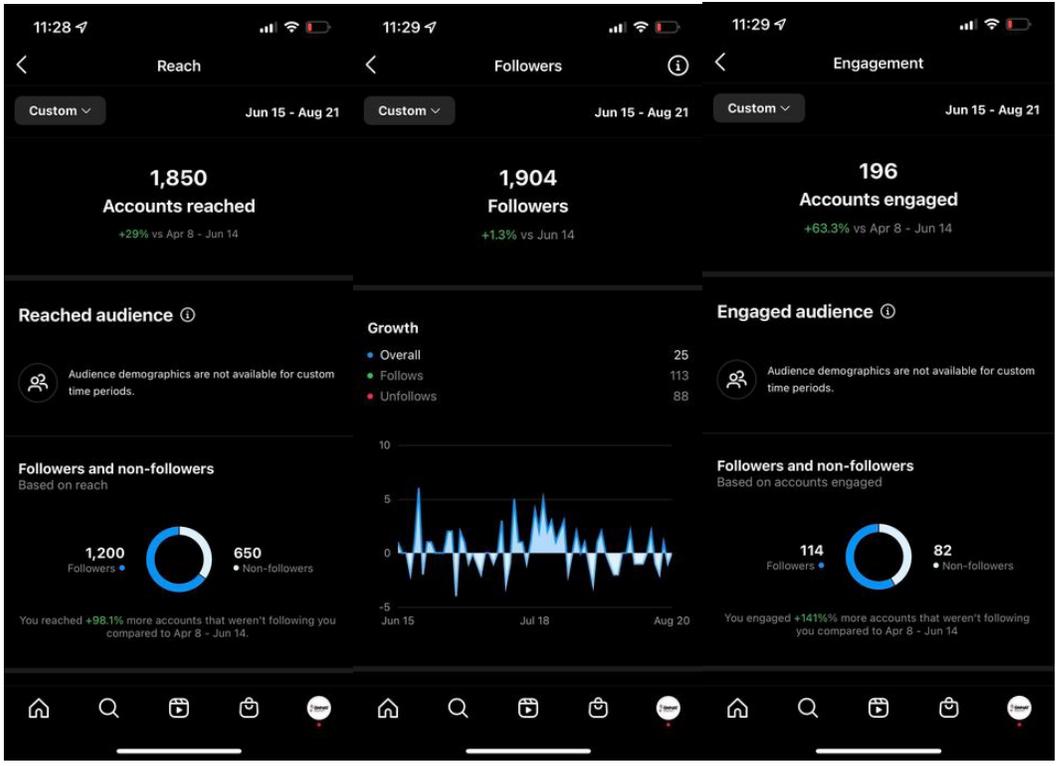


Graphic Stats (as of August 23, 2022)

- Instagram
 - Likes: 101
 - Comments: 1
 - Shares: 95
 - Saves: 38
 - Accounts Reached: 1543
- Facebook
 - Accounts Reached: 193
 - Engagements: 11

Social Media Engagement since the Previous Report

For my first report, I will be using insights from June 15th to August 21st.

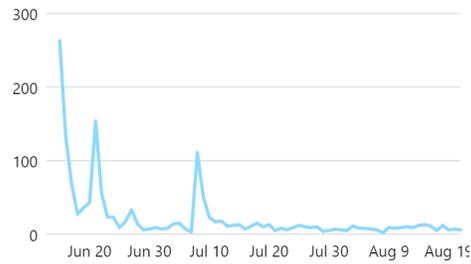


Facebook Page likes ⓘ

2,351

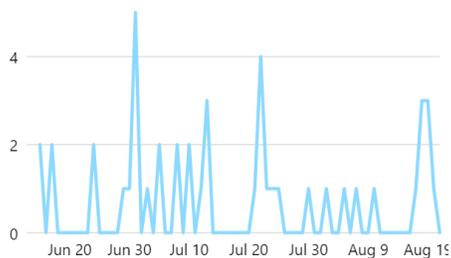
Facebook Page reach ⓘ

1,240 ↓ 32.7%



Facebook Page visits ⓘ

45 ↑ 60.7%

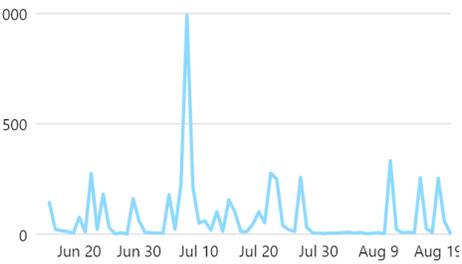


Instagram followers ⓘ

1,904

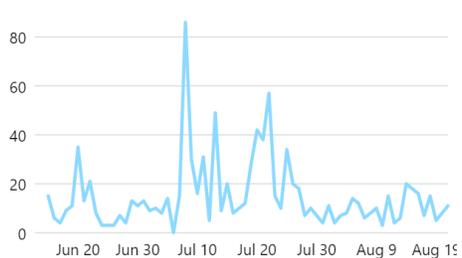
Instagram reach ⓘ

1,850 ↑ 29%



Instagram profile visits ⓘ

1,009 ↑ 37.7%



Finances

Budget Summary

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0117	Silhouette Advertisement	50.00
	ClubsFest Booth	20.00
	Stickers, Rave Cards	317.00
ADV/PROMO	TOTAL SPENT IN LINE	387
	REMAINING IN LINE	613
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$5600
TOTAL ACTUAL DISCRETIONARY SPENDING		\$387
REMAINING DISCRETIONARY SPENDING		\$5213

Executives & Volunteers

I am very pleased to report that my executive team has been hired, and are comprised of passionate, creative, and kind minds who I am very excited to work with this year. Each executive member was on SWHAT in some capacity in the previous school year, and as a result, everyone has some level of comfort with one another. This has definitely helped with team bonding. I also try to facilitate team bonding through weekly check-ins during executive meetings.

While each executive member has had some difficulties transitioning into the role, overall, they have settled in nicely, and are willing to use me as a resource which I really appreciate. More importantly, they are willing to interact with each other and ask each other for advice as well. A team is at its best when each member buys in and commits to reaching a certain goal. It is clear to see that my executive team is focused on reaching the same goals I outlined in my yearplan.

The volunteers have just been hired very recently, but I am looking forward to getting to know them when we begin operations for the year!

Successes

1. **Executive Team:** I mentioned this in the previous section, but I am going to say it again because I genuinely feel it is a huge success: SWHAT has a FANTASTIC executive team. Everyone gets along very well with each other and are willing to support each other and help out when needed. Volunteer hiring was a busy period, but it felt much easier with the executive team, who were very involved with the application and interview process. They have been excellent in getting work done in their roles, and

I am already starting to see personal growth from them. I am certain they will bring SWHAT to new heights and I am excited to see what they are able to accomplish this year.

Current Challenges

1. **Busy September:** SWHAT is going to be extremely busy going into the new semester. The service is starting operations on August 29th, and we also have many projects in September that will require effort from the entire executive team to be successful. However, I know many of the executives will also be busy in September (being out of the country, working on medical/grad school applications, getting accustomed to the new school year, etc.). Even for myself, I anticipate September being quite a busy month. I will ensure to check-in on my executives during this month to ensure they are not feeling overwhelmed and see what I can do to support them throughout this month. Furthermore, I am trying to balance the work between all of us to make sure no one feels overworked, and that we can get through this month together. I am grateful to have a very talented and passionate executive team that are not only excited about the projects we have coming up but are also always willing to help each other out when needed.
2. **Volunteer Hiring:** SWHAT is aiming to hire 25-30 more walkers in September to ensure we are able to run at full capacity. The number of walkers we are able to hire is dependent on the quantity and quality of applications that we receive. Traditionally SWHAT receives less applications in the fall. However, I am hoping things will be different this year, as this was the first time SWHAT's had to conduct their first round of hiring in the summer. I am projecting that there will be interest during the school year compared to the summer. Furthermore, I am hoping that the promotions we have over the first few weeks of September will draw students towards our service and convince them to apply. While this may be a challenge, I am looking forward to the fall hiring campaign and finally having a full team of volunteers.