



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Jadynd Sandhu
SUBJECT: Macademics Report #3
DATE: September 23, 2022

Yearplan Update

Since the last EB report, Macademics participated in Spark's Summer Webinar Series which went very smoothly due to the events committee amazing organization through the whole process; students were very engaged and asking questions, as well all guest speakers had a clear understanding of what topics they were to cover.

The "Meet the Exec team" posts assisted with re-introducing and starting up our service again, reaching hundreds of accounts and increasing our engagements before our Welcome Week initiatives. It was also a nice lead-up of steady activity on our social media accounts and information on our service and subcommittee responsibilities before volunteer hiring promo was posted.

The SSC booth provided a great opportunity for exposure and early contact with first year students. Despite space conflicts, we were able to connect with many first-year students and increase our social media following.

Volunteer applications for our three subcommittees (Promotions, Teaching Awards Committee and Research & Resources) were open from August 19th to September 11th to encompass both booth events. Last week, applications were reviewed, and interview offers were sent out. This week, interviews will be conducted by the Volunteer & Logistics Coordinator, the execs from the applicant's top two subcommittee choices and myself. We aim to have the team solidified by September 26th/27th.

As an aside, over the summer, Wooder assisted us in adding extra parameters to improve the security and moderation of the McMaster Used Textbooks Facebook Page. Now, we have control over who can access the page and what can be posted which has significantly reduced spam posts and messages from upset students.

Events, Projects, & Activities

General Service Usage

Our Instagram account has greatly increased its following since our two event booths and social media contest. Due to its success, we will continue to hold contests and book tables to share information for the teaching award nomination periods as well.

Project 1: Volunteer Hiring (Ongoing)

Applications were open until September 11th. We received 32 applications, which is greater than last year but more comparable with an in-person year. The week following was when the executive team marked each application and decided on candidates to continue to the interview stage. Interviews are set up to occur this week, Tuesday and Wednesday morning, and we are hoping to have the final team solidified by early next week. The team will be hired and trained (under Macademics-specific training) by the end of September.

Project 2: TAC Fall Nominations (Upcoming)

The Teaching Awards Committee Coordinators are planning to have the Fall Teaching Award Nominations open from October 17th to October 30th. The Promotions and TAC Coordinators will be in contact soon to discuss the promotional plans in addition to sharing the materials with professors and TAs. This year, we are also hoping to book some tables at MUSC to hand out rave cards and increase our number of nominations.

Project 3: ClubsFest (Completed)

During ClubsFest, we interacted with hundreds of students which helped with the transition back to in-person and re-introducing our service and resources to the student body. It was also an opportunity to promote volunteer hiring to students interested in getting involved within McMaster and the community as well as our social media contest which was a success in increasing our following. We had QR codes for both the volunteer application and social media accounts on a tri-fold poster and handed out rave cards. I am very proud of my executive team for all attending throughout during the day, even with their busy schedules, and promoting our service with enthusiasm and professionalism.

Project 4: Welcome Week Campaign (Completed)

Two of our initiatives during Welcome Week was the Social Media Contest and participating in the SSC event. We also displayed QR codes for easy access to our current campaigns and handed our rave cards with the QR attached. Although it was quite a windy day and the event was held outdoors, this event assisted in creating relationships and engagement with the first-year students and perhaps motivated them to apply.

Outreach & Promotions

Summary

Between August 26th and September 9th, we promoted a social media contest where students were asked to follow our Instagram account and tag friends in the comments for a chance to win a Campus Store gift card. Our following has more than doubled since, which should help with the success and our reach for future campaigns.

We also participated in the SSC event during Welcome Week where we also promoted our volunteer hiring and contest. Many of our new followers are incoming students which future years of this service can also benefit from. ClubsFest was also another opportunity to promote both campaigns (hiring and the contest) but to a much broader population of students. The event was very busy, talking to hundreds of interested students about our service.

Promotional Materials

Volunteer Hiring:



APPLICATIONS OPEN UNTIL
Sept 11 | 11:59PM

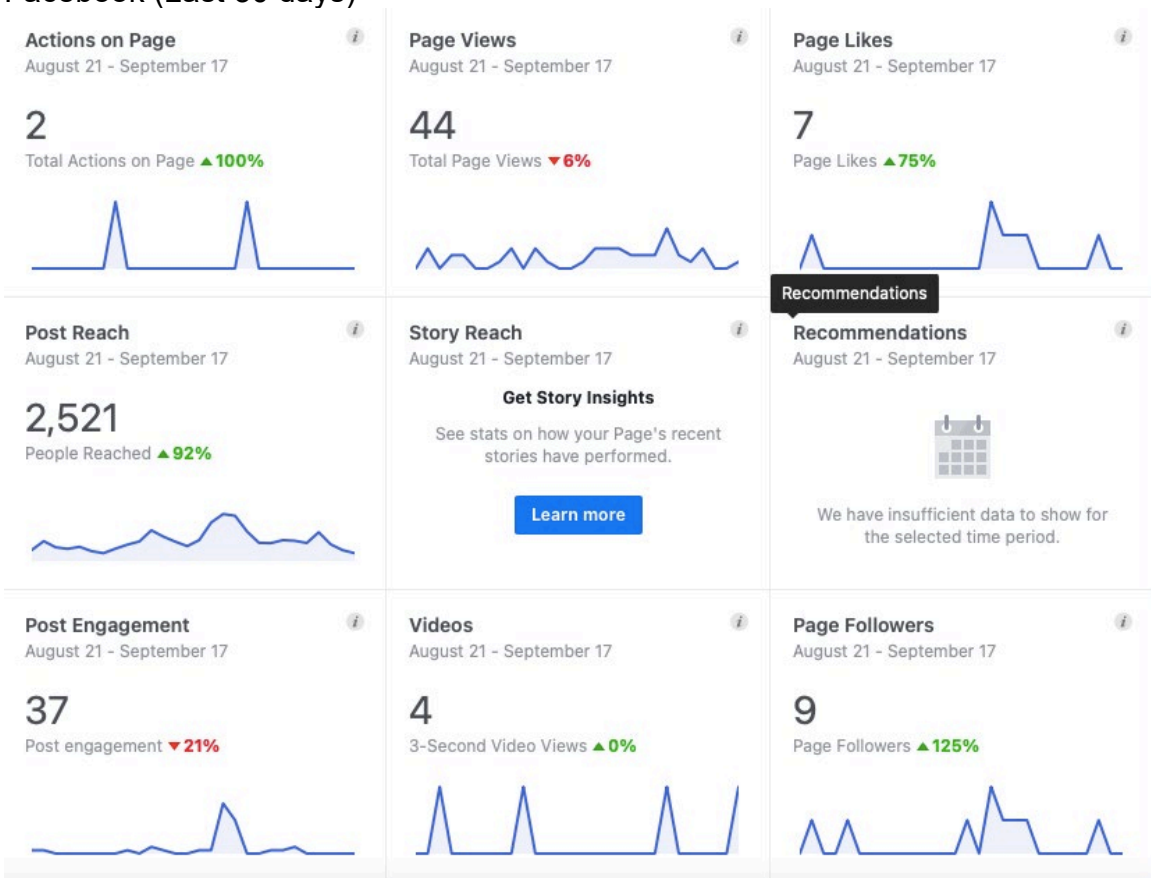
Visit msumcmaster.ca/jobs

msumcmaster.ca/macademics
@MSU_Macademics
/MSU.Macademics

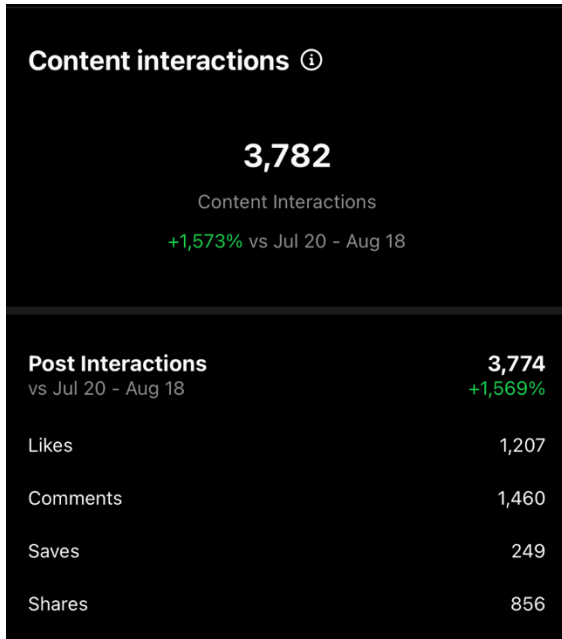
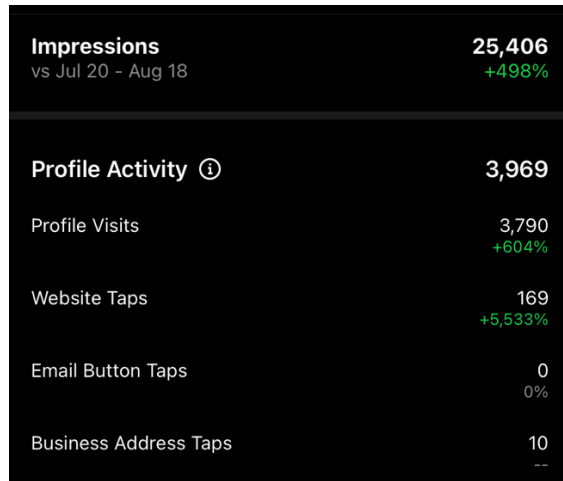
Social Media Contest:



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



Instagram (Last 30 days)



Finances

Budget Summary

6102-0312	TCHA - ANNUAL CAMPAIGNS	\$1,000.00
	Silhouette Advertising -Welcome Week Issue	\$25.00
	WW Promotional Gift Card (Campus Store)	\$25.00
	ClubsFest Registration	\$20.00
	TOTAL SPENT IN LINE	\$70.00
	REMAINING IN LINE	\$930.00

6501-0312	TCHA - ADVERTISING & PROMOTIONS	\$1,900.00
	SSC Welcome Week Rave Cards	\$109.00
	Social Media Contest	\$100.00
	TOTAL SPENT IN LINE	\$209.00
	REMAINING IN LINE	\$1,691.00

TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,750.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$279.00
REMAINING DISCRETIONARY SPENDING		\$6,471.00

Donations

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

Executives & Volunteers

Working together on our recent two booth events have allowed the executive team to meet in-person and the opportunity to interact more with each other. We have begun to have weekly meetings to discuss their progress, suggest ideas and collaborate with one another.

We are currently in the process of hiring and the team seems eager to get their sub-committees assembled and start working on some of their initiatives and campaigns.

Successes

The Social media contest has more than doubled our Instagram following. Applications were a success in that we received triple the applications than positions available and from a variety of students (i.e., programs and levels).

Current Challenges

After volunteer applications closed, we have been working on a tight timeline to get volunteers hired and trained before teaching award nominations preparations. The executive team has been excellent at meeting deadlines for marking applications and deciding interview times.