



# REPORT

*From the office of the...*

## SWHAT Coordinator

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TO: Members of the Executive Board  
FROM: Vithuyan Sugumar  
SUBJECT: SWHAT Report 3  
DATE: October 7 2022

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### **Yearplan Update**

SWHAT has completed its in-person promotional campaigns, including the SSC Welcome Week booth, and the Clubsfest booth. We have also maintained an active social media presence, wrapping up our fall SWHATted at Mac campaign and using Instagram stories for consistent engagement. Most notably, we have concluded our fall hiring process and we have finally have a full volunteer team, meaning we are finally able to operate at full capacity. Looking forward, SWHAT is excited to continue its promotional campaigns in the form of Giveaway month and the SWHAT Walk-a-Thon.

### **Events, Projects, & Activities**

#### *General Service Usage*

SWHAT has finished its first month of operations and the engagement has been fantastic. From August 29<sup>th</sup> to October 3<sup>rd</sup>, SWHAT has completed 107 walks. For comparison SWHAT only had 46 walks for the entire period of operations (February-April 2022) in the previous school year. I had high expectations regarding engagement with the service this year. So far, our engagement has surpassed all expectations.

#### *Projects & Events: Fall Walker Hiring (Complete)*

SWHAT has finally wrapped up its fall hiring process, with position offers being sent out earlier this week. In this round of hiring, SWHAT received 78 applications, and following the application and interview process, 35 more walkers have been hired. Across both rounds of hiring, SWHAT received a total of 132 applications, which is more than a 100% increase from the previous school year, where we had 64 applications across all rounds of hiring. Most importantly, however, I am grateful to have a full team hired, as we are now finally able to run at full capacity!

### *Projects & Events: SWHATTED at Mac/Social Media Presence (Complete/On-going)*

SWHATTED at Mac resulted in five testimonials from current volunteers about their experience as a walker on SWHAT. They were posted on our Instagram and Facebook. This makes our Instagram feed look a lot friendlier and inviting, and I strongly believe this was a reason for the increased number of applications this year.

In my last report, I mentioned how we were planning on using our Instagram stories a lot more during hiring to promote the service, and show students what it is like to be a walker on shift. However, this initiative has been VERY successful, as it has increased student engagement with the service. The stories often get replies from students with questions and comments, and people wanting to engage with us and know more. Due to success of this, it has become more of a permanent practice and something SWHAT is striving to do for the rest of the year.

### *Projects & Events: Giveaway Month (On-going)*

For the month of October, SWHAT is planning to run an informational and promotional campaign. This starts with the “What’s SWHAT” graphic, which outlines all the necessary details about the service, what it’s like, and how to use it. This has already been posted. For the rest of the month, there will be a set of three giveaways, which aims to increase engagement and awareness of the service in advance of November’s Walk-a-Thon. These giveaways will ask students to perform actions like following the @msu\_swhat account, reposting the picture on their story, or saving SWHAT’s number in their phone. As for prizes, SWHAT has a surplus of merchandise left over from previous years, and so we are able to give this away.

### *Projects & Events: Volunteer Social (Upcoming)*

A major goal of mine going into the year was to help build the SWHAT community, and help volunteers feel more connected and welcome to the service. SWHAT’s Volunteer Affairs Exec (Jenny) has introduced two initiatives which has helped bring the team closer together: SWHATify, SWHAT’s collaborative Spotify playlist, as well as SWHoccer, SWHAT’s intramural soccer team. Both of these have been fantastic ways to engage the volunteers, and they have been really enjoying it so far.

Following reading week, SWHAT will have its first volunteer social of the year. It will be a great way for the volunteers to get to know each other and help integrate the new volunteers with the SWHAT community.

### *Projects & Events: Walk-a-Thon (Upcoming)*

Every semester, SWHAT conducts a walk-a-thon. For every walk SWHAT receives in the month of November, SWHAT will donate \$1 to a selected charity. Historically, this has been a great initiative because it boosts engagement with

the service and provides SWHAT with the opportunity to give back to the community. We are currently in the planning stages to get this ready for November, but I am very excited for it to get started.

### *Projects & Events: Community Safety Week (Upcoming)*

Community Safety Week was an initiative that was planned by SWHAT's 2019-2020 PR executives, but as a result of the COVID-19 shutdown, they were unable to follow through with it. This week aims to connect the McMaster community to many of the student safety services we have on campus.

SWHAT's PR Execs (Vivien and Celina) are looking forward to spearheading this initiative in the Winter semester. However, this is obviously a significant undertaking so we are already in the starting stages of planning to discuss logistics and envision what this might look like. Nevertheless, we are excited to reach out to other groups on campus and see if they are interested in helping bring Community Safety Week to life.

## **Outreach & Promotions**

### *Summary*

SWHAT's PR Executives have been working hard to increase our social media presence. Notably, they have been focused on increasing our following. From the last report, we have grown from 1900 to 3100 followers, which is a tremendous accomplishment. Furthermore, we have integrated "shift stories" as a normal part of SWHAT's social media engagement, as we have experienced a lot of student engagement with these. These stories essentially aim to show what a typical SWHAT shift is like, as well as who is on shift. People are likely more inclined to book a walk if they notice the friendly faces that are on shift, or if they see a friend of theirs in one of the stories. I will post an example of one of these in the *Promotional Materials* section.

Otherwise, we have been continuing our social media campaigns. SWHATted at Mac went well, and I believe it was a huge reason for the increase in volunteer applications this year. Right now, the PR execs are focused on building our following through a giveaway month, which will aim to increase student engagement with our social media and help build our online presence.

### *Promotional Materials*

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



*Graphic Stats (as of October 4, 2022)*

- Instagram
  - Likes: 183
  - Comments: 1
  - Shares: 280
  - Saves: 144
  - Accounts Reached: 3770
- Facebook
  - Accounts Reached: 934
  - Engagements: 8

This is one of five of our *SWHATted at Mac* posts.



*Graphic Stats (as of October 4, 2022)*

- Instagram
  - Likes: 131
  - Comments: 3
  - Saves: 2
  - Accounts Reached: 1948
- Facebook

- Accounts Reached: 326
- Engagements: 4

This is an example of one of our SWHAT shift Instagram stories.

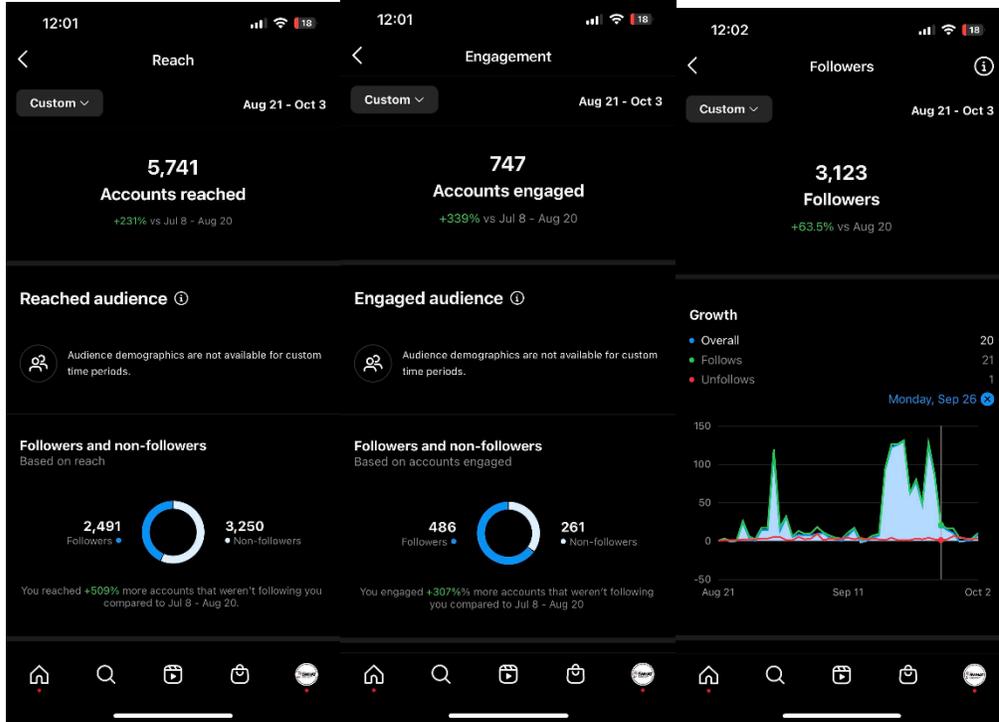


Stats:

- Reach: 1046

*Social Media Engagement since the Previous Report*

For this report, I will be using insights from August 21<sup>st</sup> to October 3<sup>rd</sup>.



As seen in the screenshots, Instagram engagement has gone up by a lot. Our follower count have increased from 1904 followers to 3123 followers, an increase of 63.5%. Accounts reached have increased from 1850 to 5741, a change of 231%. Accounts engaged have increased from 196 to 747. All of this can be contributed to a stong marketing campaign and social media presence by SWHAT’s PR Executives.

## Finances

### *Budget Summary*

Finance wise, SWHAT is in a good position. Two purchases have been made since the last report. One was a purchase from Food Basics totalling \$70. This was for volunteer snacks during shift, taken out of the Office Supplies line (5003-0117). The other purchase was for SWHAT’s intramural soccer team, taken out of the Volunteer Recognition line (6494-0117).

This month, I anticipate a purchase being made for radio batteries. However, I am uncertain how much they will cost or if they will even be possible to obtain for this radio model.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0117	Food Basics - September	70.00
<b>SUPPLIES</b>	<b>TOTAL SPENT IN LINE</b>	<b>70</b>
	<b>REMAINING IN LINE</b>	<b>930</b>
6494-0117	SWHoccer Intramural Team	110.00

	TOTAL SPENT IN LINE	110.00
	REMAINING IN LINE	1390
<b>PROMO</b>	TOTAL SPENT IN LINE	387
	REMAINING IN LINE	613
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		5600
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		567
<b>REMAINING DISCRETIONARY SPENDING</b>		5033

### **Executives & Volunteers**

As mentioned earlier, one of my biggest goals coming into the year was to build a SWHAT community that was kind, supportive, and love being part of the service. As of right, now I can confidently say that Executives & Volunteers are very engaged with the service, and it really seems like they LOVE being on SWHAT. They are all very engaged during shift and in our group chat, and our intramural team has seen significant engagement, with 23 volunteers on the roster. There also seems to be a lot of interest in our upcoming volunteer social, and I am excited to see how it turns out.

I would also say the executive team is also very close with one another and the service. They truly are just as passionate about SWHAT's success as I am and are always willing to help each other out. I am very grateful for SWHAT's executive team this year.

### **Successes**

1. **Service Engagement:** Considering engagement was relatively low last year, I wasn't entirely sure what to expect going into this year. However, considering the amount of effort we were putting into promotions in the summer and into September, I had high expectations going into the year. Now that September is done, I am happy to say that student engagement with the service have exceeded expectations. With 107 walks so far, engagement has once again reached pre-pandemic levels, and I only expect this number to increase as we continue to build our social media presence and start to have a full team in the office. This is FANTASTIC news for the growth of the service, and I am so proud of my volunteers and executives for this accomplishment.
2. **Social Media Engagement:** The PR executives (Vivien and Celina) have been working extremely hard to boost SWHAT's social media presence and it is clearly paying off. Our Instagram stories and posts consistently receive active engagement, and we have grown in over 3200 followers within the last month. Outside of SWHAT, many people have come to up

- me and told me how much more they know about SWHAT compared to last year, which is a sign that our online presence is paying off.
3. **Volunteers:** As I mentioned in my previous report, we were understaffed to start the year, and with a few walkers resigning throughout the month this left us a bit constrained. However, all the volunteers were absolute superstars in helping us keep up with the higher than anticipated demand to start the year. In fact, without us even having to ask, many of the volunteers were willing to pick up extra shifts to keep up with demand, which made me really happy to see. Otherwise, all the volunteers were always understanding of each other's situations and willing to switch shifts if it helped someone out. This was a rough month, but SWHAT's volunteers were up to the challenge. One more thing I've noticed – SWHAT has a very diverse volunteer regarding faculty. We have volunteers from many different faculties and programs on campus, big or small. It has been such a fun experience being on shift and getting to know every volunteer personally.
  4. **Community:** In my opinion, our greatest accomplishment so far this year is the volunteer community we've created at SWHAT. From all the groups I have been involved with at my time at McMaster, I have never seen a group of people so tightknit, kind, supportive, and engaged, especially in a group so large. Not only have they bought into SWHAT's mission and are committed to providing a safe experience to McMaster students, but they also love being on the service. Every time SWHAT posts something, the volunteers are always quick to repost it, and this is something that truly warms my heart. I am so happy with the team we have and I expect volunteer retention next year to be high.
  5. **Fall Hiring:** The hiring process went great! We had much more applications than the summer campaign, and a lot of fantastic applicants. The executive team was quick in marking applications and conducting interviews, and I am so appreciative of all their hard work. I am looking forward to meeting the new volunteers!

## Current Challenges

1. **Radios:** With full walk teams now in the office, there is also the need for more radios. Unfortunately, with only three working radios, we are only able to send out two walk teams at a time. We have enough money in the budget to buy new batteries for these radios; however, the radios are very old, and I am having trouble locating new batteries. Buying new radios are unfortunately outside of our budget. I am planning on reaching out to security for guidance on this issue, but I am hoping to have more radios soon to increase our walk capacity.