



# REPORT

*From the office of the...*  
**Macademics Coordinator**

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TO: Members of the Executive Board  
FROM: Jadynd Sandhu  
SUBJECT: Macademics Report #4  
DATE: October 28, 2022

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## **Yearplan Update**

Since the last report, volunteer hiring is now complete, and Fall Teaching Award Nominations are officially open.

The volunteer team has been hired, completed Macademics-specific training and is in the process of completing MSU-wide training. The volunteers have been provided with their volunteer contracts, so training encompasses the EOHSS trainings as well as Accessibility, Anti-Oppressive Practices, and Sexual Violence Prevention and Response Training. All volunteer training is expected to be completed by November 1<sup>st</sup>.

The Research and Resources Committee is working on releasing their first blog post of the year. Now that the subcommittee has been solidified, we aim to release at least one blog post per month.

The Fall Teaching Awards Nomination period is officially open until October 30<sup>th</sup>. The graphics and links have been posted. The Teaching Awards Committee is working hard collaborating with professors to spread the word through emails and class talks. An A2L announcement was also broadcasted which increased nominations significantly. We are also planning to interact with students more directly through the "Meet the Services" fair which will further assist in nomination promotions.

After the nomination period is complete, the Volunteer and Logistic Coordinator will organize results and standardize with the help of the rest of the team. After top nominees of each faculty and for teaching assistants have been determined, in-class evaluations will be released. I will also start discussing the Teaching Award Ceremony preparations with the TAC Coordinators during early November. Around mid to late November, we will aim to host a team social as a celebration of all the hard work that went into our first round of nominations.

## Events, Projects, & Activities

### *General Service Usage*

The Promotions Coordinator has recently posted a series of graphics introducing the members of our three subcommittees. This is a new project we incorporated this year as usually the exec team are the only members to have a post. However, it promoted greater engagement with our pages before promo for TAC nominations and the volunteers seemed to really appreciate it.

Now, we are focusing on the TAC nominations promotional campaign which encompasses social media posts, posters and banners, lecture talks and emails with professors. Our service will also participate in the “Meet the Services” Fair which will provide another opportunity to promote the nomination period and contest.

### *Project 1: Volunteer Social (Upcoming)*

After the Teaching Awards Nominations close and standardization is complete, it will be nice to have a team social to show our appreciation for everyone’s hard work during one of the largest campaigns. I will be discussing plans with the Volunteer and Logistics Coordinator soon and collaborate on deciding an end-of-year gift for each member before exams and the holidays.

### *Project 2: TAC Fall Nominations (Ongoing)*

Fall Teaching Award Nominations are open from October 16<sup>th</sup> to October 30<sup>th</sup>. The Teaching Awards Committee and Promotions Committee worked together to design attractive promotional materials and a detailed and encompassing promotional schedule for this two-week period. This includes banners in MUSC, posters around campus, graphics posted on our social media platforms and shares with other MSU services and professors. Rave cards were also purchased for MUSC table promotions and lecture talks. The “Meet the Services” Fair will also be a great opportunity to promote nominations.

Once nominations close, the Volunteer and Logistics Coordinator and I will organize the results and, with the help of the team, standardize them. After results have been analyzed and tallied, the in-class evaluation period will begin, which is used to obtain more detailed submissions and feedback on the top three professors per faculty and top ten teaching assistants.

### *Project 3: Volunteer Hiring (Completed)*

After applications closed September 11<sup>th</sup> and interviews were conducted the week after, final volunteer position offers were sent out September 23<sup>rd</sup> and accepted by September 26<sup>th</sup>. In total, 11 volunteers were hired: 5 for the Teaching Awards Committee, 3 for Research and Resources and 3 for Promotions. This was determined through previous transition reports and the

input of the executive team on how many people would be required to achieve their goals on their year plan. I am excited to work with the new members of the team and confident in their passion for Macademics' mission.

Volunteer orientation occurred on October 4<sup>th</sup> where volunteers meet with the rest of team, reviewed the several pillars of our services and volunteer responsibilities and completed icebreakers and team-building exercises.

## Outreach & Promotions

### *Summary*

During late September, the Promotions Coordinator worked on obtaining information from our volunteers for subcommittee introduction posts on our social media accounts. Over reading week, these posts were posted to increase engagement with our pages before TAC nomination promo was posted.

Fall Teaching Award Nominations promotional materials have been posted: graphics have been shared on our social media platforms and to other MSU services; professors of larger classrooms have been contacted for possible short talks to promote; the "Meet the MSU Services" fair was planned at a perfect time to hand out rave cards and promote our contest for nominations. There are also banners facing the outside of MUSC and in the MUSC atrium as well as posters across campus.

### *Promotional Materials*

Fall Teaching Awards 2022:

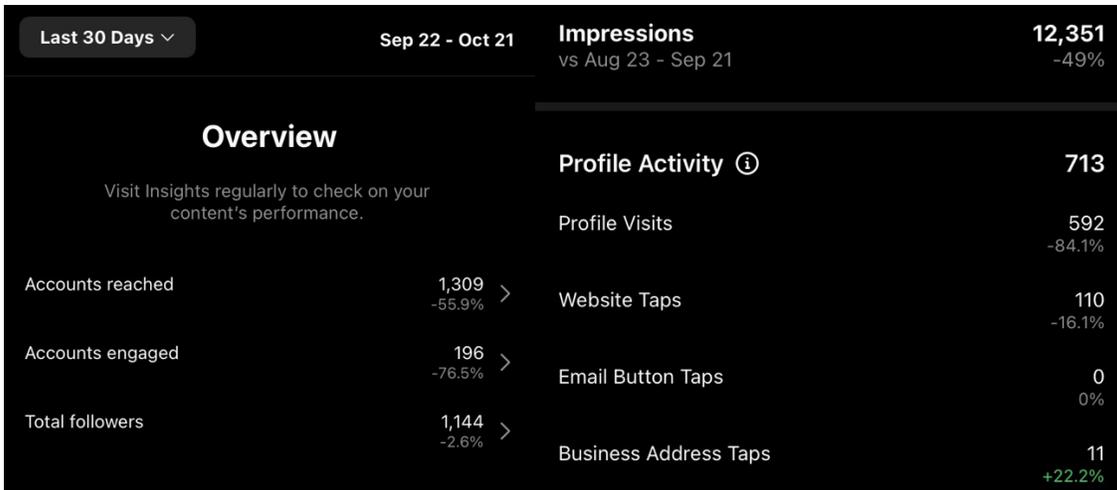




*Social Media Engagement since the Previous Report*  
 Facebook (Last 30 days)

 <b>Post reach</b>	<b>1,398</b>
 <b>Post engagement</b>	<b>35</b>
 <b>New Page likes</b>	<b>3</b>
 <b>New Page Followers</b>	<b>4</b>

Instagram (Last 30 days)



It is believed that the negative difference in engagement may be due to the extremely high numbers experienced last month in regard to the social media contest to boost our following.

## 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
	<b>TOTAL SPENT IN LINE</b>	<b>\$70.00</b>
	<b>REMAINING IN LINE</b>	<b>\$930.00</b>

6501-0312	TCHA - ADVERTISING & PROMOTIONS	\$1,900.00
	SSC Welcome Week Rave Cards	\$109.00
	Social Media Contest	\$100.00
	TAC Fall Nominations	\$488.00
	<b>TOTAL SPENT IN LINE</b>	<b>\$697.00</b>
	<b>REMAINING IN LINE</b>	<b>\$1,203.00</b>

<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		<b>\$6,750.00</b>
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		<b>\$767.00</b>
<b>REMAINING DISCRETIONARY SPENDING</b>		<b>\$5983.00</b>

## Donations

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

## Executives & Volunteers

The volunteers got to meet the executive team and other fellow volunteers during our volunteer orientation on October 4<sup>th</sup>. During this meeting, volunteers interacted with their subcommittee and executive members through icebreakers and casual chatting. During executive meetings, the team has informed me they have begun having their own weekly or biweekly subcommittee meetings to start working on some of their initiatives and form a stronger team dynamic.

## Successes

Our full team is hired and solidified and has begun working on their initial projects!

## Current Challenges

We were able to obtain a master list of all the professors teaching this semester with class sizes for standardization, however, the TAC Coordinators were interested in obtaining a list of emails. So far, they have been searching up each professor's email individually which is a bit of a lengthy process. We are wondering if any document like this does exist as it will facilitate sharing nomination promo with McMaster staff and students more efficiently in the future.