



REPORT

From the office of the...

Sinead George Maroons Coordinator

TO: Members of the Executive Board
FROM: Sinead George
SUBJECT: MSU Maroons Report 5
DATE: October 28, 2022

Year Plan Update

- There has been a lot of progress on building an inclusive and strong community within the Maroons team – reps are connecting a lot within their pods and with their pod leaders and LT, volunteer turnout has been great, and reps have been really responsive to teambuilding activities!
- The service is beginning to get more involved with the community beyond McMaster with the Pumpkin Hike and looking into Movember planning.
- The four threads of Maroons are all going well!:
 - Athletics: seeing great turn out at Varsity Games, intramurals, and planning an active Maroons social (hot chocolate walk) this month
 - Events: Been engaging with the community with the Pumpkin Hike, Fall Preview Day, and planning for Movember.
 - Fundraising: Plans starting for the annual dodgeball tournament and Movember! Funds from Welcome Week planning on being submitted soon!
 - Promotions: Been going really well with increased presence on campus for rave cards, new Instagram reel, ordered a new pull up banner and stickers, and presence at the Meet the Services Fair!

Events, Projects, & Activities.

General Service Usage

- We have been collaborating with a lot of different groups for events (see below) which has been great exposure for the service and allowed us to bring the spirit to campus all month!
- We have seen a lot of engagement especially at our Varsity Games and Intramural turn outs have been fantastic.
- Volunteer turn out has been great, with over 85% of reps attending our last in-person meeting, and all others messaging me beforehand.

Projects & Events: Welcome Week Charity Support (Ongoing)

- *We are continuing to work in collaboration with MSU accounting and Campus Events to collect all the funds for our Welcome Week charity, Living Rock*
- *I am finishing up balancing things from our event with Campus Events before finalizing and making the payment to Living Rock*
- *Final call to all faculty planners has been sent out.*

Projects & Events: Monthly Team Meetings (Ongoing)

- *Our first team-wide meeting on Oct 5 was very successful and we are planning to host another in the first week of November! Reps were excited to mingle and were able to gain a better understanding of the year plan/ commitments associated with Maroons General Repping.*
- *Along with the Volunteer Coordinator, Imane, I have been meeting with our pod-co leaders to ensure they are maintaining morale within their pods and engaging socially*

Projects & Events: Varsity Game Attendance (Ongoing)

- *Athletics Coordinators (Grace and Dylan) have created a schedule in collaboration with TJ Kelly of varsity games that the Maroons will be attending.*
- *We have been attending mainly football games, where reps have gotten to interact with the crowd from the field and hype them up with cheering, dancing, and t-shirt throwing.*
- *We also had a great turnout for the volleyball game we attended, and the team is looking forward to attending a greater variety of sports in the Winter.*

Projects & Events: Pumpkin Hike (Ongoing)

- *We have been in contact with Smiling Over Sickness, who have historically aided in facilitating the Pumpkin Hike with Cootes' Paradise Elementary School.*
- *We are going to help carve pumpkins and line the trail with flashlights to guide families through the path!*

Projects & Events: Intramurals (Ongoing)

- *The Maroons have registered and begun facilitating free intramural teams in 4 sports: Ultimate Frisbee, Volleyball, Basketball, and Innertube waterpolo*
- *Teams have had great turn outs from reps and team members! All teams have a group chat, all of which are fairly active throughout the week and those involved seem very enthusiastic!*

Projects & Events: Movember (Ongoing)

- *The Fundraising and Events Coordinators, Hamrish, Jaden, and Hannah, have been brainstorming and plan on reaching out regarding an MSU-wide Movember initiative*
- *They have met with Mitch to plan a challenge between services to have each member move (walk, run etc.) 60km throughout the month of November for the 60 men that we lose to suicide every hour across the world.*
 - *This will mainly be promoted asynchronously through Instagram and using a free strava account to track progress.*
- *At the end of the month we are looking to host a large event for everyone to walk the final few kilometers on campus.*

Projects & Events: Fall Preview Days (Ongoing)

- *I have been working with Julia and Colin from Student Recruitment to help coordinate Maroons presence at Fall Preview days Oct 29 and Nov 19*
- *The Maroons are scheduled to be present across campus to give directions and share their student experience at Mac!*
- *We have already gotten a great turnout from reps signed up for this event and are super excited to spread the spirit to future Marauders!*

Projects & Events: FOCO Support (Completed)

- *We had a great turn out and reps had a great time at FOCO clean up!*
 - *Reps were super appreciative of the drinks and snacks the MSU provided and were able to pick up tons of garbage.*
 - *We got to interact with many news outlets including the Sil, CHCH, and CBC*
- *Rave cards seemed to be very successful and reps remarked how many more students were aware of the by-law in the days following the hand outs.*

Outreach & Promotions

Summary

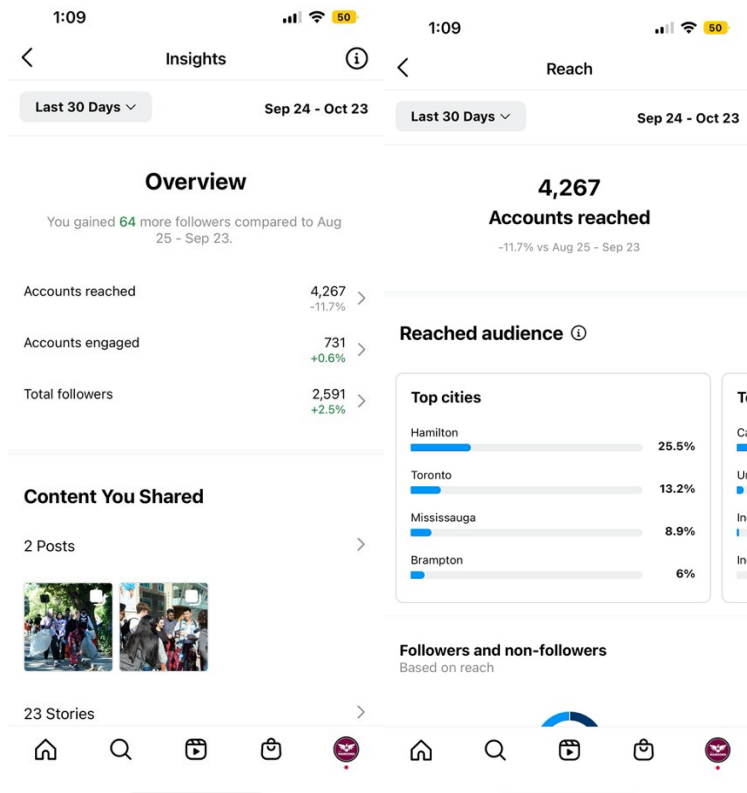
- *The Maroons have been able to see a lot of increased engagement through our Instagram primarily, but have been making investments in some physical promotional materials to promote our services further.*
- *We were also able to collect an email list during Clubsfest, and will be building on it at the Meet the Services fair to use as an alternative promotional resource*

Promotional Materials

- *We have just received and posted our informative reel with the help of the MSU communications team which turned out great!*
- *We are hoping to build engagement in the coming month through Instagram giveaways and promotions regarding Movember.*
- *We have just placed an order with the Underground for a new pull up banner which the Promotions Coordinator, Alexei, designed!*
- *We have placed an order for 1000 stickers to hopefully distribute at other PR opportunities throughout the year and help spread the Maroons name*

Social Media Engagement since the Previous Report

- Instagram Insights:



Instagram engagement has been up since Welcome Week but we have been reaching less accounts so hoping to post more frequently and perhaps

looking into collaborating with other services/ asking for reposts more moving forward.

Finances

Budget Summary

Note I have also discussed with Sarphina (VP Admin) about moving some costs to the uniforms line.

These are all the purchases made thus far.

5101-0120	MAROONS - TELEPHONE	\$150.00		
	Tie Dye Supplies (Amazon)	\$59.06	28-Jul-22	128128
	Tie Dye Supplies (Michael's)	\$48.00	28-Jul-22	128127
6102-0120	MAROONS - ANNUAL CAMPAIGNS	\$450.00		
	Clubsfest Fee	\$20.00	3-Aug-22	128136
	WW Event Supplies	\$45.00	17-Aug-22	128178
6501-0120	MAROONS - ADVERTISING & PROMOTION	\$1,000.00		
	General Hiring Poster	\$100.00		
	Maroons Stickers	\$328.50	20-Oct-22	127992
6603-0120	MAROONS - SPECIAL PROJECTS	\$750.00		
	Fall Intramural Fees	\$415.00	13-Sep-22	128286
	Meet the Services Fair Candy	\$33.90	19-Oct-22	128448
6633-0120	MAROONS - UNIFORMS	\$3,000.00		
	Rep Suit Reimbursement	\$278.54	15-Jun-22	
	Maroons Rep Jerseys (AK Basketball Singlets)	\$2,494.64	14-Jul-22	128203
	Maroons Bucket Hats	\$307.36	15-Aug-22	128166

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$6,675.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$4,130.00
REMAINING DISCRETIONARY SPENDING	\$2,545.00

Executives & Volunteers

- Executives and Volunteers are getting along well and seem to be building a really strong community within the team! Lots of friendships seem to have formed which draws more reps to come to volunteering events!
- Pod-co members have done a really good job with keeping their pods engaged and this role seems to have been successful thus far

Successes

- The team seems to be getting along super well and doing great at our repping events! Reps have been super helpful and great at providing support at both higher and lower energy events.
- Executive members have been taking on a huge level of initiative with getting ideas and projects moving! It has been amazing to see their creativity and how much they have brought to the service.

Current Challenges

- Early Recruitment: Internally it has been quite challenging with recruiting reps to events early and getting people to sign up and commit. Many reps join/ drop commitments last minute which has proven challenging especially when collaborating with other groups.
- Collaboration with Other Services: With all that has been going on this year it has been hard to get to collaborate a lot with other services which would have been great to see so far. We are going for this with the Movember challenge, but again I think there is a bit of disconnect here and it is hard to get ahold of people.