



REPORT

From the office of the...

Spark Director

TO: Members of the Executive Board
FROM: Kyobin Hwang (She/Her)
SUBJECT: Spark Report 5
DATE: November 1, 2022

Year Plan Update

Given that it has only been two weeks since the last EB Report submission, there are only a couple new updates on this report. Volunteers have settled into their roles and Spark has been continuing its yearly programs. For the most part, we are in the execution phase of the events and sessions that have been planned in the summer. As a team, we reached the following milestones and goals over the past two weeks:

1. Spark connected with McMaster students for Meet the Services Fair. This was a fantastic opportunity to spread awareness on the services we provide and promote winter sessions registration.
2. We have officially commenced the Spark Ambassadors program, which provides first-year students an opportunity to undertake various leadership roles within the Service. Overall, we have been receiving positive feedback on the program from the first years!
3. To celebrate and acknowledge the hard work devoted by the Executives, we held an Executive Team social! I appreciate my Executives so much and recognize that they are the backbone of everything we do.

Events, Projects, & Activities

General Service Usage

The general service usage has plateaued in the past two weeks. We have around 70 first-year students that consistently attend Spark Sessions. We are organizing two more events during the month of November (i.e., So, You Think You Can Craft and Hike and Hangout). We hope that these events will increase service usage and hopefully be a promising opportunity to promote winter session registrations.

Projects & Events: Project 1 (Completed) – Meet the Services Fair

- Spark participated in Meet the Service Fair on September 27, 2022.
- The Outreach Coordinators (Vithuyan and Milica) ran the booth.
- Team Leaders and other Executives were also invited to help at the booth and represent the Service.

- We adorned our booth with the Spark banner, information board, and stickers.
- We were able to accomplish the following objectives by participating in this event: (1) inform more students about the Service, (2) promote sessions registration for the Winter term to first-year students, and (3) promote our upcoming events (i.e., So, You Think You Can Craft and Hike and Hangout) to first-year students.

Projects & Events: Project 2 (Completed) – First Year Formal Planning

- The Events Coordinators (Anika, Daniel, and Myra) worked diligently to plan First Year Formal, which was originally scheduled on November 5, 2022 at Michelangelo's Banquet Hall.
- They liaised with the venue, addressed ticket sale inquiries, coordinated with the bussing company, and booked a photographer.
- The Promotions and Publication Coordinators (Jadyn and Linda) attended to an influx of Instagram direct messages regarding First Year Formal and coordinated with First Year Council and the Underground to optimize event promotion (e.g., creating rave cards, designing second wave of promotional graphics, etc.).
- The Clubs Accounting Clerk (Hannah Shouldice) sent us daily updates on ticket sales.
- Despite our efforts and anticipation for the event, First Year Formal unfortunately had to be cancelled this year. This decision was made by the Executive Board after analyzing the number of ticket sales.
- The past week has been focused on reconciling the cancellation as seamless as possible. Specifically, we have been addressing inquiries from students regarding the cancellation and archiving all promotional content for the event from our social media platforms.

Projects & Events: Project 3 (Ongoing) – Sessions Registration

- While attendance has significantly dropped since the first two sessions, we have around 70 consistently attending first-year students.
- There are two more weeks of sessions remaining for this semester, with the final sessions scheduled to run on the week of November 13.
- The Session Coordinators (Deeptha, Nick, and Tuqa) have done a fantastic job training Team Leaders on a weekly basis and packing material bags ahead of sessions.
- As for next steps, we plan to release a feedback form after the last session to all students that were registered in this program. The aim is to identify areas of strength and weaknesses that can be applied when preparing for the Winter semester sessions.
- During one-on-one check-ins with me or the Assistant Director (Abithiny), Team Leaders will also have an opportunity to provide feedback on the sessions. This insight will be relayed to the Sessions Coordinators to foster further growth for Winter sessions.

Projects & Events: Project 4 (Ongoing) – Spark Ambassadors Program

- Spark Ambassadors is an opportunity for first-year students to work alongside Spark's Executive Team to learn more about what Spark does behind-the-scenes and further engage within the Spark community. It will provide first-year students with more of a leadership role within Spark and an opportunity to create some of Spark's winter programming.
- The Outreach Coordinators (Vithuyan and Milica) started running this six-week program on October 17 for the 13 registered first-year students.
- To accommodate as many Ambassadors as possible, we have been providing both a virtual and in-person option to join the meetings.
- Over the past two weeks, the Ambassadors have been collaborating with the Session Coordinators to develop a session for the Winter term. Their session is called "Welcome (Back) to Spark," and will be the first session for the Winter semester.
- The Ambassadors have had the opportunity to conceptualize the session activity ideas and develop the session document that will be released to the Team Leaders. They will also be extended the offer to lead training for the session they design.

Projects & Events: Project 5 (Upcoming) – So, You Think You Can Craft (Crafting Event)

- The Events Coordinators (Anika, Daniel, and Myra) have collaborated with MacCrafters on a crafting event for first-year students.
- First-year students will be provided with various crafting supplies and tutorials, so they can craft while forming relationships with their peers.
- Given the extensive number of leftover materials from last year's event, we will not be purchasing any new supplies this year.
- The event is scheduled for November 9, 2022, in T13 building's room 125.
- Promotions and registration for the event has opened.
- Team Leaders will be invited to help with the event.

Projects & Events: Project 5 (Upcoming) – Hike and Hangout Event

- The Events Coordinators (Anika, Daniel, and Myra) are planning a hiking event at Dundas Peak for November 19, 2022.
- While the logistics of the event are not concrete yet, we are planning to take the HSR to Dundas Peak, take some photos for promotional material, and return to campus for hot chocolate and some snacks!
- EOHSS form for this event will be submitted shortly.

Outreach & Promotions

Summary

The main promotional focus over the past two weeks has been First Year Formal. We have been actively posting graphics to our pages and have been regularly releasing content on our Instagram Stories. Additionally, 1000 rave cards have been ordered and disseminated to first-year students living in residence, as were the posters that were hung in various buildings around

campus. We have also ordered a MUSC banner to further our promotional efforts for First Year Formal. We were also organizing “class talks,” where Spark volunteers and members of First Year Council would attend first-year classes to give a quick event pitch to students. Beyond the formal, we have also been promoting our second event of this semester: *So, You Think You Can Craft*. The Outreach and Engagement Coordinators (Milica and Vithuyan) have also been furthering Spark’s outreach by engaging with first-year students at the Meet the Services booth. In terms of future promotional plans, we will be posting a graphic to promote Spark’s Hike and Hangout event and will officially start promoting for Winter sessions in the coming weeks.

Promotional Materials

First Year Formal General Post



**This graphic has been archived from our page*

Likes: 605

Sends: 148

Saves: 1367

Reach: 6858

First Year Formal iPad Giveaway



**This graphic has been archived from our page*

Likes: 289

Sends: 253

Saves: 38

Reach: 5003

First Year Formal Ticket Giveaway



**This graphic has been archived from our page*

Likes: 223

Sends: 98

Saves: 15

Reach: 4764

“So, You Think You Can Craft”



Likes: 145

Sends: 41

Saves: 22

Reach: 3527

*Social Media Engagement since the Previous Report
Instagram (Oct. 17 – Oct. 31; between EB Report #4 and #5)*

Custom ▾

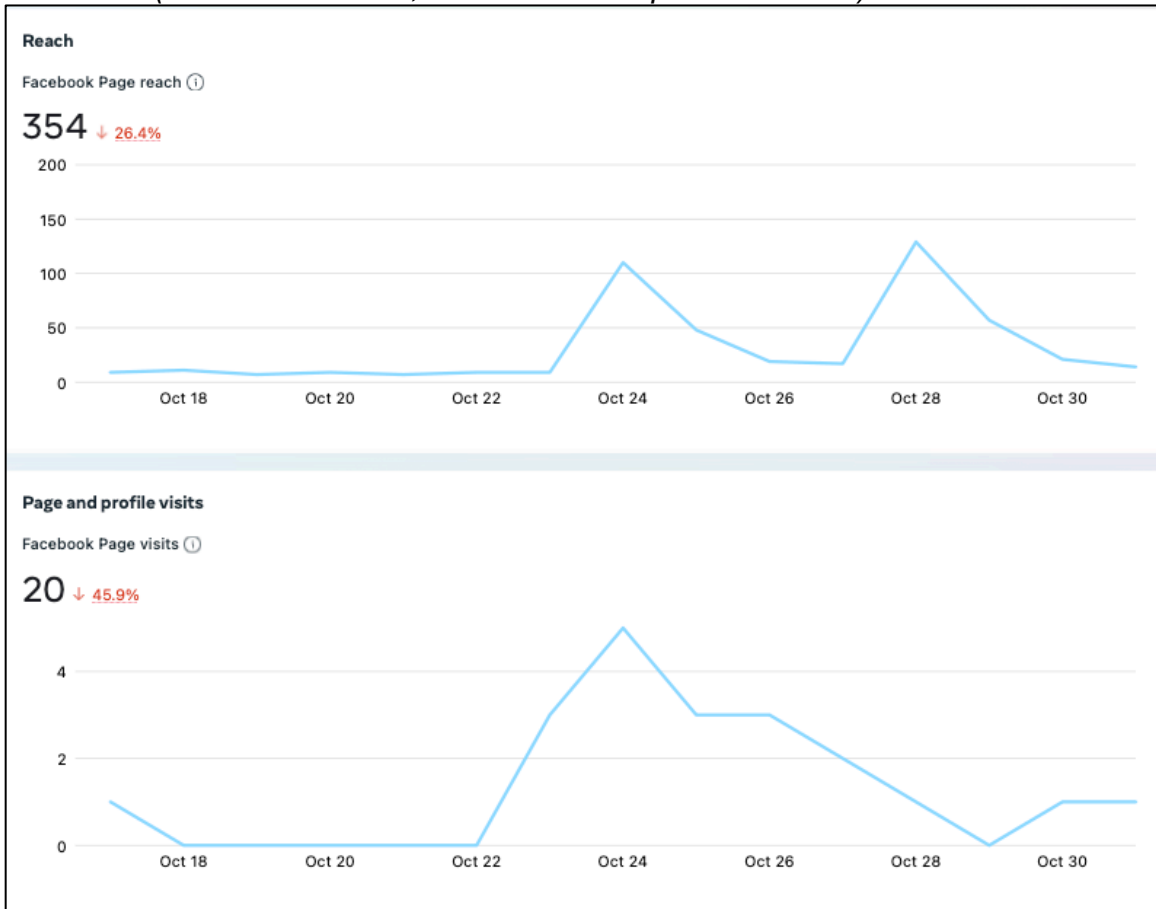
Oct 17 - Oct 31

Overview

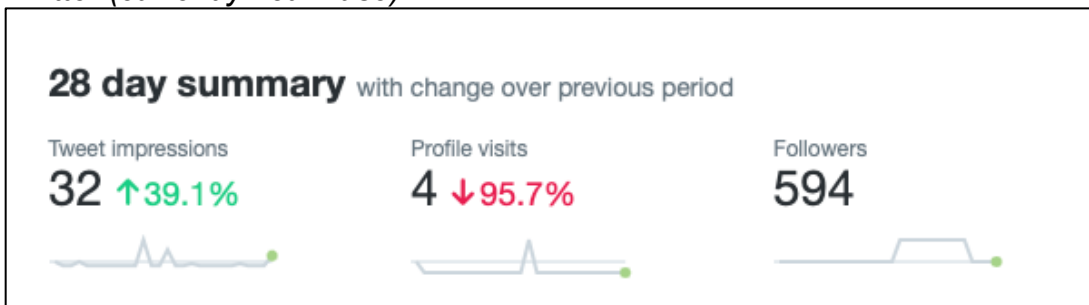
You gained 17 more followers compared to Oct 2 - Oct 16.

Accounts reached	6,542	>
	-6.1%	
Accounts engaged	539	>
	-39.1%	
Total followers	6,323	>
	+0.2%	

Facebook (Oct 17 — Oct. 31; between EB Report #4 and #5)



Twitter (currently not in use)



Finances

Budget Summary

In the past two weeks, all of Spark's expenses have been sourced from the Advertising & Promotion budget line (#6501-0125) for First Year Formal promotional graphics. In addition to the social media graphics, we have ordered 1000 rave cards from the Underground. The scale of this promotional campaign was only possible because we were collaborating with First Year Council, and

thus, split all costs equally between both services. The next large expenditure would be from the Annual Campaigns budget line (#6103-0125) to purchase Winter session materials.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0125	SPARK – OFFICE SUPPLIES	100
	TOTAL SPENT IN LINE	\$50.00
	REMAINING IN LINE	\$50.00
6103-0125	SPARK – ANNUAL CAMPAIGNS	3,700
	TOTAL SPENT IN LINE	\$2100.84
	REMAINING IN LINE	\$1599.16
6494-0125	SPARK – VOLUNTEER APPRECIATION	750
	TOTAL SPENT IN LINE	\$280.00
	REMAINING IN LINE	\$470.00
6501-0125	SPARK – ADV. & PROMOTION	3,500
	TOTAL SPENT IN LINE	\$2277.50
	REMAINING IN LINE	\$1222.49
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8250.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$4708.34
REMAINING DISCRETIONARY SPENDING		\$3541.66

Executives & Volunteers

- On October 23, 2022, Spark held its second Executive Team social, where we carved pumpkins (see image in the Miscellaneous section of the report) and bonded over snacks and good music. With everyone’s busy schedules, we seldom have time to check-in on one another and learn about updates beyond the context of Spark. Thus, it was refreshing to have dedicated time to catch up and enjoy each other’s company.
- I want to thank VP Admin (Mitchell German) for creating this opportunity for us!
- As mentioned in the previous report, morales of the Team Leaders have been fantastic thus far. They have been extremely engaged during sessions training, particularly the in-person one, and enthusiastic about their session group.
- Whenever volunteer opportunities arise (e.g., Meet the Services Fair, crafting event, etc.), the Team Leaders are enthusiastic to help! This has led us to place caps on the number of volunteers needed for each event.
- The Assistant Director (Abithiny) and I have started scheduling meetings with each Team Leader and Executive on a one-on-one basis to check-in on how they have transitioned into their roles. We have also been using

this opportunity to collect feedback on the Service and learn ways they would like to be supported.

- Recognizing that it may not always be easy to provide feedback directly to the Director and Assistant Director, we have released anonymous feedback forms to all Service volunteers.

Successes

The Spark Team has the following successes that I am proud to share:

- **Sessions and Events Committees:** At the time of Team Leader hiring, we asked accepted volunteers if they would be interested in taking a more active role within Spark by joining either the Sessions or Events Committee. By joining these committees, volunteers would have an opportunity to directly support the Sessions Coordinators and Events Coordinators. The committees have now been formed and have had their orientation meetings. The Events Committee will be organizing two events, while the Sessions Committee will be developing two sessions for the Winter semester. Based on the introductory meetings, both committees seem enthusiastic about their roles and have already brought insightful ideas. I look forward to seeing all they will achieve!

Current Challenges

Spark has been facing the following challenges:

- **First Year Formal Cancellation:** Due to low ticket sale rates and the projected financial deficit if we do not break even, First Year Formal was unfortunately cancelled. This was incredibly discouraging given the months of planning from the Events Coordinators' ends and the immense promotional effort devoted by the Promotions and Publications Coordinators. The Team Leaders, particularly members of the Events Committee, that were scheduled to volunteer at First Year Formal were also discouraged by the cancellation. As such, the cancellation was disappointing for many members of the team, and it was an incredibly difficult news to deliver. While this is not the outcome we were hoping for, we nonetheless want to thank the Executive Board for their support throughout the process. Namely, we are grateful for the Director of Marketing & Communications (Wooder) for contacting the ticket holders to facilitate reimbursements. We are also thankful for VP Admin (Mitchell) for fielding all our inquiries and providing recommendations on next steps. As well, the President (Simranjeet) has extended overwhelming support throughout the entire process—from arranging daily check-ins with me and the FYC Coordinator to handling venue cancellation—we cannot thank you enough. The Events Coordinators (Anika, Daniel, and Myra) and I will be holding a debrief meeting soon to discuss main takeaways from planning the formal and insights/learnings that will be carried forward when organizing future events.

- **Spark's Twitter Account:** Seeing the low engagement on Spark's Twitter account, we have stopped using it in recent months. We are currently conflicted on whether we should work to revive this platform or, rather, focus our attention on continuing to grow our Instagram and Facebook followings. Based on discussion with PTMs of other Services, Twitter generally appears to have significantly lower engagement relative to Instagram and Facebook. Any guidance on whether or not we should continue our Twitter account would be much appreciated!

Miscellaneous

Spark's amazing pumpkin that the Executives spent 5+ hours on (title: Spark Ship):

