



# REPORT

*From the office of the...*

## First Year Council Coordinator

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TO: Members of the Executive Board  
FROM: Fayth Frank  
SUBJECT: First Year Council Report 3  
DATE: November 15, 2022

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### **Year Plan Update**

First Year Council have recently completed their Year Plans and brainstormed events, campaigns, and initiatives that they want to accomplish this year. We are now in the process of planning what needs to be done and who is doing what. One of my goals this year is to create more of a structure to FYC. I have created two main subcommittees within FYC – an events team and a promotions team - and will add more subcommittees as needed. The subcommittees will help FYC gain skills in the areas that they are passionate about (event planning, social media management, graphic design, etc.). The promotions team is currently working on designing merchandise for FYC, organizing Instagram takeovers, and giving their creative input for promotional materials for the events in the upcoming month (posters, rave cards, social media graphics, stickers, etc.). The events team is currently working on the “Meet Your FYC” events happening on residence and on campus this month. They are also planning collaborations with other MSU services for events in December and throughout the rest of the year. First Year Council Members have also chosen which consultation committees they want to work on for the remainder of the year and are getting trained on their committee, so they know what to advocate for and the changes they wish to see in these areas (residence life, hospitality, student code of rights and responsibilities).

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

*Projects & Events: Project 1 (Completed)* - **First Year Formal Planning**

First Year Council was in the process of planning the First Year Formal that was to take place on November 5, 2022. Despite promotional efforts, a decision was made by the Executive Board to cancel the event due to lack of ticket sales. Work has been done to reach out to vendors to cancel bookings made for the event.

*Projects & Events: Project 2 (Completed)* - **MSU Meet the Services Fair**

FYC participated in the Meet the Services Fair which took place on October 27, 2022. At least 4 FYC members were always present at the booth. FYC gave out stickers prepared by the Underground. The booth gave the student body an opportunity to meet the newly elected council and helped FYC connect with first year students that came by. FYC used this event to talk to students and ask them what events and programming they are interested in seeing this year. FYC said this event was beneficial in raising awareness of the council.

*Projects & Events: Project 3 (Completed)* - **First Year Council Elections**

First Year Council Elections have been an on-going process since our first nomination period from September 6th – 19th. In the most recent By-Election, the Woodstock Residence Representative seat was filled. All positions have now been filled expect the seat for the Edwards Residence Representative. Edwards is the smallest residence building and despite promoting the election on social media, through word of mouth, and with the help of the Edwards Community Advisors, Edwards has still not shown any interest. Due to this, FYC and the Elections Department have decided not to run this position again in the November By-Elections. The lack of a Residence Representative for Edwards will be compensated for. Whenever there is a residence event ran by FYC, Edwards will join the Hedden residence for the event.

*Projects & Events: Project 4 (On-Going)* - **First Year Council Training**

One of my goals as FYC Coordinator is to provide FYC with comprehensive training. As they are only in their third month at McMaster, they are still unfamiliar with the MSU and McMaster services. For the rest of the semester, I am providing them with knowledge and training on advocacy, event planning, and awareness (the three pillars of FYC), to equip them with the skills they need to be successful in their role. The advocacy training is currently being provided by the three consultation committee chairs – Student Code of Right & Responsibilities (Michelle Treleven), Housing & Conference Services (Chris Eley), and Hospitality Services (Cathy Tastis). FYC members have chosen the consultation committee they want to be a part of. They are now learning more about how these McMaster services operate, they will be better equipped to learn what they want to advocate for and what changes they want to see within these areas. In terms of event planning training, I have been going through past events that FYC has ran and training them on how to plan successful events. I will also be reaching out to Campus Events to see if they are willing to collaborate on the training. For awareness training, MSU President (Simranjeet) provided FYC a great overview of the MSU, as a whole. I will be connecting with some of the MSU services (Spark, WGEN, DEN, SWHAT, Macademics, Maroons, Maccess, PCC, SHEC) to see if they will give a brief overview of their service to FYC. I will also be reaching out to the Student Wellness Centre to do the same. This will be important so FYC is aware of the services available to them, and they can pass this information on to their peers. By learning about the services, they can also start brainstorming who they may want to collaborate with on events for the remainder of the year.

#### ***Projects & Events: Project 5 (Upcoming) - Meet Your Residence/Off-Campus Representative Event***

A goal of mine for FYC this year is to raise awareness of the council and make sure as many first years know who what FYC is early in the year. This will increase attendance at events and will allow for first years to know who to go to when they have concerns throughout the rest of the year. FYC Residence Representatives will be hosting an event on Wednesday, November 23 in their respective residence buildings where they will be giving out candy canes and FYC stickers to their residence. It will be a good opportunity for their residence to get to know them as their Residence Chair. On the same day, the Off-Campus Representatives will be at a table in MUSC giving out candy canes and introducing themselves to their off-campus cohort.

#### ***Projects & Events: Project 6 (Upcoming) - Meet Your First Year Council Event***

A goal of FYC this year is to raise awareness of the council and make sure as many first years know who what FYC is early in the year. This will increase attendance at events and will allow for first years to know who to go to when they have concerns throughout the rest of the year. First Year Council, as a whole, will be hosting an event together during the last week of November for students to be introduced to the service. We will be giving out hot chocolate in a tent in Mills Plaza during the last week of November. One of the goals of the event is to promote our social media and have as many first years follow the FYC Instagram, so they will be aware of events taking place throughout the rest of the year. Rave cards with a QR code to the FYC Instagram will be given out and a raffle will be done to help accomplish this.

### *Projects & Events: Project 7 (Upcoming)* - **Residence Merchandise**

To increase community within the residence buildings, FYC had the idea to let the students in their buildings vote on a mascot and colour for their respective residence. This information will be used to make merchandise for each residence which students will be able to purchase during the second semester. The proceeds will go to a charity of First Year Council's choice. The students will get to vote during the "Get to Know Your FYC" event.

### *Projects & Events: Project 8 (Upcoming)* - **"Meet Your FYC" Instagram Campaign**

FYC will be working with the Underground to design "About Me" posts for Instagram. FYC will get their headshots taken and have a brief bio about themselves and their position put together in a graphic. This campaign will hopefully increase social media engagement and be a good way to introduce the council to the first-year population. The campaign will be done through a 4-day period (day 1: introduction to the core executives; day 2: introduction to the west quad residence representatives; day 3: introduction to the west quad residence representatives; day 4: introduction to the off-campus representatives). The FYC members who are being introduced on their respective day will be doing an Instagram takeover where they will answer questions about the role and themselves to help the first-year cohort get to know them better.

## **Outreach & Promotions**

### *Summary*

In the upcoming month, FYC will be getting promotional material for the "Meet Your Residence/Off-Campus Rep" Event (11x17 physical posters and digital graphics). We will also be ordering a promotional package for "Meet Your First Year Council Hot Chocolate" Event. Rave cards will also be printed for the event. A digital package will be placed with the Underground to design the "Meet Your FYC" Instagram campaign.

## Social Media Engagement since the Previous Report



## Finances

### Budget Summary

In the upcoming weeks, we will be taking money from the Volunteer Recognition budget line for getting sweaters for all the FYC members. FYC will also be taking from the Advertising & Promotion budget line for the promotional packages and graphics, rave cards, and posters for the November Events. The candy canes for the residence events will be coming from the Residence Life budget lines.

## Successes

It has been amazing getting to know the council members through reading their year plans and having one-on-one conversations with each of them. They each have amazing goals that they want to accomplish this year to make a difference in the lives of their peers and improve the overall first year experience. It has been great to see their personalities come through during our weekly meetings and how confident all of them are to share their ideas and visions. It is clear that they are passionate about their roles and have been vigilantly planning for their upcoming events.

## Current Challenges

### FYC Expectations:

In the past few weeks, there was some confusion about the expectations regarding being a part of First Year Council. Many of the FYC members have commitments outside of the council and conflicting academic and personal schedules, so it was difficult to find meeting times that worked for everyone. After deciding on a meeting time, many people were requesting to miss meetings due to other commitments. In our last meeting, I outlined that it is an expectation that weekly meetings are mandatory, and although FYC is a fun opportunity, it comes with responsibility. They are to miss meetings only in the event of extenuating

circumstances (midterms, illness, etc.). I also reiterated that FYC should be a priority extracurricular outside of academics. Implementing small sub-committees should help FYC members arrange meeting times outside of our weekly general meetings.

## **Miscellaneous**

N/A