



REPORT

From the office of the...

Sinead George Maroons Coordinator

TO: Members of the Executive Board
FROM: Sinead George
SUBJECT: MSU Maroons Report 6
DATE: November 22, 2022

Year Plan Update

- The volunteers have been really enjoying being a part of the service and efforts to improve turn out have appeared to be quite successful! Reps seem very engaged with both in person activities and engaging asynchronously for the Movember Instagram stories.
- The four threads of Maroons are all going well!:
 - Athletics: seeing great turn out at Varsity Games, intramurals, and working on World Cup Bracket
 - Events: Been working hard on the Movember efforts and team holiday social.
 - Fundraising: Plans starting for the annual dodgeball tournament and Movember!
 - Promotions: Increased presence on campus and going well with lots of Instagram stories from Movember!

Events, Projects, & Activities.

General Service Usage

- We have been working hard to promote Movember throughout the month and have been getting a lot of engagement on social media for that!
- We have seen a lot of in person engagement especially at our Varsity Games, Fall preview, and Intramural turn outs have been fantastic.
- Volunteer turn out/ retention has been great, with volunteers engaging in pod-specific and Maroons-wide events.

Projects & Events: Monthly Team Meetings (Ongoing)

- *We have met in October and November and are currently planning a December team meeting. Turn out has been fantastic with nearly all 67 reps in attendance and the team seems to be embracing the opportunity to bond.*
- *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 more basketball and volleyball games now that the football season is completed.*
- *We are looking to collaborate with TJ to create some gifs of reps for the scoreboard, and to lead more cheers within the stands.*

Projects & Events: Service Survey (Ongoing)

- *I have been working with Justin (AVP Services) to create a survey for distribution among volunteers and executive members.*
- *We are asking a variety of questions regarding volunteer experience and I am hoping to implement results in the coming semester/ in my transition manual.*

Projects & Events: Intramurals (Ongoing)

- *The Maroons' intramural teams are wrapping up after a successful season! All attendees seem to have had a very positive time and we already have a lot of interest in the Winter semester intramurals.*
- *The Winter semester intramurals have been signed up and paid for. We will be playing volleyball, soccer, basketball, and innertube waterpolo.*
- *We have begun emailing and recruiting students to join the teams alongside reps.*

Projects & Events: Movember (Ongoing)

- *The Fundraising and Events Coordinators, Hamrish, Jaden, and Hannah, have been working hard to promote and plan our final Movember event.*
- *We have an ongoing Strava challenge to move 60km which has gotten a lot of engagement from reps.*
- *Reps have been posting their kilometer and mustache updates on the Instagram stories, and most reps have offered to post!*
- *We have also been promoting and collecting funds via the MSU website.*

- *On Nov 30 we will be hosting a glowstick-led walk with hot chocolate for all attendees to finish the final 2km around campus and celebrate the fundraising we've done for Movember! We are also hoping to allow the top donors to shave some of our reps' mustaches.*
- *Our fundraising coordinator, Hamrish, has been in contact with larger businesses like RBC looking for donations and support for our cause.*
- *I have reached out to PTMs to share information about our upcoming event with their volunteers in hopes of a larger turn out!*

Projects & Events: Fall Preview Days (Completed)

- *I worked with Julia and Colin from Student Recruitment to help coordinate Maroons presence at Fall Preview days Oct 29 and Nov 19.*
- *Both days were incredibly successful and the Maroons maintained such great spirit despite the weather.*
- *The Campus Recruitment office provided reps with a gift of appreciation and lunch!*

Projects & Events: Pumpkin Hike (Completed)

- *We helped carve pumpkins and facilitate the annual pumpkin hike with Cootes' Paradise elementary school.*
- *Reps reported super positive experiences and loved getting to interact with the community.*

Projects & Events: Welcome Week Charity Support (Completed)

- *Have balanced out costs with Campus Events and met with accounting to submit payment to Living Rock.*

Outreach & Promotions

Summary

- *The Maroons have been working on outreach primarily through Instagram.*
- *We purchased and have begun distributing service stickers which we hope increase engagement.*
- *We were also able to collect an email list during Clubsfest and Meet the Services Fair, which we have been using as an alternative promotional resource.*

Promotional Materials

- *We are hoping to see more engagement with our final Movember event, which the Underground is currently working on a graphic for.*

Social Media Engagement since the Previous Report



Insights



Last 30 Days ▾

Oct 22 - Nov 20

Overview

You gained 27 more followers compared to Sep 22 - Oct 21.

Accounts reached	2,753 -34.7%	>
Accounts engaged	273 -62.5%	>
Total followers	2,624 +1%	>

- Instagram Insights: ~~Content You Shared~~
Instagram reach and engagement has decreased since Welcome Week and our posts in October from FOCO clean up. We have received an increase in total followers, and are hoping for more engagement with promotion from other services and hopefully collaborations in the coming month.

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
	Winter Intramurals (2/2)	\$15.00	6-Nov-22	
	TOTAL SPENT IN LINE	\$122.06		
	REMAINING IN LINE	\$27.94		
6102-0120	MAROONS - ANNUAL CAMPAIGNS	\$450.00		
	Clubsfest Fee	\$20.00	3-Aug-22	128136
	WW Event Supplies	\$45.00	17-Aug-22	128178
	Winter Intramurals (1/2)	\$385.00	6-Nov-22	
	TOTAL SPENT IN LINE	\$450.00		
	REMAINING IN LINE	\$0.00		
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
	Movember Event Supplies	\$48.64	14-Nov-22	128532
	Movember Hot Chocolate Cups	\$36.11	14-Nov-22	128531
	TOTAL SPENT IN LINE	\$533.65		
	REMAINING IN LINE	\$216.35		
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		\$4,614.75		
REMAINING DISCRETIONARY SPENDING		\$2,060.25		

Executives & Volunteers

- Executives and Volunteers have been bonding very strongly and we have seen great turn out to events as such!
- Pod-co leaders have been keeping all members engaged with socials so far

Successes

- The team has been very active and engaging with the service when and where they can. Though not all reps can attend all events, most have been attending multiple throughout the month and have been making such immense efforts to help the team and support one another!
- Executive members have been reaching out and brainstorming a ton within their roles! Their enthusiasm has really helped maintain excitement around the service, and they have brought some incredible ideas to the team.

Current Challenges

- Consistent Turn Out and Early Sign Ups: Inevitably as the year grows busy with assignments and exams it has been difficult to get reps to commit to events early and to maintain attendance. Generally though, the team is very responsive to last minute calls for help to cover for other volunteers when needed.