

### **How many (like physical copies) issues are being printed?**

We publish 1 volume a year which consists of 2 issues. 1 issue is made every semester. Around 800 issues per semester are expected to be printed.

### **Why are the number of issues reduced?**

The number of printed issues has been reduced in the past couple of years due to the pandemic and the lack of people on campus. The other reason we reduced printing was that we were unable to print at our normal manufacturer, the underground, as it was shut down during the pandemic. Since classes are in person again and the underground is running, we have been aiming to increase our production back to normal as everyone is back on campus and we expect demand to increase henceforth.

### **More info is needed on the brainstorming event**

Incite brainstorming events are where we introduce the theme of the magazine of the semester as we print two each year. It is an invitation for all McMaster students to contribute new ideas as we prepare for the launch of the newest edition. In the past, these brainstorming events have been held at BSB with snacks (usually: Tim Hortons Timbits & donuts, etc) as an incentive for people to come and contribute to the magazine.

### **Launch Party**

#### **What is the venue for the launch parties?**

In the past, we have held our launch parties in the Lobby of the McMaster Museum of Art as well as MUSC and BSB. In 2019 we held it at Paisley's, a local Hamilton cafe in Westdale, due to the cost of catering and convenience for students, we are making sure to have the party on campus. This year, the team is planning to book it on campus either in BSB or 1280.

#### **How many do you expect at the event?**

Using past metrics and the number of people has been around 50-100 people, most being contributors (students) as well as other students who wish to celebrate the launch of an issue. In the past using Facebook to attend functions there were around 300 people planning to come to the event.

#### **How is this adding value to the McMaster student experience or helping you fulfill your mandate?**

Celebrating launches at Incite adds value to the McMaster experience as it allows all students from different programs and faculties a space to express themselves creatively and be able to showcase and present personal creative pursuits in a published work.

#### **Is this an open-invite party?**

Yes, it is an open-invite party for all undergraduate McMaster students.

### **Why is there such a large surplus?**

The large surplus is due to a variety of factors such as the pandemic, inaccessibility to manufacturers, not being able to distribute on campus, and turnover in the executive team. As stated in the previous answers, the pandemic had impacted the operations of incite immensely as we were unable to print issues at our normal manufacturer, the underground, all of incite's printing has been done here for the past several years and since it shut down it was hard to find a cost-effective replacement. This in turn resulted in not being able to spend money on printing which is our largest cost at around \$16000 per year, and \$8000-9000 per semester. Distribution on campus is done by the executive team, during the past 2 years it was difficult as most people were in online classes living in their homes that may or may not have been near the hamilton campus. Turnover in the executive team is another reason we have had a large surplus. Our executive team stays the same for 2 years and has changed over the past 2 years the transition has not been easy due to the lack of awareness of the club again due to the pandemic. Every executive team also has a different vision for inciting and since the team this year is new, the strategy and goals of the clubs have also changed although not significantly. Due to covid, we are working to bring more awareness to the club. Communication with the past teams has also been very limited as they are graduated students and are hard to reach.

### **Is there a plan to reduce the surplus in future years?**

The plan to reduce the surplus in the future years is to print and promote the magazine more since we have lost a lot of awareness throughout the years of the pandemic, which means having more popup events, launch parties, and brainstorming events to which all undergraduate McMaster students are invited. Printing is going to be back to normal which costs us around \$20,000 dollars a year excluding launch parties and promo events. Half of the current executive team will be available for the next couple of years and are well aware of the surplus and know the plan is to increase events and printing. There are also transition documents made for the individuals who are new hires to incite to help them better understand the direction going forward of the club. Additional to the transition documents we are trying to hire individuals that are in second or first year preferably so the overall goals of the executive team are consistent, although upper years are still able to join the executive board.

### **As per the 2021-2022 budget, is there a plan to reduce the student fee? (see ending balance cells where it is stated)**

As per the 2021-2022 budget, we have decided to start in 2022-2023 to go back to normal production cycles which would be releasing one issue per semester, one issue in January, and then another at the beginning of April before final exams.

**Why is there a difference in the ending balance?**

- *I.e., in the ending of the 2021-2022 budget there are two ending balance numbers and neither one of them corresponds to the opening balance on 2022-2023.*
- *Another ending balance issue: it seems like the 21/22 actuals column is closer to the beginning balance we are looking for, but something seems wrong with the template/math used: Ending balance is a calculation of (total available cash – total expenses) but on your 20/21 sheet it seems to be (beginning balance – expenses) a small fix but something that needs to be corrected.*

The budget was made by the previous year's treasurer Victoria, and then later adjusted by new treasurer. The opening balance is different due to some confusion regarding what had to be done. It has since been corrected and sent to the AVP of finance, Craig.

**Can you speak to the \$4400 difference in actuals and projected (2021/2022)?**

The difference between the amount of 4400 in actuals and projected comes from spending more than budgeted out for the last year. We spent more money on production since classes returned to in-person which in turn rose our estimated costs for printing because we started to print out the original number of magazines we did prior to covid (around 800).

**1. If the launch parties are on campus, why is there still 2k allocated to each one? (What is the actual booking fee of 1280?)**

**>They just thought there needed to be more detail on these events, (i.e., there will likely be a substantial cost difference in 1280 vs a free room on campus, and if you are going for a free room, how are you allocating funds differently? Also, you may be slightly underbudgeting for food)**

A total of 2k will be allocated to both launch parties in the upcoming year. This matches the cost of launch parties in the past financial documents for the year 2018-2019. That was the last year incite had a party due to the pandemic, although I made a mistake in the allocation as it was \$2K for around 3 events. The amount has been adjusted in the budget to \$1k per party, so for the whole year, it should total around \$2K. Using past financials from the years 2018-19, the booking of rooms was \$100/hour. Since incite is not a ratified group, it is slightly more expensive. Catering in the past was around \$1200 for the whole year as well. Catering fees will be around \$200-500 per event. Booking a space this year at 1280 is \$150/hour, the event will be for 3 hours which will be \$450. If we were to do a free room on campus, the funds would be allocated more to catering as well as investments in displaying the artwork (stands, printing art from the magazine, stickers, promotional- stickers) published in the magazine. Although due to our large surplus and need to enhance the experience of Incite to the student body of McMaster, it would be wise to hold a launch that will allow the creatives on-campus space to celebrate.

**2. Are you planning on scaling up the number of issues in the future?**

Currently, we are printing around 800 copies, compared to 2018-2019 when we were printing 700. We have scaled up our printing comparably to the increase of students on campus. As long as demand is growing for the magazine and we can find a cost-efficient way to print the increase of copies we are sure to do so.