



# REPORT

From the office of the...  
**SWHAT Coordinator**

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TO: Members of the Executive Board  
FROM: Vithuyan Sugumar  
SUBJECT: SWHAT Report 7  
DATE: February 9 2023

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## Yearplan Update

SWHAT is back for the winter semester. After operating through exam season, the volunteers and executives were able to take a much-needed break. On the service operations end, things are progressing as normal. As for the volunteers, we conducted our first large social of the year, in the form of a coffeehouse, which went really well. However, the biggest update to the yearplan was Wellbeing Week, a successful collaboration between SWHAT and 4 other MSU services. SWHAT is now looking towards its upcoming promotional initiatives, which includes a giveaway month, volunteer testimonials, and our March campaign.

## Events, Projects, & Activities

### *General Service Usage*

SWHAT has finished its third month of operations and the engagement has been getting better by the month. As of February 5<sup>th</sup> 2023, SWHAT has completed 569 walks for the school year. The below table shows the distribution of walks by month:

Month	# of walks
September (with Welcome Week)	97
October (did not operate during reading week)	88
November (Walkathon)	208
December (did not operate during holiday break)	65
January (did not operate during holiday break)	80
February (up to the 5 <sup>th</sup> )	31

Service usage has maintained consistent for the most part, which is great news. February has started with increased usage, which I do not have an explanation

for. This is a small sample size though. However, I do feel that service usage increased after Wellbeing Week, and I am hoping that we continue to see this type of increase as the month progresses.

#### *Projects & Events: Holiday Appreciation (Completed)*

The volunteer coffeehouse that took place in December was a great success, and we had 22 people show up. Volunteers had a lot of fun, and I discovered that SWHAT's volunteers have talents that go beyond walking and dispatching. The holiday cards were also great, as they included personalized, handwritten, notes by the executives and myself. I also wrote cards for my executives. The holiday cards were received well by the volunteers and executives, and definitely made them happy going into the holiday season. I am so appreciative of this hardworking, passionate, team.

#### *Projects & Events: Community Wellbeing Week (Completed)*

Community Wellbeing Week was a significant undertaking for SWHAT to lead and organize, especially for a service with no specific events team. However, SWHAT's PR team (Vivien and Celina) were up to the challenge and were able to bring together 5 services for this week-long campaign. This was a very successful campaign for all the services involved and resulted a turnout of 289 students across all five events.

SWHAT's event, Housing Hinge, was an event designed to help students meet potential off-campus housemates for the upcoming school year based on their interests and general preferences (cleanliness, visitors, etc.). This event was organized in collaboration the MSU's VP Education, Elizabeth, who was extremely helpful in the execution of the event. Overall, we had 73 attendees at the event, which surpassed all my expectations, and demonstrates a need and interest for housing-related events.

SWHAT is not a service that typically plans events, so for SWHAT's PR executives to handle the promotions and logistics of the entire campaign while planning their own event is a tremendous accomplishment. The impact of this campaign on the McMaster community was evident. This also could not have been possible without collaboration between WGEN, SHEC, EFRT, and FCC. They were great to work with and I am hoping that Wellbeing Week can be a campaign that can be run for years to come.

#### *Projects & Events: Giveaway Month (Ongoing)*

Giveaway month is an opportunity for SWHAT to continue being active during what is generally a quiet month for SWHAT on the social media front. We have just completed our SWHoffice giveaway, which prompted students to take a selfie or picture of the outside of our office and DM it to us. This has been an opportunity for members of the McMaster community to find our office, which will help them if they ever wanted to request a walk down the line. We also have a SWH Valentine's (Valentine's) giveaway coming up, which will prompt students to

comment or perform an action with a friend. We'll have a third giveaway before the end of the month as well.

#### *Projects & Events: March Campaign (Ongoing)*

The March campaign has historically been a second walkathon. However, the PR team and I have been looking into potential campaigns that have similar goals and outcomes but are slightly different. For example, we have discussed a canned food drive. It might still even be a second walkathon. Regardless, we are still ironing out details, and I'm looking forward to getting it started.

#### *Projects & Events: Walker Testimonials (Ongoing)*

This will be similar to SWHATted at Mac, which was done earlier in the year. We will be using headshots taken of volunteers during our SWHOTOshoot, which will be accompanied with a testimonial completed by a volunteer. This will be posted throughout our March campaign, and will hopefully promote the service, and allow the McMaster community to get to know some of our fantastic volunteers!

#### *Projects & Events: Small Volunteer Social (Upcoming)*

Our Volunteer Affairs Executive (Jenny), wanted to plan a small, casual, drop-in social sometime after reading week. We have been discussing ideas regarding this.

## **Outreach & Promotions**

### *Summary*

SWHAT has continued its consistent activity on social media. Early in December, the SWHAT team had a SWHotoshoot (photoshoot). This not only allowed us to get a photo of the SWHAT team, but we also used it as an opportunity to generate some "stock" photos, which we have been posting regularly on Instagram. These are photos that are being used as we continue our giveaway month to further engage the McMaster community. Engagement on our posts are higher than they have ever been. In fact, one of our posts has received over 400 likes! However, the holiday break caused a significant decrease in engagement and followers. The Wellbeing Week graphic has also been posted since the last EB report. Each service involved (SWHAT, SHEC, EFRT, FCC, WGEN), posted the general graphic, as well as the service-specific graphics for all the services on each of their Instagram pages. This increased outreach for all of us, and definitely contributed to the success of the campaign.

We have also continued to regularly post Instagram stories during shifts. However, the team is starting to run out of ideas so feel free to recommend fun ideas if you have any!

### Promotional Materials

This is a promotional graphic created by the Underground created for Wellbeing Week.



### Graphic Stats (as of February 6 2023)

- Instagram
  - Likes: 214
  - Comments: 7
  - Shares: 197
  - Saves: 67
  - Accounts Reached: 2741
- Facebook
  - Accounts Reached: 272

This is an example of one of our giveaway month posts (also an example of one of our stock photos):



*Graphic Stats (as of February 5, 2022)*

- Instagram
  - Likes: 250
  - Comments: 173
  - Shares: 30
  - Saves: 11
  - Accounts Reached: 2884
- Facebook
  - Accounts Reached: 246

This is an example of one of our SWHAT recent shift Instagram stories.

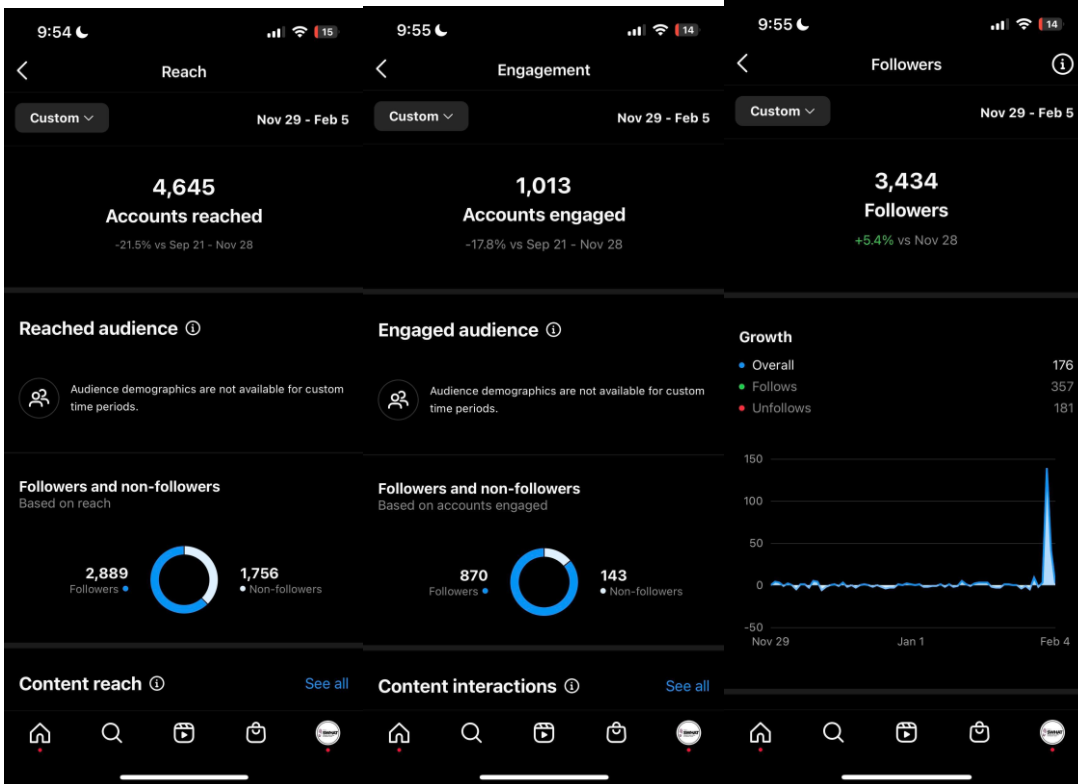


Stats:

- Reach: 1288

*Social Media Engagement since the Previous Report*

For this report, I will be using insights from November 29<sup>th</sup> to February 5<sup>th</sup>.



The holiday break caused decreases in engagement. However, we are confident that with the giveaway month and consistent posting, we can get it back up.

## Finances

### *Budget Summary*

Finance wise, SWHAT is doing well. Three purchases have been made since the last report. One was from Food Basics, for the volunteers on shift. The second purchase was for pizza for our volunteer social in December, and the last one was our donation to the Native Women’s Centre (Walkathon).

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0117	Food Basics - January	100.00
<b>SUPPLIES</b>	<b>TOTAL SPENT IN LINE</b>	<b>300.00</b>
	<b>REMAINING IN LINE</b>	<b>700</b>
6494-0117	Pizza for social	100.00
<b>VOLUNTEER</b>	<b>TOTAL SPENT IN LINE</b>	<b>408.66</b>
	<b>REMAINING IN LINE</b>	<b>1091.34</b>
6102-0117	Walkathon	208.00
<b>CAMPAIGN</b>	<b>TOTAL SPENT IN LINE</b>	<b>208.00</b>
	<b>REMAINING IN LINE</b>	<b>92</b>



<b>TOTALS</b>	
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>	5600
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>	1757.66
<b>REMAINING DISCRETIONARY SPENDING</b>	3842.34

## **Executives & Volunteers**

The volunteer team seems to be doing pretty well. SWHAT's Volunteer Affairs Executive (Jenny) has been working hard to ensure volunteers have opportunities to engage and bond both in and out of the SWHAT office. Since the last EB report, SWHAT has handed out handwritten cards to the volunteer and executive team, which was greatly appreciated by everyone. The coffeehouse social has also helped with engagement. Finally, our SWHodgeball (dodgeball) team is off to a fantastic start, currently sitting at a winning record. The team has had a lot of fun with intramurals this semester and it has been a great way to bond. Overall, volunteer engagement has continued to be very high, and is reflected internally in shifts and VA initiatives, but also on social media. It makes me very happy to see this.

However, volunteer attendance on shift has been a problem, which I will discuss in further detail in the challenges section. This has influenced the morale of the executive team, who are also frustrated with this behaviour as it has left us understaffed on some nights. Due to this, I have had to be noticeably more strict with the volunteers, highlighted by a serious email I sent to the volunteer team. Some of the engaged volunteers on the service were frustrated with this email as they felt clumped together with the volunteers who were not as engaged. Volunteer morale is something I will continue to navigate as I deal with this issue.

## **Successes**

1. **Wellbeing Week:** I wrote quite a bit about the success of this event earlier in the report but is just something I wanted to highlight again because I am genuinely so impressed with the execution and outcomes of this campaign. SWHAT used to do a safety week with other groups on campus, but this was centered around awareness and informational booths. This entire campaign stemmed from this idea, and as SWHAT's PR team took control of this, it evolved into something much bigger. SWHAT is not a service known to run events or campaigns to this scale, so the fact that Vivien and Celina were able to organize this campaign is truly impressive. I had the opportunity to be at SWHAT's Housing Hinge event and I was able to make a few observations:
  - a. It was a great opportunity for SWHAT to collaborate with some (fantastic!) MSU services, which is something we rarely get to do.
  - b. We realized last minute we needed at least 10 volunteers to facilitate this event. With less than a week's notice we had around 12 volunteers and 5 executives come to help out at this event. Their



engagement and passion for the success of the service has been one of the most inspiring outcomes for me.

- c. I firmly believe that this was an event that had real value to the McMaster community. The event had great retention, and most of the people who came stayed for the entire event. Many people even stayed up to 30 minutes past the event! Participants not only had a great time, but they found value in the event.
  - d. SWHAT has seen increased service usage following the event, and this can be attributed to many factors. Considering this campaign was posted on all five MSU services, this brought a lot more exposure to every single service involved. Furthermore, for participants who attended this was an event that involved a lot of interaction. They were able to meet a lot of kind SWHAT volunteers, which could have made them more comfortable using the service. I am very proud of this team for being such great representatives of SWHAT!
2. **SWHodgeball:** After a SWHoccer season last semester where we lost every game and only scored one goal the entire season (we still had fun though!), SWHodgeball has played to our volunteers' strengths a lot more. Many more volunteers have been showing up to our SWHodgeball games, and we have a winning record so far.

## Current Challenges

1. **Volunteer Attendance:** Volunteer attendance was a small problem earlier in the year and was addressed. However, it has once again risen, and has become a lot more common. A small group of volunteers have consistently missed shifts without trying to find a swap or have been extremely late (more than 30 minutes late). A larger group of volunteers show up 10-30 minutes late. While my leadership style has centered around my kindness so far, over the last couple of months, I have been moving towards a balance. I am definitely a bit more stern now. I sent an email to all the volunteers reminding them of the importance of coming to shift on time and have individually followed up with volunteers who are continuing to demonstrate poor attendance. I believe this has been effective as attendance has started to improve. However, I will continue to monitor the situation.
2. **Volunteer Numbers:** Several walkers resigned from the service during the holiday break, keeping us around 65 walkers. When we hired volunteers, I over-hired on purpose with the assumption that this would happen, so fortunately we are still able to operate at full capacity.
3. **Radios:** I ordered radios in November and there is still no update on the status of this order. The VP Administration (Mitchell) has been in contact with Bearcom to figure out why it is taking so long, but we are currently struggling to find answers. We ordered these radios because we needed it in order to keep up with our engagement, and it is disappointing that we have yet to receive them.

## Miscellaneous

Two photos I wanted to share: one is from our last SWHodgeball game and the other one is a full (30%) team photo from our SWHotoshoot!



