



# REPORT

*From the office of the...*  
**Macademics Coordinator**

---

TO: Members of the Executive Board  
FROM: Jadynd Sandhu  
SUBJECT: Macademics Report #7  
DATE: February 27, 2023

---

## **Yearplan Update**

This semester, we have focused on the MSU Awards, Winter Teaching Award nominations and planning the Teaching Awards Ceremony.

Nominations for the MSU Awards opened on January 18<sup>th</sup> and closed on February 5<sup>th</sup> for those nominating someone else and February 12<sup>th</sup> for those nominating themselves. We received 70 applications in total, with some nominees applying for more than one award. All candidates were chosen through several committee meetings during the week of February 13<sup>th</sup>, to provide ample time for planning and logistics of the Student Recognition Night on March 8<sup>th</sup>.

The Winter Teaching Awards nominations period was open from February 3<sup>rd</sup> to 17<sup>th</sup>. We received a total of 2588 nominations: 1731 nominations for professors and 857 nominations for teaching assistants. Standardization for nominations is complete, and in-class evaluations have been sent to top nominees. These submissions will be reviewed by the end of the week.

We have almost complete Teaching Awards Ceremony preparations. CIBC Hall has been booked for March 24<sup>th</sup>. We have secured AVTEK for the date and in the process of finalizing the order for catering. Many of the guest speakers to present awards have been confirmed, except for three faculties (Humanities, Engineering and Arts & Science). Thank-you gifts have been ordered through the Underground. The TAC team is working on itinerary and individual roles/tasks for each member during the ceremony.

Additionally, our Research and Resources team published a blog in January on support available for science students. They are also in the process of preparing a response to our Q&A on how to land research positions.

## Events, Projects, & Activities

### *General Service Usage*

With the focus on MSU Awards & Teaching Award nominations, we have tried to engage with students through social media posts and reels, banners/posters as well as handing out rave cards and sharing the announcement on A2L. We had the opportunity to use the MUSC Atrium space to interact with students in-person. Here, we had two tables where students could ask questions and have a more in-depth discussion about MSU Awards or nominate their prof/TA on the spot for a mini prize (buttons, stickers, lanyards, candy).

### *Project 1: MSU Awards (Complete)*

The MSU Award nominations were open from January 18<sup>th</sup> to February 5<sup>th</sup> for nominating someone else and February 12<sup>th</sup> for self-nominations (extended by 2 days). We received 70 applications in total, with over 40 individual nominees as some nominees did apply for more than one award. One thing I suggest we implement in future years in a reel collab with the MSU McMaster account; in the previous year, this addition to the promotional campaign assisted with spreading awareness to a larger audience.

During the week of February 13<sup>th</sup>, meetings with each awards' selection committee were held to decide on the successful recipients(s) for each award. The Student Recognition Awards Executive did an amazing job organizing and conducting each meeting so professionally and with their own in-depth notes prepared for each nominee.

### *Project 2: TAC Winter Nominations (Complete)*

Teaching Awards nominations for the Winter semester were open from February 3<sup>rd</sup> to 17<sup>th</sup>. We received 1731 nominations for professors and 857 nominations for teaching assistants, totaling over 2500 nominations. Due to the tight timeline, the exec team and myself quickly standardized the nominations to provide ample time for in-class evaluations for top nominees. Towards the end of this week, we will review these responses and decide on the final winners for Teaching Awards.

Application-based Teaching Awards also closed on February 17<sup>th</sup>. We received a total of 15 applications. The TAC Coordinators and volunteers will evaluate the applications and select final winners by the end of this week.

### *Project 3: Teaching Awards Ceremony (Upcoming)*

Over the past few months, the TAC team and myself have begun the ceremony preparations. CIBC Hall has been secured for March 24<sup>th</sup>; the event will be occurring between 5-7pm. The TAC Coordinators have reached out to members of each faculty individually to request their attendance as award presenters for their faculty award; we have received confirmation from the Provost along with all faculties except for three (Humanities, Engineering and Arts & Science). AVTEK equipment and services has also been secured for the date for a stage, microphones, projector, and other technology. The thank-you gifts (108 mugs)

have been ordered through the Underground with an original design. We have contacted Watson’s engravings so they are aware of our pending order of 16 plaques; we will send the final list by the end of this week to provide roughly 3 weeks to complete the order. The TAC Coordinators are also in the process of finalizing the order from Paradise Catering.

## Outreach & Promotions

### Summary

Late January into February held two of Macademics’ largest campaigns. We created graphics, banners, and rave cards for both MSU Awards and TAC Winter Nominations. The Promotions team created two reels for the MSU Awards explaining the requirements of each award and then how to nominate with step-by-step instructions. Two of the executive members were also invited by the Marketing and Communications Assistant to create a reel with the MSU McMaster page, which not only highlighted our service as a whole but provided an opportunity to plug the nomination period. We also see significant increases in nomination submissions following the A2L announcement.

In addition to these promotional materials, the MUSC Atrium space was offered to us by VP Finance to hold tables for both campaigns. Here, we were able to interact with students in-person and answer questions. Laptops were stationed to nominate on the spot for TAC nominations with “prizes” for each nomination, including candy, stickers, and lanyards along with our gift card contest (chance to win a \$50 Campus Store gift card with every nomination).

### Promotional Materials

#### MSU Awards



The graphic is a call for nominations for MSU Awards. It features a dark red background with a white rectangular area in the center. On the left side of the white area is the MSU logo. To the right of the logo, the text reads: "CALL FOR NOMINATIONS" in large, bold, dark red letters, followed by "MSU AWARDS" in smaller, dark red letters. To the right of this text is a list of awards: "THE HONOUR M AWARD", "MSU SPIRIT AWARD", "MSU MERIT SCHOLARSHIP", "THE RUDY HEINZL AWARD OF EXCELLENCE", "J. LYNN WATSON AWARD FOR COMMUNITY SERVICE", and "MSU STUDENTS OF DISTINCTION AWARD". Below the white area, there is a dark red banner with white text that reads: "Please submit self-nominations by **February 10, 2023**" and "Nominations submitted on behalf of another student are due by **February 5, 2023**". At the bottom of the banner is the URL "msumcmaster.ca/governance/awards".



## CALL FOR NOMINATIONS

### MSU AWARDS

---

**THE HONOUR M AWARD**  
Recognizes outstanding leadership, volunteer service, contribution and/or special achievement in undergraduate extra-curricular activities by an MSU member.

**MSU SPIRIT AWARD**  
Recognizes the group that demonstrates superior spirit throughout the academic year.

**MSU MERIT SCHOLARSHIP**  
Recognizes outstanding achievement and valuable service to the McMaster community.

**THE RUDY HEINZL AWARD OF EXCELLENCE**  
Recognizes an outstanding one year achievement which improves the lives of McMaster students.

**J. LYNN WATSON AWARD FOR COMMUNITY SERVICE**  
Recognizes the McMaster campus group that has made the greatest contribution to charitable giving.

Please submit self-nominations by **February 10, 2023**  
Nominations submitted on behalf of another student are due by **February 5, 2023**

Nomination forms available at:  
**[msumcmaster.ca/governance/awards](http://msumcmaster.ca/governance/awards)**

## Teaching Awards Winter Nominations

# TEACHING AWARDS 2023

Nominations open from  
**Feb 3 to Feb 17**



Nominate a Professor at [bit.ly/3wbW4lr](http://bit.ly/3wbW4lr)  
Nominate a TA at [bit.ly/3QTjhIR](http://bit.ly/3QTjhIR)

f MSU.MACADEMICS  
@ MSU\_MACADEMICS



MSU Macademics 



## Social Media Engagement since the Previous Report

### Facebook (Last 30 days)

#### Page overview

#### Discovery

🌐 Post reach	743
👤 Post engagement	32
👍 New Page likes	0
✅ New Page Followers	0

#### Interactions

😊 Reactions	11
💬 Comments	0
➦ Shares	1
🖼️ Photo views	7
🔗 Link clicks	9

### Instagram (Last 30 days)

Last 30 Days ▾
Jan 17 - Feb 15

## Overview

You reached +662% more accounts compared to  
Dec 18 - Jan 16

Accounts Reached		Post Interactions	
Accounts reached	4,616		<b>479</b>
	+662%		+2,180%
Accounts engaged	263	Likes	303
	+1,284%	Comments	20
Total followers	1,163	Saves	62
	+0.9%	Shares	41

<b>Profile Activity</b> ⓘ	<b>765</b>	<b>Reels Interactions</b>	<b>109</b>
Profile Visits	571 +231%	vs Dec 18 - Jan 16	--
External link taps	184 +700%	Likes	73
Email Button Taps	0 0%	Comments	8
Business Address Taps	10 +900%	Saves	7
		Shares	21

## Finances

### Budget Summary

<b>6102-0312</b>	<b>TCHA - ANNUAL CAMPAIGNS</b>	<b>\$1,000.00</b>
	Silhouette Advertising -Welcome Week Issue	\$25.00
	WW Promotional Gift Card (Campus Store)	\$25.00
	ClubsFest Registration	\$20.00
	Fall TAC Nomination Contest Gift Card	\$50.00
	Candy for MUSC Atrium Event	\$19.19
	Winter TAC Nomination Contest Gift Card	\$50.00
	<b>TOTAL SPENT IN LINE</b>	<b>\$189.19</b>
	<b>REMAINING IN LINE</b>	<b>\$810.81</b>

<b>6401-0312</b>	<b>TCHA – AWARDS &amp; MEETINGS</b>	<b>\$2,500.00</b>
	AVTEK for Teaching Awards Ceremony	\$479.10
	CIBC Hall for Teaching Awards Ceremony	\$223.65
	TAC Ceremony gifts	\$593.00
	<b>TOTAL SPENT IN LINE</b>	<b>\$1295.75</b>
	<b>REMAINING IN LINE</b>	<b>\$1204.25</b>

<b>6494-0312</b>	<b>TCHA – VOLUNTEER RECOGNITION</b>	<b>\$1,000.00</b>
	Team Merch -Crewnecks	\$613.50
	Snacks for Volunteer Social	\$43.98
	<b>TOTAL SPENT IN LINE</b>	<b>\$657.48</b>
	<b>REMAINING IN LINE</b>	<b>\$342.52</b>

<b>6501-0312</b>	<b>TCHA - ADVERTISING &amp; PROMOTIONS</b>	<b>\$1,900.00</b>
	SSC Welcome Week Rave Cards	\$109.00
	Social Media Contest	\$100.00

	TAC Fall Nominations	\$488.00
	TAC Fall Nominations	\$488.00
	MSU Awards	\$488.00
	<b>TOTAL SPENT IN LINE</b>	<b>\$1673.00</b>
	<b>REMAINING IN LINE</b>	<b>\$227.00</b>

<b>6603-0312</b>	<b>TCHA – ACADEMIC RESOURCES</b>	<b>\$250.00</b>
	Exam-related publication	\$165.00
	<b>TOTAL SPENT IN LINE</b>	<b>\$165.00</b>
	<b>REMAINING IN LINE</b>	<b>\$85.00</b>

<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		<b>\$6,750.00</b>
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		<b>\$3980.42</b>
<b>REMAINING DISCRETIONARY SPENDING</b>		<b>\$2769.58</b>

### Donations

Campus Store Gift Card	\$25.00
<b>TOTAL GENERATED IN LINE</b>	<b>\$25.00</b>
<b>REMAINING TARGET IN LINE</b>	<b>-\$25.00</b>

### Executives & Volunteers

Before reading week, the Volunteer & Logistics Executive organized a volunteer social with snacks and games. As the team does not often have meetings all together, these socials provide a nice opportunity for volunteers from each subcommittee to intermingle. I have also asked the team to create superlatives for each other as part of a sweet end-of-year gift idea I have in mind.

### Successes

Winter TAC nominations were very successful with 1731 nominations for instructors and 857 nominations for TAs, totaling 2588 nominations overall (similar results to the Fall semester but much greater than the 1434 nominations received last Winter)! The TAC team has also been working very hard to make our largest event, the TAC ceremony, a successful one!

We received 70 applications in total, with some nominees applying for more than one award, for MSU Awards! The Student Recognition Awards Executive and Promotions team did an amazing job promoting and spreading awareness. Planning for selection committee meetings were also very well-organized and allowed very smooth and efficient deliberations.

## **Current Challenges**

The TAC team is struggling to reach someone from the Humanities, Engineering and Arts & Science faculties to present their respective award. For Humanities, we have heard no response at all although we reached out early January and have sent a few follow-ups. For the faculties of Engineering and Arts & Science, the Deans have informed us they cannot attend, however, we have not heard back from the Associate Deans on their availability.