



REPORT

From the office of the...
Macademics Coordinator

TO: Members of the Executive Board
FROM: Jadynd Sandhu
SUBJECT: Macademics Final Report
DATE: March 27, 2023

Yearplan Update

This year, I feel the team has accomplished a lot and went above and beyond my expectations and goals for the year. We successfully were able to maintain past campaigns while adding new initiatives this year.

Beginning of this year was a little more difficult as I needed to learn how to transition the service back to an in-person environment. However, our Teaching Awards preparations and campaigning adapted very well. We were able to reach the services' highest nominations submissions for an in-person year and exceeded numbers from last Winter semester which was a record high! This year was also our first fully in-person ceremony in a couple years, and I received many positive comments on the organization and hosting of the night itself.

MSU Awards was also better integrated into the service this year with the help of our new executive position. With the help of the Promotions team and other members, we received 70 applications which I know will continue to grow in future years!

For the most part, the year plan created at the beginning of my term was followed. One project we did not complete is the Resource Hub revamp; however, I have been discussing with the Research & Resources team to utilize the information collected from their "Q&A" posts into a guidebook. I am hoping to assist them in the preparation of this resource by the end of semester, to have it ready to be distributed next year. I also encourage next year's team to consider planning some on-campus events such as study nights or workshops.

The incoming Coordinator has already begun their transition period and seems enthusiastic to start their role! Much of the team also seem excited to re-apply to be part of the team again next year.

Overall, the service ran very smoothly this year, and I am very proud of what my team has accomplished!

Events, Projects, & Activities

General Service Usage

We were able to interact with the student body much more this year through physical promotions, class talks, holding tables in MUSC, etc. The in-person interaction definitely assisted with the success of our campaigns. We were also able to produce many more digital resources this year, although we could improve on the reach by creating these resources in multiple formats or advertising in new locations on campus.

Project 1: Team Hiring and Onboarding

Execs:

Applications for exec positions opened end of May and closed early June. Interviews were conducted with the outgoing Coordinator and myself mid-June and final offers sent out by the end of the month. We had quite a bit of interest this year; there were more applications received than the previous year. Onboarding consisted of some icebreaker/introduction to the service and policies trainings as well as one-on-one meetings to discuss year plans. We hired for a new position this year: the Student Recognition Award Exec.

Volunteers:

Applications opened for general volunteers mid-August into early September. Interviews were held about a week later and final offers sent out before the end of the month. The Volunteer and Logistics Coordinator was responsible for organizing training for the onboarding of the volunteers. In total, we hired 11 volunteers (more than previous years): 3 for promotions, 3 for research & resources and 5 for teaching awards.

Project 2: Welcome Week

We attended several of the booth events such as the SSC event and ClubsFest. At the booth, we had a poster explaining our service, rave cards, physical promotions, etc. We also had a social media contest to win a Campus Store gift card by following our page which significantly increased our following (assisting our reach for the rest of the year). This was also an opportunity to advertise volunteer hiring.

Project 3: Teaching Awards Nominations and In-Class Evaluations

We held one nomination period in the Fall and one in the Winter semester. We received a total of 2984 nominations in the Fall (1935 nominations for instructors and 1049 nominations for teaching assistants) and 2588 nominations in the Winter (1731 nominations for instructors and 857 nominations for teaching assistants). Although standardization and tallying can be quite a task, we were able to complete this in a timely manner.

Project 4: MSU Awards

Nominations open mid-January and closed beginning of February (different deadlines for self-nominations and for others). We received a total of 70 applications although some individuals did apply for more than one award. The exec, although a new position, was very organized and thorough during deliberations for winners during selection committee meetings, all in accordance with the operating policy. They have definitely laid the groundwork for the next person to take on this role.

Project 5: Teaching Awards Ceremony

The ceremony was a huge success! We had a great attendance and many of the winners were able to attend! It was very heartwarming to see the pride of the teaching staff and their appreciation for the night and recognition. As we knew it would be in-person this year, we were able to start planning very early. I recommend booking the venue during the summer as CIBC Hall books up very fast and reaching out to guest speakers as early as possible. Catering and AVTEK can be contacted in January and Watson's Engravings need at least 3-weeks notice.

Project 6: Blog Posts/Publications & "Q&A" Responses

The Research & Resources team did an amazing job being consistent with posting monthly if not more often. We even had a few publications this year posted on our social media study on study techniques and destressing during the exam period and seasonal affective disorder. The team also started a new initiative through Q&A polls on Instagram. A question of the month would be formulated based on student responses and then the team would seek out the answers from professors or other professionals at McMaster. Finally, the information would be presented in a clear and engaging manner for the students to access.

Outreach & Promotions

Summary

Although our larger campaigns have ended, the Promotions and Research & Resources team have been working hard publishing resources/blogs on tips to prevent with burnout, landing a research position, and building connections with professors.

Also, our several social media contests have increased our Instagram following dramatically from the beginning of this year, which was a personal goal of mine.

Promotional Materials

Burnout Publication

Feeling Drained?

Q How to

Q How to increase your energy

Q How to motivate yourself

Q How to reduce SAD

What is it?

- Seasonal Affective Disorder (SAD) is a form of depression that follows a seasonal pattern
- Prevalent in temperate climates such as Canada's
- A decrease in student motivation, all over North America, has been found through the late fall and winter seasons

Ways to Reduce SAD

- Exercise**
Doing physical activity, especially in a group or with a gym buddy, alleviates effects of SAD as a result of the sociality and endorphin-release
- Time Spent Outdoors**
Time in bright light aids to replenish the diminished sunlight within winter months - reducing the melatonin release caused by lack of light, resulting in less fatigue
- Lowering Screen Time**
More screen time is shown to correlate with higher levels of negative emotions

References

Drew, E., Hanson, B., & Huo, K. (2021, April 19). Seasonal affective disorder and engagement in physical activities among adults in Alaska. Taylor & Francis. Retrieved March 3, 2023, from <https://www.tandfonline.com/doi/full/10.1080/22423982.2021.1906058>

Sajja, N. (2023, January 24). Don't hit Snooze, break free from those winter blues. The Knight Crier.

Landing a Research Position Do's/Don'ts

Macademix presents:

LANDING A RESEARCH POSITION

DO's before contacting researchers:

- reflect on the type of research position you're looking for (volunteer, course based, paid)
- look to see what your program office provides (for course based, understand the requirements!)
- research potential supervisors, starting with your program website, look at your faculty page and research each faculty member
- have a broad understanding of your interested field and techniques they use in the lab

DO's while contacting researchers

- draft a brief email stating your name, program, field of study and your specific interest in their lab, personalize this email to each person you're contacting.
- keep track of every researcher you contact using excel (include their name, lab website, date you sent an email to them and reply date, as well as if when they responded and if they said yes/no to an interview)
- in your message, highlight the skills you have that make you an asset. good academic standing helps, but a passion for science is most important!
- forming relationships with professors and guest lecturers is important. talk to them before or after class to see if they are looking for research students, if not they may direct you to someone who is!

RESEARCH DON'Ts:

- DON'T write an impersonal generic email to a researcher requesting a position.
- DON'T use poor informal grammar in correspondence to a researcher
- DON'T try to speak to a professor or guest lecturer when they appear to be in the middle of preparing for something or are "on the go" ask if they are available to chat for a minute before speaking about research!
- DON'T write a very long email to the researcher you are contacting. keep it short and sweet!

remember, be personable, flexible, approachable and most importantly, BE YOURSELF!!!

BE YOU

How to Build Connection with Professors



Social Media Engagement since the Previous Report

Facebook (Last 30 days)

Page overview

Discovery

Post reach	241
Post engagement	12
New Page likes	0
New Page Followers	0

Instagram (Last 30 days)



Finances

Budget Summary

6102-0312	TCHA - ANNUAL CAMPAIGNS	\$1,000.00
	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
	Replacement plaque for 2021-22 winner	\$49.72
	TOTAL SPENT IN LINE	\$238.91
	REMAINING IN LINE	\$761.09

6401-0312	TCHA – AWARDS & MEETINGS	\$2,500.00
	AVTEK for Teaching Awards Ceremony	\$479.10
	CIBC Hall for Teaching Awards Ceremony	\$223.65
	TAC Ceremony gifts	\$593.00
	Catering for Teaching Awards Ceremony	\$595.68
	Teaching Award Plaques	\$643.25
	TOTAL SPENT IN LINE	\$2534.68
	REMAINING IN LINE	-\$34.68

6494-0312	TCHA – VOLUNTEER RECOGNITION	\$1,000.00
	Team Merch -Crewnecks	\$613.50
	Snacks for Volunteer Social	\$43.98
	End-of-year gift	\$308.07
	TOTAL SPENT IN LINE	\$965.55
	REMAINING IN LINE	\$34.45

6501-0312	TCHA - ADVERTISING & PROMOTIONS	\$1,900.00
	SSC Welcome Week Rave Cards	\$109.00
	Social Media Contest	\$100.00
	TAC Fall Nominations	\$488.00
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	MSU Awards	\$488.00
	Burnout Publication	\$110.00

	Programs for Teaching Awards Ceremony	\$49.00
	TOTAL SPENT IN LINE	\$1832.00
	REMAINING IN LINE	\$68.00

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

TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,750.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$5736.14
REMAINING DISCRETIONARY SPENDING		\$1013.86

Donations

	Campus Store Gift Card	\$25.00
TOTAL GENERATED IN LINE		\$25.00
REMAINING TARGET IN LINE		-\$25.00

Executives & Volunteers

As we are continuously giving outstanding teaching staff and students awards throughout the year, I decided to use the superlatives the team wrote about each other to create some fun trophies for each member. Alongside, I added a gift card as part of our final volunteer appreciation gift.

Successes

The ceremony ran very smoothly and was very well-organized, and we received many positive comments on the planning of the night!

Current Challenges

To avoid having plaques become lost or misplaced for the winners who were unable to attend the ceremony, the TAC team have decided to personally deliver or arrange a time to give those winners their plaques.