



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report #1
DATE: June 29, 2023

Yearplan Update

The year plan for the 2023-2024 Macademics academic year has been finalized and sent although it is awaiting approval from the VP Administration, Vithuyan Sugumar and Administrative Services Coordinator, Victoria Scott. In line with the submitted year plan, my transitioning into the Macademics Coordinator role and getting accustomed to all of the files that I was met with from my predecessor had occurred in early May. I also worked throughout the months of May and June to initiate the executive member hiring process, for which the application period closed on June 22, as proposed within the Yearplan. Promotional material for this timeline was continuously posted all across the Macademics social media pages for student exposure.

I am currently in the midst of conducting executive member interviews for each of the five Macademics roles, which should be completed by June 30, 2023, and positions accepted in the following week with a full executive team meeting following.

Events, Projects, & Activities

General Service Usage

Although Macademics does not host events or run campaigns throughout the summer months, the service has been invited to collaborate with the Spark service in creating a 'Services and Sites' Summer Webinar. Here, Macademics will be given the opportunity to provide the attending student body with increased familiarity for the service. As coordinator, I will also take over the portion of the seminar which relates to student accessibility pertaining to different McMaster and MSU websites, explaining how to best put them to use through video modules. By collaborating with the Spark team, Macademics outreach will increase.

As well as this, through various means of promotional material for the executive hiring period (such as story videos, Q&As, images, and step-by-step application points) the Macademics social media presence has increased significantly.

Projects & Events 1: Executive Member Hiring (On-Going)

The Executive Member Hiring process has been on-going since earlier in the month of June, with the application portal being open between June 5 – June 22. The period has now ended, successful candidates have been emailed, and interviews are currently being conducted with myself as well as my predecessor, last year's Macademics coordinator, Jadyn Sandhu. Final offers will be emailed and accepted during the week of July 3, 2023.

Projects & Events 2: Executive Member Team Meeting (Upcoming)

After final offers are accepted, I will then send out a when-to-meet to all executive members to organize our first executive team meeting. This meeting will serve as an introduction to our service, where I will share some of my hopes and expectations, conduct icebreakers, as well as brainstorm a list of team expectations. I will also take the time to explain the creation of each member's year plan and share an availability spreadsheet to figure out the best timing for one-on-one meetings.

Following this meeting, I will also reach out to Michael Wooder to organize a meeting with himself, Paula Scott, and the Macademics Promotions executive for a detailed training on content creation, social media, and communications.

Projects & Events 3: Spark x Macademics Webinar Series (On-Going)

For the 'Services and Sites' Summer Webinar, I have been in continuous communication with the Spark Events Coordinator to best plan this event out, including finalizing the date, inviting other MSU service coordinators to attend, and creating engaging slides for the attendees. The event will take place on Sunday August 13, 2023 from 4-6pm and so far, we have conversed with SWHAT, EFRT, SHEC and Maccess for event collaboration. Our next steps will be to begin event promotions as well as finalize the presentation material.

Outreach & Promotions

Summary

Throughout the executive member application period, the promotional graphics (attached below) were shared to the Macademics Instagram, Facebook and Twitter pages. For broadened outreach, other MSU services were also kind enough to share the Macademics graphics to their social media pages. To increase student engagement, I held a Q&A period on the Macademics Instagram story where students sent in service/position related questions to be answered prior to the application period deadline. I also created an Instagram story with step-by-step instructions upon how to apply, with an easily accessible link to the application portal included (attached below).

Promotional Materials

The image displays two promotional materials for Macademics executive applications. The top material is a flyer with a dark red background. It features the MSU Macademics logo at the top left. The main text reads "EXEC APPLICATIONS ARE OPEN!" in large, bold, white letters. Below this, it says "Apply between June 5-June 22 by 11:59pm" and "at msumcmaster.ca/jobs". A list of positions is provided: Promotions Executive, Research & Resources Executive, Teaching Awards Committee Executive, Volunteer & Logistics Executive, and Student Recognition Awards Executive. A "Please visit: msumcmaster.ca/jobs" link is at the bottom.

The bottom material is a mobile application form titled "EXEC APP!! June 7". It has a white background with a dark red header. The form includes fields for "First and Last Name*", "Cover Letter*", and "Attach Resume*", each with a "Browse" button. A "Submit" button is at the bottom right. The form also features the MSU Macademics logo, the text "EXEC APPLICATIONS ARE OPEN!", the application deadline "June 5-June 22 by 11:59pm at msumcmaster.ca/jobs", and a list of positions. A yellow arrow points to the "Submit" button, and the text "Simple 3 step application process!" is written next to it. The MSUMCMASTER.CA logo is at the bottom right.

Social Media Engagement since the Previous Report
Instagram



Professional dashboard



Insights

May 24 - Jun 22

Accounts reached	1,466 +1,131%	>
Accounts engaged	262 --	>
Total followers	1,185 +2.7%	>

Facebook

Page overview

Create a post

Last 28 days

Discovery

Post reach	1,280
Post engagement	40
New Page likes	0
New Page Followers	0

Interactions

Reactions	4
Comments	0
Shares	1
Photo views	11
Link clicks	8

Twitter

28 day summary with change over previous period



Jun 2023 - 22 days so far...

Social media engagement and reach have greatly increased due to ample social media promotion during the executive hiring period. After hiring the promotions executive, I hope for the engagement to continue to increase.

This month, I wanted to test-run using the Macademics Twitter page as it has not been used since 2018. From the insights, I do not believe it to be an adequate means of relating information to the student body as it seems that not many current McMaster students are active on Twitter. Facebook and Instagram remain the service's highest means of social media advocacy.

Finances

Budget Summary

No expenses have been made at this time.

Executives & Volunteers

I am currently in the process of hiring the Macademics executive members. The majority of interviewees seem very excited and eager to uplift the Macademics service morale. After positions are accepted, I will initiate an executive member meeting where we bond through icebreakers, speak about expectations, and review roles so that each individual can best plan out their hopes for professional development for the upcoming year.

Successes

I am very happy to see the major social media engagement that Macademics was able to achieve in the past month. This makes me hopeful that, following the hiring of the Promotions executive, Macademics can continue to increase their social media presence and with that, broaden their outreach within the McMaster community through student engagement.

Current Challenges

As the executive team has yet to be hired, it is currently difficult to plan dates for certain initiatives that I would like to start looking into as I would like full team engagement and with that, will need to wait to check in with the full team present and note their schedules.