



Year Plan

**MSU Maroons
Maroons Coordinator
Hannah She**

2023–2024



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Introduction

Hi everyone! My name is Hannah She (she/her), and I am ever so excited and privileged to be the Maroons Coordinator of the 2023 to 2024 year. Being a part of the Maroons has been one of the most rewarding experiences of my undergraduate degree, and I wish to give back to the community and spread our infectious energy to fellow representatives, the McMaster, and Hamilton communities.

My involvement in the service began in the 2021 to 2022 school year, where I was a general representative. There, I learned gained a much deeper understanding for the Maroons and other MSU services. What immediately drew me to the Maroons was the sense of community. Not only is it within our team, but it also truly branches out to all McMaster students, and more importantly, the Hamilton community.

During my second year on the Maroons, I wanted to build on this motif of community, by working from the inside out. Thus, I applied and was able to carry out the role of one of the Events Coordinators on the team. Through this position, I was able to hone in on my leadership and planning abilities and guide the team into long-running traditions of the Maroons, such as the Pumpkin Hike with Cootes Elementary School, and expand on some traditions that I personally valued, including our Movember campaign. I really enjoyed my experience as an Events Coordinator and wanted to continue sharing my passion for the service with others, leading me to the Maroons Coordinator role.

This year, I hope to build on the service by continuing to foster this sense of community. I am positive that the year ahead will continue to build upon the sense of community the Maroons aim to foster. With that, the Maroons team and I will ... BRING THE NOISE, UNLEASH THE SPIRIT!

Best regards,
Hannah She

Vision for the Maroons

<p>Overarching Vision (i.e., What is the ultimate goal you have for your Service?)</p>	<p><i>The ultimate goal for the service is to further connections between McMaster students, the MSU, and its services. Through this goal, we aim to increase the Marauder spirit and share this spirit with the Hamilton community.</i></p>
<p>Description</p>	<p>My goals for the Maroons can be summarized into the following categories (list them here).</p> <ol style="list-style-type: none"> 1. Connecting students to the MSU One of the main purposes of the Maroons team is to connect students to the multitude of MSU services available. I know, even for myself, prior to joining the team, I was unaware of all the resources present at my disposal. The Maroons can expand on this component this year by hosting a MSU service related events, and collaborating with other services to create a unified team. 2. Athletics Maroons have traditionally attended varsity games and has connected undergraduates through running intramurals. I hope to increase attendance with our reps at the varsity games and have a greater percentage of non-Maroon members on our intramural teams. Additionally, it would be engaging to better promotions and increase turnout to athletics related events such as walk, skating, etc. 3. Events Each year, the Maroons host many events that occur year after year, including the charity dodgeball tournament, and a Pumpkin Hike with Cootes' Paradise Elementary School. This year, I hope to further our events by having at least one event with high engagement per month that connects Maroons to

	<p>the McMaster community. As well, I hope to further our connections with the Hamilton Hub.</p> <p>4. Community involvement This year, the leadership team (LT) of the Maroons have chosen to select to connect with Hamilton Victory Garden for our Welcome Week charity. I hope to be able to support Hamilton Victory Gardens not only during Welcome Week, but with year-round initiatives. I also want to continue the partnership with the Hamilton Hub we started in 2021.</p> <p>5. Maroon representative retention In years past, we've struggled with maintaining Maroons attendance in year-round events. This year, I want to implement a contract for clear expectations and monthly in-person meetings to discuss the schedule and bond with the team. Additionally, I will utilise our LT and Pod-co's, which is our leadership structure, to help check-in on reps if they miss a few important events.</p>
<p>Benefits</p>	<p>Through these goals, I hope to create a team where every single member feels the Maroons community and is eager to help and participate when able. Through various athletics and volunteer events, we can connect further with the undergraduate and Hamilton communities. Within the McMaster population, I hope to really emphasize the true goal of the Maroons – to be ambassadors for the MSU and educate and engage students.</p>
<p>Year 1 Goals (2023/24)</p>	<ul style="list-style-type: none"> - Hold events that increase undergraduate participation, and allow access to knowledge of MSU services. - Increase Maroons' involvement with charitable foundations in the Hamilton community. - Gain more outreach (in terms of Instagram followers) to promote upcoming events - Build a stronger community amongst Maroons where everyone feels included and eager to participate.

<p>Year 2 Goals (2024/25)</p>	<ul style="list-style-type: none"> - Start hiring earlier to allow reps the opportunity to bond prior to the Summer break - Lead McMaster spirit at varsity games, and engage undergraduate population in this - Build more knowledge about Maroons and other services
<p>Year 3 Goals (2025/26)</p>	<ul style="list-style-type: none"> - Create a strong, positive, and recognizable name for the Maroons - Complete rep participation in as many year-round events as possible
<p>Partners</p>	<ul style="list-style-type: none"> - Campus Events (Thomas Saab) - Ath and Rec (TJ) - Mike Grover at West End Sports - Michael Wooder with Communications - Paula Scott with the Underground
<p>How can VP Admin support you?</p>	<ul style="list-style-type: none"> - Be available for any questions and comments throughout the year - Help with creating resources to connect first years to all MSU products and services - Provide contacts and communication with other services and contacts when necessary

Project/Events Timeline

Spring/Summer Term

May	
Service Goal/Project/Event (#1):	General Rep Hiring
Why and how?	A written application was scored and graded by LT. Interview offers were sent out, and final positions were offered based on those scores.
Potential difficulties? How can you overcome them?	- Equity and inclusion must be kept in mind during the application. This was present as a question in the application, as well as something LT were briefed on. A feedback form was available for reps to fill out with suggestions.
Who?	Coordinator, Leadership Team (LT)
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	May at Mac
Why and how?	The Maroons were invited by the recruitment office to help out with May at Mac. This date combined graduating reps and newly hired reps!
Potential difficulties? How can you overcome them?	- New reps may find it awkward to volunteer when they haven't met the team yet. Keep an open line of communication and host event prior to MayatMac to allow everyone to get to know each other
Who?	Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Start Welcome Week prep

Why and how?	Attend weekly Wednesday night meetings with the Welcome Week Faculty and Residence Reps to understand what is required of our reps during Welcome Week. Help Campus Events out with event planning, and schedule making.
Potential difficulties? How can you overcome them?	How can we create a training plan for the reps that is indicative of welcome week? Chat with other planners and come up with both an online and in-person training regimen.
Who?	Welcome Week Planners
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

June	
Service Goal/Project/Event (#1):	Pod Selection, Pod Co Training, Pod Reveal
Why and how?	The Maroons break the team into smaller communities with tight bonds, with Pod-Cos (general rep) and LT (exec) which help create a chain of command system.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Communicating the division of roles between the pod-co and the LT of each pod. Can be created during a pod-co meeting this month, and in each term. - Create a bond and comfortability in each pod through the summer. Ask LT to make group chats and start conversations/social planning
Who?	LT, Pod-Cos
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Rep Suit and Jersey Orders
Why and how?	Contact the Campus Store and Mike from West End Sports to order suits and jerseys respectively.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Subsidizing a portion of rep suits, and offering more subsidization if necessary. Look at the budget and figure out the numbers - Ensure all reps have sizes and jersey nicknames submitted promptly

	- Making sure submissions are happening on time, start far in advance!
Who?	Coordinator, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Welcome Week (WW) Charity Selection
Why and how?	In years past, the Maroons have chosen the WW charity, by having the Fundraising Coordinator pitch Hamilton-based charities to the team, and voting on them.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Choosing a charity that can make impact within the Hamilton community. Complete thorough research and discuss with whole LT team. - A way to implement the charity into our WW ideas without an event. After speaking to Thomas from Campus Events, the Maroons will not be holding any events of our own this year. Come up with a digital or year-long alternative to fundraise.
Who?	Maroons Coordinator, Fundraising Coordinator, LT
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

July	
Service Goal/Project/Event (#1):	Team Social
Why and how?	Facilitate second social, following pod reveals to maintain connection with team.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Maintain engagement in the online environment. Work with Events Coordinators to brainstorm ideas including a WW survival guide and speed friending activity.
Who?	Events Coordinators, Volunteer Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#2):	Planning for Team training on August 25 th
Why and how?	We are planning to host an in-person Maroons-specific training on August 25 th , just before WW to go over important information including Maroons role, location of buildings and parking lots, team bonding, rep suit painting, sexual violence education
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Not everyone can make an in-person training session. Create a virtual alternative for those that can't - Deliver the sexual violence training in an informed way, potentially with the help of SVPRO or SACHA - Educating Maroons on resources the MSU has to offer. Use a guidebook, and maybe bring in coordinators/directors of other services.
Who?	Volunteer Coordinator and Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Connect with TJ from Ath and Rec
Why and how?	Throughout the year, one of the Maroons' main roles is interacting with the community through varsity games. By connecting with TJ early on, we can understand his vision and bring them together.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Maintaining a good varsity game general rep presence through busy times. Make sure general reps are aware of their responsibilities. Potentially assign certain reps to certain games - Creating promotional material. Last year, TJ mentioned creating promotional material, which we never got around to. Emphasize this in the coming year to increase Maroons' outreach.
Who?	Coordinator, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

August	
Service Goal/Project/Event (#1):	Team Training on August 25 th
Why and how?	As mentioned in the “July” section, this training is important for reps to get to know each other and undergo training for the Maroons.
Potential difficulties? How can you overcome them?	See “July, Goal 2”
Who?	Volunteer and Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Maintain high social media presence during WW and beyond!
Why and how?	Create initiatives to draw in more followers and post engaging content to help educated first-years on various WW events and create an audience for the year ahead
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Finding new followers. Use portions of WW on-campus presence to engage first-years in our Instagram account. - Creating engaging content. Present a variety of posts including stories of daily activities, suit tours, day in the lives, etc. Have a promotional team that can assist the Promotions Coordinator in these roles - Creating campaigns that promote students in engaging with the Instagram, such as a WW post competition → can do a small prize as well! - Create posts for different holidays and promote
Who?	Promotions Coordinator, Promotions team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Welcome Week
Why and how?	A large role of the Maroon is being a Welcome Week rep. This year, the responsibilities mainly involve helping out Campus Events with signature events.

Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Effective communication of schedules and expectations with general reps. Create a shared calendar, with pod-specific sheets, and create daily upbriefs and debriefs - Understanding our role in events prior to them actually happening. In the past, our reps have been asked to lift heavy objects, that they were not trained for, which should not be happening. - Understanding rep burnout. Emphasizing the importance of water, and that clubspace is open to reps. - Communicate with team through Facebook Messenger. Turn those notification on!
Who?	LT team, General Reps, Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Intramural sign up
Why and how?	Promote our intramural teams, and sign-up for intramural teams
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Register for teams as soon as IMLeagues allows. Assign each LT to a different team to register - Maintain a 70:30 ratio of non-Maroons to Maroons. The intramural team is really for the Maroons to connect with the McMaster population, rather than an internal activity - Promote the intramural teams using social media.
Who?	Athletics Coordinators, Maroons coordinator, LT
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Fall Term

September	
Service Goal/Project/Event (#1):	Varsity Game Attendance (Year long)

Why and how?	The Maroons are asked to attend varsity games to hype up the crowd and increase engagement.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Communication with TJ from Ath and Rec is crucial to understand which sports Maroons are needed at - Maintaining attendance of general reps. Assign or create quota for general reps to attend. - Material for more engagement. Create signs and purchase noisemakers that can help better engage fans.
Who?	Athletic Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Monthly Team Meetings
Why and how?	We will hold monthly team meetings in-person to give reps a look at the upcoming schedule and increase engagement within the team. During the first month, we will also ask reps for Welcome Week feedback.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Attendance for team during busy schedules. Send out poll in advance to encourage as many reps as possible to attend. Emphasize that it is mandatory. - Highlight my anonymous feedback form at each meeting if reps have anything they wanted to discuss or felt uncomfortable sharing aloud
Who?	
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	HOCO Involvement
Why and how?	Traditionally, the Maroons are on the football field hyping up the crowd. This year, we want to connect with TJ in advance, and discuss if we can make a pep rally (full of games and activities), prior to the game actually beginning to help bring people to the football game instead of at FOCO.

Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Coordinate with TJ well in advance to come up with space rentals, ideas, and materials. - Potentially collaborate with Campus Events if we want this to be a larger scale event - Rep turnout and crowd management may be difficult with the festivities of the day. Try to emphasize its importance, and have a detailed upbrief prior to the event on roles and responsibilities.
Who?	TJ, Athletics coordinators, maybe campus events
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Moving with the Maroons (Monthly)
Why and how?	Organize sports and athletics classes each month to involve general reps and student body in health and fitness. Ideas include spin classes, rock climbing, weekly workouts led by Maroons members.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Difficulties connecting/paying for certain classes. Prepare long in advance, work within budget and within the Maroon talent pool to come up with fun, exciting solutions - Renting out space. Can consider online, outdoors, and options within DBAC, by connecting with Ath and Rec - Consider: Is there insurance required to teach a class?
Who?	Ath and Rec, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#5):	Optional - Start of Year Market Night with Fundraising
Why and how?	Instead of completing a WW charity event this year, we can combine it with a start of year Market Night where small local businesses and sponsors can set up a table to sell their

	goods. We would also have an auction table running parallel for additional fundraising.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Logistically, it is a lot to plan. Need to book out space, rent tables, submit approval forms, but most importantly, reach out to vendors, well in advance. - Advertise to students of the school to promote local, student-owned small businesses. - Ensure the events gains enough traction by heavily advertising on social media - A rain contingency plan
Who?	Fundraising Coordinator, Events Coordinators, Promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#6):	Internal Rep Check-ins and Engagement
Why and how?	We traditionally, offer one-on-one check ins with the Volunteer Coordinator or myself once in the Fall and Winter semesters. This allows us to ensure our reps' well-being. Also, as a part of rep engagement, we have a game titled Spoon-a-Maroon, where reps have targets and aim to tag each other until the last man standing. In years past, I have found this game to really bring the team together and form friendships out of previous acquaintances.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Creating a safe and friendly environment for the reps in one-on-one check ins. Emphasize that they only need to share what they are comfortable with sharing. - In spoon-a-maroon, make sure the organizational efforts to the game is well divided for the game to run smoothly
Who?	Volunteer Coordinator, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

October

Service Goal/Project/Event (#1):	Pumpkin Hike with Cootes Paradise Elementary School
Why and how?	Each year, the Maroons are asked by the Cootes Paradise Elementary School to assist in the pumpkin hike on Halloween. We help the students with carving their pumpkins during the day, and setting them up along the trail at night. It's a great fun way to engage with the community.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Coordinating with the elementary school to determine our roles and responsibilities, as well as a schedule - Having rep volunteer attendance at night, especially as it is Halloween
Who?	Events Coordinators, Cootes Paradise Elementary
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Optional - Hamilton Hub Orientation
Why and how?	In 2021, the Maroons were involved with Hamilton Hub, a non-profit organization in the Hamilton community that allows individuals to get food, use washrooms, and spend time inside. The Maroons would undergo training and sign-up for volunteer shift at the centre to help serve our community.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Rep attendance may be difficult, understandably so. The Hamilton Hub is located in downtown and could lack accessibility and a sense of safety for many reps. It should be stressed that this is an optional commitment. - Adequate training with room for questions is incredibly important, in dealing with potentially high-risk scenarios.
Who?	Maroons coordinator, Volunteer coordinator, Hamilton Hub
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Charity Dodgeball Tournament #1

Why and how?	In year past, the Charity dodgeball tournament has been a massive hit. 8 teams of 5 would sign up with \$25 to the tournament and the winning team would be able to choose a charity to place those winnings towards.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Connect with TJ well in advance to book a gym time, as they are quite difficult to attain. - A strong promotional plan to make sure enough teams sign up to the event
Who?	Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Maroons Karaoke/Trivia
Why and how?	Run karaoke/trivia at 1280 to increase school spirit and Maroon presence.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Booking a space for the event. Create contact with 1280 to run the event. - Potential collaboration with campus events during one of their Trivia nights
Who?	Events Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#5):	Very Optional - Reading Week Cottage Trip
Why and how?	Year and years ago, the Maroons have had trips to a cottage during reading week for rep bonding. This would be an extremely fun event for all Maroons.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Due to the sexual violence history of the Maroons, a very extensive discussion must be had with VP Admin and other important parties

	- A lot of planning must be done well in advance to accommodate such a large group of students
Who?	Volunteer Coordinator, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	Maroons Movember
Why and how?	The Maroons wish to keep supporting Movember, this November including events such as a 60km strava walking challenge, a final walkathon, and a beard shaving ceremony. We would also love the participation of other MSU services, if possible.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Connecting with other services/campus events to make this a larger scale event. Reach out in advance, or potentially at a PTM meeting to discuss with other PTMs - Difficult to get a large turnout of students. Go heavy on the promotions, and maybe budget in some incentives for donations.
Who?	Events Coordinators, Fundraising Coordinator, Promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Maroons Exam Destressor and Handouts
Why and how?	An event for students to engage with the Maroons before the stressful exam period. Last year, tote bag painting was a big hit, but another option this year could be a board game night.
Potential difficulties? How can you overcome them?	- Acquiring enough supplies. We ran out of tote bags very shortly into the event. Work with budget to purchase materials in adequate numbers.

	- If we decide the board game route, having enough board games. Ask Maroon reps to volunteer their own, and borrow from library.
Who?	Events Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Mental Health Mondays (May be started as early as September)
Why and how?	Stories of the Maroons Instagram page to promote and destigmatize mental health.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Getting reps to send in videos have proved to be challenging in the past. Lead by example, and persistent messaging. - Content that is engaging and not harmful in any way. Make sure reps are aware of the content we want, and carefully assess clips prior to posting.
Who?	Promotions Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

December	
Service Goal/Project/Event (#1):	Maroons internal White Elephant Secret Santa Social
Why and how?	Each year, the Maroons have a year-end celebration where we trade gifts and enjoy each other's company/
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Choosing a location that is large enough to hold all Maroons reps. Contact reps to see if anyone is willing to host - Make it an accessible event with reasonable price limits
Who?	Volunteer Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#2):	Maroons Coordinator Applications
Why and how?	Start thinking about applications closing in early January, and hiring completed in the beginning of February to allow ample time for in-person hiring.
Potential difficulties? How can you overcome them?	- Ensure that it is a fair and equitable process. Be aware of past biases and complete hiring in a systematic way.
Who?	VP Admin, HR, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Winter Term

January	
Service Goal/Project/Event (#1):	Winter Skating/Tobogganing event
Why and how?	To increase student engagement with Maroons and just have a fun time in general.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Organizing transportation to pier 8. Map out a bus route and meet up with students at a location on campus to take public transit together. - Consider that the event is weather contingent. Make plan to reschedule if need be. - Figure out waiver and EOHSS risk approval waivers
Who?	Events Coordinators, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Intramural sign-ups for the Winter Term
Why and how?	Promote our intramural teams, and sign-up for intramural teams
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Register for teams as soon as IMLeagues allows. Assign each LT to a different team to register - Maintain a 70:30 ratio of non-Maroons to Maroons. The intramural team is really for the Maroons to connect with the McMaster population, rather than an internal activity <p>Promote the intramural teams using social media.</p>
Who?	Athletics Coordinators, Maroons coordinator, LT
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Optional – Winter Festival

Why and how?	I have heard that in the past, the maroons have helped out Campus Events with something known as Frost Week. I would love to help Campus events with planning something like this in the upcoming year.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Communicating with campus events to decide if this event is actually happening. - Contact sponsors, games, maybe food trucks, depending on the type of event it will be.
Who?	Maroons Coordinator, Events Coordinators, Campus Events
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

February	
Service Goal/Project/Event (#1):	Valentines Cards for Aberdeen Nursing Homes
Why and how?	Connect with the Hamilton community by making cute valentine's cards together as a team. Also a good rep bonding event.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Making sure all cards are presented in a way that makes most impact. Last year, we received a list of names from the nursing home that allowed us to make an impact, but we ended up with a significantly greater amount of cards. Can consider giving these cards to people around campus!
Who?	Events coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	LT Hiring (end of February)
Why and how?	Hire LT in February so that general rep hiring can be finished prior to the exam season. Hiring LT earlier also allows the incoming coordinator more time to make decisions and go through the process in a thought-out manner.

Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Advertising the LT Hiring. Use Maroons and other MSU services to complete this task. - Make hiring a fair and equitable process. Work with HR and VP Admin to see points where we can improve.
Who?	Incoming Maroons Coordinator, Maroons Coordinator, VP Admin HR
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

March	
Service Goal/Project/Event (#1):	March Madness Bracket Challenge
Why and how?	Can engage reps and school in creating a March Madness bracket challenge on CBS sports with a prize for the winner.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Creating interest for the event by heavily promoting. - The website to create the brackets on may be hard to manoeuvre. Create a guide linked to our Instagram showing students how to signup and join the Maroons team.
Who?	Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	General Rep Applications and Hiring
Why and how?	Start opening written applications for general reps in March to allow students ample time to apply, and give LT ample time to mark the applications.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Fair and equitable systems for hiring. Include question about equity and diversity for self-reporting. Create a systematic approach to marking based on scores
Who?	Incoming Maroons Coordinator, Maroons Coordinator, VP Admin, HR

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#3):	Charity Dodgeball Tournament #2		
Why and how?	Our dodgeball tournaments have traditionally been very successful, and are in support of the Hamilton community. However, other clubs have started holding dodgeball tournaments as well, saturating the market. We can also consider hosting a spikeball tournament that can bring more novelty into the idea.		
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Connect with TJ well in advance to book a gym time, as they are quite difficult to attain. - A strong promotional plan to make sure enough teams sign up to the event 		
Who?	Athletics coordinators		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#4):	Clothing Swap and Clothing Drive to Hamilton Hub		
Why and how?	Last year, Meagan and Anita spearheaded this event, where students would bring in old clothes and swap with others for something new. This is a great initiative in a time of fast fashion, and we would donate the clothing leftover to the Hamilton Hub.		
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Booking spaces. Rooms are needed to both collect the clothes, hold the clothes, and set up the clothes on the day of the clothing swap. Book in advance to make sure rooms can be well configured. - Volunteer attendance through all days to help set the event up. Stress the importance of this event, and open sign-up sheet in advance to Maroons 		
Who?	Event Coordinators, Meagan, Anita, Hamilton Hub		

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
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April			
Service Goal/Project/Event (#1):	Volunteer Appreciation		
Why and how?	End of the year gathering, typically at the Pheonix, to thank Maroons for their hard work year round.		
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Budgetary issues with buying drinks, tipping the restaurant, and purchasing meals for reps. Work within different budget lines and be in contact with VP admin to make sure all this happens within MSU OP. - Selecting a venue. Traditionally held at the Pheonix, but can also look into other restaurants. 		
Who?	Volunteer Coordinator, Maroons Coordinator		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#2):	Exam Destressor and Handouts		
Why and how?	An event for students to engage with the Maroons before the stressful exam period. Last year, tote bag painting was a big hit, but another option this year could be a board game night.		
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Acquiring enough supplies. We ran out of tote bags very shortly into the event. Work with budget to purchase materials in adequate numbers. - If we decide the board game route, having enough board games. Ask Maroon reps to volunteer their own, and borrow from library. 		
Who?	Events Coordinators		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority

Service Goal/Project/Event (#3):	Transition incoming LT and Coordinator
Why and how?	It can be a stressful time as the incoming coordinator, so I will do my best to help them out, while being conscious of not overstepping my bounds. Give them tips on hiring, purchase orders, leading a team, etc.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Knowing the amount of input the incoming coordinator wants from me. This will be the incoming coordinator's team, so keeping an open line of communication is key. - Have them shadow on filling in any events forms, etc.
Who?	Incoming Maroons Coordinator, Maroons Coordinator
Priority Level (highlight one)	<div style="display: flex; justify-content: space-around; align-items: center;"> High Priority Moderate Priority Low Priority </div>

Increasing Maroons' Presence

Service Webpage

The Maroons webpage currently contains relevant information on our service, intramurals, and how to join our team. For each of the categories, the webpage provides a brief introduction; however, I think a lot more specific information can be added to better help interested students learn about the Maroons. Potential considerations include creating a timeline for joining the team, so prospective Maroons can know when to check back to apply, and embedding a link straight to the application. Additionally, if we can find a way to input our monthly calendar and schedule, it can allow students to be aware of our yearly plan and join in on certain events.

Social Media

The Maroons' social media is currently mostly based on Instagram, with posts about upcoming events, and stories engaging students. Instagram also allows the Maroons to communicate with the student population and other clubs/services through the direct messaging feature. This year, the Promotions Coordinator will be a major proponent of the Maroons social media presence with a plan to create a promotional team, creating more materials and more engaging content and contests. We hope that through these processes the Maroons can gain more traction on our Instagram page. Additionally, the Maroons have Twitter, Facebook, and YouTube accounts. The team and consult with the MSU Communications team to determine how we might better use these social medias at our disposal. For example, it may be beneficial to post in various McMaster FaceBook groups, or create vlogs to post on our YouTube channel.

Merchandise & Apparel

Each year, the base of Maroons apparel includes the Welcome Week Coverall Suits, jerseys, and t-shirts. The suits are a creative way for each rep to express themselves, whether that'd be through painting their favourite activities or sewing on patches. Last year, for the first time, the Maroons also purchased optional embroidered Nike backpacks. These were extremely successful and useful, and can be considered to be offered in the future. Additionally, other popular merchandise ideas include bucket hats and crewnecks for future teams. Finally, to promote the Maroons to students, we can purchase Maroons stickers to paste onto water bottles and other personal belongings. I find that this is a great conversation starter for folks.

Physical Promotions

The Maroons have a banner we use to promote our team during ClubsFest and other similar events. Additionally, rave cards are created in partnership with the MSU Communications team to be handed out during HOCO or Saint Patrick's Day celebrations. We can capitalize on physical promotions more, specifically for events geared to first years, by posting posters in residence bulletin boards, and communicating with the Underground to create other promotional material.

Team Management

Executive Management

The executive team is divided into multiple different coordinator positions including athletics, events, fundraising, promotions, and volunteer coordinators. Each position has a unique role within the service and are encourage to interact with other services in planning events and campaigns. Each week, I will hold a Leadership Team (LT) meeting with all the coordinators to check in on what each coordinator is working on, and remind them on some upcoming events and initiatives they need to start working on. Additionally, the athletics and events coordinator positions contain 2 executive members. In year past, I have found the work amongst these two members to be inequitable. This year, I hope to meet and discuss with these teams in advance to make sure pre-determined roles are split between the 2 positions. Finally, I will also have a anonymous feedback form that I stress after each meeting so even if the LT do not feel comfortable addressing an issue tome directly, they can submit their concern using the feedback form.

Volunteer Management

The general representative volunteers are divided into 6 pods, led by a LT (executive member) and a pod-co (senior Maroons). These pods allow the big group of general Maroons reps to follow a chain of command system, and allow for more shared responsibility. I am also planning on holding monthly meetings throughout the school year to keep Maroons engaged and up to date on activities in the following month. At the first one of these meetings, I hope to introduce the volunteers to their volunteer contract and go through some responsibilities we set for them in terms of being a Maroon. I want to stress that this is an open space and offer many different methods of communicating concerns or issue to the LT team. These include our semesterly one-on-one check-ins or an anonymous feedback form, which I will link to at the end of each of our meetings.

Another important quality I want to stress is the importance of a warm and welcoming community to everyone. In past years, we have dealt with 'cliques' forming on the team. This year, I hope to address this issue by leading by example. I will stress the importance of LT members in speaking to everyone and making sure everyone feels included. In our monthly meetings, I hope to add a short component of team bonding at the end of the event to encourage reps to have deeper conversations with other reps they may not be as familiar with.

Master Timeline

Month	Tasks
May	<ul style="list-style-type: none"> • General Rep Hiring • May@Mac • Welcome Week Preparation
June	<ul style="list-style-type: none"> • Pod Decisions, Pod-Co selections, Pod reveal • Choose WW charity • Rep Suit and Jersey orders
July	<ul style="list-style-type: none"> • Online Team Social • Planning for August 25th, Maroons-specific team training • Connect with TJ from Ath and Rec (Varsity games, renting our courts)
August	<ul style="list-style-type: none"> • Maroons-specific team training, Aug 25th (campus tour, team bonding, understanding important elements of WW) • Maintain high social media presence during WW and beyond (enlist a promo team) • Welcome week (work with Campus Events) • Sign up and promote Maroons Intramurals teams
September	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • HOCO involvement (raise spirits at the football game, potential start a pep rally prior) • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Optional – Start of year market night • Internal event – rep check in and engagement
October	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Pumpkin Hike with Cootes Paradise Elementary

	<ul style="list-style-type: none"> • Charity dodgeball tournament #1 • Maroons Karaoke/Trivia • Optional – Hamilton Hub Orientation • Very Optional – Reading Week cottage trip
November	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Maroons Movember • Maroons exam destressor and handouts • Mental Health Mondays
December	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Internal Event – Holiday white elephant secret Santa social • Maroons coordinator applications
January	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Mental Health Mondays (sometime during the Winter term) • Winter skating/tobogganing event • Sign-up and promote winter intramurals • Optional – Winter Festival
February	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Valentine’s Cards for Aberdeen Garden Nursing Home • LT Hiring
March	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • March Madness bracket challenge

	<ul style="list-style-type: none">• General rep application and hiring• Charity dodgeball tournament #2• Clothing swap and clothing drive event
April	<ul style="list-style-type: none">• Volunteer Appreciation• Exam destressor and handouts• Transition incoming LT and Coordinator

Miscellaneous

Content Warning: Talks of sexual assault.

In 2019, The Silhouette published an anonymous article that raised allegations of sexual assault against the Maroons team. This led to an investigation, a third-party service audit, and probationary measures imposed by the SRA. These findings are publicly accessible on the MSU website. The service's history of sexual violence should not be looked upon lightly and can help inform future trainings and conducts. I will work with VP Admin, HR, and other resources including SVPRO and SACHA to ensure our representatives are equipped with adequate and informative training. We prioritize creating a comfortable atmosphere at all of our events and activities, and are always open to new suggestions on how to better our service in this regard.