



REPORT

From the office of the...

Jenny Zhao (SWHAT Coordinator)

TO: Members of the Executive Board
FROM: Jenny Zhao
SUBJECT: MSU SWHAT Report 1
DATE: July 13, 2023

Yearplan Update

Hope everyone is enjoying their summer! Since submitting my year plan, I am excited to report that preparations for SWHAT operations are on schedule and going as planned. SWHAT executive hiring was completed about a month ago. Most of our executive onboarding is complete, and executives have transitioned into their roles successfully. We recently started walker/dispatcher hiring, which puts us on track to finish hiring by the end of this month.

Events, Projects, & Activities

General Service Usage

SWHAT does not operate in the spring and summer months. However, I'd like to use this space to share some of the opportunities SWHAT will partake in to boost service usage during the fall. SWHAT will be participating in Health Science Welcome Week's Faculty Day, Residence Life's Campus Partners Carousel, and MSU Spark's Services and Sites Webinar. In addition, I am reaching out to different Welcome Week planners about the opportunity to include a slide about SWHAT during rep training.

Projects & Events: Executive Hiring (Complete)

Executive hiring began May 8 and decisions were finalized by June 12, 2023. Hiring was promoted on Instagram, Facebook, and MUSC displays. Most applicants were internal. The process went smoothly, and I am happy to share that all six positions are filled with qualified and enthusiastic executive members.

Projects & Events: Executive On-boarding (On-going)

The SWHAT executive team has met for two full team meetings since hiring closed. During the first executive onboarding meeting, we discussed mandatory training, transition reports, and the SWHAT walker/dispatcher application (June 16). The following week, I held one-on-one meetings with each

executive to answer questions about their transition and set goals (week of June 19). During the second executive meeting, we discussed a marking scheme for application questions and started planning for walker/dispatcher interviews (July 9). I also met with the public relations executives on two separate occasions. Once to discuss walker/dispatcher hiring promo (June 16) and once for MSU Public Relations training delivered by Michael and Will (June 26).

I am happy to share that onboarding has gone smoothly. Our SWHAT Public Relations Executives are learning as they go and have successfully completed one round of promotions for walker/dispatcher hiring. Volunteer Logistics, Volunteer Dispatch Operations, and Volunteer Affairs Executives seem to have a strong grasp of their responsibilities. Most of the Mosaic training has been submitted and I will be holding Executive On-Shift training towards the end of this month.

Projects & Events: Walker/Dispatcher Hiring (On-Going)

The SWHAT Walker/Dispatcher posting opened on June 28 and will close on July 16. In collaboration with The Underground, we created a hiring graphic which is being promoted on Instagram, Facebook, and MUSC displays. In addition, the PR Executives put together a fun Instagram Reel to further promote hiring. The social media reach from the hiring graphic and Reel has been far better than executive hiring (more details below). It has been a pleasure to work together with the PR Executives and witness their creativity in action!

The projected timeline after the posting closes on July 16, is to mark applications and send out interview invites by July 20. We will hold interviews between July 24 and August 2. Final decisions will be sent out by August 4. I am open to any feedback about this timeline!

Outreach & Promotions

Summary

I have included the breakdown from three recent Instagram posts of our Executive Hiring Graphic, Walker/Dispatcher Hiring Graphic, and our Walker/Dispatcher Hiring Reel. Both graphics were designed as part of the digital package from The Underground. The Instagram Reel was created by our PR Executives in the Instagram app. We were also recently included in a McMaster Engineering Society post about club and organization hiring opportunities.

Promotional Materials

All three posts received a solid amount of saves and shares, this is usually a good indication that people are interested in applying! The reach from our Instagram Reel has been particularly impressive. We received many impressions on the Reel from accounts that were not already following us. I noticed that we gained quite a few followers from the Reel specifically.

Social Media Engagement since the Previous Report

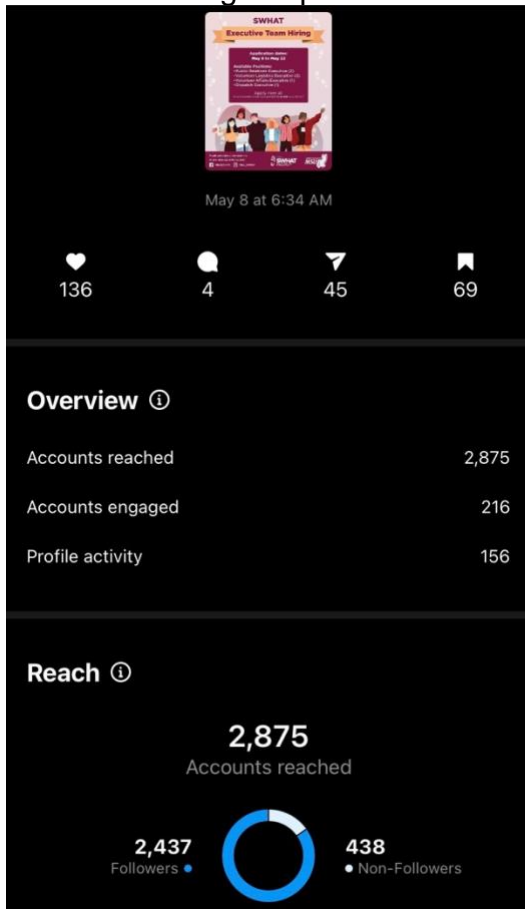
At the time this report is submitted, SWHAT's Instagram has 3591

followers. This number has decreased since the 2022-2023 SWHAT Final Report which recorded 3620 followers. The stats from our Instagram posts are included before. I have not received access to the SWHAT Facebook at this time.

Overall Instagram Insights:

Insights	Jun 9 - Jul 8
Accounts reached	6,718 +264% >
Accounts engaged	413 +709% >
Total followers	3,590 +0.1% >
Content you shared	12 >

Executive Hiring Graphic:



Impressions		3,590
From Home		2,906
From Other		383
From Profile		230
From Explore		71

Engagement		216
		Accounts engaged
Post interactions	254	
Likes	136	
Saves	69	
Shares	45	
Comments	4	

Profile activity		156
Profile Visits		149
External link taps		4
Follows		3
Call button taps		0
Email button taps		0

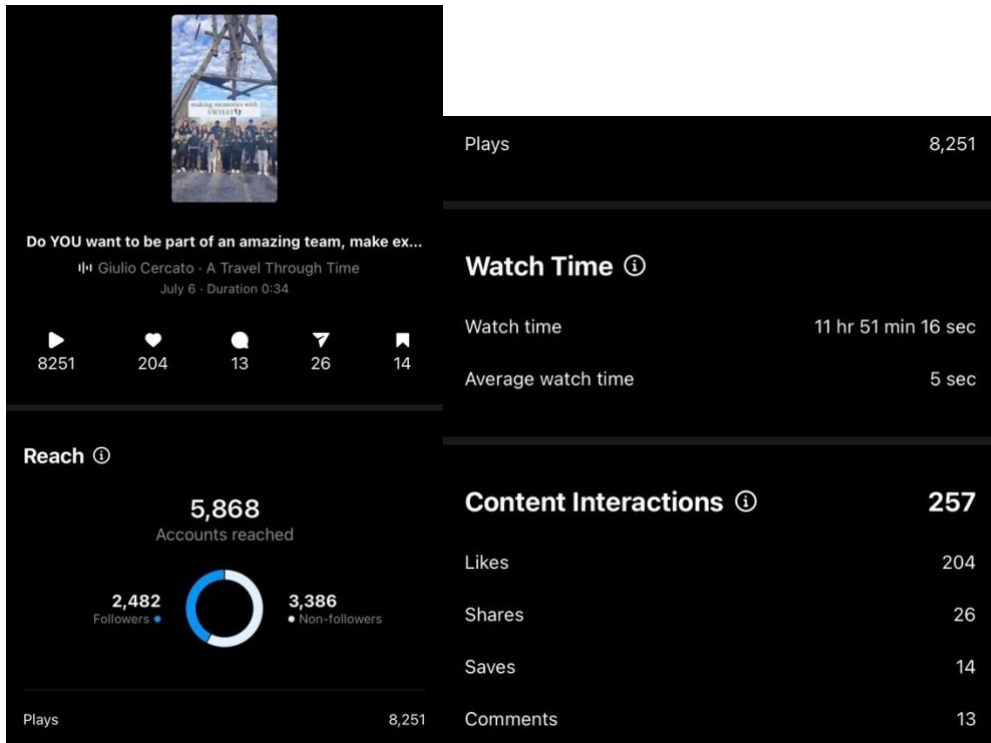
Walker/Dispatcher Hiring Graphic:

Post interactions		335
Likes		161
Shares		92
Saves		72
Comments		10

Overview	
Accounts reached	3,225
Accounts engaged	271
Profile activity	289

Reach	
3,225 Accounts reached	
2,479 Followers	746 Non-Followers

Instagram Reel:



Finances

Budget Summary

SWHAT has not made too many purchases to date. I recall that we eventually ordered more stickers throughout the year, so I had some difficulty deciding how many Rave Cards/Stickers to order for welcome week. We are also in the process of designing new stickers, which may add to the cost of stickers. I will place the order for 300 stickers of this new design in about two weeks.

ACCOUNT CODE	ITEM	BUDGET / COST
	Walker and Dispatcher Hiring Package	100.00
6501-0117-0200	Rave Cards (500)	150.00
	Stickers (300)	200.00
ADV. & PROMO.	TOTAL SPENT IN LINE	450.00
	REMAINING IN LINE	800.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		5850.00
TOTAL ACTUAL DISCRETIONARY SPENDING		450.00
REMAINING DISCRETIONARY SPENDING		5400.00

Executives & Volunteers

Our executive team meetings have gone smoothly so far. Team morale is high, and I am trying to facilitate team bonding during our executive meetings as much as possible with check-ins/questions of the day. Executives will be paired up for walker/dispatcher application review and interviews. I think this will be a great opportunity for executives to get to know each other and build relationships.

Successes

It was very encouraging to see all the interest and enthusiasm from executive applicants. Deciding on the executive team was not easy, but it provided an opportunity for me to reflect on my values/goals as SWHAT Coordinator and practice exercising my judgment. I am sure there will be many other difficult decisions to make this year. I'd also like to extend a thank you to the outgoing SWHAT Coordinator and current VP Admin, Vithuyan, for his support in this process!

Current Challenges

While not necessarily a challenge, I hope to continue promotions for SWHAT Walker/Dispatcher positions. Hiring early in July spreads out the application and interview marking workload for executives, but I recognize that many potential applicants are not actively thinking about the upcoming semester. I am open to suggestions on how to best promote hiring.

Planning executive team meetings during the summer can be a bit tricky. I am trying my best to be mindful of everyone's summer plans and availabilities. I am currently using When2Meet to schedule the executive meetings but am looking for better ways to organize individual test dates and/or time away.

Miscellaneous

Thank you for your support thus far!