



REPORT

From the office of the...
Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report #2
DATE: August 10, 2023

Yearplan Update

Since the month of June, executive members for each Macademics sector have been successfully hired and trained through our first collective meeting. Soon after, one-on-one meetings were held with each executive member in July to run through each year plan and note new initiatives and ideas that could be implemented. The month of August will be dedicated to promoting Macademics through our Welcome Week campaign, for which much of the material has already been prepared. Additionally, volunteer hiring will take place as applications will be open from August 18th – September 10th. In the upcoming weeks, Macademics will also be focusing on taking part in the Spark x Macademics Sites and Services webinar.

Events, Projects, & Activities

General Service Usage

As the Promotions Coordinator has now undergone training with the Director of Marketing and Communications, Michael Wooder, they are now able to undergo ample creative promotional production for the Macademics social media outlets. Although the team is collectively working on creating Welcome Week campaign promotional material that will result in increased accessibility and engagement by the general public, which will be released in late August, engagement with our pages will be achieved through Volunteer hiring advertisements, a “Meet the Exec” series, and the Spark x Macademics Sites and Services webinar which will all be taking place earlier in the month.

Project 1: Executive Member Hiring (Complete)

The executive team for Macademics, consisting of 6 positions: 1 Volunteer & Logistics Coordinator, 1 Promotions Coordinator, 1 Research & Resources Coordinator, 1 Student Recognition Awards Coordinator and 2 Teaching Awards Committee Coordinators, has now been hired and a collective team meeting was held where team bonding was upheld through icebreaker bonding and division of team roles. This was a great way to summarize one another’s ideas in front of all team parties and provide constructive feedback to each member. In total, 77

applications were received which accounted for over a 50% boost from the total application count received in the prior year, indicating successful promotional efforts which I hope to continue.

Project 2: Spark x Macademics 'Services and Sites' Webinar (On-Going)

As Coordinator, I have spent the past few weeks preparing adequate slides for the webinar, which will be used to provide incoming McMaster students with in-depth knowledge about the variety of services found around campus as well as the diverse array of websites, provided by the University, that may be used to ease their transition. Time will also be allocated to speak about the offerings of the Macademics service which will serve as a wonderful opportunity to raise awareness about the service, resulting in a hopeful service engagement boost.

Project 3: Welcome Week Preparations (On-Going)

The Macademics Promotions Coordinator has compiled necessary information from the team, and will begin to post a "Meet the Exec Team" series in the days to come. Nearing the Welcome Week period, a social media contest will also be advertised for a chance to win a campus store gift card prize. This contest will be done to increase the Macademics social media following and engagement as users will have to follow us and like the post to enter. The contest will be advertised using informative rave cards about our service.

Project 4: Volunteer Hiring (On-Going)

The Volunteer and Logistics executive has been working to create a form which will be used for volunteer hiring. Hiring applications will be available from August 18th – September 10th, applications will be scored from September 11th – September 15th, and interviews will follow from September 18th – September 22nd. To increase accessibility from prior years, the Macademics team has compiled a comprehensive job description list which will be posted throughout our social media in addition to the usual job link which will also be provided.

Outreach & Promotions

Summary

So far, the promotions executive and I have been working to create material for Volunteer Application promotions as well as executive member introductions posts to allow students to become familiarized with our team.

We have also created brand new rave cards which will be handed out at the Macademics Welcome Week booth. These rave cards, alongside the listed Instagram posts, will promote our social media contest and giveaway, used to increase following and service awareness.

Through collaboration for the Spark x Macademics webinar, the MSU Spark service has been aiding in our outreach to incoming students by creating an engaging reel which will soon be posted on the Macademics social media pages.

Promotional Materials

Executive Introduction Social Media Post Sample:

Macademics Coordinator



Honours Life Science (IV)

ANGELA BILIC

she/her

Fun Fact: I'm a black belt in taekwondo!

MSU Macademics MSU

Volunteer Hiring Social Media Post:

VOLUNTEER APPLICATIONS OPEN!



Available Positions:

- Promotions Subcommittee
- Research & Resources Subcommittee
- Teaching Awards Subcommittee

Applications open **Aug 18** until **Sept 10 @11:59pm**

MSU Macademics MSU

mcmaster.ca/macademics
@msu_macademics
MSU.macademics

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Rave Cards:

MSU Macademics:

A service that seeks to increase accessibility of academic resources, recognize and celebrate excellence in teaching and promote effective learning strategies based on accredited research.


What What we do:

Teaching Award Nominations: Participate in teaching award nominations every semester to not only encourage professors to continue to strive for greatness, but to also have an opportunity to influence how students are taught.

Student Recognition Awards: Take part in nominating either yourself or a peer for an array of awards to best recognize the academic achievements of the talented student body at McMaster.

Resource Hub: Visit our resource hub for information spanning from faculty advising and course information to tutoring services and non-academic related help.

Monthly Blog Posts: Follow our socials to be notified about our monthly blog posts which include topics such as effective study methods, the best study locations, how to avoid burnout, and more!



Where to find us

@msu_macademics
@msu_macademics
MSU.macademics



check out this QR code to access our social links

WIN A \$50 CAMPUS STORE GIFT CARD!

WIN BIG! Follow our Instagram, @ 3 friends in the comments and repost this graphic on your story to win a **\$50 CAMPUS STORE GIFT CARD!**
This can be used to buy some Mac merch or a textbook!

Scan this QR code to bring you to our ig where you can access the contest!




Giveaway Social Media Post:

Campus Store GIFT CARD GIVEAWAY



How to enter:
Follow @msu_macademics
Tag 3 friends
Bonus: Share to story

**Contest closes
Sept 8th, 11:59pm**



Campus Store GIFT CARD GIVEAWAY



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Volunteer Hiring Job Description - Instagram Story Posts:



Social Media Engagement since the Previous

Report

Professional dashboard

Insights	Jul 7 - Aug 5
Accounts reached	567 -54.8%
Accounts engaged	2 -98.4%
Total followers	1,171 -0.6%
Content you shared	10

Social media engagement has decreased in the past month as the Promotions Executive has just been hired and is now compiling promotional material through the underground, to begin ample posting in the weeks to come. As executive introductions, volunteer application promotions, a giveaway, and the Spark x Macademics webinar promotions are all to come in the following days, we are expecting social media engagement and following to soon increase substantially. No posting or promotions have been done in the past month aside from collaborating with other MSU services to promote their material as they did ours.

Twitter and Facebook were not used since the previous month's updates.

Finances

Budget Summary

<i>TCHA & Macademics</i>	
<i>DISCRETIONARY EXPENDITURE</i>	
<i>Summary</i>	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$7,480.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$382.00
REMAINING DISCRETIONARY SPENDING	\$7,098.00

6102-0312-C TCHA - TCHA - ANNUAL CAMPAIGNS		\$1,100.00
102-0312-050	ANNUAL CA ClubsFest Registration	\$20.00
102-0312-050	ANNUAL CAMPAIGNS	
102-0312-050	ANNUAL CAMPAIGNS	
102-0312-050	ANNUAL CAMPAIGNS	
102-0312-050	ANNUAL CAMPAIGNS	
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102-0312-050	ANNUAL CAMPAIGNS	
102-0312-050	ANNUAL CAMPAIGNS	
102-0312-050	ANNUAL CAMPAIGNS	
102-0312-050	ANNUAL CA TOTAL SPENT IN LINE	\$20.00
102-0312-050	ANNUAL CA REMAINING IN LINE	\$1,080.00

6501-0312-C TCHA - TCHA - ADV. & PROMO.		\$2,000.00
501-0312-050	ADV. & P Welcome Week Rave Cards	\$97.00
501-0312-050	ADV. & P Volunteer Application Instagram Package	\$100.00
501-0312-050	ADV. & P Executive Introductions nstagram Package	\$165.00
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & PROMO.	
501-0312-050	ADV. & P TOTAL SPENT IN LINE	\$362.00
501-0312-050	ADV. & P REMAINING IN LINE	\$1,638.00

Executives & Volunteers

The executive team has successfully been hired and a collective team meeting was held where members were able to bond through icebreakers as well as team

expectations were created. The responsibilities of each team member's position were reiterated and contact information was shared. Following this meeting, I have also met with each executive member, individually, to speak about their Year Plans and figure out a tentative plan for the year that each member is satisfied with. Additionally, volunteers will be hired by the end of September, and a collective volunteer orientation will be held in the first week of October with the Macademics Volunteer and Logistics Coordinator.

Successes

The venue for the Teaching Awards Ceremony has been reserved for Thursday March 28, 2023. As this is a busy time of year, I was very happy to have gotten the booking time that the team was most in favour for – especially as the outgoing coordinator had told me that a Thursday session was believed to have the best attendee turnout.

Current Challenges

I am currently waiting to get the PO for the Teaching Awards Ceremony approved and sent to Shelby Paquette who is the MUSC Facility Coordinator. Although the event space has been reserved, I would like to get the completed forms sent to her in a timely manner.

Miscellaneous

N/A