



# REPORT

*From the office of the...*

## Hannah She (Maroons Coordinator)

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TO: Members of the Executive Board  
FROM: Hannah She  
SUBJECT: MSU Maroons Report 3  
DATE: August 24, 2023

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### Yearplan Update

- In line with the Maroons Year Plan, we have started planned for Welcome Week (WW), including creating an in-person training day lesson plan, and a Meet the Services Event we will hold.
- The reps have finished online training and will have in-person training on August 24<sup>th</sup> and 25<sup>th</sup>
- We have also planned socials prior and during welcome week
- We have connected with people from Athletics and Recreation regarding Maroons' presence at varsity games throughout the year

### Events, Projects, & Activities

#### *General Service Usage*

- The current service usage is mostly internal. With WW coming up, the reps and leadership team (LT) are planning to engage mostly the first-year audience in Campus Events partnerships and with the MSU.
- The team is continuously connecting with other WW planners to hone in on the details of WW.

#### *Projects & Events: Rep Suits and Jersey Orders (Complete)*

- The rep suit orders have been sent out and paid for in June, and have been delivered.
- The jersey orders have been finalized, submitted (with a very cool design!) and we are waiting on the arrival of them.

#### *Projects & Events: Rep Training (Ongoing)*

- All reps have completed mandatory online training on Avenue2Learn.
- The Maroons are attending an in-person training for all reps on August 24<sup>th</sup>. Reps who cannot make it will have an asynchronous alternative.
- The Volunteer Coordinator (Grace) and I have finished planning the content for our in-person Maroons-specific training day on August 25<sup>th</sup>. SACHA will also be at the event to give a workshop on sexual violence in

the context of WW and university. Our exec team is also planning for a team social event following training.

#### *Projects & Events: WW Meet the Services Event (Ongoing)*

- Campus Events has approved a Meet the MSU Services Style event for Welcome Week last week. Many MSU services are interested.
- The event is planned for; however, we still have yet to know the date and time of the event as of August 20<sup>th</sup>.

#### *Projects & Events: Varsity Game Attendance (Ongoing)*

- Multiple meetings have been had with Micah, the Events Lead for the Athletics and Recreation team this year. We have discussed Maroons' involvement at varsity games throughout the year, with a focus on more student engagement and gender equality in attendance at games.

## **Outreach & Promotions**

### *Summary*

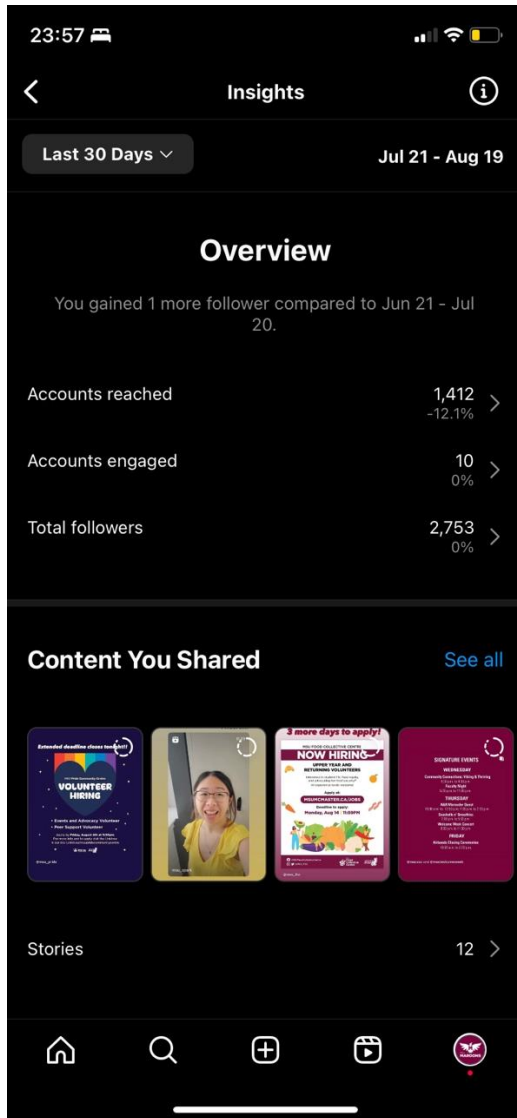
The Maroons have planned exciting and engaging outreach and promotions ideas for WW. The budgetary funds and allocation towards the Underground graphics have been accounted for. Additionally, the Promotions Coordinator (Emma) has enlisted a promotions team to help increase and improve content.

### *Promotional Materials*

- During the summer months, the Maroons account has been mostly focussed on helping other services promote their information and hiring efforts.
- The Promotions Coordinator (Emma) has started planning for Welcome Week media, including asking for interest for a promotions team, and planning Instagram reels gathering hype for WW.
- During WW and on-campus presence, where Maroons interact with first-years, the Maroons will be advertising the Maroons Instagram page.

### *Social Media Engagement since the Previous Report*

- The Maroons' main social media presence is on Instagram, with the insights below:



- I am in the process of accessing the Maroons' Facebook and Twitter accounts to increase promotional efforts across all platforms

## Finances

### *Budget Summary*

90% of the Maroons Budget has been planned for towards all our events for the year. The actual spending so far has not changed since the last EB report, and includes funds allocated towards subsidizing rep suits and purchasing rep jerseys. We will also be ordering stickers through the Underground for promotions.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
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<b>UNIFORMS</b>	TOTAL SPENT IN LINE	3778.13
	REMAINING IN LINE	221.87

<b>SPECIAL PROJECTS</b>	TOTAL SPENT IN LINE	328.00
	REMAINING IN LINE	1172.00
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		9225.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		4106.13
<b>REMAINING DISCRETIONARY SPENDING</b>		5118.87

### **Executives & Volunteers**

- Reps have been active in the large groupchat and through communication methods, and are attentive of deadlines and important information.
- Morale has been very high within the team so far! Many pods are planning individual socials, and coming up with cheer ideas for WW!

### **Successes**

- The Volunteer Coordinator (Grace) helped create and a very informative and engaging team training, that I am excited to present.
- Keily and Lauren have taken on the daunting role of choreographing for Airbands, which the Maroons will be dancing at this year! They complete and have shared the dance with everyone!
- The Athletics Coordinators (Ahmed and Meagan) have formed a line of communication with the folks from Athletics and Recreation. I'm excited to see the Maroons energy at games!
- All execs have been accountable for their role, and have even helped me when needed!

### **Current Challenges**

- The 'Meet the MSU Services Scavenger Hunt' event for WW still does not have a time and date, which has been really difficult with coordinating many services. Fingers crossed we are notified soon.
- Certain reps have needed repeated reminders to complete their online training, which has been frustrating, but a small minority of the team. In general, the team has been on top of training!