



REPORT

From the office of the...
SWHAT Coordinator (Jenny Zhao)

TO: Members of the Executive Board
FROM: Jenny Zhao
SUBJECT: SWHAT Report 2
DATE: August 24, 2023

Yearplan Update

I am happy to share that all of SWHAT's events, projects, and activities are on-track with our year plan. Major achievements since our last report include the completion of volunteer hiring, volunteer onboarding, and upcoming plans for Welcome Week. Most importantly, SWHAT is preparing for the start of operations on August 28, 2023! The executive team and I have been working on individual tasks to prepare. For instance, collecting volunteer availabilities, preparing volunteer schedules, planning for volunteer events, preparing the SWHAT office, preparing for Welcome Week promotions, setting up our SWHAT Uber credit, and more. Thank you all for your continued support!

Events, Projects, & Activities

General Service Usage

SWHAT Operations begin Monday, August 28, 2023! Based on our service usage last year, we are expecting a higher call volume during Welcome Week and the first weeks of September. We will have more information about service usage at the September meeting.

I will use this section to briefly discuss the MAPS office, which is generously shared with SWHAT every night. After MAPS office renovations are complete this week, SWHAT will have limited storage space in the office. I recently moved SWHAT's most essential supplies back into the MAPS office, but the rest of our supplies will be stored in the MSU Committee Room (e.g. umbrellas, volunteer board, extra radio equipment). As a result, I am hoping our SWHAT executives can obtain access to the Committee Room with one shared key card, which will be stored safely in the MAPS office.

Projects & Events: Upper Year Walker/Dispatcher Hiring (Complete)

SWHAT successfully hired 62 walkers and 10 dispatchers in our most recent round of hiring! These numbers will be sufficient for the month of September, but I am looking to hire ~15 more walkers during our first year priority hiring. This

next hiring will open mid-September. Any advice on how SWHAT can best target first years during this hiring would be greatly appreciated!

Projects & Events: Walker/Dispatcher Training (Complete)

SWHAT Walker Training was held over Zoom on August 12, 2023 by myself, the executive team, and McMaster Security Services. SWHAT Dispatcher training was held over Zoom on August 16, 2023 by the Dispatch Executive, Jonathan. Both trainings were held virtually to accommodate for travelling or working volunteers.

The mandatory trainings were successful. Most of our volunteers attended live, but a recording and completion quiz was provided for absent volunteers. The training covered volunteer expectations, SWHAT protocols, shift rules, safety, and more. We also incorporated icebreaker activities at the start of both trainings, which I thought went well. I am especially grateful for the involvement from McMaster Security Services who joined us to provide safety tips and speak about the importance of SWHAT on Campus! I will continue to record training completion as the remaining volunteers finish the quiz.

Projects & Events: SWHATted at Mac Promotional Campaign (On-Going)

Since our hiring promotions in July, SWHAT has not been very active on our social media accounts. Our Public Relations Executives, Reem and Yumnah, are preparing our SWHATted at Mac Instagram/Facebook campaign for this week. As with previous years, this series will highlight a few of our awesome SWHAT volunteers over the next two weeks. We will be preparing the submitted photos with the template we received from SWHAT Communications Officer, Will. This campaign will serve to increase our social media presence as we lead up to the start of operations. Furthermore, I am hoping this will increase applications during first year hiring. The PR executives will also be preparing a story takeover during Welcome Week and an executive team photoshoot.

Projects & Events: SWHAT Welcome Week Activities (Upcoming)

SWHAT attended the Services and Sites Webinar hosted by MSU Spark and Macademics, where we had the opportunity to speak with first years and answer questions about the service. SWHAT will also be attendance at Health Science's Welcome Week Faculty Fest and the Community Advisor Carousel. Unfortunately, the other faculties I was in contact with were not able to provide space at their respective faculty days. I currently working on other avenues to reach students from other faculties.

Outreach & Promotions

Summary

SWHAT has not engaged in any major outreach or promotional activities since the last report other than using our Instagram/Facebook stories. However, we

have many more promotional activities planned for Welcome Week and September.

Promotional Materials

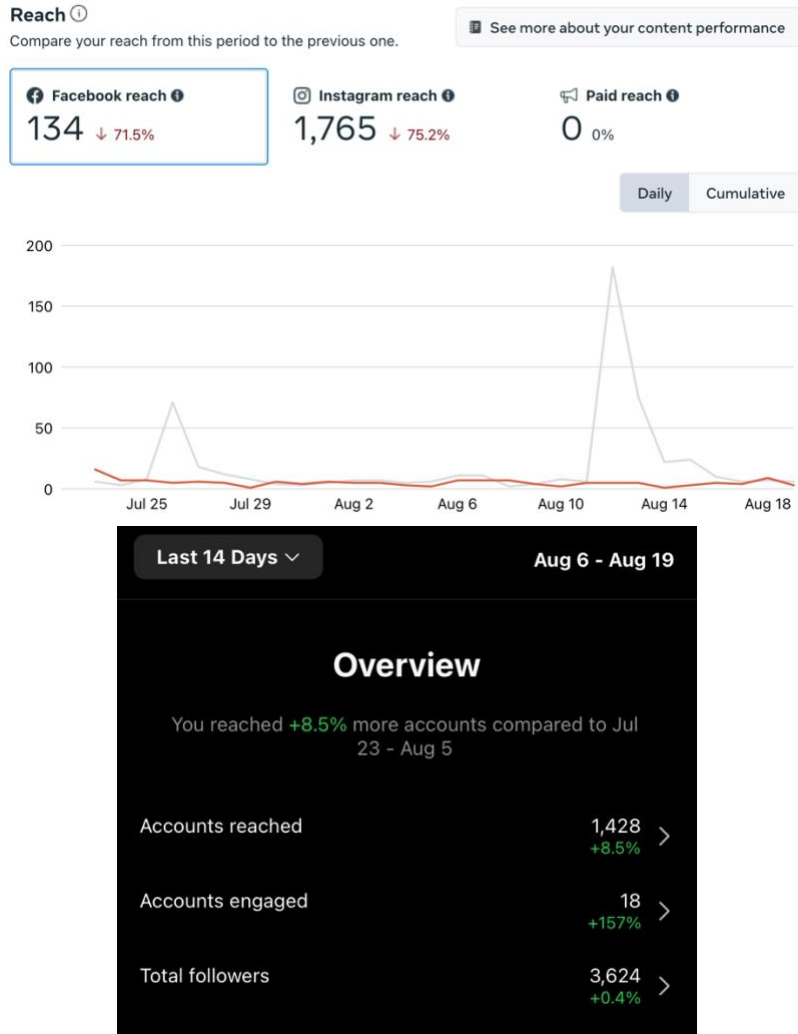
SWHAT received 500 rave cards, 300 footprint stickers, and 300 of our new dog stickers for Welcome Week, ClubsFest, events and booths! The rave cards and footprint stickers are the same design as last year since they were both very popular at our booths. I've included a photo of the new SWHAT sticker designed by The Underground in collaboration with our PR executives below.



In addition, MSU EFRT has generously offered to include SWHAT on their promotional magnets which will be in circulation during Welcome Week and various booths. SWHAT looks forward to partnering with EFRT throughout the year.

Social Media Engagement since the Previous Report

Our Instagram and Facebook reach has decreased over the last month. I believe our upcoming campaigns will bring these numbers back up. In addition, our PR executives are looking to build our Instagram following once the school semester begins.



Finances

Budget Summary

Since the last report, we have spent some additional funds on physical promotional materials (mentioned above). We spent some of our budget on our new sticker design, which I had originally budgeted for an extra promotional campaign. As mentioned, SWHAT did not have the budget for magnets, but EFRT generously offered to cover the costs. I also created a standing order for the SWHAT Uber account.

Since operations have not started, I have not yet spent any budget on SWHAT specific supplies or volunteer appreciation.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0117-0200	Walker and Dispatcher Hiring Package	100.00
	Executive Hiring Package	100.00
	500 Rave Cards	150.00
	300 Footprint Stickers	183.00
	300 Dog Stickers	206.00
	New Sticker Design Cost	55.00
	ClubsFest	20.00
ADV. & PROMO.	TOTAL SPENT IN LINE	814.00
	REMAINING IN LINE	426.00
6901-0117-0200	Uber Credit Standing Order	\$1000.00
TRAVEL & CONFERENCE	TOTAL SPENT IN LINE	\$1000.00
	REMAINING IN LINE	0
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$5850.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1814.00
REMAINING DISCRETIONARY SPENDING		4036.00

Executives & Volunteers

Executive morale remains high as we are still early in the year. Executive onboarding is complete, and the team is adjusting to their roles. There have been some small hiccups as the executive team transitions into their new roles, however, the executives have been excellent in their problem-solving and adaptability. As mentioned, our PR Executives have worked, and are continuing to work, on a few small projects. Our Volunteer Logistics (VL) and Dispatch Operations Executives are working on the Walk Buddy Form and the upcoming September schedule. Our Volunteer Affairs Executive helped with the volunteer intake form and is currently planning some fun volunteer activities/intramurals for September. I have also held a total of four executive meetings to date.

As mentioned, volunteer onboarding is mostly complete. I do not have much to report on volunteer morale now, but most of our volunteers seem excited about the upcoming year! Volunteers will be receiving their Welcome Week/September schedules shortly. The volunteers also had the chance to meet our executives during training. I will be working collaboratively with our Volunteer Affairs executive, Albi, to create an enjoyable experience for our volunteers.

Successes

Volunteer hiring and training went well! I thought the executive team conducted themselves very professionally and were a great representation of SWHAT and the MSU. Also, as mentioned above, we had a smooth transition into the Security Services segment during volunteer training.

Current Challenges

Since my vacation time overlaps with the end of August and Welcome Week, I was required to plan most of these upcoming activities in advance. Planning for Welcome Week has been especially difficult because I will not be physically present to attend the events. I have asked my executives and volunteers to help with booths, when possible, but oftentimes there are time conflicts with other welcome week commitments. In addition, I will not be available for the start of operations on August 28, 2023. I have planned in advance as much as possible, and I can only hope now that everything goes smoothly!

Miscellaneous

SWHAT's Uber Account was set up with the help of Executive Assistant, Daniela. The standing order was approved to cover all costs for the year. The executives and I have been added to the account. The limited Uber budget will be used for volunteer transport during poor weather conditions, transportation delays, and other extenuating circumstances.