



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report 3
DATE: September 18, 2023

Yearplan Update

Since the month of August, the Macademics service has taken part in the Spark x Macademics Sites and Services webinar which was a great success. As Coordinator, I took over the 'Services' portion of the webinar, which allowed incoming McMaster students to develop a greater understanding for the websites that our university offers to achieve greater ease in transitioning into their respective programs. Students seemed very engaged and responsive throughout the webinar.

With regards to the first week of back-to-school, the Macademics team took part in a Meet-the-Exec week where we reintroduced what the service has to offer, posted a description of each executive members role within the service, and even did daily Instagram story takeovers to bring the students on a day in our lives. This was done to increase social media engagement within Macademics as well as boost the level of comfort that students have with our team – hoping to create a level of friendship in which students may feel inclined to ask us for help or get involved with our team!

Recently, Macademics took part in ClubsFest on September 5th, where each executive member was provided a role in informing students about our service, updating them on our Volunteer Applications, and handing out rave cards with all of the information in writing. Our booth was a huge success in that we gave away all of the ordered merchandise and rave cards as well as significantly increased our social media following. Students appeared to have a great time interacting with our members and asking ample questions about our service as well as the university.

Volunteer applications have also been open from August 18th – September 10th for the Promotions, Research & Resources, and Teaching Awards subcommittees. The applications were timed to encompass ClubsFest, so that incoming students were given the opportunity to become more aware of our service. The hiring process will soon be held between September 18th and 22nd,

where successful applicants are projected to be informed by September 29th at latest.

Events, Projects, & Activities

General Service Usage

As the Promotions Coordinator has now been situated in her role, the Macademics Instagram account has become very active and large amounts of material have been posted. This material has proven to be very engaging as students have been messaging our team as well as reacting to and commenting on our posts. In the last 30 days, 4.7K Instagram accounts have been reached by our service, with a 553% increase in account engagement. By including a campus store gift card giveaway, students have been provided with incentive to follow, interact with, and repost our social media accounts. This initiative has yielded great response.

Project 1: Welcome Week Campaign (Completed)

The Macademics team was able to create meaningful relationships with the student body through various face-to-face and online interactions. This was done through: our ClubsFest booth where each executive member took the time to engage in friendly conversation with the students, an exciting social media gift card giveaway, Instagram story takeovers where the students could learn more about each service member, and ample Instagram posts made. Students were encouraged to continue engaging with our service as they were handed rave cards with QR codes present on them, directing them directly to our social media accounts.

Project 2: Volunteer Hiring (Ongoing)

Volunteer applications are open between August 18th – September 10th and students are urged to join our team through various modes of Instagram story engagement. The hiring process is planned to be held between September 18th and 22nd and the goal of the team is to have a fully formed volunteer team by September 29th at latest. This way, an in-person volunteer training and a fun social to follow, can be held in the month of October, to successfully integrate the volunteers into their roles and familiarize them with the rest of the team through icebreakers.

Project 3: TAC Fall Nominations (Upcoming)

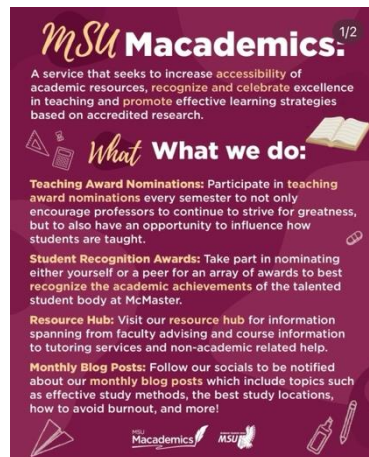
I will soon meet one-on-one with the Teaching Awards Committee Coordinators to pick out the dates for the upcoming Fall Teaching Award Nomination period. The Promotions Coordinator will also be invited to attend the meeting in order to discuss promotional plans for the endeavor. The Volunteer and Logistics Coordinator and I will then create a schedule for in-person promotions that will be done throughout McMaster, such as class talks done by volunteers, or MUSC tables being booked to hand out rave cards and increase student excitement regarding the topic of teaching awards!

Outreach & Promotions

Summary

Between August 7th and August 11th, our exec team posts were put up with a photo of each executive member, a bit about them, and what their role entails. A volunteer application post was then posted to promote the application period, and it was accompanied by another post with more information about each of the three subcommittee groups. Following this, a post was also made to promote our \$50 campus store gift card giveaway, where students entered by following us and tagging 3 friends in the comments (bonus entry for sharing the post to their story). For extra promotional material, our rave cards were posted to our Instagram, to show the students what they could expect to receive at ClubsFest by visiting our booth, as well as a post to promote our executive member takeovers which were added to our story.

Promotional Materials



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](https://twitter.com/msu_macademics)
[MSU.macademics](https://www.facebook.com/MSU.macademics)

Macademics Coordinator



Honours Life Science (IV)

ANGELA BILIC
she/her

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

Macademics | MSU

the **3** volunteer teams you can **APPLY FOR!** with



MSU Macademics

promotions subcommittee: 4/4

“help promote macademics through campaigns, social media, in person booths, class talks and promotional videos”



MSU Macademics

teaching awards subcommittee: 2/4

“take part in event planning, promotions and assisting/ speaking at the annual teaching awards ceremony”



MSU Macademics

research and resources subcommittee: 3/4

“assist in compiling academic resources”

“research and write blogs on pedagogy, the science of learning and teaching”



MSU Macademics

Social Media Engagement since the Previous Report

Facebook

Page overview Create a post Last 28 days

Discovery	
Post reach	699
Post engagement	21
New Page likes	1
New Page Followers	2
Interactions	
Reactions	8
Comments	0
Shares	0
Photo views	4
Link clicks	0

Instagram

Professional dashboard

Insights Aug 11 - Sep 9

Your post is high-performing
609 accounts engaged with this post, more than your other posts.

Accounts reached	4,734 +285%
Accounts engaged	921 +553%
Total followers	1,677 +42.8%
Content you shared	96

Finances

Budget Summary

So far, there have not been any hardships with our teams' finances. We have collectively agreed that we would like to allocate much of our funds towards promotions early in the school year as this is the key to establishing a more

widespread connection with the student body. \$25 were donated to our service by the Campus Store and will be used towards a social media giveaway.

6401-0312-C TCHA - TCHA - AWARDS & MEETINGS				\$2,650.00	
401-0312-050	ARDS &	CIBC Hall Booking for TAC Ceremony	\$300.00	25-Jul	9-Aug
401-0312-050	ARDS &	MEETINGS			
401-0312-050	ARDS &	MEETINGS	Text		
401-0312-050	ARDS &	MEETINGS			
401-0312-050	ARDS &	MEETINGS			
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401-0312-050	ARDS &	MEETINGS			
401-0312-050	ARDS &	MEETINGS			
401-0312-050	ARDS &	MEETINGS			
401-0312-050	ARDS &	TOTAL SPENT IN LINE	\$300.00		
401-0312-050	ARDS &	REMAINING IN LINE	\$2,350.00		
6494-0312-C TCHA - TCHA - VOLUNTEER RECOGNITION				\$500.00	
6501-0312-C TCHA - TCHA - ADV. & PROMO.				\$2,000.00	
501-0312-050	ADV. & P	Welcome Week Rave Cards	\$97.00	2-Jul	2-Jul
501-0312-050	ADV. & P	Volunteer Application Instagram Package	\$100.00	31-Jul	31-Jul
501-0312-050	ADV. & P	Executive Introductions Instagram Package	\$165.00	28-Jul	28-Jul
501-0312-050	ADV. & P	Maroon merch. bags	\$215.52	28-Aug	28-Aug
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	PROMO.			
501-0312-050	ADV. & P	TOTAL SPENT IN LINE	\$577.52		
501-0312-050	ADV. & P	REMAINING IN LINE	\$1,422.48		
TCHA & Macademics					
SPONSORS, DONORS, AND OTHER REVENUE					
ACCOUNT CODE	ITEM	BUDGET / COST	DEPOSIT SUBMITTED (DATE)	DEPOSIT INTO	
3801-0117	Sponsorship revenue	\$0.00			
	McMaster Campus Store	\$25.00	Sep-23	6102-0312-050	
			Text		
	TOTAL GENERATED IN LINE	\$25.00			
	REMAINING TARGET IN LINE	-\$25.00			
TOTALS					
	HOW MUCH BUDGETED TO BRING IN	\$0.00			
	HOW MUCH YOU ACTUALLY BROUGHT IN	\$25.00			
	DIFFERENCE	-\$25.00			

Executives & Volunteers

The team morale has been outstanding so far, with each of the executive members extremely excited to begin on their Macademics journey. This was primarily evident at ClubsFest, for which event each executive member aided in the preparation of merchandise to give out to the student body as well as prepared how they would greet each student. It was lovely to see the genuine and friendly interactions that our team was able to have with each of the students

that approached our booth. Additionally, we hope to have the volunteer team hired by the end of the month and continue to spread the evident team spirit!

Successes

Now that our Promotions Coordinator has begun consistent activity on our social media pages, it has become evident that the colour scheme we have chosen to follow was an absolute win! Together, we concluded that we wanted a more uniform Instagram page, and with that, the consistent use of the Macademics burgundy has gained the attention of students and even awarded us a few compliments made by the student body at ClubsFest.

Current Challenges

Recently, a false Instagram account impersonating Macademics, was on the rise. After some students reached out to our team, we immediately took action by posting to our Instagram story to warn students about the potential fraud, as well as replying to all of the direct messages that we had received about the matter. Our team also made an Instagram post dedicated to a disclaimer about the issue. I believe that the problem has now been resolved as students have had multiple outlets to take note within, reiterating that our Macademics account is the only one that is used by us and affiliated with the MSU.

Miscellaneous

N/A