



# 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 #4  
DATE: September 19, 2023

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### Yearplan Update

- In line with the Maroons Year Plan, we have completed Welcome Week (WW) festivities successfully, including, but not limited to training, Campus Events' signature events, and the Meet the Services Event. Maintained a high social media presence, explored new streams of engaging with the community.
- Continued success with team socials
- Began varsity game attendance including football game this past weekend.
- Signed up for and promoted Maroons' Intramurals teams to the school community.

### Events, Projects, & Activities

#### *General Service Usage*

- During WW, the service usage was mostly involving the first-year students. In events such as Monday Night Lights, Silent Disco, or the Concert, Maroons bags interacted with first-years, helped bring the hype, and ensured their safety. Maroons also engaged in on-campus presence when we were not helping with campus events, to get the MSU name out there and interact with first-years in general.
- The team is continuously connecting with the general McMaster population through events such as cheering for varsity sports, or making Intramurals teams open to everyone.

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

- All Welcome Week events are complete!
- Move-in was a success, even when raining, reps brought the spirit, and were always eager to help where needed (including directing traffic!)
- Reps loved collaborating with Campus Events' signature events, and did a great job handling difficult situations, including intoxication. Reps made sure that all first years were feeling included and safe.

- The Meet the Services event did not have a large turnout, but the people that did come were engaged with the material. One explanation could be that the WW event schedulers scheduled 3+ scavenger hunts in the same time slot, leading to confusion. I would like to express my gratitude for all services that assisted with the event.

*Projects & Events: Side-Walk Sale and ClubsFest (Complete)*

- The Maroons were asked to help with set up of both events, which many reps gladly volunteered for.
- During ClubsFest, the Maroons interacted with hundreds of students, and were able to create a mailing list of 200 students in 4 hours!

*Projects & Events: WW Charity Support (Ongoing)*

- Many faculty orientation teams were able to fundraise a sizeable amount (> \$3000) for Hamilton Victory Gardens, this year's WW charity we chose. We are in talks with MSU Accounting to best donate these funds!

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

- Continued meetings have been had with Micah, the Events Lead for the Athletics and Recreation team this year and the Athletics Coordinators. We have planned Maroons' involvement at varsity games throughout the year, with around 2 games a week, with equal numbers of men's and women's games. The first football game was on Saturday, and a success!

*Projects & Events: Intramurals (Ongoing)*

- The Maroons have registered and begun facilitating free intramural teams for all undergraduates. The sports are: Basketball, Volleyball, Innertube Waterpolo, and Soccer.
- Reps are interested and some have even taken on the responsibility of captaining teams, and we have recruited teams of 60% free agents from our mailing list.
- We are considering increasing the amount of volleyball teams next term due to high demand.

*Projects & Events: Monthly Team Meetings (Upcoming)*

- We plan to host monthly team meetings in the months of October, November, January, February, and maybe March to keep the team updated on events of the month. These meetings will consist of some group bonding socials as well to keep comradery high!

*Projects & Events: FOCO Support (Upcoming)*

- We have been asked by the MSU Communications team to assist with FOCO education and clean-up again this year.

- We plan to hand out informative rave cards about the nuisance by-law on the days prior to September 30<sup>th</sup>, and aid in the cleaning up of anticipated street litter on September 31<sup>st</sup>.

#### *Projects & Events: Pumpkin Hike (Upcoming)*

- Per Maroons tradition, we are once again planning a pumpkin hike with the local Cootes Elementary School
- This event is spearheaded by our events coordinators, Zach and Keily.

#### *Projects & Events: Dodgeball Tourney (Upcoming)*

- The athletics coordinators have begun to reach out about acquiring gym space for this event, likely occurring mid-November.
- Teams will be able to sign up for a small fee, and the winnings will be donated to a charity of their choosing!

## **Outreach & Promotions**

### *Summary*

The Maroons have had an incredibly successful WW on the promotions end with hundreds of new Instagram followers, and many more views on TikTok. The Promotions Coordinator (Emma) enlisted a promotions team, which has greatly helped her and the team increase the quality and quantity of our content!

### *Promotional Materials*

- The Promotions Coordinator (Emma) has successfully promoted WW, with daily Pod take-overs, while interacting with other faculties. The pod take-overs allowed first years to know the events of the day!
- TikTok was used as an alternate promotional platform, with many trends and videos amassing large number of views.
- The Maroons have requested the first Underground promotional material for this year to make promotions for the Maroons' Intramural team.

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

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

**Insights** ⓘ

Last 30 Days ▾ Aug 20 - Sep 18

### Overview

You reached **+1,480%** more accounts compared to Jul 21 - Aug 19

Accounts reached	22.3K	+1,480%
Accounts engaged	1,273	+12,630%
Total followers	3,511	+27.1%

### Content You Shared

[See all](#)

Posts	1
Stories	182

Last 30 Days ▾ Aug 20 - Sep 18

## 3,511 Followers

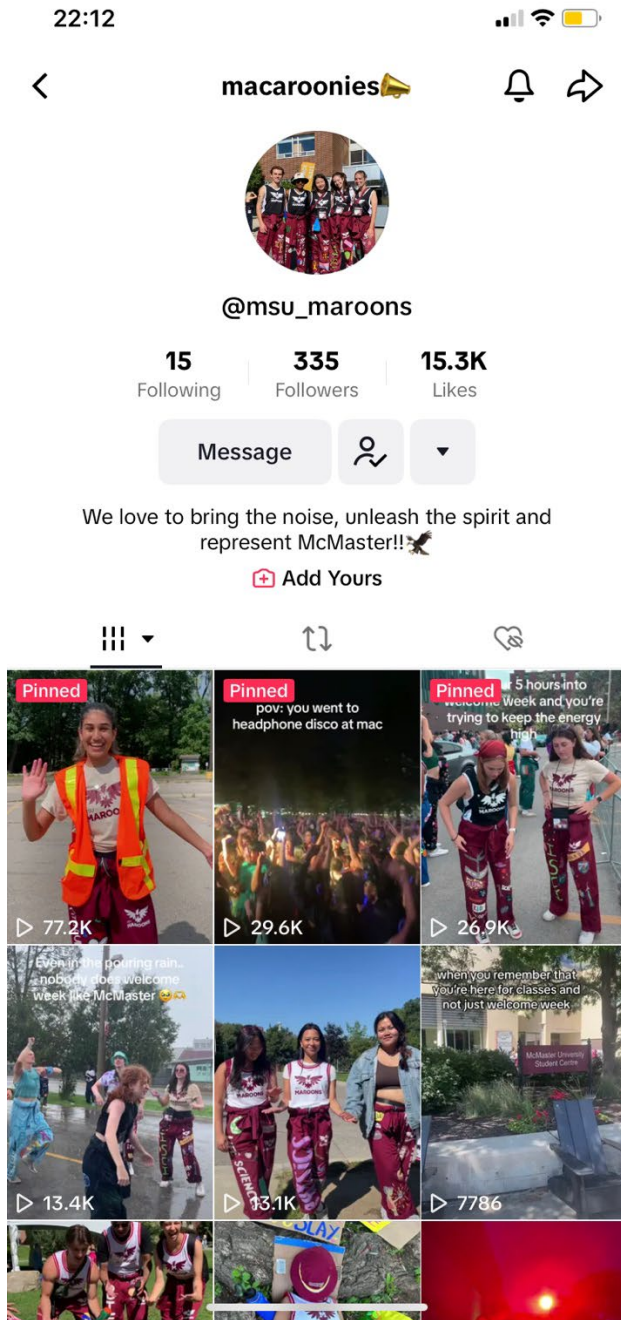
+27.1% vs Aug 19

### Growth

Overall	750
Follows	820
Unfollows	70

Aug 20 Sep 3 Sep 17

- The Maroons' TikTok Page was extremely successful, with the most popular one having over 77k views and over 1.5k likes.



- 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 original budget of Member Training has since been freed up, as SACHA was unable to make it to our training date. This will allow for more of a buffer for when the year goes on, and things are more expensive than initially anticipated. Below are the spendings to date:

6102-0120-0100	MAROCMAROONS - ANNUAL CAMPAIGNS		\$1,000.00		
6102-0120-0100	ANNUAL	Fall Intramurals	\$595.00	9/11/2023	129813
6501-0120-0100	MAROCMAROONS - ADV. & PROMO.		\$1,000.00		
6501-0120-0100	S - ADV.	Clubs Fest Fee	\$20.00		
6501-0120-0100	S - ADV.	Intramurals Promotions	estimated 100		
6603-0120-0100	MAROCMAROONS - SPECIAL PROJECTS		\$1,500.00		
6603-0120-0100	SPECIAL	Maroons Stickers/Pins	\$328.00	27-Jul-23	
6633-0120-0100	MAROCMAROONS - UNIFORMS		\$4,000.00		
6633-0120-0100	NNS - UN	Maroons Suits (full payment), we will receive money ba	\$3,559.50	2-Jun-23	129459
6633-0120-0100	NNS - UN	Jerseys and T Shirts (The maroons portion is 2,493.63	\$2,647.08	19-Jun-23	129510
6633-0120-0100	NNS - UN	Reimbursement from Maroons Suits from reps	-\$2,275.00	22-Jun	
6633-0120-0100	NNS - UN	BoD's portion of Jerseys and T Shirts	-\$153.45		
<b>TOTALS</b>					
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>					9225.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>					4721.13
<b>REMAINING DISCRETIONARY SPENDING</b>					4503.87

## Executives & Volunteers

- Reps have been more active than ever in the large groupchat and through communication methods. We have even created another 'official' groupchat to ensure reps are attentive of deadlines and important information, and that these details are not lost in the congestion of the chat.
- Morale has been very high within the team so far! All pods have completed at least one team social, and are even collaborating together.
- I am hoping to continue the morale through monthly meetings as the year continues.

## Successes

- Welcome Week was a success for sure! Everyone enjoyed themselves, and all the events were inclusive and safe. Keily and Lauren were amazing in choreographing airbands and teaching the choreography to reps that have no dance experience, and have secured first place, or at least in my heart. 😊 Big shoutout to all executives as they were all extremely helpful during WW.
- The Athletics Coordinators (Ahmed and Meagan) have formed a line of communication with the folks from Athletics and Recreation, and have had great energy at our first game!

- The team is very excited about the year ahead, and have bonded extremely well, while also being extremely responsible.
- Our soccer intramural team has won its first game!

### **Current Challenges**

- The Maroons would have preferred more responsibility in terms of planning our own events this year instead of a supporting role. Last year we had hit events such as yoga and hike, capture the watermelon, and a large charity carnival, etc. that did extremely well. For next year, I would suggest given the Maroons the opportunity to plan a charity event at least, as it would help us be able to fundraise for the charity the Maroons' selected, instead of having no connection to the charity.
- Retaining Rep Momentum/ Engagement: Especially following Welcome Week, there have already noticeably some reps who are much less engaged with the service. One of my major goals for the next month or so is thus to boost engagement and keep momentum going within the team.
- Varsity Games: Getting people out to varsity games that are not located on campus will be a challenge, but we will try to arrange carpools, and maybe even gas reimbursement among the team.