



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report 4
DATE: October 23, 2023

Yearplan Update

Since the last Macademics update, conducted in September, the service has completed the hiring of the volunteer members for each of the Promotions, Research & Resources, and Teaching Awards Ceremony subcommittees. We are now working on having each new member complete their Macademics-specific training as well as the MSU-wide training. Volunteer training is expected to be entirely completed by November 1st at the very latest.

To best transition the volunteers into their roles, the Volunteer and Logistics executive is in the midst of preparing an in-person volunteer social. This social will consist of many fun games, snacks, and prizes to engage the new members in team spirit!

The Macademics Service has also taken part in the first webinar of the season. This webinar was done alongside the Student Success Center, highlighting the topic of preparing oneself for life after university through tips and tricks on the process of co-op and job hunting. The Research and Resources subcommittee will continue planning similarly engaging webinars which will be hosted every month or two.

The Research and Resources subcommittee will also be undergoing the revamping of the Resource Hub in the upcoming month. We aim to have this completed and able to be released throughout campus by the end of December.

The annual Macademics x Campus Store Gift Card Giveaway is now complete and the gift card has been provided to the winner. Maroon Macademics merch drawstring bags have also been picked up and will be used for giveaway material as well as for volunteer and exec recognition promotions.

Finally, the Fall Teaching Awards nomination period is officially open and will remain open until October 31st. The promotions material has been posted to our social media pages as well as throughout campus. The Teaching Awards committee will also be collaborating with professors to spread the word about the

nomination period and an A2L announcement will soon be broadcasted regarding the matter. We will also be promoting the nomination period, in person, through an engaging table at MUSC.

Events, Projects, & Activities

General Service Usage

The Promotions Coordinator has been doing a great job at increasing our social media engagement through a variety of methods, such as polls and Q&As. In the past month, the Macademics service has also increased its usage through the Macademics x SSC online webinar as well as by promoting the winner of our recent gift card giveaway.

We are now focusing on ample promotions for the TAC nomination period campaign through the use of social media posts, posters and banners throughout campus, lecture talks, booths, and student-professor conversing.

Projects 1: TAC Fall Nominations (Ongoing)

The Fall Teaching Award Nominations period is open from October 16th to October 31st. I have met with the TAC executive members and created a detailed planning schedule for the two-week period, ensuring the greatest level of engagement between our service and the student-body. We have also collectively met with the Promotions Executive and come up with innovative and never-before-seen promotional graphics for posters, social media graphics, and rave cards which will be handed out during class talks as well as during our time at the MUSC tables for in-person promotion.

Following October 31st, the Volunteer and Logistics executive will organize the results and the Macademics team will then collectively work to standardize them. The in-class evaluation period will then be used to obtain more detailed feedback on the top ten teaching assistants and the top three professors per faculty.

Project 2: Resource Hub Revamp (Upcoming)

The Research and Resources subcommittee will be working on revamping the Resource Hub, as their first initiative. They will begin with a team meeting to brainstorm ideas regarding what they would like to change, as well as will post question polls to get the input of the student-body. I will then also meet with the team and reach out to Michael Wooder, the Director of Marketing and Communications, to note the best possible integration method for this initiative.

Project 3: Volunteer Social (Upcoming)

As the volunteers have now been hired, I really hope to focus on integrating them into the Macademics service as best as possible and increase their knowledge about what we stand for, even further. I would like to emphasize to each member that the Macademics service is one that values each of their opinions and would love to take on newly proposed initiatives at any time! They have the power of

shaping their own narrative within our service. Therefore, a volunteer social will be hosted by our Volunteer and Logistics executive, to congratulate each member on their acceptance, provide a better outlook into each of their roles, show them what to expect, and just create a fun space with fun games and treats to get the team spirit to an all-time high!

Outreach & Promotions

Summary

With the help of the MSU Underground, the Promotions executive created a wonderful graphic to promote the Macademics x SSC: Co-Op, Job Positions, and Life After Uni webinar. Volunteer introductions are the next initiative for the Promotions subcommittee and will be posted in the month to come.

Promotional material for the Fall Teaching Award Nominations has been posted. Graphics have been uploaded to our social media pages and will be shared through other MSU service pages as well. There are also banners (hung outside of MUSC and within the atrium) and posters spread throughout campus. The team will also be handing out rave cards with a QR code to promote the nomination period, in-person, to the student body.

Promotional Materials

Fall Teaching Awards Nominations 2023





Macademics x SSC Webinar

Macademics x Student Success Centre:
Co-Op, Job Positions and Life After Uni!

Join us! **October 3rd | 7:00 - 8:30pm**

Topics Discussed:

- Get to know the Macademics service
- Presentation by Fangwei Jiang, Career Development Advisor from SSC
- Student Q&A

Sign up using the form in our bio until **Oct 2nd at 11:59pm**

Webinar attendees will be entered into a giveaway to WIN merch!

MSU Macademics MSU

Social Media Engagement since the Previous Report

Instagram

Facebook

< Professional dashboard 

Insights

Sep 17 - Oct 16





Accounts reached	2,006 -57.6%	>
Accounts engaged	166 -82%	>
Total followers	1,687 +0.2%	>
Content you shared	53	>

Page Overview

Followers: 1,240

[Create a post](#)

Last 28 days

 Post reach 	406
 Post Engagement 	6
 New Page likes 	0
 New followers 	1

Finances

Budget Summary

We believe the teams finances to have been well spent so far as we are aiming to get mass promotional material out earlier in the year as opposed to saving more than enough for later. It is imperative to get a high number of students involved in our service early on. For this month, budget has been spent on promoting the Macademics x SSC webinar as well as on promoting the fall Teaching Awards nomination period.

6102-0312-C TCHA - TCHA - ANNUAL CAMPAIGNS		\$1,100.00		
102-0312-050	ANNUAL CA	ClubsFest Registration	\$20.00	25-Jul 26-Jul
102-0312-050	ANNUAL CA	Macademics x SSC Webinar	\$100.00	20-Sep 20-Sep
102-0312-050	ANNUAL CA	CAMPAIGNS		
102-0312-050	ANNUAL CA	CAMPAIGNS		
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102-0312-050	ANNUAL CA	CAMPAIGNS		
102-0312-050	ANNUAL CA	CAMPAIGNS		
102-0312-050	ANNUAL CA	TOTAL SPENT IN LINE	\$120.00	
102-0312-050	ANNUAL CA	REMAINING IN LINE	\$980.00	

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	Fall Teaching Award Nominations	\$416.00	10-Oct	10-Oct
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	\$993.52		
501-0312-050	ADV. & P	REMAINING IN LINE	\$1,006.48		
6603-0312-C TCHA - TCHA - ACADEMIC RESOURCES			\$1,000.00		

Executives & Volunteers

The morale of our executive team has been at a tremendous high, where each member has dedicated much of their time to ensuring the best possible outreach methods for our service. The team dynamics are excellent and can be attributed to the ample positivity that is radiated by each member, always looking to help another friend out.

With the hiring of the volunteer team, I can also sense such morale coming from each of those members as well. Volunteer interviews went very well, with many strong candidates who exemplified the very core of the Macademics service morale in being a friendly face for all with the hopes of uplifting means of accessibility throughout our community.

Successes

The Macademics x Student Success Centre (SSC): Co-Op, Job Positions, and Life After Uni webinar proved to be an amazing hit with over 40 sign-ups! Students seemed very interested in the topic and our guest, Fangwei Jiang, who is the Career Development Advisor from the SSC evidently did a wonderful job at answering a multitude of student questions. The event provided a great opportunity for students to get to know about the accessibility resources that can be found around the McMaster campus, as well as to converse with our wonderful Macademics team and learn how to become more engaged with our service!

Current Challenges

As it is currently a very busy time of the semester, we are having difficulty finding the best time to schedule our in-person volunteer training. Many individuals have classes throughout the day but also commute in the evenings making it challenging to pick an ideal time. To combat this, we will be sending out a when-to-meet invite to note down everyone's schedules and accommodate the entire team to the best of our ability. We will also provide an online training option for those who are unable to attend in person.