



REPORT

From the office of the...

Hannah She (Maroons Coordinator)

TO: Members of the Executive Board
FROM: Hannah She
SUBJECT: MSU Maroons Report #5
DATE: October 26, 2023

Yearplan Update

- In line with the Maroons Year Plan, we have completed post homecoming activities including clean up and handing out rave cards. We have also planned the first Maroons general representative team meeting which went very well!
- The four threads of Maroons are going well:
 - Athletics: great turn out at varsity games, with more planned. In the process of planning charity dodgeball
 - Events: planning a pumpkin hike, and Movember soon
 - Fundraising: Planning for a dodgeball tournament as well as Movember, and a potential market night!
 - Promotions: Continuing with increased presence of Instagram with Mental Health Mondays!

Events, Projects, & Activities

General Service Usage

- Partnered with many diverse groups, as outlined below, allowing for more service visibility and greater school spirit!
- Great engagement in events and Intramural turnout!
- Volunteer turn out is also great at our in-person meetings.

Projects & Events: FOCO Support (Complete)

- We have assisted the MSU Communications team in handing out rave cards prior to the FOCO street parties, and have assisted in cleaning up on September 31st!
- This was a great media day for our reps to engage with the Hamilton community and provide a positive outlook of the Maroons and the MSU.

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 still in talks with Campus Events and Accounting to help make sure all these funds go to the correct place!

Projects & Events: Monthly Team Meetings (Ongoing)

- We had a really successful first team meeting with all reps on October 4th! Most reps showed up and messaged me if they were going to miss the meeting. It was a great opportunity to connect with all the reps, post welcome week, and discuss some expectations and events.
- We will be planning additional monthly team meetings for future months.
- The Volunteer Coordinator (Grace) and I have been in talks with pod leaders to make sure pods are engaging and maintaining morale.

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 team has taken a brief hiatus from Varsity Game Attendances as we had an internal change in leadership. But we are looking to start up again next week!
- We are planning a fun afternoon of activities prior to the home opener of Mac Volleyball on November 4th.

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.
- Many reps have taken on the responsibility of captaining teams, and turn out has been outstanding so far.

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. The majority of Maroons have signed up, with the hike occurring on October 27th, where we will be placing the pumpkins and helping guide the students through the path.

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!

Projects & Events: Movember (Upcoming)

- The fundraising and events coordinators (Gillian, Keily, and Zach) have been busy planning a 'Moving with the Maroons' idea for Movember.
- They are planning a large walkathon style event during the end of the month, with a shaving fundraiser, in support of the charity.

Projects & Events: Fall Preview Days (Upcoming)

- I have been working with Julia from Student Recruitment to help coordinate Maroons presence at Fall Preview days Oct 28 and Nov 18
- We have numerous Maroons signed up to welcome folks to McMaster by giving directions and share our experiences.

Projects & Events: Market Night (Upcoming)

- The fundraising and events coordinators (Gillian, Keily, and Zach) have started to brainstorm ideas for a Market night event in November.
- Our goal is to bring in local vendors, sponsors, and small businesses for the Hamilton businesses to reach a student audience. We are thinking about collaborating with Campus Events for this idea!

Outreach & Promotions

Summary

The Maroons have continued following the WW rush with presence on Instagram and even a few TikToks. During Clubsfest, we were able to create a 300 peepole long email list, which has been an alternate promotional stream!

Promotional Materials

- The Maroons have began Mental Health Monday, which is an Instagram Reels initiative designed to bring awareness to mental health, and share some ways we destress.
- With Movember coming soon, we are hoping to use our social media platforms, and potentially start giveaways to build engagement
- We have continued to use TikTok to engage other students and share the Maroons experience to help spread our name.

Social Media Engagement since the Previous Report

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

MSU_MAROONS
Posts

msu_mcmaster and 2 others

1/4

[View insights](#)

Liked by alexeiautencio and 5,164 others

msu_mcmaster Dozens of McMaster students and volunteers from @msu_maroons were out in force this morning, helping to clean the Ainslie Wood... more

View all 23 comments

asamuel.s Go team! 🌞🌞🌞

sofiaivanisevic 🍂🍂🍂

Insights

Last 30 Days

Sep 26 - Oct 25

Overview

You gained 44 more followers compared to Aug 27 - Sep 25.

Accounts reached	3,583	-73.6%
Accounts engaged	587	-47%
Total followers	3,553	+1.2%

Content You Shared [See all](#)

Posts	1
Stories	33

- Following Welcome Week, Instagram engagement has dropped slightly, as expected. We are looking into collaborating with other accounts and furthering promotional campaigns such as Mental Health Monday to increase engagement in the future.

Finances

Budget Summary

90% of the Maroons Budget has been planned for towards all our events for the year. 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
6415-0120-0100	MAROCMAROONS - VOLUNTEER RECOGNITION	\$1,000.00		
6415-0120-0100	LUNTEER October meeting supplies	\$30.00	October 2/2023	

6501-0120-0100	MAROC	MAROONS - 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	MAROC	MAROONS - SPECIAL PROJECTS	\$1,500.00		
6603-0120-0100	SPECIAL	Maroons Stickers/Pins	\$328.00	27-Jul-23	
6633-0120-0100	MAROC	MAROONS - 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		
TOTALS					
TOTAL BUDGETED DISCRETIONARY SPENDING				9225.00	
TOTAL ACTUAL DISCRETIONARY SPENDING				4751.13	
REMAINING DISCRETIONARY SPENDING				4473.87	

Executives & Volunteers

- Rep communication has been successful through Facebook Messenger and email methods.
- Morale has been very high within the team so far! All pods have completed at least one team social, and are even collaborating together.
- Morale at the monthly meeting was high with groups of reps becoming friends, but still engaging with each other.
- We have begun an assassins – style game among the Maroons, keeping participation at an all time high!

Successes

- Our executive members have taken a significant amount of initiative in driving ideas and projects forward. It is truly impressive to witness their creativity and the substantial contributions they've made to the service.
- Team volunteers are getting along with each other! There have been no major issues of cliqueness that I've witnessed in the past thus far.

Current Challenges

- Retaining Rep Momentum/ Engagement is still an issue: Especially following Welcome Week, there have already noticeably some reps who are much less engaged with the service. I am trying to be more clear with expectations during team meetings and in communication to increase engagement.
- Varsity games: With a change in internal leadership, it has been hard to maintain a strong participation at varsity games. I took the initiative to fill in during the break and make a schedule. We will be promoting these and setting expectations to general reps to maintain engagement!