



REPORT

From the office of the...

SWHAT Coordinator (Jenny Zhao)

TO: Members of the Executive Board
FROM: Jenny Zhao
SUBJECT: SWHAT Report #4
DATE: Monday, November 6, 2023

Yearplan Update

I am happy to report that SWHAT's events, projects, and activities are on track with the year plan. Here are some quick updates since the last report:

1. We finished our second month of operations!
2. Our full volunteer team is hired and trained.
3. We held our first volunteer social.
4. November Walkathon is coming up!

As always, thank you for your time and support EB!

Events, Projects, & Activities

General Service Usage

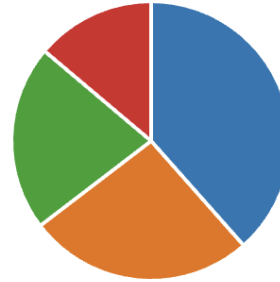
From September 27 to October 30, 2023, SWHAT has completed 152 walks, averaging 5.63 walks/night. The total walk count from the start of the year is 289 completed walks. If you recall, SWHAT completed 137 walks from August 28 to September 26, 2023. The numbers show that SWHAT completed more walks in October, despite being closed for nine days during reading week. For reference, the report from last year (November 4, 2022) has 88 walks completed in October 2022, averaging 4.2 walks/night, for a total of 185 completed walks. I am so proud and grateful for the dedication of our executives, walkers, and dispatchers as we continue to surpass expectations.

Please see the breakdown and stats for our walks this year. A big thanks to our Dispatch Executive who oversees the intake form, Jonathan, for creating some of these graphs. I hope this information will inform any changes to our operations and allow EB to learn more about our service.

1. How are walks being requested?

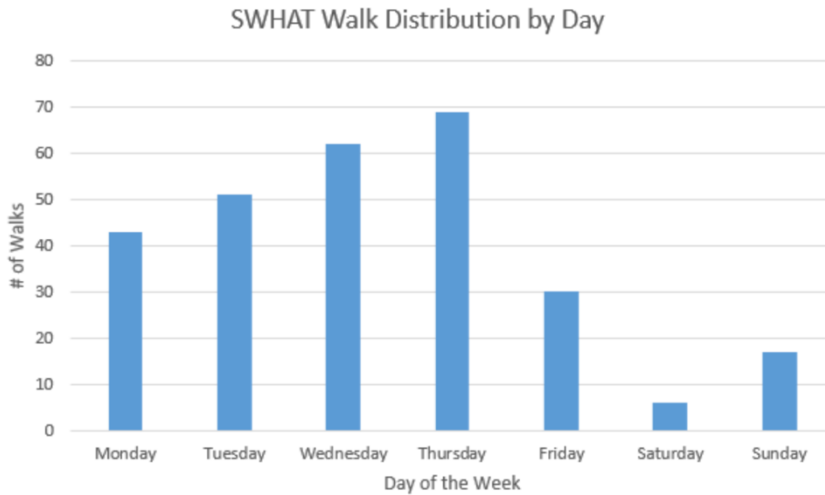
This question was added to our form late in September, so it only includes data from 195 walks.

● In person	75
● Over the phone	51
● Online request form submission	42
● Recurring walk	27



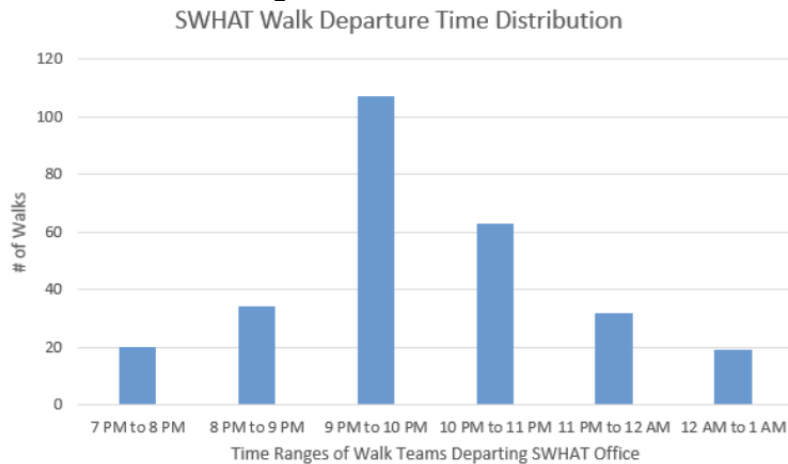
2. What days are walks being requested?

Interestingly enough, Thursdays are our busiest day for walk requests!



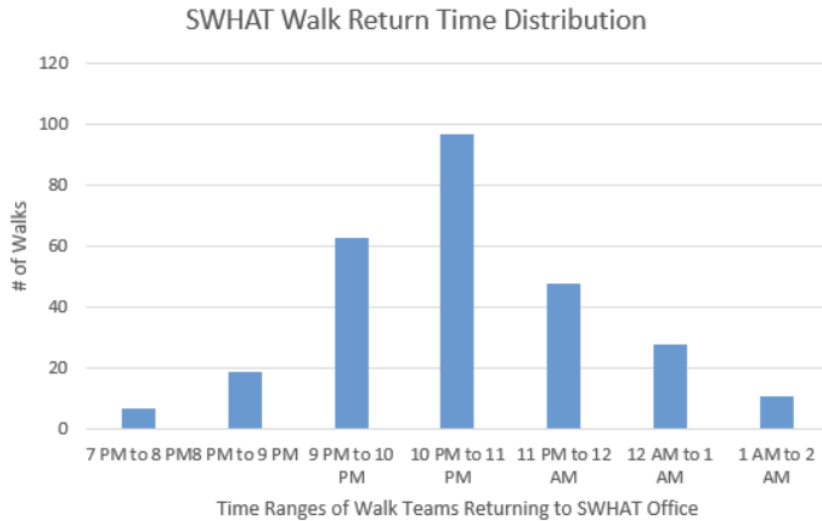
3. What time are walks being requested / leaving the office?

This graph confirms our peak hours are between 9 PM-11 PM. SWHAT accounts for this by scheduling the maximum number of volunteers during this time. As the sun starts to set earlier, I anticipate we will have more walks during the earlier hours of the evening.



4. What time are walks returning to the office?

This graph confirms our peak hours are between 9 PM-11 PM. SWHAT accounts for this by scheduling the maximum number of volunteers during this time.



Projects & Events: First-Year/Transfer Priority Hiring & On-Boarding (Complete)

On-boarding and training is complete for all our new volunteers hired during September's first-year/transfer priority hiring apart from the MSU AOP/SVPR/Accessibility modules. Many of these new volunteers have already completed their first shift during the end of October. In total, we currently have 79 walkers, 11 dispatchers, and 6 executives.

Projects & Events: Executive Instagram Introductions (Complete)

Our informational video, group photo and individual executive headshots have all been posted to the MSU SWHAT Instagram and Facebook pages over the last month. The posts received great traction (see stats below) and allowed us to establish our social media presence for this year. Thank you Will for taking and editing the photos!

Projects & Events: Volunteer Bonfire (Complete)

Our volunteer bonfire was held at Altitude on October 17, 2023. We had around 40 volunteers attend the event. This was a great way for the volunteers to bond, and for the new volunteers to meet everyone! Shoutout to our Volunteer Affairs Executive, Albi, for organizing the event. I am looking forward to the other socials and events he has planned for this year!

Projects & Events: Fall Volunteer Intramurals (On-Going)

Our fall volunteer volleyball intramurals are wrapping up this month. The team has ~20 volunteers signed up in total, with a consistent turnout weekly turnout of 5-10 volunteers. We will also be looking to poll and set up our winter intramural team shortly.

Projects & Events: November Walk-a-thon (On-Going)

November Walk-a-thon begins November 1, 2023. For every walk we complete, SWHAT will donate \$1 to a local non-profit. This year, the volunteers voted on Niwasa Kendaaswin Teg, a multi-service indigenous organization offering a food bank, youth and children's programs, and different initiatives Indigenous culture and language initiatives. The graphics and promotional materials for this event were created with The Underground and will be up on campus screens and bulletin boards shortly. Hopefully, this event will encourage students to try using our service and allow our volunteers to feel more engaged with the service.

Projects & Events: Wellbeing Week Planning (On-Going)

Preliminary planning and brainstorming for Wellbeing Week are underway. Wellbeing Week is a week-long campaign focused on providing educational resources for students on campus. This event was first introduced last year by SWHAT and featured MSU EFRT, MSU SHEC, MSU WGEN, and MSU FCC. We are looking to bring this event back and include more of the MSU services. An email to the service directors was sent out on October 30th. Tentatively, this campaign will be held the week of January 15th – 19th. Last year, the SWHAT event was planned with the VP of Education. We will also be looking to involve the VP Education this year, and potentially VP Administration to help us coordinate amongst the different services.

Outreach & Promotions

Summary

This month, we posted an informational video, an executive group photo, and seven executive headshots. We also continue to make SWHAT Instagram/Facebook stories every night. We be posting the walkathon graphic shortly on November 1st.

Promotional Materials

Informational video about what SWHAT is and how to request a walk:



Learn more about SWHAT with our 2023/2024 SW...

msu_swhat · Original audio
October 3 · Duration 1:14

6407 188 26 22 2

This is one of your best reels in the last 30 days. It reached 4,734 accounts. Create more reels like this.

Overview

Accounts reached 4,734
Reel interactions 238

SWHAT executive group photo:



October 6 at 1:10 PM


434 29 53 5

Overview

Accounts reached 4,039
Accounts engaged 454
Profile activity 556

Example of executive introduction/headshot:

msu_swhat




October 17 at 12:19 PM

277 32 8 6

Overview ⓘ

Accounts reached	2,648
Accounts engaged	288
Profile activity	122

Examples of SWHAT Shift Stories:



SWHAT VOLUNTEER BONFIRE WAS A SUCCESS 🔥

BONFIRE NIGHT

SWHAT WANTS TO KNOW...BEST GROUP COSTUME? 🤩

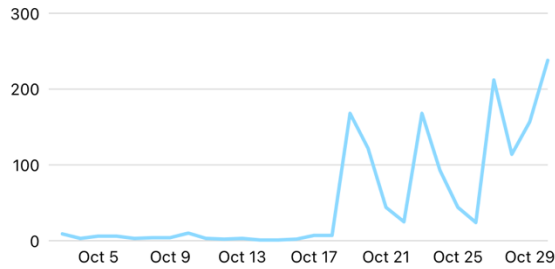
Mario Kart	27%
Barbie, Ken + friends	32%
Scooby Doo Gang	32%
Wizard of Oz	9%

Social Media Engagement since the Previous Report

Facebook and Instagram reach have both increased over the last month. The SWHAT Instagram currently has 3744 followers, a slight increase from last month.

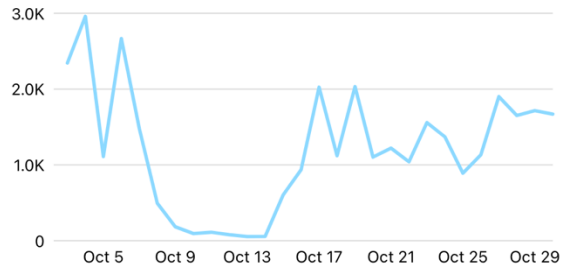
Facebook reach ⓘ

679 ↑ 79.7%



Instagram reach ⓘ

6,781 ↑ 54.1%



Finances

Budget Summary

We are spending in accordance with our budget plan. Major purchases this month include the SWHAT Volunteer Bonfire and November Walkathon Promotion Package. I am finding it hard to make \$100 worth of snacks last the full month.

ACCOUNT CODE	ITEM	BUDGET / COST
	Walker Dispatcher Hiring Package	100.00
	Executive Hiring Package	100.00
	500 Rave Cards	150.00
	300 Footprint Stickers	183.00
	300 Dog Stickers	20600
6501-0117-0200	New Sticker Design Cost	55.00
	ClubsFest	20.00
	November Walkathon Package	150.00
ADV. & PROMO	TOTAL SPENT IN LINE	964.00
	REMAINING IN LINE	286.00
6901-0117-0200	Volunteer Uber Ride	16.93
	Volunteer Uber Ride	14.05
	Volunteer Uber Ride	11.80
	Volunteer Uber Ride	11.24
TRAVEL & CONFERENCE	TOTAL SPENT IN LINE	54.02
	REMAINING IN LINE	945.98
6494-0117-0200	Volunteer Volleyball Intramurals	110.00
	Volunteer Bonfire	400.00

VOLUNTEER RECOGNITION	TOTAL SPENT IN LINE	510.00
	REMAINING IN LINE	240.00
	Snacks (September)	98.24
	Snacks (October)	130.00
	Foldable Office Desk	55.00
5003-0117-	Bonfire Fortinoes Snacks	20.24
0200	Bonfire Food Basics Snacks	48.46
OFFICE SUPPLIES	TOTAL SPENT IN LINE	361.72
	REMAINING IN LINE	638.28
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		5850.00
TOTAL ACTUAL DISCRETIONARY SPENDING		2335.72
REMAINING DISCRETIONARY SPENDING		3514.28

Executives & Volunteers

The team is bonding nicely with each other, and morale is high. Although midterms have started, our attendance has been quite consistent. I have also made it a new habit to send out a SWHAT highlights, recap, and reminder email every month. This allows me to share any achievements with the team and remind volunteers about shift responsibilities/expectations. The SWHAT anonymous feedback forms remain open to all executives and volunteers if they are needed.

The executives have been awesome. We met recently to discuss any challenges or incidents they would like to share with me on shift. Overall, they have been great role models and supervisors while on shift. I am hoping to hold SWHAT 1-on-1 meetings with all the executives soon.

Successes

Communication

Although there have been a few miscommunications, volunteers and executives have done a great job at finding shift swaps and covering when they are not able to attend a shift. Volunteers have also been very proactive in reaching out to me if they require any support or a break due to extenuating circumstances.

Team Bonding

Many of our volunteers have shared that they are enjoying their time on SWHAT, which is always great to hear. I am also grateful that our executives have done a great job at facilitating conversations/bonding at our team social and on shift.

Current Challenges

Keeping Up with Demand

In anticipation of November Walkathon, every shift (including weekends) has been scheduled with the maximum number of volunteers we can fit in the MAPS office during our peak hours (10 walkers, 1 dispatch, 1 executive). Each walk team consists of two walkers, so we can offer a total of five walks at one time. Even during a typical month, there are times where we will have all five walk teams at once. I am not sure how many walks to expect, but I can only hope that we will not have to turn down any walks because we do not have enough volunteers.