



REPORT

From the office of the...
Spark Director

TO: Members of the Executive Board
FROM: Serena Bansal
SUBJECT: Spark Report #5
DATE: November 6, 2023

Yearplan Update

I am pleased to share that Spark's programming is progressing well in accordance with the year plan! Since our last report, weekly Spark Sessions and Sessions Training have been continuing to run smoothly. We are about to launch our Spark Ambassadors program, which allows first-year students (Sparklings) to gain more of an insight and involvement with the "behind the scenes" aspects of Sessions programming. This weekend, we are also hosting our second event, Hike & Hangout, and signups are looking very promising so far. Much of our time and effort this past month has been put towards organizing and launching First Year Formal, which I am excited to share more about in this report. I hope you enjoy learning more about our service operations this month!

Events, Projects, & Activities

General Service Usage

Spark Sessions are continuing weekly, as per usual. We are nearing a time in the semester when students are busier, and this is sometimes reflected in lower Sessions attendance. Despite this, we still have up to 5-7 Sparklings attending certain Sessions times!

Projects & Events: Spark Ambassadors (Ongoing)

- Spark Ambassadors is a program organized by our Outreach & Engagement Coordinators (Nick & Simran), which allows Sparklings to “shadow” the Spark Executives. This allows them to learn more about their roles and what goes into creating Spark’s programming, and also gives us the opportunity to learn how we can best support Sparklings in our mentorship program.
- We have 15 Sparklings registered in the program, and meetings will be held every Wednesday from 4:00-5:00pm for the next 6 weeks. Nick & Simran worked really hard to organize the logistics of these meetings and find a time that worked well for all 15 Sparklings and the Executives. While this time unfortunately does not fit with the schedules of 2-3 Spark Ambassadors, we are currently brainstorming other ways for them to be involved with the program.
- This semester, the Spark Ambassadors will be shadowing the Promotions & Publications Coordinators (Linda & Katie) for the first 3 weeks, and the Sessions Coordinators (Shyreen, Ellen, & Sri) for the next 3 weeks. I am excited to report on how this initiative is progressing in my next report.

Projects & Events: Hike & Hangout (Upcoming)

- Hike & Hangout is one of Spark’s staple events, and our Events Coordinators (Ethan, Yaseen, and Ashley) have been working very hard to organize it! The event is taking place on November 4th, from 10:30-2:30pm.
- We’ll be taking students on a scenic hike at Dundas Peak and taking the HSR to get there. After the hike, we’ll return to campus so students can get to know each other over some board games and refreshments.
- We have provided students with instructions on activating their Presto cards for the HSR and waivers to be signed prior to arriving.
- We currently have 30+ sign ups and are looking forward to more in the coming days before the event.

Projects & Events: First Year Formal (Upcoming)

- With First Year Formal less than a month away, we've really put a lot of effort into getting this off the ground. The Events Coordinators have been working hard to organize all aspects of the event and things have been running smoothly!
- We have communicated with AVTEK, McMaster Catering, the MUSC Administration office, and Campus Events, and have tentative orders placed with all of them, barring minor adjustments.
- We've booked DJ Migz for the event, along with Campus Events' photobooth, and a cotton candy machine provided by Red Frogs.
- Based on our costs, we launched ticket sales last week at \$40 for early bird and \$50 for regular admissions.
- On the promotions end, we had 1500 rave cards printed, 50 posters to put up around residence building halls, and the MSU Communications team provided us with 2 large banners. We've also booked out Campus Connect for this Wednesday, Thursday, and Friday this week to promote the event.
- I am really happy to share that First Year Council has been so excited and motivated to help out with promoting the event. Whether it be handing out rave cards in their residence buildings, or participating in Instagram Reels, they've been absolutely instrumental in getting our message across!

Outreach & Promotions

Summary

Our promotions this month were very prominently focused on First Year Formal. As detailed above, we had an Instagram post, 1500 rave cards, and 50 additional posters printed for the event. These expenses were all very kindly covered by First Year Council. Our First Year Formal teaser post received a lot of engagement, which we were really excited to see! The other post we made was for Hike & Hangout.

Promotional Materials

PRETTY N'PINK

First Year Formal

Nov. 24th
8pm-12am

A fun night of friends,
Hors d'oeuvres,
Music & Dancing!



 **CIBC Hall**
(3rd Floor MUSC)

\$40 Early Bird
(\$50 Regular Price)



MSU
First Year
Council



MSU
spark



MSU





Post Insights



October 19 at 5:11 AM

392

7

411

67

Overview ⓘ

Accounts reached	6,157
Accounts engaged	538
Profile activity	192

Reach ⓘ

6,157
Accounts reached





JOIN US FOR A

Hike & Hangout at Dundas Peak

SATURDAY, NOVEMBER 4th, 2023
10:30AM - 2:30PM

Register at msuspark.carrd.co.uk





Post Insights



October 28 at 7:24 PM

 114
  1
  91
  36

Overview ⓘ

Accounts reached	2,831
Accounts engaged	174
Profile activity	147

Reach ⓘ

2,831
Accounts reached



First Year Formal Rave Cards:



Social Media Engagement since the Previous Report



Engagement

Last 30 Days ▾

Oct 2 - Oct 31

Content interactions ⓘ

[See all](#)

1,479

Content Interactions

+28.4% vs Sep 2 - Oct 1

Post Interactions

vs Sep 2 - Oct 1

1,465

+71.1%

Likes	688
Comments	12
Saves	122
Shares	642

Top Posts

Based on likes



Oct 19



Oct 25



Oct 28





Insights

Oct 2 - Oct 31

Accounts reached	7,124 -15.4%	>
Accounts engaged	766 +22.9%	>
Total followers	6,236 -0.5%	>
Content you shared	28	>

Finances

Budget Summary

This month, we used our annual campaigns spending line to order more sessions and event supplies. We also used our volunteer appreciation line for our Team Leader social. In the coming weeks, we will be spending out of annual campaigns for First Year Formal, but this should be made up for in ticket sales.

Executives & Volunteers

- Morale amongst Executives and Team Leaders seems to be high. As we move into the fifth week of Sessions, I've noticed that there's a better sense of camaraderie between the team. It's great to see everyone make an effort to interact with each other and get to know one another at Sessions Training.
- Our Team Leader social was also very successful, especially because Team Leaders who usually don't see each other due to being at different Sessions Training time slots were able to interact.

Successes

- First Year Formal Planning: We initially hit some challenges when planning First Year Formal. However, everyone on the team's combined efforts, along with First Year Council, have gotten us to a good place with all the moving parts of this event, and things seem to be going smoothly now. I am excited to see how ticket sales progress in the coming weeks.

Current Challenges

- Sparkling Retention: While certain Sessions timings have high attendance, there are others with little Sparkling Retention. This can become challenging for our Team Leaders, because they put in the effort to come to Sessions Training each week in preparation for their Session. I'd really appreciate your input on how we can ensure that morale stays high despite this challenge, which is largely out of our control.