



REPORT

From the office of the...
First Year Council Coordinator

TO: Members of the Executive Board
FROM: Aryana Zarandi
SUBJECT: First Year Council Report 3
DATE: November 20, 2023

Yearplan Update

I am delighted to report that the council's onboarding process is progressing smoothly and is nearly complete, except for the mandatory MSU training, which is well underway. Various templates and documents have been provided to assist council members in adapting to their new roles, ensuring an easy transition into their responsibilities. By the end of this term, I would like to start their 1:1s and host a social to celebrate the great work achieved by the council thus far. The dedication and enthusiasm displayed by the council members have been commendable, and I am optimistic that they will positively impact their cohort year

Events, Projects, & Activities

General Service Usage

After some coordination, we've successfully identified a common meeting time that accommodates the schedules of all council members for the remainder of the term (Thursdays from 7 to 8 pm). This time ensures maximum participation and enables a collaborative atmosphere during council discussions where everyone can participate freely without conflicting commitments.

Projects & Events: First Year Formal (On-Going)

I collaborated with Serena to develop a comprehensive marketing plan involving the council's participation and have secured Campus Connect for FYC and Spark to generate wider outreach amongst first-years. I coordinated with Spark Exec Katie, who has also been a great help with filming and producing 7 Instagram reels of council members promoting FYF! Council members have been enthusiastic about our newfound social media presence within the MSU ecosystem (and outside of it too! See promotions section). I've also been ensuring direct involvement from FYC in the venue decoration process by dedicating meeting time to discuss their preferences. A First Year Formal Committee has been established, which I oversee to allow for council members to participate in the planning of the remaining aspects of this event.

Projects & Events: November Res Chair Event Support (On-Going)

I'm pleased to provide an update on my November Res Event support initiative. Recognizing the importance of developing council members' event planning skills, I implemented a comprehensive approach that hopefully helped teach members how to organize their ideas. I created documents outlining various processes such as EOHSS and booking spaces at MUSC for their own benefit as current/future leaders. The event planning template I designed includes sections for a projected timeline, event goals, itinerary, and potential purchases. I also made a UG template to guide students through the process while allowing me to approve their submissions. This streamlined approach has proven effective, enabling me to efficiently support 10 residence chair events. I also hope to do post-event reflections to provide points of improvement in future council endeavours.

Projects & Events: 1:1s and Social (Upcoming)

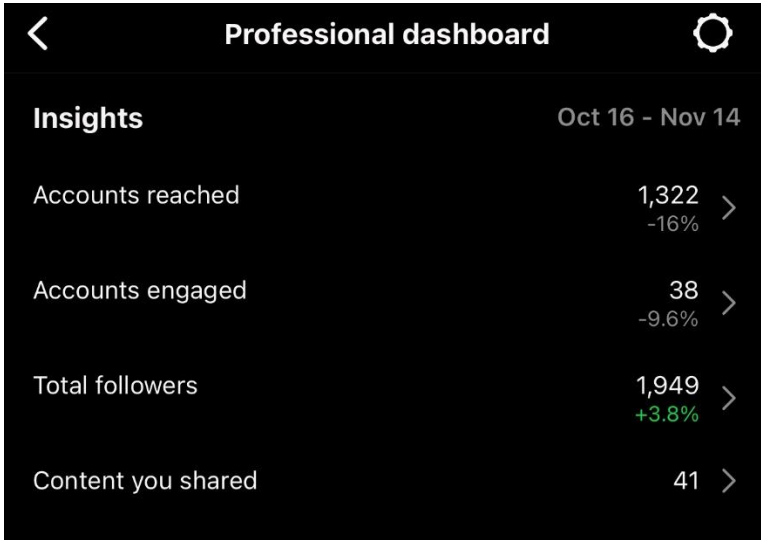
Looking ahead to the end of the term, I am eager to initiate one-on-one meetings with each council member to discuss their progression, address any concerns, and provide a supportive space for them. I hope these sessions can be beneficial and aid the council members in their personal and professional development. Additionally, recognizing the importance of team bonding, I want to plan a social event for the council to celebrate the end of the term. I believe this social gathering will strengthen their cohesion and contribute to a positive and welcoming atmosphere going into the new year.

Outreach & Promotions


Summary

Promotions have been focused on First Year Formal which includes; multiple story posts, various reels, giveaways, campus connect, 1500 rave cards, 50 additional posters. Res Chairs were responsible for handing out rave cards and putting up posters in their respective residence.

Promotional Materials



Reel insights



HEY FIRST YEARS !! We have a DJ at First Year Formal...

msu_spark · Original audio
November 8 · Duration 0:10


19713 356 9 158 5

Overview ⓘ

Accounts reached	8,005
Reel interactions	528

Reach ⓘ


8,005
Accounts reached

4.339  3.666

MSU_FYC
Posts

msu_spark and msu_fyc
msu_spark · Original audio


“there’s gonna be a DJ at the formal”



[View insights](#)

🏠
🔍
+
📺
🌐

Post Insights



November 6 at 6:17 AM

223 181 119 20

Overview ⓘ

Accounts reached 8,431


Accounts engaged --

Profile activity --

Reach ⓘ

8,431 Accounts reached

2,822 Followers



5,609 Non-Followers

msu_spark and 2 others




View insights

msu_spark Liked by msu_maroons and 222 others

msu_spark Hey FIRST YEARS! Do you want to win TWO FREE tickets to First Year Formal? If your answer is yes, this is your opportunity. [more](#)

Reel insights



Did you know? 🗣️ Early bird tickets are still available 🤖 ...

msu_spark · Original audio
November 2 · Duration 0:09


19900 131 0 283 6

Overview ⓘ

Accounts reached	8,303
Reel interactions	420

Reach ⓘ

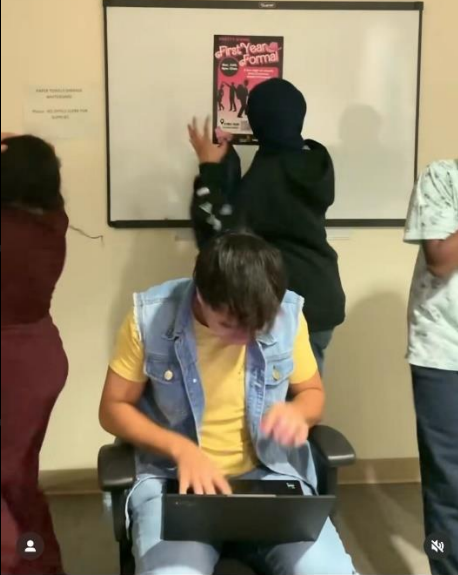
8,303
Accounts reached

3.064  5.239

MSU_FYC Posts


msu_spark and msu_fyc
msu_spark · Original audio

pov: early bird ticket sales are almost over



View insights

Post Insights



October 25 at 9:13 AM

190 likes, 4 comments, 195 shares, 26 saves

Overview

Accounts reached: 4,291

Accounts engaged: --

Profile activity: --

Reach

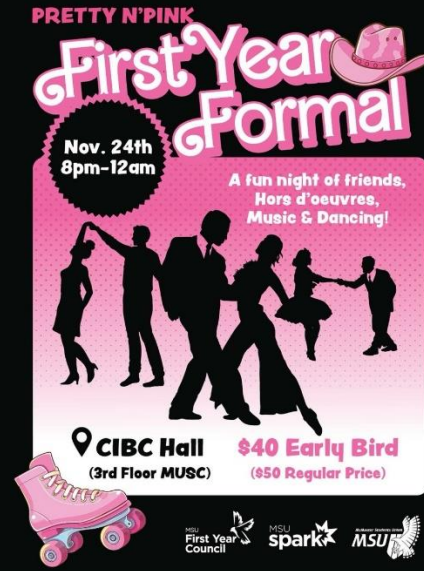
4,291 Accounts reached

2,775 Followers (blue circle)

1,516 Non-Followers (grey circle)

MSU_FYC Posts

msu_spark and msu_fyc



Nov. 24th 8pm-12am

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

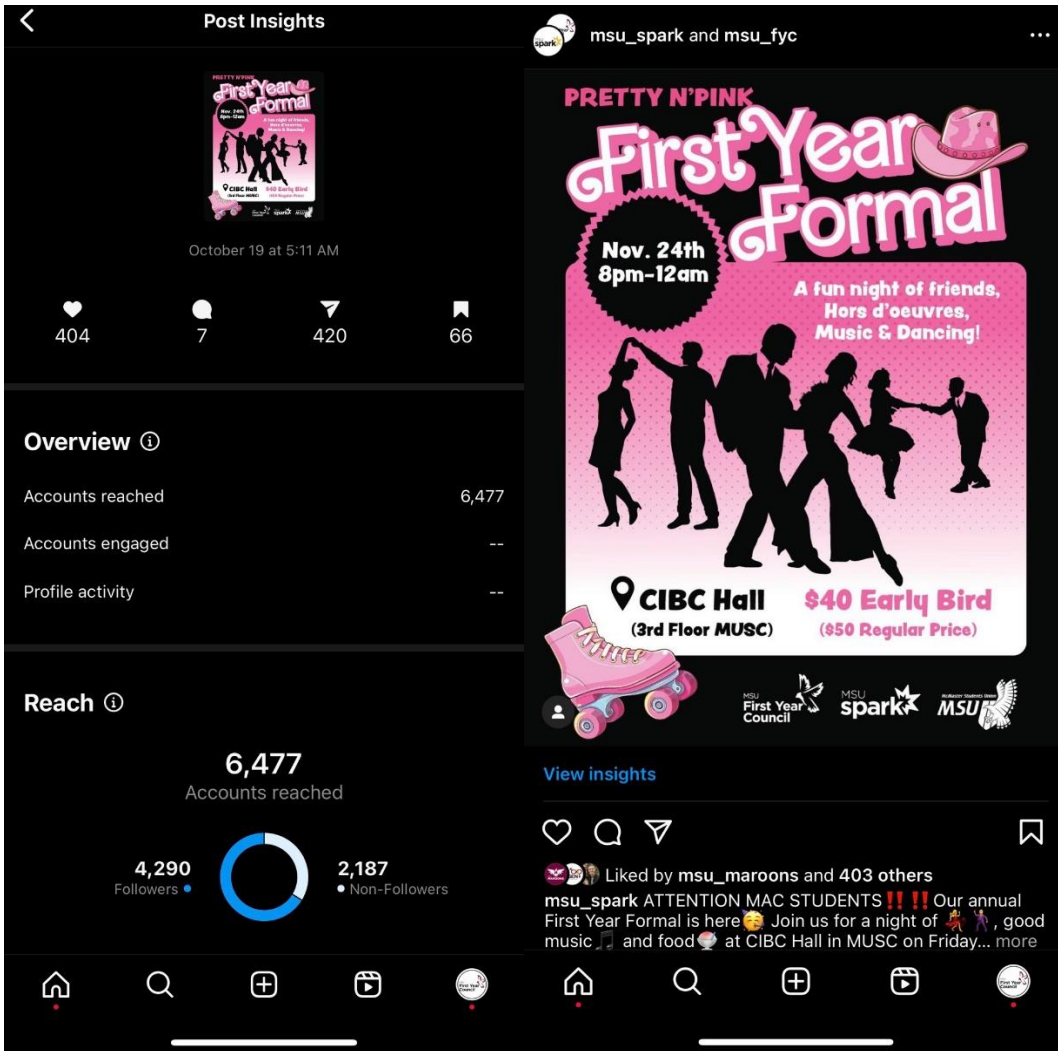
CIBC Hall (3rd Floor MUSC) **\$40 Early Bird (\$50 Regular Price)**

Logos: First Year Council, msu_spark, MSU

[View insights](#)

Liked by msu_maroons and 189 others

msu_spark HEY FIRST YEARS !! First Year Formal ticket sales are NOW LIVE! Click on the link in our bio to get your limited early bird tickets now!! ... more



Finances

Budget Summary

First Year Council	
DISCRETIONARY EXPENDITURE	
Summary	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$5,650.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$527.00
REMAINING DISCRETIONARY SPENDING	\$5,123.00

Does not include current order with November UG order and FYF promotions yet.

Executives & Volunteers

Everything seems to be going great! Council members are excited and are actively working with one another for their Res Chair Events and soon in their subcommittees.

Successes

Getting the council up and running while supporting 10 Res Chair events in their first month! I'm excited to see how the council members do and I can't wait to read their post-event reflections.

Current Challenges

There is potential that our budget in some of our account lines may be used before the end of the year (namely, ResLife Expense). I've been in contact with Jovan about this, I hope to submit a financial proposal to him for next week.