



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report 5
DATE: November 20, 2023

Yearplan Update

Since the last Macademics service update, conducted in October, the Teaching Award nomination period has been completed – yielding a phenomenal nomination count of; 4161 professor nominations and 2298 TA nominations; an all-time Macademics high! The team is now collectively working on tallying up the results to determine the top three professors within each faculty as well as top ten teaching assistants, to further release in-class evaluations.

As well as this, a successful volunteer-orientation was held to introduce the volunteers to the service and a new collective, in-person meeting is being planned for the evening of November 21st. We will use this time to team-bond, discuss monthly highs and lows, and share future ideas.

The Volunteer and Logistics team is currently in the midst of compiling data upon the perception of the Macademics service from students around campus through online social media polls. This data is planned to be contrasted with another reporting time at the end of the school year, to best mark the services well-doings and areas of improvement.

The Research and Resources team has commenced their planning for the Resource Hub revamp process with a meeting dedicated to pinpoint areas that should be changed.

Finally, aside from the ample social media postings that have been done by the Promotions subcommittee, the Volunteer Subcommittee introductions have successfully been posted! We have received ample positive comments from the volunteers and the student-body regarding our social media feed and posting persistence.

Events, Projects, & Activities

General Service Usage

The Macademics service has been doing very well in its engagement; in-person as well as on social media. During the TAC nomination period, we strived to conduct as many in-person events as possible, to really incorporate the student body within the period, through tasks such as student- Q&A reel production (which qualities made them more inclined to nominate a certain professor) as well as two in-person tables where we handed out rave cards, played music, and engaged with the students.

The promotions coordinator has also been doing a fantastic job, regularly posting on the Macademics social media pages. We receive ample poll-replies almost every single day, as well as are consistently contacted by students with questions/comments about our service, signifying their interest.

Project 1:TAC Tallying & In-class evaluations (Ongoing)

With the finalization of the Fall Teaching Awards nomination period, the team is now working on tallying the results (standardizing nominations by adding class sizes and ensuring uniform spelling) so that we can soon send in-class evaluation links to the top nominees. We hope to have the tallying process completed by November 19 and the in-class evaluations by the beginning of December – providing students ample time to get their results in.

Project 2: Macademics RAP Video (Upcoming)

The Macademics team has compiled a 1-minute Rap song about our service and will have the executives and volunteers record this with Will, the communications officer, using the MSU recording equipment. We came up with this idea as it will not only provide fun promotional material for students to engage with, but it will also be a great item to pin on our social media pages as a “landing-summary” of what exactly our service stands for as well as an exciting initiative to have every teammate bond over, increasing the family-feel of Macademics.

Project 3: Resource Hub Revamp (Ongoing)

The Research and Resources team has begun on the Resource Hub Revamp initiative by compiling a long list of items that they’d hope to update, add, or remove from the current layout and information available. The next step is for the team to meet with Michael Wooder to discuss the possibility of implementation of each of these aspects and receive feedback upon next steps. We hope to have the new Resource Hub released by January (online and print version).

Outreach & Promotions

Summary

The Promotions subcommittee has been busy posting ample material regarding the Fall Teaching Award nominations period as well as printing rave cards, ordering banners around campus, and collaborating with the rest of the team to host pop-up tables with hopes of reaching even more of the student-body.

They have also been highlighting our team through a post dedicated to the in-person Volunteer Orientation as well as Volunteer Introduction posts for each subcommittee.

The Promotions subcommittee has also been in collaboration with the Volunteer and Logistics executive, posting a variety of polls to get a clear understanding of the student-body experience with our service and hopefully shine light upon areas that we could further improve.

Promotional Materials

Teaching Awards 2023 Graphic (used for social media, rave cards, banners, posters):



Example graphics posted to promote Teaching Award nominations:

THANK YOU FOR VOTING FOR

TEACHING AWARDS 2023!

nomination count:

Professors: 4161
TA's: 2298

we couldn't have done it without you!

3 *reasons to* **NOMINATE**
your PROF or TA
for the
MSU TEACHING AWARDS

1. Recognition and Appreciation!
Nominating a Prof or TA is a great way to show gratitude and appreciation for their dedication to their students

2. Motivation and Improvement!
Having the opportunity to be recognized for dedication to students can serve as a major source of motivation to educators to continuously improve their teaching methods.

3. Impact on the Learning Experience!
Through nomination, you acknowledge Prof's and TA's impact and signal to others the value of their methods which contribute to the betterment of education.

Need more incentive to vote for your Professors and TA's for Teaching Awards?

EVERYONE who nominates is entered into our

\$50 campus store giftcard giveaway!

what are you waiting for?

WIN BIG AND NOMINATE NOW!

Macademics

Volunteer Introduction Graphics

Meet the **PROMOTIONS COMMITTEE** Subcommittee volunteers!

Meet the **TEACHING AWARDS** Subcommittee volunteers!

Meet the **RESEARCH AND RESOURCES** Subcommittee volunteers!

Macademics #MSU

Volunteer Orientation Post



Student Engagement Poll Examples



Social Media Engagement since the Previous Report

<
Professional dashboard

Insights
Oct 15 - Nov 13

Accounts reached 2,454 >
+34.2%

Accounts engaged 379 >
+254%

Total followers 1,699 >
+0.9%

Content you shared 100 >

Page Overview

Followers: 1,232

[Create a post](#)

Last 28 days

Post reach ⓘ	481
Post Engagement ⓘ	26
New Page likes ⓘ	0
New followers ⓘ	0

[See Details](#)

Finances

Budget Summary

In the past month, funds have been allocated towards a \$50 Campus Store gift card social media contest, the creation of Volunteer introduction posts for our social media, and snacks for the volunteer orientation. So far, the Macademics service is on adequate track with our budgeting.

6102-0312-C TCHA - TCHA - ANNUAL CAMPAIGNS		\$1,100.00		
102-0312-050	INUAL C/ ClubsFest Registration	\$20.00	25-Jul	26-Jul
102-0312-050	INUAL C/ Macademics x SSC Webinar	\$100.00	20-Sep	20-Sep
102-0312-050	INUAL C/ TAC Social Media Contest	\$50.00	23-Oct	23-Oct
102-0312-050	INUAL CAMPAIGNS			
102-0312-050	INUAL CAMPAIGNS			
102-0312-050	INUAL CAMPAIGNS			
102-0312-050	INUAL CAMPAIGNS			
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102-0312-050	INUAL CAMPAIGNS			
102-0312-050	INUAL CAMPAIGNS			
102-0312-050	INUAL CAMPAIGNS			
102-0312-050	INUAL C/ TOTAL SPENT IN LINE	\$170.00		
102-0312-050	INUAL C/ REMAINING IN LINE	\$930.00		

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	Volunteer Introductions Instagram Package	\$165.00	8-Nov 8-Nov
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	\$1,158.52	
501-0312-050	ADV. & P	REMAINING IN LINE	\$841.48	

6494-0312-C TCHA - TCHA - VOLUNTEER RECOGNITION		\$500.00		
494-0312-050	NTEER R	Volunteer Orientation Snacks	\$45.97	25-Oct 25-Oct
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	RECOGNITION		
494-0312-050	NTEER R	TOTAL SPENT IN LINE	\$45.97	
494-0312-050	NTEER R	REMAINING IN LINE	\$454.03	

Executives & Volunteers

The morale of both the executives and volunteers has been very high and I am grateful for such a wonderful and cooperative team. I engage with each of the executives and volunteers, almost daily, and we've already begun feeling like quite the family. The volunteer orientation was very successful in breaking the ice between the executives and volunteers through a bunch of games and discussion, where everyone quickly grew to feel comfortable and exchange contact information with the others. We have a collective team group chat where each member partakes in sharing their ideas, as well as their opinions on the ongoing initiatives. I really value placing an emphasis on idea-sharing as we are all equals and I hope to get the likes of every member into the initiatives – increasing team spirit and satisfaction!

Successes

Above all, I am extremely proud of the phenomenal numbers that the team was able to achieve for the Fall Teaching Awards nomination period – yielding a nomination count of; 4161 professor nominations and 2298 TA nominations. This accounts for a near 120% total nomination increase from the prior year. I am very proud of the entire team as an immense amount of work was put into achieving this. This work consisted of: long intervals of promotion schedule planning,

consistent in-person student outreach, student-reel creation, professor emailing, in-class talks, and more.

Current Challenges

I am currently experiencing a bit of a challenge securing the \$50 TAC nomination winner's gift card from the Campus Store as it seems that they have a new method of item-requests. Although I filled out the requested form, after going in-person for pickup, the gift card could not be found, and I was redirected to continue following up on email. I am hopeful that we will reach a resolution this week so that the gift card can be processed and handed to the winner as soon as possible.