



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report 6
DATE: January 24, 2024

Yearplan Update

With the commencement of the new semester, the Macademics team has been busy with weekly team meetings to ensure that the Fall TAC nomination results are well-documented and that all resources for the Winter TAC nominations period are equipped to start in early February. The TAC team has also diligently been working to finalize details of the ceremony which will take place in March. We have begun contacting the necessary services (catering, plaques, etc.) and will be reaching out to the Underground for quotes on potential gift ideas.

MSU Award applications have been posted and their promotional period has began. The team has agreed to tackle this promotional period in 'waves' - first promoting on our social media platforms and then easing into in-person promotions based on a pre-made promotional schedule.

Since the last update, a volunteer meeting was held in the month of November where the first ever 'Macademics Rap' reel was filmed. The team had lots of fun doing this and have mentioned that they'd like to film something of a similar sort within the Winter semester. This meeting was also used to share an anonymized team-survey, regarding personal experiences within our service up-to-date which the volunteers were asked to complete. Another volunteer meeting is scheduled for January 22nd where we hope to go through the survey results and discuss how to better MSU Macademics for the upcoming period, with the hopes of incorporating all viewpoints!

Events, Projects, & Activities

General Service Usage

The Macademics service has continued to remain active on its social media (even throughout the Winter break) which has resulted in ample engagement and positive feedback from the student-body (through comments, direct messages, poll-answering, and more). We have discussed many promotional strategies and

are aiming to post all sorts of content including posts that are informational, fun, and inquisitive.

The Macademics Rap reel turned out to be a great success with ample views, shares, and likes – shedding light on what our service stands for as well as directing viewers to other posts on our page.

Project 1: Resource Hub Revamp (Ongoing)

The Research and Resources team is continuing the Resource Hub Revamp initiative. They have compiled all the pertinent information and now are working with the Promotions team to format both the online and print version of the Hub in the most accessible and easy-to-digest formats. We have collectively met with Paula, the Underground Creative Director, and noted some options that we can work with. We hope to have the new Resource Hub finalized by the end of January (online and print version).

Project 2: MSU Awards (Ongoing)

The MSU Student Recognition Award nominations are open! The period of self-nominations is open from January 15th – March 14th and the nomination period for others is open from January 15th until February 26th. The promotional plan has been similar as the one followed by TAC, with the use of banners, posters, social media graphics, and more. The Student Recognition Awards executive has continuously been conversing with Victoria and Daniela to ensure a high degree of excellence with regards to the selection committee logistics.

Project 3: TAC Winter Nominations (Upcoming)

The TAC Winter nominations period will be held from February 5th – 19th and the promotions for this will begin during the last week of January to get the student-body excited as well as to increase social media follower count. Following its completion, the team tallying period will furthermore aim to be done by February 27th. We have recently finalized a list of top two nominees for professors of each faculty and top two TAs for the Fall semester which will be compared to Winter top nominees after their scores are calculated.

Outreach & Promotions

Summary

The MSU Awards graphics have been posted to the Macademics social media pages and other tangible promotional materials have been ordered. Other MSU services have also been contacted to share the graphics on their social media pages to increase traction.

The team is currently preparing promotional material for the Winter Teaching nominations period as well as planning tentative dates to set up in-person booths for student-body interaction.

The Macademics Rap reel was also posted with hopes of engaging the student-body right as they come back from the Winter Break. This was a new venture for our service and it's safe to say that it was incredibly fun to plan out as well as film. The reel did not only allow for ample team bonding but also served as a chance to educate the McMaster community on what our service has to offer through a creative and fun-to-watch means.

Promotional Materials

MSU Student Recognition Awards Graphics



Social Media Engagement since the Previous Report

Professional dashboard

Insights Dec 19 - Jan 17

Accounts reached	3,245 +198%	Page Overview	Followers: 1,227	Create a post	Last 28 days
Accounts engaged	96 +500%	Post reach	895		
Total followers	1,690 +0.2%	Post Engagement	9		
Content you shared	20	New Page likes	0		
		New followers	0		

Finances

Budget Summary

In the past month, money has been allocated for snacks for the volunteer orientation as well as for the Student Recognition Awards promotional material. So far, the Macademics service is on adequate track with our budgeting.

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	Volunteer Orientation Snacks	\$44.99	5-Dec	5-Dec
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	\$90.96		
494-0312-050	NTEER R	REMAINING IN LINE	\$409.04		
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	Student Recognition Awards Promotional Materials	\$388.00	21-Dec	21-Dec
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	\$1,546.52		
501-0312-050	ADV. & P	REMAINING IN LINE	\$453.48		

Executives & Volunteers

I have now had many opportunities to engage with both the executives as well as the volunteers and can say that the team morale is very high. I believe that we have set up an environment in which each member loves to share their opinions on current projects as well as future suggestions, adding on to the increased productivity and positivity felt within each team meeting. Every member has been very diligent in the completion of their tasks and has kept an open line of communication with me. I am very proud of what the team has accomplished so far as well as what we strive to accomplish by the end of the Winter semester.

Successes

I am overjoyed with the response-statistics that the Volunteer and Logistics Executive was able to compile from the volunteer survey as such concrete data was able to shine light upon how well our service is doing with regards to aspects such as communication, role-dispersion, enthusiasm, and more. We were able to

compile a response from each volunteer and although anonymized, all responses were highly positive signifying ample team spirit. No reports of within-service anxiousness or feeling left out were made. Some suggestions were also made which I am very excited to include in future team-meetings. I believe that any chance for team-member voices to be heard is one of success.

Current Challenges

One of the pieces of feedback received from the anonymized Macademics volunteer survey was the hope to take part in more initiatives that include some of the other MSU services. The Research and Resource Executive is usually tasked with the 'community outreach' aspect of our service, and with that, the planning of such events. As this executive has been highly busy with the Resource Hub initiative, I now plan on discussing this challenge with the rest of the team to see which subcommittee would like to take on the event-planning aspect for the time being and hopefully reach out to other services with whom we can partner with.