



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Angela Bilic
SUBJECT: Macademics Report #7
DATE: February 26, 2024

Yearplan Update

Since the last EB report, the Macademics team has been focused on the MSU Awards period as well the Winter Teaching Award nominations.

The team has fervently been working on promoting the MSU Awards period, which is open from January 15th – March 4th with regards to the ‘Self Nominations’, and from January 15th – February 26th with regards to ‘Nominations for Others’. Likewise, ample promotions have been made for the Teaching Awards nominations period which had been open from February 5th and recently closed on February 19th. A total of 1429 nominations have been received; 888 for professors and 541 for teaching assistants. The team is now working on standardizing the nominations as well as sending the in-class evaluations to the top nominees.

The team is also currently working on final touches with regards to the Teaching Awards Ceremony which will take place on March 28th in CIBC Hall. The TAC team has informed AVTEK and the catering team of the date. The itinerary and individual exec and volunteer roles have also been finalized. Nearly all guest speakers which will be presenting awards have been confirmed. What we have left is to order thank-you gifts from the Underground in the next few days (awaiting PO approval) as well as to send the final award recipient names to Watson’s Engravings.

Finally, the Research & Resources team is near finished the Resource Hub updates which we will be sending to the Underground soon to create both a digital and print (shortened brochure) version.

Events, Projects, & Activities

General Service Usage

As we currently have many exciting initiatives on the rise, the promotions committee has been working hard to engage the student-body through a variety of creative means including social media posts, reels, banners/posters as well as

handing out rave cards and sharing an announcement on A2L. The Macademics team also recently spent time at a table in MUSC, handing out rave cards and engaging with students regarding a variety of questions about Macademics and the Teaching Awards. The table was equipped with a variety of little prizes to attract the attention of students as well as have them remember the service in a high regard.

Project 1: Resource Hub Revamp (Ongoing)

The Research and Resources team is continuing the Resource Hub Revamp initiative. The information has been compiled and now the rest of the Macademics team has taken on making edits and improving the aspect of its accessibility. This is truly a grand initiative, and we are doing our best to ensure that it comes in the most accessible and easily understandable format so that edits do not need to be made in the near future.

Project 2: MSU Awards (Ongoing)

The MSU Student Recognition Award nominations are still 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 made use of banners, posters, reels, social media graphics, and more. A hoodie giveaway poll was implemented throughout the Macademics social media to get some useful input from the student-body as well as to get them excited for the MSU Awards as well as the Teaching Awards! The winner has been announced and handed their hoodie.

Project 3: TAC Winter Nominations (Complete)

Teaching Awards nominations for the Winter semester were open from February 5th to 19th. We have received over 1400 nominations and will now collectively be working on standardizing them to provide an adequate level of time for the in-class evaluation period. The responses are projected to be reviewed by the middle of next week and will be followed by the decision regarding final Teaching Awards winners. A hoodie giveaway poll was implemented throughout the Macademics social media to get some useful input from the student-body as well as to get them excited for the MSU Awards as well as the Teaching Awards! The winner has been announced and handed their hoodie.

Outreach & Promotions

Summary

February has consisted of a very busy time for Macademics, with two of the largest campaigns taking place. With the help of the Underground, the promotions team has put together beautiful graphics, banners, and rave cards for both MSU Awards and TAC Winter Nominations. New promotional campaigns have also been promoted to our social media pages to gain viewer traction, including the 'Second-Sem Self Care + Study' week-long campaign. Executive members have also taken part in social media story takeovers, answering

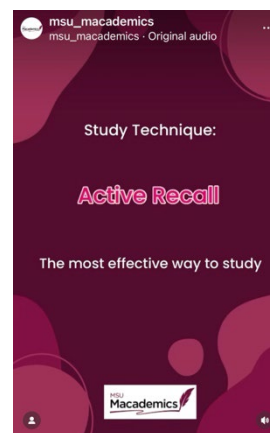
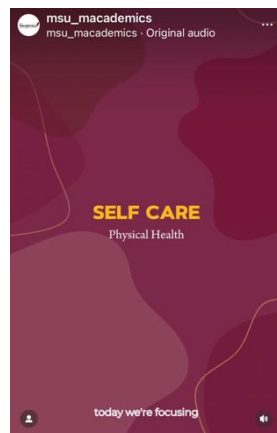
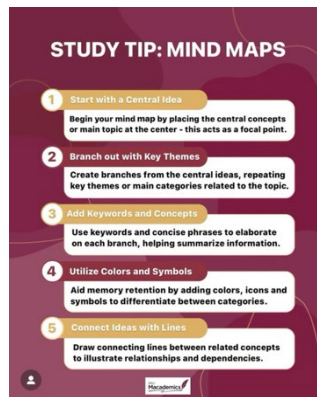
questions regarding both nomination periods, and reels have been posted with regards to the requirements of each award and step-by-step instructions on how to nominate. The Macademics presence at a promotional MUSC table was a great way to gauge excitement within the students who seemed very interested in what the service has to offer as well as how to get involved with the nominations. As well as this, we have also recently held another volunteer appreciation night in which we took group photos and had a fun pizza party. These photos were a great way to, once again, familiarize the student-body with the friendly faces of our team!

Promotional Materials

Teaching Awards Promotions



Second-Sem Self Care + Study



Team Social



Social Media Engagement since the Previous Report

Professional dashboard	
Insights	Jan 26 - Feb 24
Accounts reached	3,607 -12.2%
Accounts engaged	314 +64.3%
Total followers	1,703 +0%
Content you shared	88



Finances

Budget Summary

In the past month, money has been allocated towards pizza for the volunteer social, catering for the Teaching Awards Ceremony, and a hoodie that was given away to the winner of the Poll Giveaway which was held to increase awareness with regards to the nomination period. So far, the Macademics service is on 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 Volunteer Orientation Pizza		\$80.78	25-Jan	25-Jan
494-0312-050	NTEER R RECOGNITION				
494-0312-050	NTEER R RECOGNITION				
494-0312-050	NTEER R RECOGNITION				
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494-0312-050	NTEER R RECOGNITION				
494-0312-050	NTEER R TOTAL SPENT IN LINE		\$171.74		
494-0312-050	NTEER R REMAINING IN LINE		\$328.26		

6401-0312-C TCHA - TCHA - AWARDS & MEETINGS			\$2,650.00		
401-0312-050	ARDS & MEETINGS	CIBC Hall Booking for TAC Ceremony	\$300.00	25-Jul	9-Aug
401-0312-050	ARDS & MEETINGS	Catering for TAC	\$600.00	7-Feb	7-Feb
401-0312-050	ARDS & MEETINGS				
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401-0312-050	ARDS & MEETINGS	TOTAL SPENT IN LINE	\$900.00		
401-0312-050	ARDS & MEETINGS	REMAINING IN LINE	\$1,750.00		
6603-0312-C TCHA - TCHA - ACADEMIC RESOURCES			\$1,000.00		
603-0312-050	DEMIC RESOURCES	Macademics Hoodie Giveaway	\$55.00	7-Feb	7-Feb
603-0312-050	DEMIC RESOURCES				
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603-0312-050	DEMIC RESOURCES				
603-0312-050	DEMIC RESOURCES	TOTAL SPENT IN LINE	\$55.00		
603-0312-050	DEMIC RESOURCES	REMAINING IN LINE	\$945.00		

Executives & Volunteers

I am very proud of the hard work that both the executives and volunteers have put into their roles, especially during the busy nature of the past month. The team morale is very high in excitement, especially with the anticipation of the long-awaited Teaching Awards Ceremony. The team social that we held was incredibly fun through a pizza party and a period of team bonding. The team spent quite a bit of time discussing how they were putting together their scripts for the ceremony, as well as emphasizing their excitement for the night, which made me beyond happy. It is safe to say that we have fostered quite a positive and uplifting environment for our service.

Successes

I found that the 'Second-Sem Self Care + Study' week-long campaign that we have promoted was quite a brilliant idea and yielded a great turnout in responses from the student-body. This entailed a week filled with helpful reels and infographics, made by the promotions committee, with the goal of helping the students get back into their 'academic groove'. The campaign was a great mood-lifter and follower-booster, just in time for our Winter Teaching Award nominations period. The campaign was ended by an exciting hoodie poll

giveaway. To enter the giveaway, students were asked to take 5 minutes and participate in three different polls (found in our Linktree) that had all sorts of questions regarding the Macademics service as well as opinions about the Teaching Awards. Not only were these polls a great indicator for our team with respect to what we can improve on in the future, but they importantly provided an outlet for students to feel heard.

Current Challenges

The TAC team is struggling to reach the Dean of Business to present the Faculty of Business award. Although a few follow-ups have been sent, the team has yet to receive any email back. They will send one more follow-up email this week and may begin to look for alternatives if the silence remains. There is still over a month until the night of the ceremony so we are remaining optimistic that the Dean will reply.