



# REPORT

*From the office of the...*

## Spark Director

---

TO: Members of the Executive Board  
FROM: Serena Bansal  
SUBJECT: Spark Report 8  
DATE: March 20, 2024

---

### Yearplan Update

As the year is coming to an end, Spark is wrapping up with our mentorship programming and events. In February, we held our annual Valentine's Day event, Spark Your Heart, which was very successful. We have 2 weeks of Spark Sessions remaining for our winter semester programming. For the remainder of the year, we're looking forward to Winter Closing Ceremonies, to celebrate all the hard work our Execs and TLs have put in this year, and the achievements of first years who came out to Spark Sessions this semester.

### Events, Projects, & Activities

#### *General Service Usage*

Attendance has generally been high at Winter Sessions, with every Session time having turnout from first years. Multiple first years have provided feedback and expressed to their TLs that they've really enjoyed the Sessions themes this semester!

#### *Projects & Events: Spark Your Heart (Complete)*

- Spark Your Heart (Spark's annual Valentine's Day event) took place on February 15<sup>th</sup>.
- The event was a success! Many TLs and Execs came out to help, which made the event very lively and exciting for attendees.
- Attendees participated in activities such as board games, cookie decorating, pin making (thanks to OPIRG McMaster for lending us their pin maker), snacks, and candy gram making.

#### *Projects & Events: Roommate Matching Survey—SWHAT x Spark (Complete)*

- We released a survey to match students with potential roommates for off-campus housing based on similar living preferences at SWHAT and Spark's Housing Hinge event in mid-January. Since the survey did not

receive many responses at the time of the event, we decided to promote the survey separately at the beginning of March.

- The survey QR code was posted on our Instagram account, campus screens, and sent to off-campus Hamilton housing Instagram accounts to repost.
- This initiative was a big success! We received 40 responses (4x increase from January after launching the post).
- Survey results with students' top matches are currently being sent out, which will hopefully help students find roommates to live with in the coming year!

#### *Projects & Events: Winter Sessions (Ongoing)*

- Winter Sessions have been running smoothly this semester. The Sessions themes seem to be quite popular amongst first year students, with some favourites being resume and cover letter writing, and tackling imposter syndrome.
- Our final two Sessions to wrap up the year are our cooking/food & nutrition session (in collaboration with FCC), and Discover Your City (where TLs take Sparklings to explore Westdale), which everyone is looking forward to!

#### *Projects & Events: Winter Publication (Upcoming)*

- Like last semester, Spark releases a Winter publication on social media to provide information to first years on a topic that could help them out as they continue university.
- In line with one of the most popular winter sessions, cooking/food & nutrition, this semester's publication will display some easy recipes that first years can create in their residence rooms/off-campus houses.
- The date of publication release should be at the beginning of April.

#### *Projects & Events: Winter Closing Ceremonies (Upcoming)*

- Winter Closing Ceremonies, taking place on April 3<sup>rd</sup>, is Spark's way of wrapping up the year and looking back at all the team has accomplished.
- We'll be providing dinner for Execs, TLs, and Sparklings who attend, giving out appreciation gifts to TLs, handing out Spark Star awards to Sparklings who have attended at least 6 out of 8 Winter Sessions, and announcing the winners of the Spark Achievement in Leadership Scholarship.

#### *Projects & Events: Spark Ambassadors Event (Upcoming)*

- The Spark Ambassadors are first years registered in Spark's mentorship program that shadow Exec roles. This month, they've been planning Spark's final event of the year.
- The Ambassadors have been very engaged and are contributing many ideas that we are hoping to implement.
- The details of the event are still TBD, but it will take place in early April.

## Outreach & Promotions

### Summary

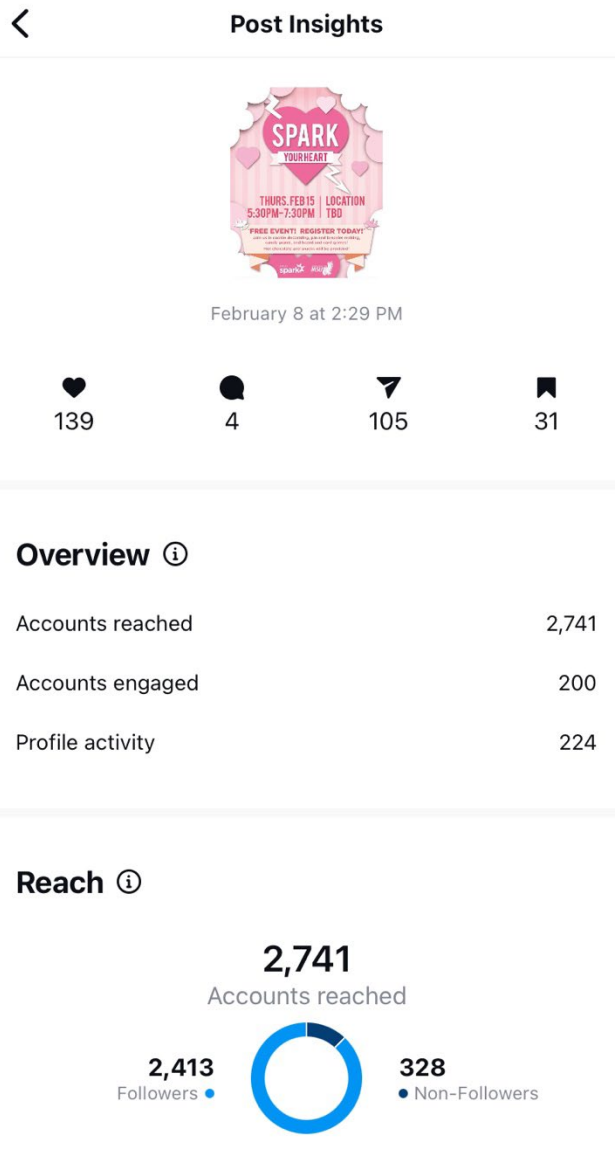
Spark's promotions have been focused on upcoming events and the roommate matching survey. Our engagement and accounts reached have significantly increased this month.

### Promotional Materials

Spark Your Heart Post:



Roommate Matching Survey Post:





## Post Insights



March 4 at 11:17 AM

71

2

22

6

## Overview ⓘ

Accounts reached	3,023
Accounts engaged	93
Profile activity	40

## Reach ⓘ



Overall engagement:



## Professional dashboard



### Insights

Feb 14 - Mar 14

Accounts reached	6.4K +46.4%	>
Accounts engaged	520 +76.3%	>
Total followers	6K -1.0%	>
Content you shared	23	>

### Finances

#### Budget Summary

Our spending this month has mainly been for volunteer appreciation and weekly Sessions training. Looking into next month, our spending will mainly be on the Discover Your City session and the Spark Scholarship.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0125		50
	TOTAL SPENT IN LINE	5
	REMAINING IN LINE	45
6103-0125		3700
	TOTAL SPENT IN LINE	4765.01
	REMAINING IN LINE	-1065.01
6494-0125		400
	TOTAL SPENT IN LINE	347.82
	REMAINING IN LINE	52.18
6501-0125		3600
	TOTAL SPENT IN LINE	1,780.25

	REMAINING IN LINE	1,819.75
6802-0125		500
	TOTAL SPENT IN LINE	50
	REMAINING IN LINE	450
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		8250
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		1301.92

### Executives & Volunteers

- The Execs and TLs are doing a phenomenal job as always with completing tasks and supporting first years!
- As we approach the end of the year, Execs and TLs have been busy with midterms and other responsibilities, and I can tell that morale is starting to dip.
- Avery and I have been doing small things to boost morale within the service, like bringing snacks to sessions training, which seems to be helping.
- We had a TL social this week, where many TLs stopped by and really seemed to be enjoying themselves!
- Our Tag a TL initiative has also been progressing very well and the TLs are extremely engaged! It's been a great way to get to know one another and have fun together outside of Spark's regular programming.

### Successes

- This month, I was really proud of the positive feedback we've received from Sparklings regarding the Session themes and activities. Ultimately, the goal of our service is to support first years, so it's been amazing to see that they are benefiting from the efforts and hard work of the Spark team. It's truly a testament to our Sessions Coordinators for designing these activities, and our TLs are delivering them in such an engaging way.
- Spark won the Spirit Award for Ultimate Frisbee Intramurals!!! The Spark Intramural team was a great addition to this semester. Many TLs and Execs came out to play and really enjoyed themselves, which was amazing to see.

### Current Challenges

- Things have been mostly running smoothly. However, with Execs being busy with other commitments, it's rare that the entire team is at our weekly Exec meetings. Sometimes, this means that everyone isn't on the same page about their responsibilities and what is happening within the service.

To deal with this, Avery and I have been regularly connecting with Execs outside of weekly meetings to make sure no one feels lost in their role.

**Miscellaneous**

Spark Intramurals:

