



# REPORT

*From the office of the...*

## Macademics Coordinator

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TO: Members of the Executive Board  
FROM: Angela Bilic  
SUBJECT: Macademics Report #8  
DATE: March 27, 2024

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### **Yearplan Update**

This year was a truly memorable one, filled with many new highs for the Macademics team. Our team was able to continue to excel in previous initiatives, such as our blog posts, professor Q&A periods, Teaching Awards Ceremony facilitation and Student Recognition Awards facilitation (to name a few) but was also able to bring upon never-before seen initiatives such as the Resource Hub creation + integration, student Q&A's, and live-streaming of the Teaching Awards Ceremony for the first time ever!

During our first meeting of the year, our team collectively agreed that the goal for this year was to rebrand Macademics, making it as familiarized to the student-body as possible. We hoped for all our faces to become recognizable 'Macademics team' faces throughout campus, so students would feel as comfortable as possible approaching us with their questions at any time. We also wanted our promotional materials to become increasingly recognizable – where any social media post that any student would stumble upon would immediately catch their eye as Macademics material. I believe that we did just this, exceeding any high expectation that I initially placed. Our Promotions team created a concrete colour scheme that would be followed for all Macademics promotional materials, we incorporated many more in-person initiatives to bond with the student-body, and we dedicated ample time to conducting many online initiatives where the students could interact with us whilst sharing their opinions. The year proved to be everything we wanted and more.

### **Events, Projects, & Activities**

#### *General Service Usage*

The Macademics service has been in great demand, with many students sharing their thoughts and opinions with us in-person as well as on social media. I am very pleased with the level of creative means we have exhibited to reach an ample amount of individuals – both students and faculty. I believe that the in-person aspect of communication really amped up our service this year, as well as

the very heavy amount of promotions that we have done through the use of both consistent graphical (social media) promotions as well as through direct educational material such as webinars, tip-provision, giveaways, and more.

### *Project 1: Teaching Awards Ceremony (Upcoming)*

Currently, the TAC Coordinators are working very hard on finalizing all of the last-minute aspects of the ceremony. We have held quite a few meetings together to ensure that all areas of the event have been taken care of. Most recently, we have finalized both the catering and AVTEK payments – with AVTEK accounting for the first ever live-streaming of the ceremony. We are very excited to see how this plays out! We are also picking up the attendee gifts this week (notepads and matching pens) and will be sending programmes for attendees to the Underground to get changed from last year's template.

I thoroughly recommend booking the CIBC Hall venue very early, such as July, as well as to reach out to guest speakers as early as possible. Catering and AVTEK can be contacted in January and Watson's Engravings need at least 3-weeks notice.

### *Project 2: Student Recognition Awards (On-going)*

The Student Recognition Awards Coordinator has spent the last few weeks hosting selection committee meetings for each of the MSU awards. These have been very diligently planned and very pleasant to attend. Almost all winners have been chosen and ceremony invites have recently been sent out. The ceremony will be held on April 8, 2024.

### *Project 3: Resource Hub Launch (Upcoming)*

The Resource Hub revamp is in its final launch phase. The information has been compiled and reviewed multiple times, by a diverse array of individuals, to ensure that it will be able to remain on campus for a long period of time before having to be updated once more. Although this undertaking has taken a bit longer than we had initially anticipated, I am happy to say that we are on track to having it delivered to the student-body by the end of this school year and truly hope that it will leave a legacy within our campus – quickly helping students with any of their inquiries!

## **Outreach & Promotions**

### *Summary*

The Promotions team has been working very hard, year-round, to ensure consistent posting within all our social media accounts. I am very impressed by the team's intricate planning of post-creation, ensuring that there is never any down time rather that we have interesting posts which are always noticed by the students. The team has well-adapted to each of our initiatives, and sometimes

unexpected requests made by the other subcommittees, excelling with every undertaking.

*Promotional Materials*

Promoting our Teaching Awards Ceremony livestream



## Tips for a Successful First-Year Campaign

**5**  
Tips for a Successful First-Year

**1**  
Use Your Resources

- McMaster University provides a range of resources dedicated to supporting students in their academic journey.
- The Student Success Center, Writing Center, and Maccess are instrumental tools designed to facilitate a smoother transition into the first year of studies.
- In addition to academic support, McMaster hosts various year-round events, including Career and Program fairs, providing students with opportunities to explore and expand their horizons beyond the classroom.

**2**  
Know How GPAs Work

- Understand the grading scale: Familiarize yourself with the grading system used by McMaster, including letter grades and corresponding grade point values.
- Calculate your GPA: Learn how to calculate your GPA by assigning the appropriate grade point values to each of your courses and determining the average.
- Importance of each grade: Recognize the significance of each grade in contributing to your overall GPA. Higher grades carry more weight in influencing your academic standing.

**3**  
Try New Things

- Explore diverse interests: McMaster offers a variety of clubs and societies spanning various interests, from Cancer Research organizations to Board game societies.
- Find your niche: With such a wide array of options, there's something for everyone, allowing you to discover and pursue activities aligned with your passions.
- Broaden horizons: Trying out new clubs not only introduces you to potential hobbies but also opens doors to meeting new people who share similar interests or offer unique perspectives.

**4**  
Time Management Matters

- Prioritize tasks: Identify and prioritize your academic and personal tasks to ensure that important deadlines are met and responsibilities are balanced.
- Use a planner or app: Implement an effective time management tool, such as a planner or mobile app, to organize your schedule and assignments.
- Break tasks into smaller steps: Divide larger tasks into smaller, manageable steps to make them less overwhelming and more achievable.

**5**  
Self-Care Essentials

- Prioritize self-care routines: Establish and maintain regular self-care practices, including sufficient sleep, healthy eating, and physical activity, to support your overall well-being.
- Manage stress effectively: Learn and implement stress management techniques, such as mindfulness, meditation, or exercise, to cope with academic pressures and maintain a healthy work-life balance.
- Seek help when needed: Recognize the importance of seeking assistance when facing challenges, whether it be through counseling services, support groups, or talking to friends and family.

## Promoting Volunteer Takeovers

volunteer story  
**TAKEOVERS!**

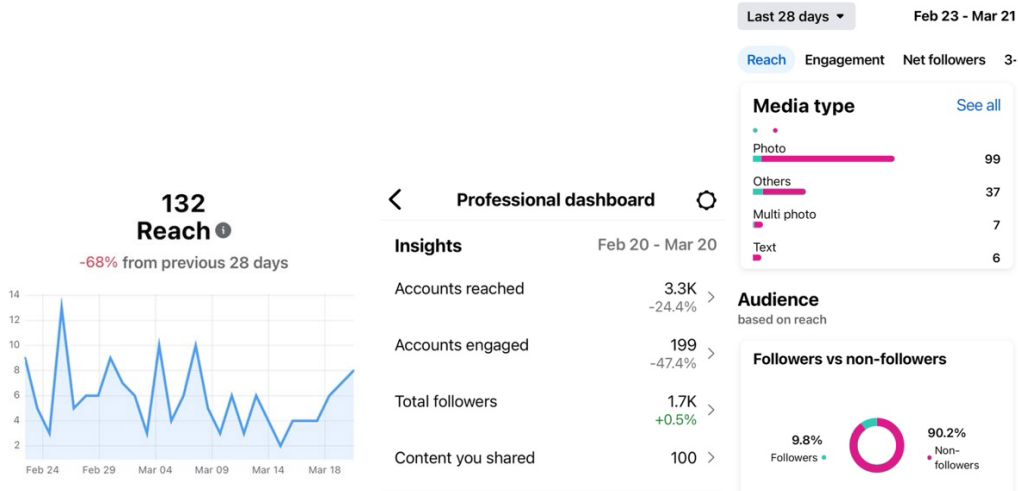
tune in this week for a glimpse in the life of our

**MACADEMICS VOLUNTEERS!**

## What is Pedagogy Campaign



## Social Media Engagement since the Previous Report



## Finances

### Budget Summary

Finance-wise, everything has been running very smoothly for the Macademics service. I have recently met with VP Finance to go over next year's budget per section. This year, we have received an additional \$500 from the MSU, to account for the livestreaming of the Teaching Awards Ceremony as this was an unforeseen cost at the beginning of the school year, although we have made sure to mention including it in next year's overall budget.

The values noted in red are anticipated to be spent (if approved by the MSU) by the end of the school year.

6603-0312-050	DEMICS	TCHA - TCHA - ACADEMIC RESOURCES	\$1,000.00		
6603-0312-050	DEMICS	Macademics Hoodie for Giveaway	\$55.00	7-Feb	7-Feb
6603-0312-050	DEMICS	Macademics Poll - Hoodie Giveaway Promotion.	\$100.00	23-Jan	23-Jan
6603-0312-050	DEMICS	<b>Resource Hub Integration</b>	<b>\$600.00</b>		
6603-0312-050	DEMICS	<b>Resource Hub Promotions Campaign</b>	<b>\$200.00</b>		
6603-0312-050	DEMICS	RESOURCES			
6603-0312-050	DEMICS	RESOURCES			
6603-0312-050	DEMICS	RESOURCES			
6603-0312-050	DEMICS	RESOURCES			
6603-0312-050	DEMICS	RESOURCES			
6603-0312-050	DEMICS	RESOURCES			
6603-0312-050	DEMICS	TOTAL SPENT IN LINE	\$955.00		
6603-0312-050	DEMICS	REMAINING IN LINE	\$45.00		
6401-0312-050	ARDS &	TCHA - TCHA - AWARDS & MEETINGS	\$2,650.00		
6401-0312-050	ARDS &	CIBC Hall Booking for TAC Ceremony	\$534.40	25-Jul	9-Aug
6401-0312-050	ARDS &	Catering for TAC	\$600.00	7-Feb	7-Feb
6401-0312-050	ARDS &	Gifts for attendees	\$318.25	22-Feb	26-Feb
6401-0312-050	ARDS &	AVTEK	\$500.00	19-Mar	19-Mar
6401-0312-050	ARDS &	<b>Plaques</b>	<b>\$600.00</b>		
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	MEETINGS			
6401-0312-050	ARDS &	TOTAL SPENT IN LINE	\$2,552.65		
6401-0312-050	ARDS &	REMAINING IN LINE	\$97.35		

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
6494-0312-050	NTEER R Volunteer Appreciation Gifts	\$318.00	19-Mar	19-Mar
6494-0312-050	NTEER R RECOGNITION			
6494-0312-050	NTEER R RECOGNITION			
6494-0312-050	NTEER R RECOGNITION			
6494-0312-050	NTEER R RECOGNITION			
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6494-0312-050	NTEER R RECOGNITION			
6494-0312-050	NTEER R RECOGNITION			
6494-0312-050	NTEER R TOTAL SPENT IN LINE	\$489.74		
6494-0312-050	NTEER R REMAINING IN LINE	\$10.26		
6501-0312-C	TCHA - TCHA - ADV. & PROMO.	\$2,000.00		
6501-0312-050	ADV. & F Welcome Week Rave Cards	\$97.00	2-Jul	2-Jul
6501-0312-050	ADV. & F Volunteer Application Instagram Package	\$100.00	31-Jul	31-Jul
6501-0312-050	ADV. & F Executive Introductions Instagram Package	\$165.00	28-Jul	28-Jul
6501-0312-050	ADV. & F Maroon merch. bags	\$215.52	28-Aug	28-Aug
6501-0312-050	ADV. & F Fall Teaching Award Nominations	\$416.00	10-Oct	10-Oct
6501-0312-050	ADV. & F Volunteer Introductions Instagram Package	\$165.00	8-Nov	8-Nov
6501-0312-050	ADV. & F Student Recognition Awards Promotional Materials	\$388.00	21-Dec	21-Dec
6501-0312-050	ADV. & F Winter Teaching Award Nominations	\$416.00	18-Dec	19-Dec
6501-0312-050	ADV. & F PROMO.			
6501-0312-050	ADV. & F PROMO.			
6501-0312-050	ADV. & F PROMO.			
6501-0312-050	ADV. & F TOTAL SPENT IN LINE	\$1,962.52		
6501-0312-050	ADV. & F REMAINING IN LINE	\$37.48		
6102-0312-C	TCHA - TCHA - ANNUAL CAMPAIGNS	\$1,100.00		
102-0312-050	ANUAL C/ ClubsFest Registration	\$20.00	25-Jul	26-Jul
102-0312-050	ANUAL C/ Macademics x SSC Webinar	\$100.00	20-Sep	20-Sep
102-0312-050	ANUAL C/ TAC Social Media Contest	\$50.00	23-Oct	23-Oct
102-0312-050	ANUAL C/ Staying Motivated Campaign	\$400.00		
102-0312-050	ANUAL C/ TAC Finalists Campaign	\$300.00		
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
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102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ CAMPAIGNS			
102-0312-050	ANUAL C/ TOTAL SPENT IN LINE	\$870.00		
102-0312-050	ANUAL C/ REMAINING IN LINE	\$230.00		

## Executives & Volunteers

Year-round, the morale, dedication, and excitement of the Macademics team has been at an everlasting high. I am so proud of each and every team member, and with this, have ordered each member an Amazon gift card which will serve as a volunteer appreciation gift. The Volunteer and Logistics Coordinator has also been tasked with putting together trophies, with written superlatives, for each member to leave the team spirit at a high. Many members have already expressed their hope to stay on the team next year and look forward to all the fun stuff that we have already begun to speak about with regards to what future

years could have in store for our service. Each member seems eager to leave a positive mark on Macademics and the MSU as a whole.

### **Successes**

I am particularly proud of the TAC team this month as they have been given quite a bit of tasks to carry out in preparation of the Teaching Awards Ceremony – and importantly, have been balancing it all very efficiently. There have been some bumps in the road – such as the catering service for the ceremony not accepting the MSU credit card for a portion of our purchase – but after meeting together (and by contacting other knowledgeable individuals), we have found a way to get through the challenge in good time.

### **Current Challenges**

We are currently planning an end-of-the-year social with the entire Macademics team, consisting of both volunteers and executives. As this will be held in-person, the Volunteer & Logistics Coordinator is having a difficult time finding an adequate timeslot to host this as many individuals are wrapping up their final classes/exams etc. It may have been better to plan this event earlier on in the month although we will do our best to accommodate all by sending out a When2Meet.