



REPORT

From the office of the...

Hannah She (Maroons Coordinator)

TO: Members of the Executive Board
FROM: Hannah She
SUBJECT: MSU Maroons Report #9
DATE: March 22, 2024

Yearplan Update

- The Maroons are winding down the year with one final event in early April
- The new Maroons Coordinator has taken the role with a stride and is already planning interviews for general rep hiring. I'm so excited to see where he takes the team.
- The five threads of Maroons have gone well this past year:
 - Athletics: Maroons have been spirit leads at many varsity games, and heavily involved in facilitating intramural teams. The Athletics crew has also hosted many interesting events including the dodgeball tournament.
 - Events: The Events team has been awesome in their role, making sure annual events run smoothly, and trying to add some new ideas! We were not only able to engage the student population, but the greater Hamilton community and fundraisers.
 - Fundraising: We have been able to fundraise for many different campaigns that we find special this past year!
 - Promotions: Presence on Instagram has been stellar this year, with intriguing posts and high engagement.
 - Internal: Internally, the Maroons have bonded more than ever before, trying to remove some of the cliques that tend to form in teams.
- Overall, it was a greatly successful year! We were able to achieve most of the events set out in the year plan. One suggestion for next year, if we are hosting a larger fundraising event during Welcome Week, would be to try and secure more sponsors.

Events, Projects, & Activities

General Service Usage

- Continued events to end off the year strong – the Maroons have worked with on campus students and off campus groups!

- Hiring is almost completed amongst the coordinator, LT and general reps, with just gen rep interviews left.

Projects & Events: Varsity Game Attendance (Complete)

- The Maroons were able to rep for the OUA men's volleyball game, which was an incredibly high energy environment. This game concluded our year of repping at various sports.
- For the Usports tournament, contrary to what we were told, single ticket games were available. Perhaps for next year, it can be considered to reimburse tickets of reps that are attending.

Projects & Events: Intramurals (Complete)

- The Maroons are captaining, attending, and facilitating team spirit on 5 intramural teams this term: volleyball, dodgeball, innertube waterpolo, indoor soccer, and dodgeball.
- The Maroons are officially Intramural champions in dodgeball, and have won the spirit shirts in innertube waterpolo.
- For next year, consider selecting more non-Maroons students to further engage the McMaster community.

Projects & Events: Clothing Swap (Complete)

- The Maroons Clothing Swap was a massive success! The premise of the event involves folks bringing in their gently used clothing and being able to trade them for others' clothings at a later date.
- We were also able to 'sell' extra items by donation, and raised \$165, which will be donated to the Hamilton Hub. Additionally, the left-over clothes will also be donated to the Hamilton Hub.

Projects & Events: Tote Bag Painting and General Rep Hiring Q&A (Complete)

- We hosted another Tote Bag Painting night, and reps and students alike had a great time!
- Although not too many students were interested in a Q and A, those that came seemed extremely interested in joining the team, and we were able to have some awesome discussions!
- For next year, consider the timing of events. This event was hosted Friday prior to St. Patrick's Day, leading to slightly less turnout than usual.

Projects & Events: Maroons Hiring (Ongoing)

- Leadership Team hiring is complete! I am really impressed with the team for next year, and I'm sure they will take the team to great places.
- General rep applications are closed, and interviews will be held starting April 2. We are currently trying to secure rooms for Maroons hiring, which has proved to be a little challenging.

Projects & Events: March Madness Bracket challenge (Ongoing)

- Traditionally, the Maroons have hosted March Madness bracket challenge, which is a NCAA basketball bracket challenge that allows students to input their bracket, with the most correct student winning a basketball jersey of their choice.
- There are 60 people signed up for the challenge, with most being non-Maroons!

Projects & Events: Exam Destressor: Board Games and Care Package (Upcoming)

- We are planning to purchase exam time necessities and collate them in a care package for students during exam season.
- We will contact other services to see if any want to provide swag for the packages.
- Board game tables will also be set up for students and reps to engage in a relaxed event.

Projects & Events: Maroons Formal (Upcoming)

- We have saved almost all of our rep appreciation line for our end of the year Maroons formal/dinner!
- Grace, the volunteer coordinator, is planning the event for April 12th at the Phoenix.

Outreach & Promotions

Summary

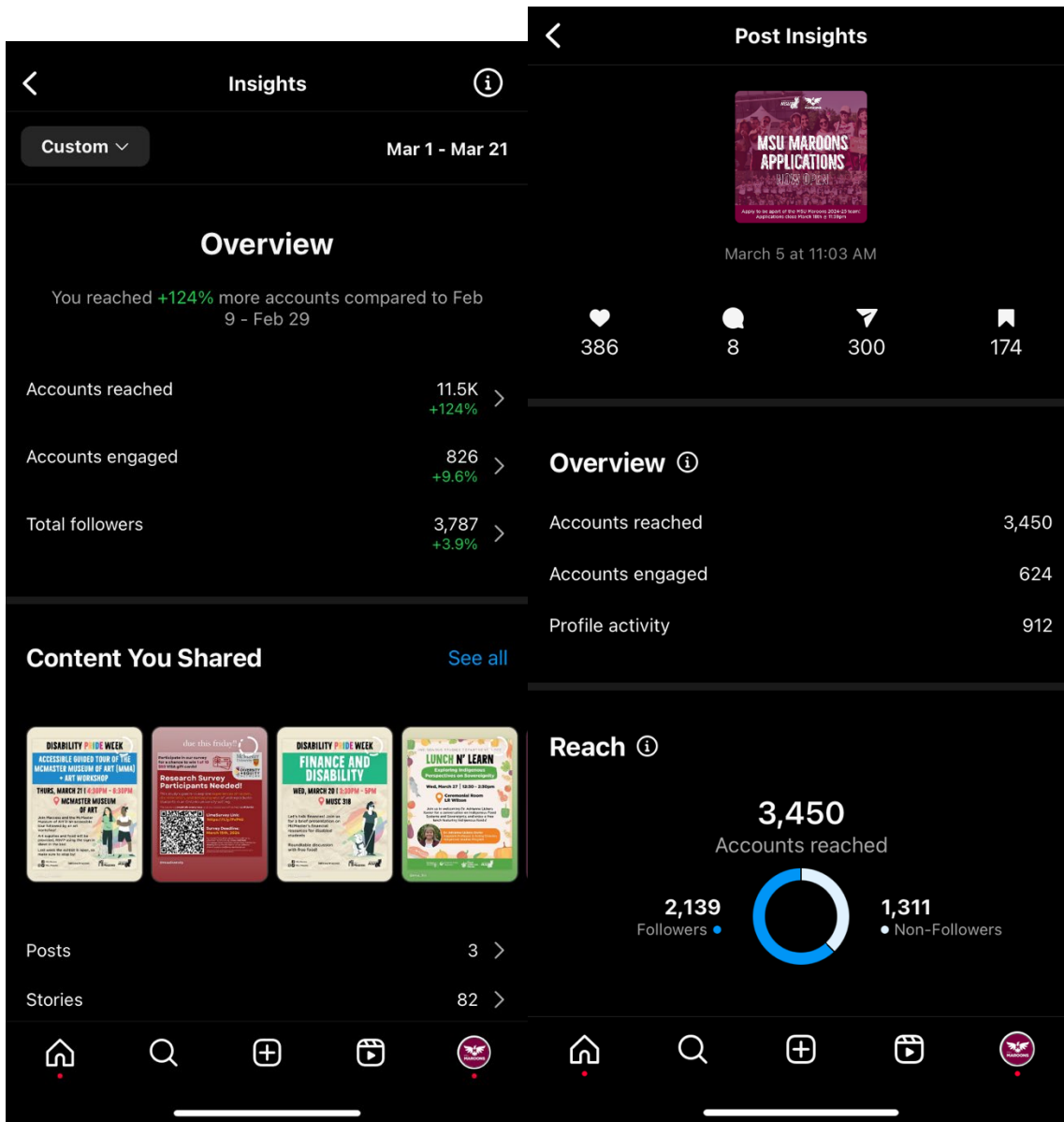
The Maroons have been heavily using Instagram to promote our events as well as increase engagement. Our promotions have mainly been surrounding hiring and upcoming events!

Promotional Materials

- Many new posts have been dropped on the Maroons Instagram to notify students of upcoming events and hiring.
- Emma, the promotions coordinator, has continued to do fantastic work in keeping up with all socials and facilitating her promotions team to assist her with the material.

Social Media Engagement since the Previous Report

- Since the last report, we have seen a significant increase in accounts reached and engaged.
- The General Rep Applications post was able to engage more than 600 people!



Finances

Budget Summary

90% of the Maroons Budget has been planned for towards all our events for the year. Below are the spendings to date:

6102-0120-0100	MAROCMAROONS - ANNUAL CAMPAIGNS		\$1,000.00		
6102-0120-0100	ANNUAL	Fall Intramurals	\$595.00	9/11/2023	129813
6102-0120-0100	ANNUAL	Fall Charity Dodgeball Smith Gym rental	\$158.20	11/10/2023	130037
6102-0120-0100	ANNUAL	Tote Bag Event with Spark	\$202.00	12/1/2023	130125
6102-0120-0100	ANNUAL	Charity Dodgeball Snacks	\$37.74	11/25/2023	

6415-0120-0100	MAROCMAROONS - VOLUNTEER RECOGNITION		\$1,000.00		
6415-0120-0100	LUNTEER	October meeting supplies	\$30.00	October 2/2023	129885
6415-0120-0100	LUNTEER	November meeting (Pizza)	\$52.86	11/1/2023	Reimbursed
6501-0120-0100	MAROCMAROONS - ADV. & PROMO.		\$1,000.00		
6501-0120-0100	S - ADV.	Clubs Fest Fee	\$20.00		
6501-0120-0100	S - ADV.	Intramurals Promotions	\$100.00		
6501-0120-0100	S - ADV.	Movember Promotions	\$100.00		
6501-0120-0100	S - ADV.	Maroons Stickers/Pins	\$328.00	27-Jul-23	
6501-0120-0100	S - ADV.	Maroons LT Hiring Promotions	\$220.00		
6501-0120-0100	S - ADV.	Clothing Swap Post	\$100.00		
6501-0120-0100	S - ADV.	Maroons Gen Rep Post	\$100.00		
6501-0120-0100	S - ADV.	March Madness Post	\$100.00		
6501-0120-0100	S - ADV.	Tote Bag Painting Post	\$100.00		
6501-0120-0100	S - ADV.	PROMO.			
6501-0120-0100	S - ADV.	PROMO.			
6501-0120-0100	S - ADV.	PROMO.			
6501-0120-0100	S - ADV.	TOTAL SPENT IN LINE	\$1,168.00		
6501-0120-0100	S - ADV.	REMAINING IN LINE	-\$168.00		
6603-0120-0100	MAROCMAROONS - SPECIAL PROJECTS		\$1,500.00		
6603-0120-0100	SPECIAL	Donations to Victory Gardens	To dontate 2635		
6603-0120-0100	SPECIAL	Winter Intramurals	\$590.00	15-Nov-23	130059
6603-0120-0100	SPECIAL	Cookies and Brownies for Movember Event	\$10.98	30-Nov-23	
6603-0120-0100	SPECIAL	Tote Bags, round 2	\$146.88	7-Mar-24	130552
6603-0120-0100	SPECIAL	Athletics Noisemakers	\$182.63	7-Mar-24	130582
6603-0120-0100	SPECIAL	1280 Rental for Gen Rep Q and A	\$382.88	11-Mar-24	130581
6603-0120-0100	SPECIAL	InstaCart for Team Meeting	\$32.65	18-Mar	
6633-0120-0100	MAROCMAROONS - UNIFORMS		\$4,000.00		
6633-0120-0100	DNS - UNI	Maroons Suits (full payment), we will receive money back fr	\$3,559.50	2-Jun-23	129459
6633-0120-0100	DNS - UNI	Jerseys and T Shirts (The maroons portion is 2,493.63)	\$2,647.08	19-Jun-23	129510
6633-0120-0100	DNS - UNI	Reimbursement from Maroons Suits from reps	-\$2,275.00	22-Jun	
6633-0120-0100	DNS - UNI	BoD's portion of Jerseys and T Shirts	-\$153.45		

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	9225.00
TOTAL ACTUAL DISCRETIONARY SPENDING	7367.95
REMAINING DISCRETIONARY SPENDING	1857.05

Additional Spendings Prior to the End of Year:

- With a little over a month left in my term, here is what we have planned with the additional budget:

Line	Item	Price
Office Supplies	Paints and Paintbrushes for future events	\$75
Volunteer Recognition	Food at the Phoenix for the Maroons Gala	\$1000
Adv and Promo	Post for the upcoming destressor event	\$100
Member Training	Use excess budget to create exam care packages	\$200-300

Special Projects	Purchase basketball jersey for student that wins the March Madness Bracket challenge	\$100
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Executives & Volunteers

- The executive are still very engaged with the service and are putting in work to plan our final few events.
- Volunteers have continuously engaged with the service, both by coming out to events, and also by helping spread our promotional efforts through personal accounts.

Successes

- The incoming coordinator has done an amazing job in hiring the LT team! I am really excited by the mix of personalities on the LT, and I'm sure general rep hiring will go well too!
- With around 400 applications to less than 50 general rep spots, the Maroons promotions have done outstanding in recruiting new reps!
- The LT team has brought in a lot of good ideas and has been working hard to ensure our last final events go as well as they can!

Reflection on the year

What went well:

- Rep engagement was awesome! With it being a few years post COVID, campus appears back to normal, and reps are more engaged than ever. The socials and cottage trip proved to be major successes in allowing general reps to bond.
- Good engagement at a lot of the events. Some stand out events to me include the charity dodgeball tournament, the clothing swap, and the collaborative tote bag painting night with Spark.
- Continue to connect with the community. This year, we focussed on connecting with the community in Hamilton through various fundraisers and events. For example, the Pumpkin Hike allowed us to connect with Cootes Paradise elementary school, and the Valentines Cards allowed us to connect with the Aberdeen Retirement Residence.
- The promotions on the Maroons Instagram page were able to engage many students to our events this year!! The Underground has been quick at responding to our requests, and additional promotional efforts have been successful.

What can be improved:

- Talk with Thomas and VP Admin in the early phase of Welcome Week (WW) planning to understand which events the Maroons can participate in this year. This part year, Maroons were not allowed a large scale event, and thus struggled in fundraising for the WW charity.

- Set up a budget line for the WW charity. Talk to accounting about creating a line where other faculties can put their funds into. This allows for all the donations to be collated and more easily donated.
- It is inevitable that cliques form within the team. For next year, consider dividing roles during WW not by pods to allow reps to intermingle with other pods.
- For varsity game repping, I would make sure to create the schedule with the whole team to ensure there aren't any conflicts. For this year, we scheduled some games close to breaks and other busy times where we had to cancel because not enough reps signed up.
- Although we had a few events collaborating with the other services this year, I'd love to see more!!