



# REPORT

*From the office of the...*

**Spark Director**

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TO: Members of the Executive Board  
FROM: Serena Bansal  
SUBJECT: Spark Report 1  
DATE: June 19, 2024

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## **Yearplan Update**

Spark's operations are on track with our year plan. So far, we have hired our executive team, all individuals who Sanjanaa (AD) and I are beyond excited to work with! Our executive team brings a range of experience with the service, from previous executives and team leaders to those completely new to Spark. We're eager to see how this mix will both keep Spark's spirit while incorporating fresh ideas and initiatives so we can continue supporting first year students in the best ways possible!

We've also made strides in promoting our service to potential first year students through our presence at May@Mac. Speaking with incoming university students gave us a good sense of some of the supports students are looking for when transitioning to university, which we plan to incorporate in our programming.

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

### *General Service Usage*

Spark has not started operating for the 2024-2025 school year, as we are working on hiring our volunteer team. Summer programming is projected to begin in late July.

### *Projects & Events: Executive Hiring & Onboarding (Complete)*

Throughout May and early June, we completed executive team hiring. After interviewing candidates, we decided to hire 1 additional member in the Outreach & Engagement Coordinator position than we had originally planned (going from 2 to 3 positions). The Spark executive team typically consists of 10 individuals, so we're interested to see how this change will impact the service. We made this decision in hopes of expanding on the initiatives carried out in the role and believe the extra support will help us provide additional and higher quality programming for first years throughout the summer and school year.

After hiring our executive team, we offered to fast-track 3 executive interview candidates directly to the position of Team Leader, and 6 candidates to the Team Leader interview (allowing them to bypass the written application stage). These are candidates with extensive previous service experience or those who demonstrated a genuine passion for the service, who we believe would be an asset to Spark in the Team Leader role.

We are currently working on various initiatives to transition our executives into their roles. We completed our first executive orientation meeting, where we got everyone acquainted with each other and went over some expectations, service structure, and plans for the year. We've also opened up 2-on-1 check ins with all of our executives so Sanjanaa and I can get to know them and their goals as a part of Spark on a more personal level. We'll be providing them with their transition reports so they can begin working on their year plans in the coming weeks.

### *Projects & Events: Team Leader Hiring (Upcoming)*

We're planning for Team Leader hiring to open in late June/the first week of July. The hiring process will consist of a written application with 4 questions, followed by an interview stage. We'll be working with our executive team to formulate questions that incorporate key Spark themes and skills required for the Team Leader position.

Sanjanaa and I are also working on considering strategies to expand the number of faculties/programs our Team Leaders come from. The TL Rep Hiring program set out last year (which required hiring of at least 1 Team Leader from every faculty) was very successful in expanding the reach of our service to students from many different faculties and allowed us to better support students. However, we did receive some feedback over the lack of transparency with this hiring process. We plan to discuss our hiring strategy with the VP Admin to prioritize transparency in the process this year.

## **Outreach & Promotions**

### *Summary*

So far, our promotional efforts have been directed towards executive team hiring. We promoted hiring through an Instagram graphic and received 90+ applications! In the coming weeks, we'll be focusing on promoting Team Leader hiring.

### *Promotional Materials*

Graphic used to promote executive hiring:



MSU  
**spark**

**Join the Executive Team!**  
**Coordinator  
Positions:**

- Sessions (x3)
- Events (x3)
- Outreach & Engagement (x2)
- Promotions & Publications (x2)

**APPLY NOW!**

[msumcmaster.ca/jobs](https://www.instagram.com/stories/highlights/17859779427152215/)



McMaster Students Union  
**MSU**

Instagram Stories used to answer questions about executive hiring:  
<https://www.instagram.com/stories/highlights/17859779427152215/>

### *Social Media Engagement since the Previous Report*

Our social media engagement has decreased due to lack of programming since April, but we do expect it to increase again with the launch of Team Leader hiring in the coming weeks.

< **Post Insights**



May 3 at 11:28 AM

113    
 4    
 35    
 77

**Overview** ⓘ

Accounts reached	2,896
Accounts engaged	212
Profile activity	343

**Reach** ⓘ



**Finances**

*Budget Summary*

As of now, we've only spent on our executive team hiring graphic (\$100). In the next month, we plan to spend on our Team Leader hiring graphic, as well as other promotional materials for welcome week (rave cards, stickers, etc.)

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0125		50
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	50
6103-0125		3500

< **Professional dashboard**

**Insights**

May 18 - Jun 16

Accounts reached	1.2K	-68.2% >
Accounts engaged	18	-94.6% >
Total followers	5.8K	-1.3% >

	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	3500
6494-0125		550
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	550
6501-0125		3800
	TOTAL SPENT IN LINE	100
	REMAINING IN LINE	3700
6802-0125		650
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	650
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		8550
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		100
<b>REMAINING DISCRETIONARY SPENDING</b>		8450

### **Executives & Volunteers**

The executive team is starting to get acquainted with each other, and our orientation meeting was a great way to kickstart that. Most of the executives know each other in some capacity through their involvement in Spark, but I'd like to put extra effort into ensuring that those who are new to the service are also well oriented to the Spark family! I'm looking forward to our 2-on-1 check ins to get a better insight into their goals for their time on the service and so I can support them in the best way possible.

### **Successes**

While we've just started working on organizing initiatives for the year, I'm already surprised by the creativity on this team. Our executive hiring process requires interview candidates to present a predetermined "assignment" (e.g. event idea, sessions activities, etc.) and Sanjanaa and I are so excited by the wonderful ideas that were brought forward by the team. We're planning to incorporate all of their ideas in some capacity and are looking forward to the growth the service experiences in light of these new initiatives.

### **Current Challenges**

Things have been running smoothly so far!

### **Miscellaneous**

N/A. Thank you for reading this report!