



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Jonathan Guan
SUBJECT: SWHAT Report 1
DATE: July 3, 2024

Yearplan Update

Since submitting my year plan for SWHAT, I am happy to say that preparations for SWHAT's return to operation and growth remain on schedule. The new executive team has been hired since the end of May and has almost been fully onboarded. Additionally, each executive role has completed the development of preliminary year plans and are working on initiatives in preparation for the beginning of the school year. Walker and Dispatcher applications for our summer round of hiring are also open, and will close on July 8th, which is in line with our initial timeline. Our successful executive hiring/onboarding and application launch puts us on track to complete our July priorities on time.

Events, Projects, & Activities

General Service Usage

SWHAT does not operate in the spring and summer months, as demand for the service is low. The Executive Team is using this time to set up the service for the beginning of operations in late August, as well as to work on new initiatives that we would like to explore throughout the year.

Projects & Events: Executive Hiring/Onboarding (Complete)

Executive Hiring began on April 24th and decisions were made by May 30th. Hiring was promoted through the MSU website, Instagram, and campus screens. Like previous years, most applicants were internal. This year saw an increase in the number of total applicants, as well as the number of applicants for each role. There were many qualified and passionate candidates, which made it difficult to make final decisions. Nevertheless, I am confident that this year's executive team possesses all the qualities necessary to guide the success of the service in this upcoming year.

One addition to this year's executive hiring process was the addition of an assignment for all applicants invited to interviews to complete. Each position had a guided question for which applicants were asked to create a one-page document outlining an initiative they would like to bring to SWHAT. For example,

applicants for the Volunteer Logistics positions were asked to outline a possible initiative for reducing volunteer burnout. Overall, the quality of initiatives received was very high, demonstrating that many applicants have a strong understanding of SWHAT's values and operations. I will encourage future coordinators to continue this practice, as it has been very helpful for myself, executives, and the service as a whole.

Following decisions, executives were onboarded through an informal executive meeting (June 2), transition reports, and position-specific meetings. We have since also had a second executive meeting (June 15), where we discussed various aspects of walker/dispatcher hiring and finalized our written application questions. Our Public Relations Executives have hit the ground running, and our other executives are preparing for the beginning of the school year. Executive training will be held in August. During the summer, we will be meeting every two weeks on average. At this point, I am very happy with the progress of the new executive team, and I am equally excited to see where the year takes us.

Projects & Events: Walker/Dispatcher Hiring (On-Going)

The summer round of walker/dispatcher hiring opened on June 24th and will close on July 8th. Hiring is being promoted on Instagram and through Campus Screens, with help from The Underground. This promotion marks the launch of this year's new color palette, which has been designed by the new PR Executives. I am excited to see how our Instagram feed comes together with more posts in the future, as well as with our other forms of promotion throughout the year. Application logistics will function similarly to how they have in previous years, with applicants needing to submit a written application followed by a short interview conducted by two executives. Written questions and interview questions have been modified since previous years' hirings. The current projected timeline for hiring is as follows:

- Applications close: July 8th
- Written applications marked: July 9th – July 13th
- Interviews: July 18th – July 24th
- Decisions: July 31st

Projects & Events: Welcome Week PR (Upcoming)

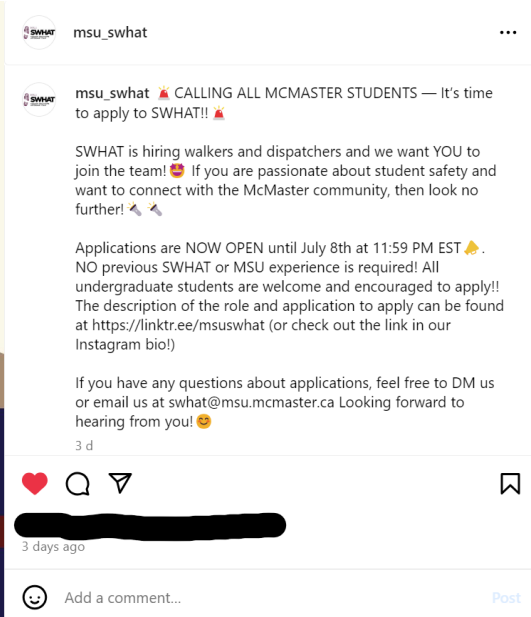
A goal for the upcoming year that is shared amongst the executive team is to increase our presence within the first-year community. We are hoping to spearhead this through an increased service presence during welcome week, which SWHAT has traditionally not had. I am currently working with the PR Executives to reach out to various welcome week planners to accomplish this goal. The ultimate goal is currently to participate in major showcases advertising services and clubs on campus, including ones offered by specific faculties, as well as to have a small 'rep team' of returning volunteers / executives to help run these booths.

Outreach & Promotions

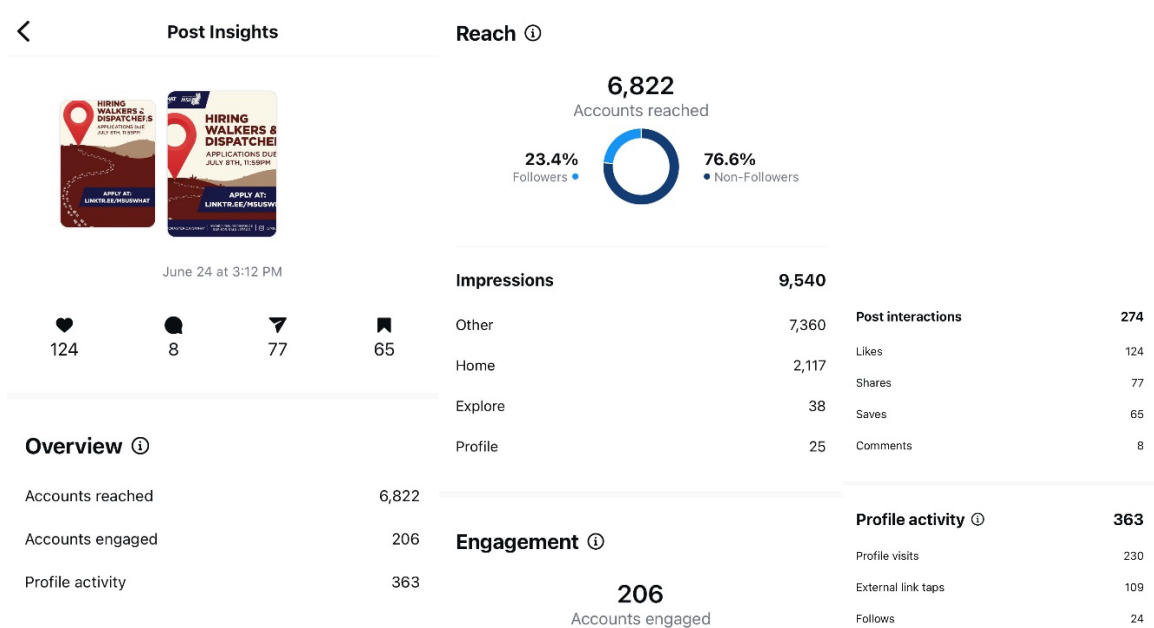
Summary

Our major outreach and promotional effort thus far has been our launch for Summer Walker/Dispatcher Hiring. The Instagram graphic was designed as part of our digital package from The Underground. We posted the hiring graphic on June 24th, and had good success with volunteers, executives, and other services / MSU / McMaster social media accounts helping us repost.

Promotional Materials



Social Media Engagement since the Previous Report



Above are the current Instagram Insights for our Summer Walker/Dispatcher Hiring Post. Most numbers (likes, comments, sends, bookmarks) are in line with previous year's hiring graphics. Interestingly though, this post had twice as much reach (3225 last year vs. 6822 this year), with a much higher % of non-followers reached (25% last year vs. 75% this year). This is a good trend for the growth of the service's reach in the school community and is something we will try to replicate with future posts. Generally, the account's followers have dropped slightly since the end of the school year (currently 3860 while previously 4000), although this is to be expected due to our inactivity since the end of the school year. I anticipate that as we begin to post more again, this number will begin growing again.

Finances

Budget Summary

SWHAT has not had to make too many purchases to date. The previous coordinator placed an order for stickers and rave cards using the remainder of last year's budget, which should be adequate for our operations during welcome week.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0117-0200	Summer Hiring Graphic (The Underground)	100.00
ADV. & PROMO.	TOTAL SPENT IN LINE	100.00
	REMAINING IN LINE	1150.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		6200.00
TOTAL ACTUAL DISCRETIONARY SPENDING		100.00
REMAINING DISCRETIONARY SPENDING		6100.00

Executives & Volunteers

Currently, morale is high amongst the executive team. It has been a good time breaking the ice, and I am confident that we will be able to work effectively throughout the year. I am hoping to host an executive meal sometime near the beginning of the year, as this is a long-standing tradition. As we get into August and approach the beginning of operations, I anticipate that the executive team may become more strained with various commitments. I plan to check-in regularly with the team to ensure that I am supporting them well.

Successes

Setting up volunteering hiring has been a major success! It is always the first task that the entire team collaborates on together, and I am happy with the discussions we had surrounding our values and visions for the service, as well as

how that translated into the application questions we wrote. Getting the hiring graphics set up is also a big success, as there is a short turn-around time for the newly hired PR executives.

Current Challenges

I anticipate that planning for a larger PR presence during welcome week may be a challenge as we have not done this as much in previous years. I hope to work actively with my PR executives to support them, as well as reach out to service managers and other groups involved with welcome week to help navigate this process.

Miscellaneous

Thank you for all your support so far, as well as throughout the upcoming year!