



# REPORT

*From the office of the...*

## Maroon's Coordinator

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**TO:** Members of the Executive Board  
**FROM:** Yaseen Khan  
**SUBJECT:** Maroons Report #1  
**DATE:** July 17, 2024

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### Yearplan Update

- In line with the Maroons Year Plan, we have started planning for Welcome Week (WW), including creating an in-person training day lesson plan, and an we will hold.
- The reps have begun online training and will continue through the end of the month
- We have also held more team socials to better bond our general reps prior to Welcome Week
- We have connected with people from Athletics and Recreation regarding Maroons' presence at varsity games throughout the year

### Events, Projects, & Activities

#### *General Service Usage*

- So far, our focus has been internal events and we have held two socials ran by our events coordinators (Ashley and Raghav), including our pod reveals which had over 50 reps in attendance
- The LT team has been working with campus events and other WW planners to organize events for WW this year

#### *Projects & Events: Rep Suits & Jersey Orders (On-Going)*

- Rep suit and jersey orders have been placed and paid for, we are hoping to get them in by the end of July.
- The athletics coordinators (Katie and Kris) have been working on finalizing the jersey design and gathering nicknames from the team. They just sent those details to Mike, so now were just waiting on printing

#### *Projects & Events: Rep Training (On-Going)*

- All reps have been assigned a mandatory online training with around 10 hours of lessons, to be completed prior to July 31<sup>st</sup>. This training is completed on Avenue for all WW reps.

- Most of the Maroons are attending an in-person training for all reps on August 17<sup>th</sup>. Reps who cannot make it are attending alternate dates on the 18<sup>th</sup> and 22<sup>nd</sup>
- I have been in collaboration with this year's Volunteer Coordinator (Archish) to create content for an in-person Maroons-specific training day on August 23<sup>rd</sup>. Our LT team is also planning for a team social event following training.

### ***Projects & Events: WW Marauder Games (Super On-going)***

- Still waiting on approval for our WW event, but the fundraising coordinators (Teaken and Tara) are actively planning this event
- In line with the Olympics this year, this event will be a competition style event with a bunch of activities ranging from physical challenges to mental challenges. There will be prizes awarded at the end of the day to the individuals with the highest scores in each of the activities
- We are still looking for ways to integrate the WW charity into our event. This year the charity will be the Youth Mental Health Canada: Hamilton Chapter which was decided in collaboration with all of the WW planners and our LT team
- We are also still trying to finalize prizes as incentives for first years to come out

## **Outreach & Promotions**

### ***Summary***

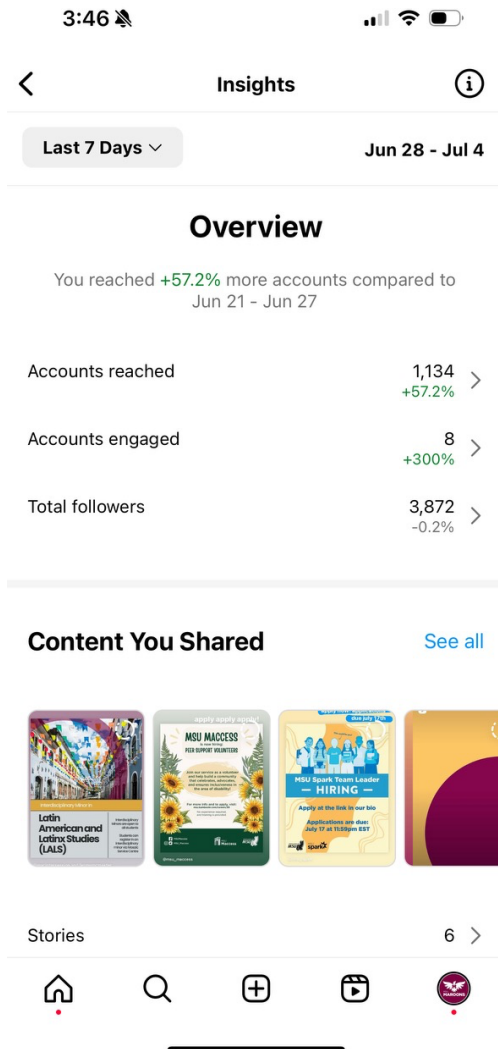
With it being the summer, the Maroons are in our planning phase of outreach and promotions. The budgetary funds and allocation towards the Underground graphics have been accounted for. Additionally, the Promotions Coordinator (Donna) has created a promotions team to increase our promotional efforts.

### ***Promotional Materials***

- During the summer months, the Maroons account has been mostly focussed on helping other services promote their information and hiring efforts.
- The Promotions Coordinator (Donna) is looking to have our LT posts out soon and have pod reveal posts on Instagram to give recognition to our hard-working volunteers on the service.
- The promo team will soon start planning for Welcome Week media, including planning Instagram reels gathering hype for WW and our event

### Social Media Engagement since the Previous Report

- The Maroons' main social media presence is on Instagram, with the insights below:



- Not too sure what most of this means but +300% must mean were doing something right!

### Finances

#### Budget Summary

Our actual spending so far includes funds allocated towards rep suits and purchasing rep jerseys.

ACCOUNT CODE	ITEM	BUDGET / COST
UNIFORMS	TOTAL SPENT IN LINE	3040.59
	REMAINING IN LINE	959.41

<b>TOTALS</b>	
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>	9930.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>	3040.59
<b>REMAINING DISCRETIONARY SPENDING</b>	6889.41

### **Executives & Volunteers**

- Morale has been very high within the team so far. We held a few socials over Zoom already, and reps have given good feedback regarding each of them. All reps seem so excited and eager to gather in person for WW!
- There are active groupchats both as a large group and in pods.

### **Successes**

- The Events Coordinators (Ashley and Raghav) have been amazing in creating really successful and fun team socials.
- The Athletics Coordinators (Katie and Kris) have ventured into creative territory for an insane new jersey look!
- Lauren, Abby, Caterina and I have been working on choreographing for Airbands, which the Maroons will be dancing at this year! The moves so far are spectacular, and the soundtrack is sure to get first years hyped!
- The fundraising coordinators (Tara and Teaken) have been working tirelessly on planning our welcome week event and finalizing the welcome week charity!
- All execs have been accountable for their role, going above and beyond to help. So proud of each and one of them.

### **Current Challenges**

- The event idea for WW has not fully been approved. With a little over one month until WW, we are encountering some time constraints, but I am hopeful that we will be able to get the event ready in time for WW
- Communicating with the team has been difficult on some occasions. When trying to get reps to fill out forms, multiple avenues of communication (email and Facebook Messenger) have been used, but some reps still fail to fill out the forms. Some reps may need an extra push through a direct message.