



REPORT

From the office of the...

Spark Director

TO: Members of the Executive Board
FROM: Serena Bansal
SUBJECT: Spark Report 2
DATE: July 17, 2024

Yearplan Update

I'm happy to report that Spark's operations have been progressing well in accordance with our year plan. This month, our focus has been directed towards hiring our volunteer team, called Team Leaders (TLs), who facilitate the weekly mentorship sessions with first year students. We are currently in the written application phase, with applications set to close on July 17th. We aim to have TL hiring completed by the beginning of August.

From a more front facing standpoint, our summer programming plans have been progressing well. Summer programming webinars are set to take place online on August 3rd and 4th, and August 10th and 11th, with one set of webinars focusing on faculties and the other on McMaster and MSU services. We are also continuing to develop our fall sessions programming throughout the summer and thinking about how to best promote our service during Welcome Week.

Events, Projects, & Activities

General Service Usage

Spark has not started formally operating for the 2024-2025 school year. Our summer programming initiative will be taking place in early August.

Projects & Events: Team Leader Hiring (Ongoing)

The Team Leaders are an integral part of our service and work very closely with the Executive team, along with Sanjanaa and I. Thus, we've made sure that our Execs are thoroughly involved in the hiring process. TL written applications opened on July 3rd and will be closing on July 17th. The written application consists of 4 questions, which will be blindly scored by our Exec team. We will then proceed to the interview stage, taking place over Zoom from July 28th to July 31st. The interview will include 4 questions developed by our Executive team, and one group station to assess the candidates' ability to collaborate with peers. Depending on how many of our Execs would like to participate in Spark as TLs this year, we plan to hire 30-35 TLs.

Projects & Events: Summer Programming (Upcoming)

Through summer programming, Spark aims to provide an avenue for first year students to connect with their faculties and the various services the university offers. This year, we'll be running 2 sets of webinars, one over August 3rd and 4th, and the other over August 10th and 11th. Each faculty or service participating will be represented by a few individuals that will conduct a small presentation on topics they feel are important for first year students to know. So far, we've received confirmed responses from Student Accessibility Services, DBAC + Pulse Fitness Center, Library Services, the Black Student Success Center, WGEN, Maccess, SWHAT, FCC, and EFRT for our "Sites and Services" webinar. Macademics will also be providing a presentation on how to navigate important sites for students, such as Mosaic, A2L, etc. For the faculty webinars, we've received responses from the Nursing, Science, Humanities, Health Science, and Kinesiology Welcome Week Coordinators, and are hopefully looking forward to responses from the other faculties in the coming weeks. The Campus Store has also provided us with gift cards for a raffle to encourage participation.

Outreach & Promotions

Summary

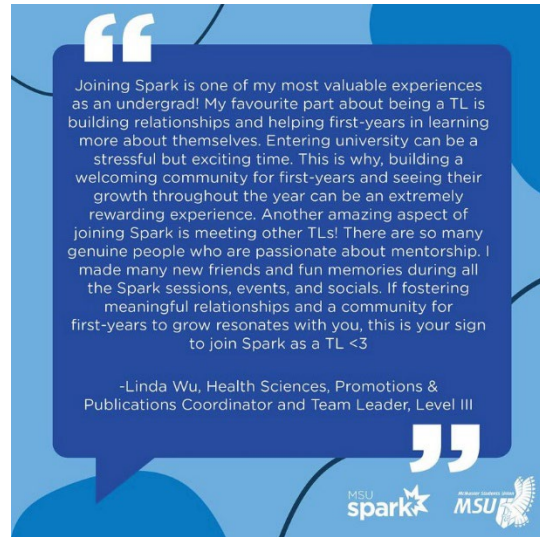
As TL applications are currently open, we've been focusing our promotions on encouraging upper year students to apply. Along with the TL Hiring graphic currently posted, we have launched our "Sparked at Mac" series, which features testimonials from previous Spark TLs, and are planning to post 2 reels, which typically have good reach for us, in the coming days.

Promotional Materials

Graphic used to promote Team Leader hiring:



Sparked at Mac post:




Social Media Engagement since the Previous Report

Our social media engagement has been increasing as we've started to post about Team Leader hiring in the past few weeks.

Professional dashboard	
Insights	Jun 12 - Jul 11
Accounts reached	7.5K +399.6%
Accounts engaged	363 +2,168.8%
Total followers	5.8K -0.6%

Post Insights



July 4 at 12:17 PM


152 10 64 132

Overview ⓘ

Accounts reached	6,104
Accounts engaged	283
Profile activity	406



Post Insights

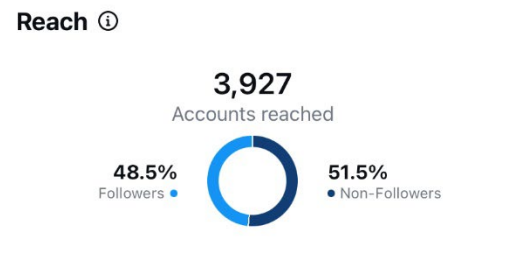


July 9 at 8:55 AM

123 12 25 15

Overview ⓘ

Accounts reached	3,927
Accounts engaged	149
Profile activity	281



Finances

Budget Summary

This month, we've only spent on our Team Leader hiring graphics (\$55). As we approach Welcome Week, we plan to spend on physical promotional materials (rave cards, stickers), as well as t-shirts for our TLs.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0125		50
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	50
6103-0125		3500
	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	155
	REMAINING IN LINE	3645
6802-0125		650
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	650
TOTAL BUDGETED DISCRETIONARY SPENDING		8550
TOTAL ACTUAL DISCRETIONARY SPENDING		155
REMAINING DISCRETIONARY SPENDING		8395

Executives & Volunteers

Morale amongst the Exec team seems to be improving as the weeks go on. Our weekly Exec meetings have been a great way for everyone to get to know each other, and our 2-on1 check ins with Execs have also helped us make personal connections with our team. As we provide Execs with more tasks to complete in pairs or trios, we are encouraging them to work outside of their co-exec group so they can start collaborating with everyone on the Spark team as a whole.

Team Leader written application marking and interviews are approaching, which is known to be a busy time for our Exec team. Recognizing this, Sanjanaa and I plan to check in with our Execs regularly and keep open channels of communication to prevent burnout and ensure we are supporting our team in the best ways possible.

Successes

With the start of summer programming and planning for fall sessions, I've seen our Execs take a lot of initiative to add new elements to existing programming. It's been great to see them think about how we can reach a broader audience and make Spark's programming even more beneficial to those who engage with it, whether it be reaching out to more services/collaborators for summer webinars, finding ways to incorporate student feedback into weekly sessions, or creative promotional initiatives to expand our reach. Everyone has been taking a lot of responsibility to ensure their tasks are completed on time and are going above and beyond in their roles. I'm excited to see how their efforts bring the service to new heights!

Current Challenges

The main challenge we're currently facing is a lack of response from faculties regarding participation in our summer webinars. We would ideally like to have representation from every faculty so every student wanting to attend the webinars can find value in them, but we are missing some from our confirmed

list. We are hoping that they respond in the coming weeks as we continue to follow up.

Miscellaneous

Thank you for reading this report!