



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Jonathan Guan
SUBJECT: SWHAT Report 2
DATE: July 26, 2024

Yearplan Update

SWHAT remains on track with its year plan. Summer Hiring has been going on schedule, with decisions being released by the end of the month. The Executive Team has also continued working on its core initiatives for the year, with rough outlines completed at this time. After fully onboarding the team hired from this round of hiring, we expect to be fully prepared for the beginning of service during Welcome Week.

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 continuing to use 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: Walker/Dispatcher Hiring (On-Going)

SWHAT's summer round of Walker/Dispatcher Hiring has been going exactly according to the schedule outlined in the previous report. At this time, all application and interview scores have been obtained, and we are deliberating on final decisions. We had a significant number of applicants returning from the 2023-2024 year, which will help us hit the ground running by Welcome Week. Out of the interviewed candidates, we are hoping to hire ~40 new volunteers, with the final ~20 volunteers being hired during the first-year priority round of hiring at the beginning of September.

Projects & Events: Welcome Week PR (On-Going)

The PR Executives have been working with various Welcome Week stakeholders to plan for a greater PR presence for SWHAT. At this time, we are solidifying plans with various faculties to have booths present at events, as well as for slides introducing the service during faculty fests. We are also exploring options to have SWHAT present at other planned events on campus. An obstacle we have encountered pertaining to this planning is uncertainty about our ability to staff

each of these PR commitments, especially considering that we are still in the process of hiring and onboarding a large portion of our team. Staffing PR events is also a concern that we have faced with other campaigns in previous years, so we are exploring options to have a group of volunteers more involved with this side of the service. A preliminary idea we are exploring is to have a subcommittee of 'Reps' under the leadership of the PR Executives.

Projects & Events: Walker/Dispatcher Training (Upcoming)

The newly hired team from the summer round of hiring will be getting trained virtually around mid-August. Prior to this, I will be providing the executives with executive-specific training and working with executives to finalize the new scheduling and dispatching processes.

Outreach & Promotions

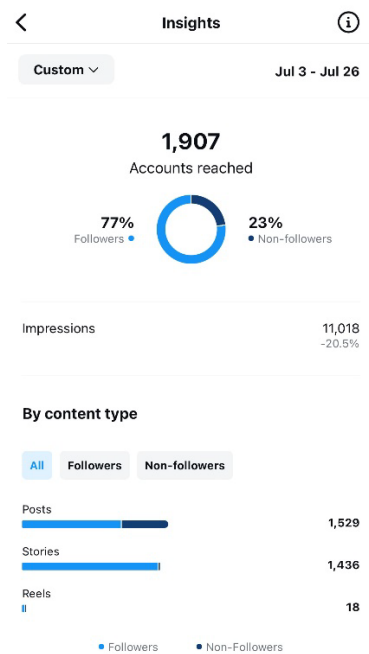
Summary

SWHAT has not had any major outreach or promotional efforts since our last update. We have been helping other MSU groups repost promotions for their own hiring efforts, which has offered a small continued social media presence. Our social media has also been receiving a steady stream of inquiries pertaining to hiring, which our PR Executives have been replying to.

Promotional Materials

N/A

Social Media Engagement since the Previous Report



Above are the current Instagram Insights since our Summer Walker/Dispatcher Hiring Posts. Engagement has decreased, although this is to be expected due to not posting. We expect these numbers to go up as we approach Welcome Week.

Finances

Budget Summary

SWHAT has not had to make any additional purchases. We are thankful for the support from EFRT, who have offered to purchase ~5000 EFRT-SWHAT split magnets for Welcome Week. We would not have had the budget to provide these in the first-year swag bags otherwise.

ACCOUNT CODE	ITEM	BUDGET / COST
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		6200.00
TOTAL ACTUAL DISCRETIONARY SPENDING		100.00
REMAINING DISCRETIONARY SPENDING		6100.00

Executives & Volunteers

Executive morale is high despite the large time commitment that evaluating applications has entailed. The executives are excited to be on shift with the applicants they met during interviews, and we feel great about the team we will be putting together for the upcoming year. Volunteer morale also seems high, whether it be from returning volunteers or passionate applicants.

Successes

Volunteer hiring has been a major success! We were able to abide by our original timeline, which has put us on a good track to have the team onboarded by Welcome Week. The high number and quality of applicants has also given us room to select a truly passionate and dedicated team, which we are excited to begin operations with.

Current Challenges

Fully training and onboarding the team may entail a tight turnaround, especially considering many of us are busier towards the middle and end of August. I am hoping to have the bulk of training planned within the next week, so that we are not rushing to complete the team's training.