

YEAR PLAN

MSU SRA

Engineering Caucus

Jialiang (Kevin) Hu, Zachary McKay, Yaseen
Khan, Erion Keka, Daniel Benaich

2024-2025

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OFFICE OF THE ENGINEERING CAUCUS LEADER INTRODUCTION

Hello All,

We are honoured to represent the Engineering faculty in the Student Representative Assembly this year. This year, the caucus will focus on collaborative initiatives with the university and the MES to bring more events and support to Engineering students.

We have prepared a long list of initiatives and goals we hope to achieve this year. There's more we want to do but are not sure how to do it yet, so we have not included them in this year plan. In general, we realized that SRA doesn't have enough influence and student engagement to effectively run initiatives, but we do have the funds and the resources. Therefore, we decided to collaborate with other student organizations on campus. However, SRA Engineering has been a very isolated and neglected group for many years. It will take much effort and time to build up the relationship to initiate this collaboration. The main goal this year is to attend MES meetings and schedule meetings with executives at other student organizations.

With that being said, we have high hope for this year and we thank you for your support. Please feel free to contact us at sraengineering@msu.mcmaster.ca or on Instagram @sra.engineering

Sincerely,

SRA Engineering

GOALS

Objective 1	Co-op workshop and network
Description	Many students in the Engineering Faculty need help landing co-ops. The Engineering Caucus wants to improve the process for students when applying for jobs and increase their chances of being hired.
Benefits	With engineering students being employed in co-ops, it will decrease their overall stress regarding their co-op months. Securing co-op positions can alleviate stress related to job hunting and financial concerns, allowing students to focus more on their studies and personal growth.
Difficulties	The job market has been tough on student opportunities in the past year. Making genuine change for engineering students will take plenty of logistical planning and promoting more opportunities.
Long-term implications	<ul style="list-style-type: none"> • More first and second year students seen in co-op positions • Students gaining applicable skills and experience for post-undergraduate goals
How?	Connect with Faculty of Engineering and offer collaboration on networking events. Connect with alumni and upper year students to host workshop and seminar.
Partners	Faculty of Engineering, MES, alumni and students

Objective 2	Increase social media presence
Description	Currently, the SRA Engineering Instagram account has only 117 followers, which is 2% of the entire Engineering Faculty. The Engineering Caucus cannot outreach to its faculty if there is no way to connect.
Benefits	Students will be able to understand what their SRA representatives are doing for them, and it will allow for more student engagement for future events.
Difficulties	Funnelling students towards the SRA Engineering social media can be challenge, especially if there isn't continuous media being posted.
Long-term implications	By improving social media presence, there should be an increase in engineering student engagement towards events and referendums from MSU.
How?	Through different social media pages including Instagram, TikTok, and LinkedIn. Posting content consistently

	throughout each term, sharing information from SRA meetings and highlighting key takeaways that are important for the Engineering Faculty. As well, reposting content onto Instagram stories that would be beneficial to students would also aid in increasing social media presence. All social media content will be strategically posted at specific times throughout the week to ensure the most engagement. The timings will be organized in a social media calendar.
Partners	MSU Underground

Objective 3	Advocate for the increase the number of software licenses
Description	Engineering students require a number of software such as Autodesk SolidWorks for their courses, but the university do not provide the license to the students. These licenses are expensive when bought individually. If the university or the MSU can negotiate a bulk order deal with the companies, we can get a lower price for the students.
Benefits	Lower student cost
Difficulties	Require extensive communication with university administrations and negotiation with companies Potentially require a referendum
Long-term implications	Lower student cost
How?	Consultation with students and university admins. Contact software companies and negotiate price. Add the fees to the tuition or on MSU/MES fees (requires referendum)
Partners	Engineering Faculty, McMaster Engineering Society

Long-Term Planning

Overarching Vision 1	Improve relationship with the McMaster Engineering Society
Description	As the second biggest student organization on campus, the MES has enormous influence on engineering students. They have one of the highest student engagement and have an very active leadership and legislative team that constantly pump out high quality events and initiatives for students. It would be extremely beneficial for SRA Engineering to rebuild the connection with them and run collaboration events.
Benefits	Increase the student engagement and public recognition. A friend is always better than an enemy
Year 1	Regularly attend MES meetings. Meet with the executive team of MES. Amend the bylaws to improve the legal framework for inter-organization collaboration. Start by running small scale collaboration events
Year 2	Collaborate on large events such as welcome week, homecoming and light of the night
Year 3	Establish and complete a framework for long-term collaboration that will survive the change of leaderships.
Partners	McMaster Engineering Society

Overarching Vision 2	Increase student engagement
Description	More people should know about MSU and the SRA!
Benefits	More service usage, create trust and student connections. Higher event attendance.
Year 1	Social media campaign and in-person event to introduce the SRA members. Get over 500 followers on Instagram
Year 2	Work with IT department to regularly create original contents. Work with the Silhouette in posting news on SRA Engineering social media platform.

Year 3	Have a regular content creation cycle and schedule. Get over 5000 followers on Instagram.
Partners	Silhouette, IT department

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September

- **Finish social media calendar and have content planned for the month of September**
- **Begin to reach out to MES executives and discuss ideas for future events in the term**
- **Start planning which licenses are needed by engineering students and start emailing different businesses**
- **Talk with Faculty of Engineering and present co-op ideas for fall term**
- **Reach out to Silhouette to i**

List 5 things you would like to have completed during the fall term (1st)

- Introduce SRA members in Engineering Caucus and promote on social media platforms
- Increase Instagram followers by 200

- Have a planned event with MES for either the fall or winter term
- Host a networking event with Engineering Faculty
- Have meetings with different software businesses in hopes for a licensing deal

List 5 things you would like to have completed during the winter term (2nd)

- Be able to propose a referendum for a fee to be added to engineering students to allow for licenses
- Host workshops with Engineering Faculty to improve engineering student capabilities to interview for co-ops
- Increase Instagram followers by 500
- Have a large-scale event planned with MES for the 2025/2026 year
- Have active students interacting with social media platforms continuously

Master Summary

May	<ul style="list-style-type: none"> ● N/A
June	<ul style="list-style-type: none"> ● Plan for 2024-2025 year and submit year plan
July	<ul style="list-style-type: none"> ● Start formatting social media posting calendar
August	<ul style="list-style-type: none"> ● Plan Meet Your Representative event
September	<ul style="list-style-type: none"> ● Initiate conversation with MES and school admins ● Consultation meeting with students and faculty

	<ul style="list-style-type: none"> • Initiate social media campaign • Contact alumni and networking • Draft bylaw amendments to complete framework for inter-organization collaboration • Reach out to Silhouette
October	<ul style="list-style-type: none"> • Create an actionable collaboration plan with MES • Pass the bylaw amendments
November	<ul style="list-style-type: none"> • Finalize plan for MES collaboration
December	<ul style="list-style-type: none"> • Initiate collaboration events • Plan co-op networking event
January	<ul style="list-style-type: none"> • Host co-op events • Host collaboration events
February	<ul style="list-style-type: none"> • Software licensing negotiation and pricing
March	<ul style="list-style-type: none"> • Referendum for the software licensing initiative
April	<ul style="list-style-type: none"> • Wrap up and hand-over