



Year Plan

**Macademics
2024-2025**



Submitted:
SERENA BUTERA

Table of Contents

Table of Contents	2
Introduction	3
Vision for Service	5
Project/Events Timeline	8
Spring/Summer Term	8
Fall Term	8
Fall Term	15
Winter Term	21
Increasing (Service) Presence	28
Service Webpage	28
Social Media.....	28
Merchandise & Apparel	28
Physical Promotions	28
Team Management	29
Executive Management.....	29
Volunteer Management.....	29
Master Timeline	30
Miscellaneous	32

Introduction

Dear Executive Board Members,

My name is Serena Butera, and I am thrilled to begin my term as the Macademics Coordinator for the 2024-2025 academic year. When I first entered McMaster University, I sought resources to help navigate my freshman year and a community to join. With no prior understanding of university life or role models to emulate, discovering the Macademics Instagram page and its mission statement was a pivotal moment for me. This realization ignited my passion to contribute to enhancing the educational quality for students and faculty, a mission that deeply resonated with my values.

Eager to amplify student voice a principle that mirrored my own experiences I joined as a promotions volunteer in my first year. Through my progression to Promotions Coordinator, I significantly boosted our engagement levels, elevated our visibility, and doubled the Teaching Award nominations with a vigorous fall campaign. Additionally, I pioneered the introduction of executive and volunteer story posts, providing a personal touch to our online presence. My journey with Macademics has been enriching, propelling me to further my impact by stepping into the coordinator role as I enter my third year. Now, as I draft this introduction from behind my laptop, I am eagerly anticipating the fall semester and the innovative initiatives we have planned for the upcoming academic year.

As this year's Coordinator, I am committed to impacting Macademics in three primary ways. Firstly, I aim to enhance the recognition of our service. While many are familiar with our contributions, such as the Teaching Awards, fewer know who is behind these efforts. I plan to elevate our profile through both in-person and virtual events, along with strategic promotional campaigns, to solidify our identity within the McMaster community.

Secondly, I intend to bridge the gap between students and educational resources. While Macademics regularly publishes monthly blog posts, I recognize the need for greater consistency and engagement. By transforming these blog posts into more accessible formats like reels or infographics, we can make them not only more engaging but also a regular and eagerly anticipated resource. Additionally, the launch of our Resource Hub in September will offer students instant access to a wealth of information, both online and in print.

Lastly, I aspire to serve as a liaison between students and faculty. Through my experiences and the feedback, I've gathered, I understand the barriers students face when seeking advice, research opportunities, or networking avenues with faculty members. This year, through targeted Macademics initiatives, we plan to humanize our faculty, making them appear more approachable through social media testimonials and events. In doing so, I hope to empower students to be more confident and proactive in their academic and professional endeavors.



I am excited to embark on this journey with your support and am committed to furthering Macademics mission this year. Thank you for the opportunity to serve and make a difference in the McMaster Community this year.

Warmest Regards,

Serena Butera

Vision for Service

<p>Overarching Vision (I.e., What is the ultimate goal you have for your Service?)</p>	<p><i>The ultimate goal of Macademics is to uplift student voice and provide students with a means to comment on their academic experiences. This is done by providing comprehensive resources to reach their goals, and through the Teaching Awards Nominations.</i></p> <p><i>I would like to work on this goal in several ways:</i></p> <ol style="list-style-type: none"> 1. Enhancing Recognition: I plan to elevate our service's profile to ensure our initiatives, such as the Teaching Awards, are recognized across the McMaster community. 2. Bridging Resources and Engagement: I will enhance the accessibility and regularity of our content, including blog posts, to continuously engage students and support their academic pursuits. 3. Facilitating Student-Faculty Interaction: I aim to reduce the barriers between students and faculty, fostering an environment where students feel empowered to seek guidance and opportunities for collaboration.
<p>Description</p>	<ul style="list-style-type: none"> - Host Engaging Events and Campaigns: I will organize both in-person and virtual events tailored to raise awareness about our services. These will be complemented by dynamic promotional campaigns designed to highlight the impact of initiatives like the Teaching Awards. - Utilize Visual Media for Content Engagement: To make our educational content more accessible and engaging, I will transform our traditional blog posts into visually appealing formats like reels and infographics, ensuring they are anticipated and easily digestible for students. - Create Approachable Faculty Profiles: Through social media and event initiatives, I will develop profiles and testimonials that humanize our faculty. This approach will encourage students to view faculty members as accessible mentors, promoting easier access to advice, research, and networking opportunities.
<p>Benefits</p>	<ul style="list-style-type: none"> - Increased Awareness and Engagement: By hosting engaging events and executing robust promotional campaigns, we will significantly increase the visibility and recognition of Macademics within the university. This will not only elevate our profile but also

	<p>foster a deeper connection with the student body, enhancing their participation in our initiatives.</p> <ul style="list-style-type: none"> - Enhanced Accessibility and Consistency of Resources: By converting our content into visual media formats like reels and infographics, we make it more accessible and appealing to students. This approach ensures that our educational resources are not only consistent but also eagerly anticipated, supporting students' learning and academic success more effectively. - Strengthened Student-Faculty Relationships: Developing approachable faculty profiles and hosting inclusive events will demystify the faculty for students, reducing the intimidation factor and encouraging more open communication. This will empower students to seek out faculty for advice, collaboration, and networking, ultimately enhancing their academic and professional development.
<p>Year 1 Goals (2024/25)</p>	<p>Year 1: Foundation and Visibility</p> <ul style="list-style-type: none"> • Objectives: Establish a solid foundation for enhanced service recognition and begin transforming communication methods. • Actions: <ul style="list-style-type: none"> ○ Host bi-annually in-person and virtual events to introduce Macademics and highlight key initiatives like the Teaching Awards and Blog posts ○ Launch a series of dynamic promotional campaigns across various media platforms to boost visibility. ○ Start transforming blog posts into engaging visual formats such as reels and infographics for better accessibility. <p>Expected Outcomes:</p> <ul style="list-style-type: none"> • Increased awareness of Macademics within the McMaster community. • Higher student engagement through visually appealing content. • Establishment of a recognizable brand identity for Macademics.
<p>Year 2 Goals (2025/26)</p>	<p>Year 2: Expansion and Integration</p> <ul style="list-style-type: none"> • Objectives: Expand the reach and deepen the integration of educational resources while enhancing student-faculty interaction. • Actions: <ul style="list-style-type: none"> ○ Increase the frequency and diversity of educational events, including workshops and seminars that involve faculty participation.

	<ul style="list-style-type: none"> ○ Develop and promote faculty profiles through social media, making them regular features that highlight faculty as accessible mentors. ○ Expand the Resource Hub through edits to the virtual copy. ● Expected Outcomes: <ul style="list-style-type: none"> ○ Broader engagement with and utilization of Macademic resources. ○ Stronger connections and more frequent interactions between students and faculty. ○ Enhanced reputation of Macademic as a pivotal educational support system.
<p>Year 3 Goals (2026/27)</p>	<p>Year 3: Consolidation and Sustainability</p> <ul style="list-style-type: none"> ● Objectives: Ensure sustainability and enhance the service’s impact on student academic and professional trajectories. ● Actions: <ul style="list-style-type: none"> ○ Evaluate the effectiveness of past initiatives and refine strategies based on feedback and results. ○ Strengthen partnerships within the university to ensure long-term support and integration of Macademic initiatives. ○ Launch a mentorship program linking students with faculty and alumni to enhance professional development opportunities. ● Expected Outcomes: <ul style="list-style-type: none"> ○ Established continuity and sustainability of Macademic programs. ○ Increased recognition as a key contributor to student success at McMaster.
<p>Partners</p>	<p>MacPherson Institute, SSC, MSU Spark, First Year Council, MSU Maroons</p>
<p>How can VP Admin support you?</p>	<p>VP Admin can best support our team by keeping an open line of communication and staying open minded to latest ideas presented by our team or the student body.</p>

Project/Events Timeline

Ongoing	
Service Goal/Project/Event (#1):	Blog Posts, monthly (October-April) and corresponding reels
Why and how?	Monthly blog posts used to be something Macademics was known for. These past years we have fallen short. It is my mission to make blog posts a regular thing students expect on their social media feed by creating engaging reels to go alongside them. This will be done by assigning 1 promotions volunteer and 2 RR volunteers to blog posts and reels. Working with their coordinators, they will create content focused on pedagogical research and reels associated with the topic.
Potential difficulties? How can you overcome them?	Creating this content may be difficult, but I will encourage the team to make the blog posts and reels in advance and work together to get the content out the first Tuesday of every month.
Who?	Coordinator, RR Volunteers and Coordinator, Promotions Volunteers and Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Spring/Summer Term Fall Term

May	
Service Goal/Project/Event (#1):	Transitioning into the Macademics Coordinator Role
Why and how?	It is important for me to get accustomed to resouces and files given by my predecessor extra help.

	I will also ensure documents for each role are compiled for incoming executives
Potential difficulties? How can you overcome them?	Although some exec members from last year provided less information than others for me to include in the OneDrive folders of the incoming exec members, I hope to provide full role-clarity (as well as lots of space for new idea creation) during our one-on-one meetings.
Who?	Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Initiating executive member hiring process
Why and how?	Speak to HR to upload job descriptions on MSU website as well as converse with underground to create various promotional material.
Potential difficulties? How can you overcome them?	As many services are hiring around this time, I will ensure to promote the application period effectively and coordinate with other MSU services to repost promotional material
Who?	Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Executive Team Member Interviews
Why and how?	Read through resumes and written application questions and then select top applicants for interviews.
Potential difficulties? How can you overcome them?	As this time period is within the summer, and some applicants may be unable to meet within the week following the application period, I will send out an email encouraging applicants to let me know if they require

	accommodation and of course, figure out a course of action to allow them to work-out the interview timeline with ease.
Who?	Coordinator and Past Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

June	
Service Goal/Project/Event (#1):	Information acquiring form and headshots
Why and how?	To gather important information about the executives prior to starting the year on items such as accomodations, allergies, emergency contact information, preferred contact information and methods, preferred leadership style and more. This will help me lead my team better and accommodate any needs they may have.
Potential difficulties? How can you overcome them?	As it is the summer months, it may be difficult to get a response from the executives. In this case, I will message the ones I have contact information for on alternate forms of media to ensure I receive a response. I also gave several weeks to acquire this information and am flexible with deadlines.
Who?	Coordinator and Executives
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Planning first Executive Orientation Meeting
Why and how?	Sent out a When2Meet in my information acquiring email to have an accessible time for everyone. To get the executives to know each other better and share my plans for the year with them as well as give them an oppourtunity to share their ideas for the year. This

	will help me make a calendar with deadlines and important information for the year.
Potential difficulties? How can you overcome them?	Finding an adequate time to meet for the 6 executives. Overcome them by providing many options of days that work for everyone.
Who?	Coordinator and Executives
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Connecting new Executives with Onedrive
Why and how?	Put in a ticket to IT to get emails transferred over and organizing this year's onedrive folder. This will provide organization and ensure that they will have access to their predecessor's files.
Potential difficulties? How can you overcome them?	Although previous executives may not have provided much documentation of their activities, I am dedicated to giving the new executives access to all previous files to equip them with the tools they need to succeed
Who?	Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

July	
Service Goal/Project/Event (#1):	One on One meetings with each executive member
Why and how?	I will send each exec member a when-to-meet to fill out and with this, I will schedule a meeting with each member around the first week of July. Here, we will discuss their Year Plans, what they hope to add to Macademics.

Potential difficulties? How can you overcome them?	As this is just the beginning of each executive member's journey within Macademics, it might be unrealistic to get all of them to provide in-depth details upon what they want to see incorporated within the service. Although I will do my best to paint a clear picture of the service and the doings of prior members, I also will reiterate that their Year Plans are free to change throughout the year and that they should, always, feel open to suggest changes/additions to past events.
Who?	Coordinator + Exec team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	MSU Spark Webinar Series collaboration
Why and how?	I anticipate the MSU Spark Coordinator to reach out for details to this event for this month. I will accommodate to their plans.
Potential difficulties? How can you overcome them?	MSU Spark has yet to decide on a date for the Webinar Series so I am currently waiting on a definitive plan-of-action. To ensure smooth-flowing preparation, I will remain emailing back and forth with the Spark Coordinators and ask as many questions as needed to achieve the best result.
Who?	Coordinator + MSU Spark
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Undergoing Welcome Week material preparation
Why and how?	I will spend time reaching out to various MSU services to collaborate on Welcome Week material to increase Macademics exposure.
Potential difficulties? How can you overcome them?	I am unsure of what Welcome Week materials Macademics has previously bought (what we have in storage) so I will ensure to go take a look and see what must be bought and what can be supplemented with already available materials.

Who?	Coordinator + other MSU Services + Welcome Week Faculty Committees
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Resource Hub Launch, Promo and Final Touches
Why and how?	With RR Coordinator, we will do final touches to the MSU Resource Hub alongside underground and finalize the virtual copy for release. With promotions coordinator, we will create a campaign for the launch to ensure it is properly promoted around campus at the start of the semester.
Potential difficulties? How can you overcome them?	Coordinating meetings with MSU Underground during the summer months may be challenging due to scheduling constraints, as well as the new RR coordinator making changes to the hub to fit their expectations. I will overcome this by strong communication and working together. Concerns with budget rollover for the MSU resource hub. Will speak to VP Finance and Michael Wooder
Who?	Coordinator, VP Finance, Michael Wooder, RR Coordinator Promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

August	
Service Goal/Project/Event (#1):	Meet the Exec Posts and Resource Hub Promotions
Why and how?	Conducting lots of Macademics promotions will encourage a higher rate of volunteer applications and will provide the student-

	body a greater look into what our service provides, emphasizing a chance to get involved.
Potential difficulties? How can you overcome them?	I have yet to decide which form of media would be best for the material, and what budget we have allocated from last term to resource hub promotion.
Who?	Coordinator and promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Preparing to hire volunteers for each subcommittee
Why and how?	Volunteer and Logistics Coordinator will be tasked to create an application form with the decided questions.
Potential difficulties? How can you overcome them?	As volunteer hiring is done early into the school year, holding it from the end of August until mid-September would provide incoming students a chance to apply after having seen our booth during Welcome Week and being able to ask questions about our service.
Who?	Volunteer and Logistics Coordinator + VP Admin (for application question approval)
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Welcome Week Campaign
Why and how?	Social media posts to re-iterate the importance of the Macademics service to the student body and remind them where to reach out with questions or how to get involved. I already have compiled some promotional material from last year's team that could be used to make print-out pamphlets to hand around the university for student benefit.

Potential difficulties? How can you overcome them?	I would like to incorporate increased use of promotional material during this time-period including various reels and engaging Instagram stories. To make our social media stand out from that of the other services, I will consult with the Promotions Coordinator and create a tentative plan for when and what will be posted (importantly, making use of the Instagram dashboard and insights for advice).
Who?	Promotions Coordinator + MSU Underground
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Resource Hub Launch, Promo and Final Touches
Why and how?	With RR Coordinator, we will do final touches to the MSU Resource Hub alongside underground and finalize the virtual copy for release. With promotions coordinator, we will create a campaign for the launch to ensure it is properly promoted around campus at the start of the semester.
Potential difficulties? How can you overcome them?	Coordinating meetings with MSU Underground during the summer months may be challenging due to scheduling constraints, as well as the new RR coordinator making changes to the hub to fit their expectations. I will overcome this by strong communication and working together. Concerns with budget rollover for the MSU resource hub. Will speak to VP Finance and Michael Wooder
Who?	Coordinator, VP Finance, Michael Wooder, RR Coordinator Promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Fall Term

September

Service Goal/Project/Event (#1):	Volunteer Interviews and team creation
Why and how?	To hire a volunteer team for this academic year. Volunteer coordinator and subcommittee leads will select top applicants to interview and build subcommittee. We are looking to hire approximately 5 Research and Resources Volunteers, 4 TAC Volunteers and 3 Promotions Volunteers
Potential difficulties? How can you overcome them?	Getting ideal applicants and having desired number of volunteers on each team. Overcome this by promoting heavily and networking with other services.
Who?	R&R Coordinator, Promotions Coordinator, TAC Coordinators, Volunteer and Logistics Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Preparing promotion material for Fall TAC nominations Period
Why and how?	Meet with TAC team and Promotions coordinator to set expectations on posting timeline and promotions schedule for nominations. This can be followed for winter nomination period
Potential difficulties? How can you overcome them?	Although it is difficult to plan for unforeseen circumstances, the creation of a general posting outline will hopefully take some pressure off of the Promotions Coordinator and allow them to space out upcoming posts and manage them with other initiatives such as the Research and Resource team's blog posts.
Who?	TAC Team, Promotions Coordinator and Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Resource Hub Launch (1 st Week of School)
Why and how?	Executing Promotional plan according to summer discussions to launch the virtual resource hub to the student body. Rave cards to be handed out at Clubsfest and advertisements around campus and on A2L
Potential difficulties? How can you overcome them?	Coordinating with team to get it done on time. Will overcome by being clear with expectations in the summer for timeline.

Who?	Coordinator RR Executive, Promotions Executive, MSU Underground and Michael Wooder
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

October	
Service Goal/Project/Event (#1):	Fall nomination period and social media contest
Why and how?	Here, students will nominate their choice of professors and TAs for this semester. A social media contest will be put in place to encourage students to participate in the nominations. This has proven to be a good method for increasing student body presence in the past year.
Potential difficulties? How can you overcome them?	To ensure student knowledge about the teaching award nominations, I would like to encourage in-class talks done by the Macademics team, increase promotions, and continue the use of poster QR codes.
Who?	TAC Subcommittee and Macademics Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Resource Hub Blog Post
Why and how?	RR Team to release blogpost in coordination with Promotions Subcommittee (Reel Creation) on the resource hub, how to navigate it and why it is useful
Potential difficulties? How can you overcome them?	October is a busy month for students so I will be flexible with deadlines and ensure everyone has adequate support to get the job done.
Who?	RR Subcommittee, Promotions Subcommittee
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Hosting an in-person volunteer social

Why and how?	I will book a space to gather with the entire team, possibly play icebreakers while strengthening bonds and the overall team dynamic. I also would like to receive feedback from the new volunteer team in the form of a form.
Potential difficulties? How can you overcome them?	As October begins midterm season, I will schedule the meeting well in advance using a when2meet to accommodate as many individuals as possible.
Who?	Coordinator, Volunteer and logistics coordinator and Macademics team.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	In Class Evaluations
Why and how?	Top nominees from each faculty are asked to share a survey link with their class to gather more qualitative and quantitative information about them with the goal of aiding in the process of determining a winner from each faculty.
Potential difficulties? How can you overcome them?	To raise awareness about the survey process and why it is done, the Macademics team will conduct in-class talks for information provision.
Who?	Macademics Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Macademics in Midterm de-stress social
Why and how?	To spread awareness about our service through hosting a paint session free of charge for students to attend. Will use this opportunity to promote the resource hub to students and study strategies

Potential difficulties? How can you overcome them?	- Budget and scheduling constraints. Will ensure the event is cost effective and
Who?	Coordinator, RR Subcommittee and Volunteer and Logistics Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Prof Q&A
Why and how?	To work to bridge the gap between faculty and students, we will conduct a quick interview with a faculty member and ask questions voted on by students
Potential difficulties? How can you overcome them?	Finding a faculty member to agree to this and scheduling constraints. We will be sure to begin asking earlier on in the year (Septmeber) and be flexible with scheduling.
Who?	RR Subcommittee and Chosen Prof
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	TAC Preparation
Why and how?	The TAC Subcommittee will begin reaching out to vendors and working within the TAC Budget to plan the ceremony alongside the coordinator.
Potential difficulties? How can you overcome them?	Getting responses from vendors at this time in the year. We will work to overcome this by going in person to locations if we do not receive a prompt response, and giving ample response time.
Who?	TAC Subcommittee and Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Student Recognition Awards Preparation
Why and how?	SRA Coordinator will begin to assist MSU with SRA Preparation and work with Promotions Coordinator to create media for advertising Campaign

Potential difficulties? How can you overcome them?	Communication is crucial between teams to ensure the event runs smoothly and tasks are done efficiently.
Who?	Student Recognition Awards Coordinator + Promotions Coordinator + Administrative Services Coordinator + Executive Assistant
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

December	
Service Goal/Project/Event (#1):	Social Media Exam Education Campaign
Why and how?	The promo subcommittee will reach out to underground with their ideas on an education campaign. They will do research and compile data from reputable sources to create a week long educational post series to assist the Mac community during exam season.
Potential difficulties? How can you overcome them?	Finding adequate educational resources to pull data from. We will overcome this by preparing far in advance and employing the help of the Promotions Subcommittee
Who?	Promotions Coordinator and Subcommittee
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Volunteer Feedback Social
Why and how?	The Volunteer and Logistics Coordinator will plan an end of the semester social to boost morale and receive feedback from the volunteers via a form and icebreaker games.
Potential difficulties? How can you overcome them?	Scheduling at this time of the year is challenging due to assessments. As a result, we will schedule this meeting far in advance and have a when2meet to ensure availability is optimal for all
Who?	Volunteer and Logistics Coordinator and Coordinator

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
--------------------------------	----------------------	-------------------	--------------

Winter Term

January	
Service Goal/Project/Event (#1):	Second Semester TAC nominations Planning
Why and how?	In conjunction with the Promotions Coordinator, the TAC team will plan the promotions for second semesters nominations and try to limit the fall associated with the nominations for this period.
Potential difficulties? How can you overcome them?	Identifying what the shortcoming in nominations is due to.
Who?	TAC Coordinator, team and coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Student Q&A
Why and how?	RR Subcommittee will go around campus asking students a question voted on using Instagram polls. This will be done for students to gain a perspective on an issue they are struggling with
Potential difficulties? How can you overcome them?	Getting students to be open to interviewing with us has been a previous challenge. We will overcome this by promoting the event and our service throughout the year so students see us as a reputable service.
Who?	RR Subcommittee and Promo Subcommittee

Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	SRA Nominations (January-February)
Why and how?	Student Recognition Awards take place to recognize the studious nature of McMaster Students and uphold their major achievements. The submissions for this event will be organized by the Student Recognition Awards Coordinator with the help of the Administrative Services Coordinator and Executive Assistant.
Potential difficulties? How can you overcome them?	Deadlines and awareness of the SRA Awards. We will overcome this by contacting fellow MSU Services and asking for reposting as well as reposting graphics on our own page. I was warned by my predecessor to ensure that the timeline of MSU Awards applications does not consist of much overlap with Teaching Award nominations as this will likely result in less submissions for each event and spark confusion within the student body. Instead, I will ensure the following of a specific timeline where there is ample time for each event to be spoken about on its own and to attain its own periods of promotion.
Who?	Student Recognition Awards Coordinator + Promotions Coordinator + Administrative Services Coordinator + Executive Assistant
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

February	
Service Goal/Project/Event (#1):	Second semester TAC Nominations

Why and how?	Working with Underground, we will release TAC Nomination promotions around campus and orchestrate promotional campaigns such as giveaways and booths to ensure nominations stay high this semester.
Potential difficulties? How can you overcome them?	Communication over email and deadlines, will give adequate notice and be clear with expectations for all parties
Who?	Underground, Promotions Subcommittee and TAC Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Planning second in person Macademics Social/Volunteer Social
Why and how?	To increase promotions for our service, we aim to have another social to ensure students are more aware of our presence by engaging them in a fun and educational social. I want to get the volunteers involved in this so it will be planned at a volunteer planning social with pizza and snacks to help our team bond.
Potential difficulties? How can you overcome them?	Planning at this point of the semester may be difficult due to midterms, but meetings will be scheduled far in advance and work will be spread out between many team members to make it happen!
Who?	Promotions Subcommittee, RR Subcommittee, Volunteer and Logistics Subcommittee and Coordinator and all volunteers.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#4):	TAC Ceremony Planning
Why and how?	<p>To ensure we have a great TAC Ceremony, we will ensure everything is organized with each vendor.</p> <p>At this point we aim to have:</p> <ul style="list-style-type: none"> - Food and venue situated. - Décor planned and purchased - Livestream situated - Promotional assets situated by Underground
Potential difficulties? How can you overcome them?	As this is a very important event, to ensure diminished difficulties, quotes for all pertinent materials for the night will be obtained earlier in the year for purpose of adequate budget allocation.
Who?	TAC Subcommittee (itinerary, livestreaming and guest list), Promotions Coordinator (Assets)

March	
Service Goal/Project/Event (#1):	Ordering Plaques for TAC and Final Touches
Why and how?	The program will now be finalized as winners and guest speakers should be determined following the Winter nomination period.
Potential difficulties? How can you overcome them?	As this is a very important event, to ensure diminished difficulties, quotes for all pertinent materials for the night will be obtained earlier in the year for purpose of adequate budget allocation.
Who?	Volunteer & Logistics Subcommittee (plaques)
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#2):	In-class evaluations
Why and how?	Top nominees from each faculty are asked to share a survey link with their class to gather more qualitative and quantitative information about them with the goal of aiding in the process of determining a winner from each faculty.
Potential difficulties? How can you overcome them?	To raise awareness about the survey process and why it is done, the Macademics team will conduct in-class talks for information provision.
Who?	Macademics team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Teaching Awards Ceremony!
Why and how?	The largest event organized by Macademics where McMaster's teaching excellence is celebrated.
Potential difficulties? How can you overcome them?	To ensure that no difficulties are met during this important evening, all planning will be done months in advance My execs and I will also arrive on-site early to determine whether we are satisfied with the setup and to make any unrushed changes accordingly.
Who?	TAC subcommittee + Macademics team + AVTEK (equipment) + Faculty Guest Speaker + Provost + Dean
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Macademics In person Event

Why and how?	Our last in person event of the year, we will have another exam destresser social to maintain consistency in the eyes of the student body.
Potential difficulties? How can you overcome them?	With our previous planning done a month prior we will be set for the event and it should not overlap with last minute TAC planning. The event will also occur after TAC which will allow us a buffer between the two. Some team members might not be able to come due to the busy nature of that time in the semester. We will ensure we have as many individuals as possible to assist with the event
Who?	Macademics Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Student Recognition Awards
Why and how?	After months of planning (November-March) the MSU hosts the Student Recognition Awards night to congratulate students on a job well done!
Potential difficulties? How can you overcome them?	Event planning working with MSU Liason for success.
Who?	Student Recognition Awards Coordinator + Promotions Coordinator + Administrative Services Coordinator + Executive Assistant
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

April	
Service Goal/Project/Event (#1):	Final volunteer appreciation social

Why and how?	I will book a space at McMaster where the team can get together for one final time and recognize the immense accomplishments made throughout the year.
Potential difficulties? How can you overcome them?	Although unforeseen circumstances with budget planning may occur throughout the year, I hope that by allocating my expenses precisely within my yearly budget plan, I will have enough left to treat the team with a snack, small gift, or something of the sort, to recognize each of their major contributions.
Who?	Macademics Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Transition-meetings with incoming coordinator
Why and how?	I will hold ample meetings with the incoming coordinator to ensure that they feel confident with the position that they are stepping into.
Potential difficulties? How can you overcome them?	Although the incoming coordinator may not have pre-determined questions, especially if they are new to the service, I will invite them to sit in on some of our final exec meetings to get a feel for what they will be tasked with and an opportunity to note changes that they would like to make.
Who?	Coordinator + Incoming Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Increasing (Service) Presence

Service Webpage

The Macademics Service is excited to announce that our Virtual Resource Hub is nearing completion, with finishing touches to be finalized during the summer. This innovative hub will be released and actively promoted across campus, providing students with seamless access to an array of useful resources. The new virtual model boasts intuitive hyperlinks, ensuring that all necessary information is easily accessible. Additionally, the hub will feature a feedback form, allowing students to share their suggestions and contribute to future updates. This initiative aims to enhance the academic experience by offering a centralized, user-friendly platform for all students.

Social Media

We are dedicated to enhancing our social media presence by consistently following a comprehensive brand guide, ensuring a cohesive and recognizable identity across all platforms. To bring a personal touch to our content, we will be incorporating more team photos, which will be taken at volunteer meetings, showcasing the faces behind our efforts. Additionally, we will develop templates for recurring posts, such as our blog updates, to create a familiar and engaging experience for our audience. These initiatives aim to boost recognition among students and increase our follower count, strengthening our connection with the McMaster community.

Merchandise & Apparel

In preparation for the Fall Teaching Award nomination period, we plan to purchase stickers, buttons, and bags to distribute to individuals who visit our booth or attend our in-class talks. These small pieces of merchandise will serve as reminders of our service and the valuable information shared. Additionally, I aim to provide sweaters for our volunteers and executives as a token of appreciation for their hard work and to emphasize their essential role within the service. These efforts will help reinforce our presence and commitment to the academic community at McMaster.

Physical Promotions

To effectively promote the Teaching Award Campaign (TAC), I will utilize a range of physical promotional strategies, including setting up a booth in the McMaster University Student Centre



(MUSC), conducting in-class talks, and hanging posters around campus. Additionally, rave cards featuring a QR code for easy access will be distributed to students. We will also use a banner purchased last year to draw attention to the Macademics service at our booth.

In addition to promoting TAC, we will launch an in-person version of the Resource Hub at the start of the school year. To facilitate easy access, rave cards with the link to the Resource Hub will be distributed across various locations, including the MSU office, MUSC atrium, and the new MSU Hub. This approach ensures that students have multiple touchpoints to engage with our resources and services.

Team Management

Executive Management

To effectively oversee and manage my executive team, I will host weekly meetings at a mutually convenient time. These meetings will provide a platform to discuss ideas, conduct individual check-ins, and gather opinions from all team members, fostering open communication and building a family dynamic. Based on the team's preference, I have created an iMessage group chat where everyone can comfortably share their thoughts throughout the week.

To tailor my leadership approach, I sent out a form to understand each member's preferred leadership style and any specific considerations. I am committed to always being approachable and open to feedback. Additionally, I will participate in subcommittee group chats and set a precedent of accountability by requiring executive team members to submit monthly email updates with attached progress documents. Throughout the year, I will also show appreciation for the team by providing small tokens of recognition and organizing team bonding activities to strengthen our connection.

Volunteer Management

This year, I plan to manage my volunteers by maintaining regular check-ins through their subcommittee's executive member to gauge their participation and gather feedback on various initiatives. Each volunteer will be assigned a specific role within their team, ensuring they have clear expectations while remaining flexible for larger events. I will create a collective group chat for all members of the Macademics team to facilitate communication and awareness of upcoming events.

I aim to provide more hands-on activities for volunteers compared to past years, allowing them to gain a deeper understanding of our service, share their opinions, and maintain a strong presence. I will continuously encourage volunteers to share their thoughts and introduce new ideas through online polls in our group chats and in-person socials. Additionally, feedback forms will be distributed at each volunteer meeting to ensure their voices are heard. To foster active involvement, I will promote at least monthly subcommittee meetings, engaging volunteers in the planning of events and initiatives.

Master Timeline

Month	Tasks
May	<ul style="list-style-type: none"> - Transitioning into the Macademics Coordinator Role - Initiating executive member hiring process - Executive Team Member Interviews
June	<ul style="list-style-type: none"> - Information acquiring form and headshots - Planning first Executive Orientation Meeting - Connecting new Executives with Onedrive
July	<ul style="list-style-type: none"> - One on One meetings with each executive member - MSU Spark Webinar Series collaboration - Undergoing Welcome Week material preparation - Resource Hub Launch, Promo and Final Touches
August	<ul style="list-style-type: none"> - Meet the Exec Posts and Resource Hub Promotions - Preparing to hire volunteers for each subcommittee - Welcome Week Campaign - Resource Hub Launch, Promo and Final Touches
September	<ul style="list-style-type: none"> - Volunteer Interviews and team creation - Preparing promotion material for Fall TAC nominations Period - Resource Hub Launch (1st Week of School)
October	<ul style="list-style-type: none"> - Fall nomination period and social media contest - Resource Hub Blog Post - Hosting an in-person volunteer social - Blog Post
	<ul style="list-style-type: none"> - In Class Evaluations

November	<ul style="list-style-type: none"> - Macademics in Midterm de-stress social - Prof Q&A - TAC Preparation - Blog Post
December	<ul style="list-style-type: none"> - Social Media Exam Education Campaign - Volunteer Feedback Social - Blog Post
January	<ul style="list-style-type: none"> - Second Semester TAC nominations Planning - Student Q&A - SRA Nominations planning - Blog Post
February	<ul style="list-style-type: none"> - Second semester TAC Nominations - Planning second in person Macademics Social/Volunteer Social - SRA Nominations (Late February- March) - TAC Ceremony Planning - Blog Post
March	<ul style="list-style-type: none"> - Ordering Plaques for TAC and Final Touches - In-class evaluations - Teaching Awards Ceremony! - Macademics In person Event - Blog Post
April	<ul style="list-style-type: none"> - Final volunteer appreciation social - Transition-meetings with incoming coordinator - Blog Post

Miscellaneous

Macademics Team Structure:

- 1 Coordinator
- 1 Volunteer and logistics Coordinator
- 1 Student Recognition Awards Coordinator
- 2 TAC Coordinators
 - o 2 TAC Script and Slideshow Creators
 - o 1 TAC Vendor Liaison
 - o 1 TAC In Class Evaluations and tallying Liasson
 - o 1 Promotions Liasson
- 1 RR Coordinator
 - o 2 Blog Post Creators
 - o 1 Prof and TA QA Liasson
 - o 2 Events Coordinators
- 1 Promotions Coordinator
 - o 1 RR Liasson
 - o 1 TAC Liasson
 - o 1 Educational Campaign Liasson
 - All promotions volunteers will assist generally with social media