



Year Plan

MSU Maroons
Coordinator: Yaseen Khan
2024-2025



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Introduction

Hello Executive Board! My name is Yaseen Khan, and I am delighted to share that I will be the Maroons Coordinator for the 2024-2025 year. The Maroons have been an integral part of my undergraduate degree, allowing me to give back to the community and spread joy by uplifting McMaster students.

In my first year on the Maroons, I met a lot of like-minded individuals who took a passion in hyping others up and making everyone around them feel welcomed. This sense of community drew me to the Maroons, and it eventually became a part of my identity. When I was originally rejected from The Maroons Leadership Team, I took this as an opportunity to become involved with other MSU services such as Spark and SHWAT and I also became a part of the SRA and EB. Through this rejection I gained a much deeper understanding and appreciation for The Maroons and other MSU services.

In my second year on the team, a rocky start to the year allowed me to take on the role of athletics coordinator. Being a part of other MSU services truly allowed me to embrace the purpose of Maroons and bridge the services together. While I was able to plan a couple collaborative events and a charity dodgeball tournament, my time as athletic coordinator was extremely short lived, and I was left unsatisfied.

For me, Welcome Week has a sense of nostalgia that never leaves. When I think back to my time in undergrad, I don't think I'll remember when I failed my physics exam, but I'll sure as hell remember cheering on first years and seeing the look on their faces as they stepped foot into their new lives. Those are the kind of memories I wanted other people to have. When I saw the opportunity to be Maroons coordinator, I saw an opportunity to share my passion for the service with others.

This year, I hope to build on the service by continuing to foster this sense of community. I want to continue to create a welcoming environment for all students, but even more to uplift the reps around me so that they acknowledge their potential and the impact they have on those around them. I am positive that the year ahead will continue to build upon the sense of community the Maroons aim to foster. With that, the Maroons team and I will ... **BRING THE NOISE, UNLEASH THE SPIRIT!**

Stay Maroon,
Yaseen

Vision for Service

<p>Overarching Vision (I.e., What is the ultimate goal you have for your Service?)</p>	<p><i>The ultimate goal for the service is to further connections between McMaster students, the MSU, and its services. Through this goal, we aim to increase the Marauder spirit and share this spirit with the Hamilton community.</i></p>
<p>Description</p>	<ol style="list-style-type: none"> 1. Connecting students to the MSU One of the main purposes of the Maroons team is to connect students to the multitude of MSU services available. I know, even for myself, prior to joining the team, I was unaware of all the resources present at my disposal. I also want to instill this idea in the team as there has not always been a clear vision of what purpose The Maroons serve after welcome week. The Maroons can expand on this component this year by continuing to host a MSU service-related events and collaborating with other services to create a unified team. 2. Athletics Maroons have traditionally attended varsity games and has connected undergraduates through running intramurals. I hope to increase attendance with our reps at the varsity games, especially during the second half on the year and have a greater percentage of non-Maroon members on our intramural teams. Additionally, I hope to have more athletics related events throughout the year and increase turnout through more engaging promotions. 3. Events Each year, the Maroons host many events that occur year after year, including the charity dodgeball tournament, and a Pumpkin Hike with Cootes' Paradise Elementary School. This year, I hope to further our events by breaking out of repeating

	<p>the same events and including more community events. As well, I hope to further our connections with other MSU services.</p> <p>4. Community involvement Every year, the leadership team (LT) of the Maroons choose a Welcome Week charity. This year we chose Youth Mental Health Canada and are going to focus on the Hamilton chapter. I also would like to continue the partnership with the Hamilton Hub we started in 2021.</p> <p>5. Maroon representative retention</p> <p>In years past, we've struggled with maintaining Maroons attendance in year-round events. This year, I want to implement 1-on-1's to help reinforce expectations and monthly in-person meetings to discuss the schedule and bond with the team. Additionally, I will utilise our LT and Pod-co's, which is our leadership structure, to help check-in on reps if they miss a few important events.</p>
<p>Benefits</p>	<p>Through these goals, I hope to create a team where every single member feels the Maroons community and is eager to help and participate when able. Through various athletics and volunteer events, we can connect further with the undergraduate and Hamilton communities. Within the McMaster population, I hope to really emphasize the true goal of the Maroons – to be ambassadors for the MSU and educate and engage students.</p>
<p>Year 1 Goals (2024/25)</p>	<ul style="list-style-type: none"> - Hold events that increase undergraduate participation and allow access to knowledge of MSU services. - Increase Maroons' involvement with charitable foundations in the Hamilton community. - Gain more outreach (in terms of Instagram followers) to promote upcoming events - Build a stronger community amongst Maroons where everyone feels included and eager to participate. - Reduce cliques and implement more cross-collaboration events within The Maroons.

	<ul style="list-style-type: none"> - Run events in collaboration with other MSU services to strengthen bonds within the MSU - Have a Maroons event during Welcome Week - Properly transition the incoming director so they are equipped to do the same at the end of their term
Year 2 Goals (2025/26)	<ul style="list-style-type: none"> - Start hiring earlier to allow reps the opportunity to bond prior to the summer break and reduce LT workload during exams - Lead McMaster spirit at varsity games, and engage undergraduate population in this - Build more knowledge within The Maroons about other services - Have a larger role during Welcome Week
Year 3 Goals (2026/27)	<ul style="list-style-type: none"> - Have more connections with services within the MSU - Create a strong, positive, and recognizable name for the Maroons
Partners	<ul style="list-style-type: none"> - Thomas Saab at Campus Events - TJ at Ath and Rec - Mike Grover at West End Sports - Michael Wooder with Communications - Paula Scott with the Underground - Adam El-Kadi as the VP Admin - Declan Sweeney as the VP Finance - Denise Mckeever at the campus store
How can VP Admin support you?	<ul style="list-style-type: none"> - Be available for any questions and comments throughout the year - Help with creating resources to connect first years to all MSU products and services - Provide contacts and help facilitate collaboration with other services

Project/Events Timeline

Spring/Summer Term

July	
Service Goal/Project/Event (#1):	Welcome Week (WW) Charity Selection
Why and how?	In years past, the Maroons have chosen the WW charity, by having the Fundraising Coordinator pitch Hamilton-based charities to the team and voting on them.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Choosing a charity that can make impact within the Hamilton community. Complete thorough research and discuss with whole LT team. - Integrating a fundraising component into our WW event - Getting other faculties on board to help raise funds
Who?	Maroons Coordinator, Fundraising Coordinator, LT
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Team Social
Why and how?	Facilitate second social, following pod reveals to maintain connection with team.
Potential difficulties? How can you overcome them?	Maintain engagement in the online environment. Work with Events Coordinators to brainstorm ideas including a WW survival guide and speed friending activity.
Who?	Events Coordinators, Volunteer Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#3):	Planning for Team training on August 23rd
Why and how?	We are planning to host an in-person Maroons-specific training on August 23rd, just before WW to go over important information including Maroons role, location of buildings and parking lots, team bonding, rep suit painting, sexual violence education
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Not everyone can make an in-person training session. Meet with reps separately to still go over important WW information - Deliver the sexual violence training in an informed way, potentially with the help of SVPRO or SACHA - Educating Maroons on resources the MSU has to offer. Use a guidebook, and maybe bring in coordinators/directors of other services.
Who?	Volunteer Coordinator and Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Connect with TJ from Ath and Rec
Why and how?	Throughout the year, one of the Maroons' main roles is interacting with the community through varsity games. By connecting with TJ early on, we can understand his vision and bring them together.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Maintaining a good varsity game general rep presence through busy times. Make sure general reps are aware of their responsibilities. Potentially assign certain reps to certain games - Creating promotional material. Last year, TJ mentioned creating promotional material, which we never got around to. Emphasize this in the coming year to increase Maroons' outreach.

Who?	1. Coordinator, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority 2.
Service Goal/Project/Event (#5):	Finalize Welcome Week Event
Why and how?	This year we plan on having a faculty competition based welcome week event. To plan this event, we need to finalize vendors for some of the activities we are looking to have and make sure that we have enough space on BSB field to setup the event.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Vendors are hard to find so we plan on getting into contact with campus events to see if they can help us out - The field might be in use, so we have thought about using the oval field as an alternative location - To fundraise for the WW charity, we plan on having monetary incentives throughout the event
Who?	Fundraising and Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

August	
Service Goal/Project/Event (#1):	Team Training on August 23rd
Why and how?	As mentioned in the “July” section, this training is important for reps to get to know each other and undergo training for the Maroons.
Potential difficulties? How can you overcome them?	See “July, Goal 2”

Who?	Volunteer and Maroons Coordinator		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#2):	Maintain high social media presence during WW and beyond!		
Why and how?	Create initiatives to draw in more followers and post engaging content to help educated first-years on various WW events and create an audience for the year ahead		
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Finding new followers. Use portions of WW on-campus presence to engage first years on our Instagram account. - Creating engaging content. Present a variety of posts including stories of daily activities, suit tours, day in the life's, etc. Have a promotional team that can assist the Promotions Coordinator in these roles - Gather a large following before our WW event so that more first years know about it - Creating campaigns that promote students in engaging with the Instagram, such as a WW post competition → can do a small prize as well! 		
Who?	Promotions Coordinator, Promotions team		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#3):	Welcome Week		
Why and how?	A large role of the Maroon is being a Welcome Week rep. This year, the responsibilities mainly involve helping Campus Events with signature events. We also have our event on Thursday to setup and run.		

Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Effective communication of schedules and expectations with general reps. Create a shared calendar, with pod-specific sheets, and create daily upbriefs and debriefs - Understanding our role in events prior to them happening. In the past, our reps have been asked to lift heavy objects, that they were not trained for, which should not be happening. - Understanding rep burnout. Emphasizing the importance of water, and that clubspace is open to reps. - Communicate with team through Facebook Messenger. Turn those notification on!
Who?	3. LT team, General Reps, Coordinator
Priority Level (highlight one)	4. High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Intramural Sign Up
Why and how?	Promote our intramural teams, and sign-up for intramural teams
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Register for teams as soon as IMLeagues allows. Assign each LT to a different team to register - Maintain a 70:30 ratio of non-Maroons to Maroons. The intramural team is really for the Maroons to connect with the McMaster population, rather than an internal activity - Promote the intramural teams using social media well in advance to ensure more non-Maroons are informed about the teams
Who?	5. Athletics Coordinators, Maroons coordinator, LT
Priority Level (highlight one)	6. High Priority Moderate Priority Low Priority

Fall Term

September	
Service Goal/Project/Event (#1):	Varsity Game Attendance (Year long)
Why and how?	The Maroons are asked to attend varsity games to hype up the crowd and increase engagement.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Communication with TJ from Ath and Rec is crucial to understand which sports Maroons are needed at - Maintaining attendance of general reps. Assign or create quota for general reps to attend. - Material for more engagement. Create signs and purchase noisemakers that can help better engage fans.
Who?	Athletic Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Monthly Team Meetings
Why and how?	We will hold monthly team meetings in-person to give reps a look at the upcoming schedule and increase engagement within the team. During the first month, we will also ask reps for Welcome Week feedback.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Attendance for team during busy schedules. Send out poll in advance to encourage as many reps as possible to attend. Emphasize that it is mandatory. - Highlight my anonymous feedback form at each meeting if reps have anything they wanted to discuss or felt uncomfortable sharing aloud
Who?	LT, Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	HOCO Involvement
Why and how?	Traditionally, the Maroons are on the football field hyping up the crowd. This year, we want to connect with BoD in advance, and discuss if we can make a pep rally (full of

	games and activities), prior to the game actually beginning to help bring people to the football game instead of at FOCO.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Coordinate with BoD well in advance to come up with space rentals, ideas, and materials. - Potentially collaborate with Campus Events if we want this to be a larger scale event - Rep turnout and crowd management may be difficult with the festivities of the day. Try to emphasize its importance and have a detailed upbrief prior to the event on roles and responsibilities. - Help with line management and crowd hype during end of day concert
Who?	Athletics coordinators, BoD, Campus Events
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Optional - Moving with the Maroons (Monthly)
Why and how?	Organize sports and athletics classes each month to involve general reps and student body in health and fitness. Ideas include spin classes, rock climbing, weekly workouts led by Maroons members.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Difficulties connecting/paying for certain classes. Prepare long in advance, work within budget and within the Maroon talent pool to come up with fun, exciting solutions - Renting out space. Can consider online, outdoors, and options within DBAC, by connecting with Ath and Rec - Consider: Is there insurance required to teach a class?
Who?	Ath and Rec, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#5):	Food Drive and Cookbook in Collaboration with FCC
Why and how?	Work with FCC to host a food drive. Encourage students, staff, McMaster community to donate. Alongside the event, Maroons can work with FCC to create a budget friendly cookbook for students.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Logistically, it is a lot to plan. Need to book out space, rent tables, submit approval forms, but most importantly, reach out to FCC, well in advance. - Ensure the events gains enough traction by heavily advertising on social media - Promote the event within FCC and Maroons and have enough volunteers to run the event
Who?	Events Coordinators, Promotions Coordinator, FCC
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#5):	Maroons TV and Monthly Calendar (Monthly)
Why and how?	Work with varsity teams and clubs on campus to produce news segments where McMaster Students can find out about different events/activities happening on campus and learn more about the groups running them. The calendar would be put out in collaboration with other MSU services to make note of all the events happening each month.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Logistically, there are a lot of timely components involved which means early preparation needs to be done such as putting out a form for any club wanting to promote their event through our series and for the calendar getting in contact with other service well in advance - Increase social media presence through collaborating with numerous student groups on campus

	- People will be more aware of everything happening around campus
Who?	Coordinator, Promotions Coordinator, MSU Services, Varsity Sports, MSU Clubs, SRA
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

October	
Service Goal/Project/Event (#1):	Pumpkin Hike with Cootes Paradise Elementary School
Why and how?	Each year, the Maroons are asked by the Cootes Paradise Elementary School to assist in the pumpkin hike on Halloween. We help the students with carving their pumpkins during the day, and setting them up along the trail at night. It's a great fun way to engage with the community.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Coordinating with the elementary school to determine our roles and responsibilities, as well as a schedule - Having rep volunteer attendance at night, especially as it is Halloween
Who?	Events Coordinators, Cootes Paradise Elementary
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Optional - Hamilton Hub Orientation
Why and how?	In 2021, the Maroons were involved with Hamilton Hub, a non-profit organization in the Hamilton community that allows individuals to get food, use washrooms, and spend time inside. The Maroons would undergo training and sign-up for volunteer shift at the centre to help serve our community.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Rep attendance may be difficult, understandably so. The Hamilton Hub is located in downtown and could lack accessibility and a sense of safety for many reps. It should be stressed that this is an optional commitment.

	- Adequate training with room for questions is incredibly important, in dealing with potentially high-risk scenarios.
Who?	Maroons coordinator, Volunteer coordinator, Hamilton Hub
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Very Optional - Reading Week Cottage Trip
Why and how?	Years and years ago, the Maroons have had trips to a cottage during reading week for rep bonding. This would be an extremely fun event for all Maroons. Last year this event was held at Camp Shalom during second semester.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Due to the sexual violence history of the Maroons, a very extensive discussion must be had with VP Admin and other important parties - A lot of planning must be done well in advance to accommodate such a large group of students
Who?	Volunteer Coordinator, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	Maroons Movember
Why and how?	The Maroons wish to keep supporting Movember, this November including events such as a 60km strava walking challenge, a final walkathon, and a beard shaving ceremony. We would also love the participation of other MSU services, if possible.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Connecting with other services/campus events to make this a larger scale event. Reach out in advance, or potentially at a PTM meeting to discuss with other PTMs

	- Difficult to get a large turnout of students. Go heavy on the promotions, and maybe budget in some incentives for donations.
Who?	Events Coordinators, Fundraising Coordinator, Promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Charity Dodgeball Tournament #1
Why and how?	In year past, the Charity dodgeball tournament has been a massive hit. 8 teams of 5 would sign up with \$25 to the tournament and the winning team would be able to choose a charity to place those winnings towards.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Connect with TJ well in advance to book a gym time, as they are quite difficult to attain. - A strong promotional plan to make sure enough teams sign up to the event
Who?	Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Mental Health Mondays
Why and how?	Stories of the Maroons Instagram page to promote and destigmatize mental health.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Getting reps to send in videos have proved to be challenging in the past. Lead by example, and persistent messaging. - Content that is engaging and not harmful in any way. Make sure reps are aware of the content we want, and carefully assess clips prior to posting.
Who?	Promotions Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#4):	Internal Rep Check-ins and Engagement (1-on-1's)
Why and how?	We traditionally, offer one-on-one check ins with the Volunteer Coordinator or myself once in the Fall and Winter semesters. This allows us to ensure our reps' well-being. Also, as a part of rep engagement, we have a game titled Spoon-a-Maroon, where reps have targets and aim to tag each other until the last man standing. In years past, I have found this game to really bring the team together and form friendships out of previous acquaintances.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Creating a safe and friendly environment for the reps in one-on-one check ins. Emphasize that they only need to share what they are comfortable with sharing. - In spoon-a-maroon, make sure the organizational effort to the game is well divided for the game to run smoothly
Who?	- Volunteer Coordinator, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority -

December	
Service Goal/Project/Event (#1):	Maroons internal White Elephant Secret Santa Social
Why and how?	Each year, the Maroons have a year-end celebration where we trade gifts and enjoy each other's company/
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Choosing a location that is large enough to hold all Maroons reps. Contact reps to see if anyone is willing to host - Make it an accessible event with reasonable price limits
Who?	Volunteer Coordinator, General Reps
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#2):	Maroons Coordinator Applications
Why and how?	Start thinking about applications closing in early January, and hiring completed in the beginning of February to allow ample time for in-person hiring.
Potential difficulties? How can you overcome them?	- Ensure that it is a fair and equitable process. Be aware of past biases and complete hiring in a systematic way.
Who?	VP Admin, HR, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Maroons Exam Destressor and Handouts
Why and how?	An event for students to engage with the Maroons before the stressful exam period. Last year, tote bag painting was a big hit, but another option this year could be a board game night.
Potential difficulties? How can you overcome them?	- Acquiring enough supplies. We ran out of tote bags very shortly into the event. Work with budget to purchase materials in adequate numbers. If we decide the board game route, having enough board games. Ask Maroon reps to volunteer their own and borrow from library.
Who?	- Events Coordinators
Priority Level (highlight one)	- High Priority Moderate Priority Low Priority

Winter Term

January	
Service Goal/Project/Event (#1):	Winter Skating/Tobogganing event
Why and how?	To increase student engagement with Maroons and just have a fun time in general.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Organizing transportation to pier 8. Map out a bus route and meet up with students at a location on campus to take public transit together. - Consider that the event is weather contingent. Make plan to reschedule if need be. - Figure out waiver and EOHSS risk approval waivers
Who?	Events Coordinators, Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Intramural sign-ups for the Winter Term
Why and how?	Promote our intramural teams, and sign-up for intramural teams
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Register for teams as soon as IMLeagues allows. Assign each LT to a different team to register - Maintain a 70:30 ratio of non-Maroons to Maroons. The intramural team is really for the Maroons to connect with the McMaster population, rather than an internal activity <p>Promote the intramural teams using social media.</p>
Who?	Athletics Coordinators, Maroons coordinator, LT
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Optional – Winter Festival or Wellbeing Week
Why and how?	In the past, the maroons have helped out Campus Events with something known as Frost Week. It would be cool to revisit something like this and help plan alongside Campus

	Events. Similarly SWHAT organized a wellbeing week last year which was a way for students to interact with different MSU services. Both events serve as a Winter Welcome Week for students.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Communicating with campus events to decide if this event is happening. - Working with SWHAT in advance to try to create events that will gain students attention - Contact sponsors, games, maybe food trucks, depending on the type of event it will be.
Who?	Maroons Coordinator, Events Coordinators, Campus Events
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Optional - Multicultural Event
Why and how?	This year we are looking to outreach to other clubs outside of the main MSU services. This could potentially look like Maroons collaborating with cultural groups on campus to organize a cultural related event.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Choosing clubs that encompass many demographics and are representative of the student population - Keeping up communication with the different groups involved to make sure that everyone is on the same page - Contact sponsors, games, maybe food trucks, depending on the type of event it will be.
Who?	Maroons Coordinator, Events Coordinators, Promotions Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

February	
Service Goal/Project/Event (#1):	Valentines Cards for Aberdeen Nursing Homes

Why and how?	Connect with the Hamilton community by making cute valentine's cards together as a team. Also, a good rep bonding event.
Potential difficulties? How can you overcome them?	- Making sure all cards are presented in a way that makes most impact. Last year, we received a list of names from the nursing home that allowed us to make an impact, but we ended up with a significantly greater number of cards. Can consider giving these cards to people around campus!
Who?	Events coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	LT Hiring (end of February)
Why and how?	Hire LT in February so that general rep hiring can be finished prior to the exam season. Hiring LT earlier also allows the incoming coordinator more time to make decisions and go through the process in a thought-out manner.
Potential difficulties? How can you overcome them?	- Advertising the LT Hiring. Use Maroons and other MSU services to complete this task. - Make hiring a fair and equitable process. Work with HR and VP Admin to see points where we can improve.
Who?	Incoming Maroons Coordinator, Maroons Coordinator, VP Admin HR
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Clothing Swap and Clothing Drive to Hamilton Hub
Why and how?	For the past couple years, Meagan and Anita have spearheaded this event, where students would bring in old clothes and swap with others for something new. This is a great initiative in a time of fast fashion, and we would donate the clothing leftover to the Hamilton Hub.

Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Booking spaces. Rooms are needed to both collect the clothes, hold the clothes, and set up the clothes on the day of the clothing swap. Book in advance to make sure rooms can be well configured. - Volunteer attendance through all days to help set the event up. Stress the importance of this event, and open sign-up sheet in advance to Maroons
Who?	Event Coordinators, Fundraising Coordinators, Hamilton Hub
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#4):	Internal Rep Check-ins and Engagement (1-on-1's)
Why and how?	We traditionally, offer one-on-one check ins with the Volunteer Coordinator or myself once in the Fall and Winter semesters. This allows us to ensure our reps' well-being. Also, as a part of rep engagement, we have a game titled Spoon-a-Maroon, where reps have targets and aim to tag each other until the last man standing. In years past, I have found this game to really bring the team together and form friendships out of previous acquaintances.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Creating a safe and friendly environment for the reps in one-on-one check ins. Emphasize that they only need to share what they are comfortable with sharing. <p>In spoon-a-maroon, make sure the organizational efforts to the game is well divided for the game to run smoothly</p>
Who?	- Volunteer Coordinator, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority -

March	
Service Goal/Project/Event (#1):	March Madness Bracket Challenge

Why and how?	Can engage reps and school in creating a March Madness bracket challenge on CBS sports with a prize for the winner.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Creating interest for the event by heavily promoting. - The website to create the brackets on may be hard to manoeuvre. Create a guide linked to our Instagram showing students how to sign up and join the Maroons team.
Who?	Athletics Coordinators
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	General Rep Applications and Hiring
Why and how?	Start opening written applications for general reps in March to allow students ample time to apply and give LT ample time to mark the applications.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Fair and equitable systems for hiring. Include question about equity and diversity for self-reporting. Create a systematic approach to marking based on scores
Who?	Incoming Maroons Coordinator, Maroons Coordinator, VP Admin, HR
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Charity Dodgeball Tournament #2
Why and how?	Our dodgeball tournaments have traditionally been very successful and are in support of the Hamilton community. However, other clubs have started holding dodgeball tournaments as well, saturating the market. We can also consider hosting a spikeball tournament that can bring more novelty into the idea.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Connect with TJ well in advance to book a gym time, as they are quite difficult to attain. - A strong promotional plan to make sure enough teams sign up to the event

Who?	Athletics coordinators		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority

April	
Service Goal/Project/Event (#1):	Volunteer Appreciation
Why and how?	End of the year gathering, typically at the Pheonix, to thank Maroons for their hard work year-round.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Budgetary issues with buying drinks, tipping the restaurant, and purchasing meals for reps. Work within different budget lines and be in contact with VP admin to make sure all this happens within MSU OP. - Selecting a venue. Traditionally held at the Pheonix but can also look into other restaurants.
Who?	Volunteer Coordinator, Maroons Coordinator
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Exam Destressor and Handouts
Why and how?	An event for students to engage with the Maroons before the stressful exam period. Last year, tote bag painting was a big hit, but another option this year could be a board game night.
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Acquiring enough supplies. We ran out of tote bags very shortly into the event. Work with budget to purchase materials in adequate numbers. - If we decide the board game route, having enough board games. Ask Maroon reps to volunteer their own and borrow from library.
Who?	Events Coordinators

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#3):	Transition incoming LT and Coordinator		
Why and how?	It can be a stressful time as the incoming coordinator, so I will do my best to help them out, while being conscious of not overstepping my bounds. Give them tips on hiring, purchase orders, leading a team, etc.		
Potential difficulties? How can you overcome them?	<ul style="list-style-type: none"> - Knowing the amount of input the incoming coordinator wants from me. This will be the incoming coordinator's team, so keeping an open line of communication is key. - Have them shadow on filling in any events forms, etc. 		
Who?	Incoming Maroons Coordinator, Maroons Coordinator		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority

Increasing (Service) Presence

Service Webpage

The Maroons webpage currently contains relevant information on our service, intramurals, and how to join our team. For each of the categories, the webpage provides a brief introduction; however, I think a lot more specific information can be added to better help interested students learn about the Maroons. Potential considerations include creating a timeline for joining the team, so prospective Maroons can know when to check back to apply and embedding a link straight to the application. Additionally, if we can find a way to input our monthly calendar and schedule, it can allow students to be aware of our yearly plan and join in on certain events.

Social Media

The Maroons' social media is currently mostly based on Instagram, with posts about upcoming events, and stories engaging students. Instagram also allows the Maroons to communicate with the student population and other clubs/services through the direct messaging feature. This year, the Promotions Coordinator will be a major proponent of the Maroons social media presence with a plan to create a promotional team, creating more materials and more engaging content and contests. We hope that through these processes the Maroons can gain more traction on our Instagram page. Additionally, the Maroons have Twitter, Facebook, and YouTube accounts. The team and consult with the MSU Communications team to determine how we might better use these social medias at our disposal. From working with other services, I was able to see the effect of Instagram features like reels which we can take advantage of to boost our promotion efforts.

Merchandise & Apparel

Each year, the base of Maroons apparel includes the Welcome Week Coverall Suits, jerseys, and t-shirts. The suits are a creative way for each rep to express themselves, whether that'd be through painting their favourite activities or sewing on patches. This year we also had a contest within the team for the Jersey design and this is something that we can continue for future years to increase engagement within the service early on. The past couple of year, The Maroons also purchased optional embroidered Nike backpacks. These were extremely successful and can be offered in the future. Additionally, other popular merchandise ideas include bucket hats and crewnecks for future teams. Finally, to promote the Maroons to students, we can purchase Maroons



stickers to paste onto water bottles and other personal belongings. I find that this is a great conversation starter for folks.

Physical Promotions

The Maroons have a banner we use to promote our team during ClubsFest and other similar events. Additionally, rave cards are created in partnership with the MSU Communications team to be handed out during HOCO or Saint Patrick's Day celebrations. We can capitalize on physical promotions more, specifically for events geared to first years, by posting posters in residence bulletin boards, and communicating with the Underground to create other promotional material.

Team Management

Executive Management

The executive team is divided into multiple different coordinator positions including athletics, events, fundraising, promotions, and volunteer coordinators. Each position has a unique role within the service and are encouraged to interact with other services in planning events and campaigns. Each week, I will hold a Leadership Team (LT) meeting with all the coordinators to check in on what each coordinator is working on and remind them on some upcoming events and initiatives they need to start working on. Additionally, the athletics and events coordinator positions contain 2 executive members. This year I have implemented an additional Fundraising executive position to allow for more efforts catering to charitable fundraising efforts. In years past, a common issue is the workload between pairs being inequitable. This year, I hope to meet and discuss with these teams in advance to make sure pre-determined roles are split between the 2 positions. I also plan to have 2-on-1/1-on-1 meetings once a month to ensure that everything is on track. Finally, I will also have an anonymous feedback form that I stress after each meeting so even if the LT do not feel comfortable addressing an issue to me directly, they can submit their concern using the feedback form.

Volunteer Management

The general representative volunteers are divided into 7 pods, led by a LT (executive member) and a pod-co (senior Maroons). These pods allow the big group of general Maroons reps to follow a chain of command system and allow for more shared responsibility. I am also planning on holding monthly meetings throughout the school year to keep Maroons engaged and up to date on activities in the following month. At the first one of these meetings, I hope to go through some responsibilities we set for them in terms of being a Maroon. I want to stress that this is an open space and offer many different methods of communicating concerns or issue to the LT team. These include our semesterly one-on-one check-ins or an anonymous feedback form, which I will link to at the end of each of our meetings.

Another important quality I want to stress is the importance of a warm and welcoming community to everyone. In past years, we have dealt with 'cliques' forming on the team. This year, I hope to address this issue by leading by example. I will stress the importance of LT members in speaking to everyone and making sure everyone feels included. I also plan to work with the athletics coordinators to continue a tradition called the Athletics Games where Maroons compete against each other within their pods. I also hope to have more interpod socials where pods have shared events. By creating more opportunities for Maroons to meet new people within the service, I hope that this



will allow for more widespread communication and less cliques. In our monthly meetings, I hope to add a short component of team bonding at the end of the event to encourage reps to have deeper conversations with other reps they may not be as familiar with.

Master Timeline

Month	Tasks
May	<ul style="list-style-type: none"> • <u>General Rep Hiring</u> • <u>May@Mac</u> • <u>Welcome Week Preparation</u> • <u>Trivia Social</u>
June	<ul style="list-style-type: none"> • <u>Pod Decisions, Pod-Co selections, Pod reveal</u> • <u>Rep Suit and Jersey orders</u> • Choose WW charity
July	<ul style="list-style-type: none"> • Online Team Social • Planning for August 23rd, Maroons-specific team training • Connect with TJ from Ath and Rec (Varsity games, renting our courts)
August	<ul style="list-style-type: none"> • Maroons-specific team training and ath games, Aug 23rd (campus tour, team bonding, understanding important elements of WW) • Maroons Survival Guide • Maintain high social media presence during WW and beyond (enlist a promo team) • Welcome week (work with Campus Events)
September	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Sign up and promote Maroons Intramurals teams • HOCO involvement (raise spirits at the football game and concert) • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Food drive in collaboration with FCC
October	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Pumpkin Hike with Cootes Paradise Elementary

	<ul style="list-style-type: none"> • Charity dodgeball tournament #1 • Maroons Karaoke/Trivia • Spoon-a-Maroons begins
November	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Maroons Movember Event • Mental Health Mondays • Rep 1-on-1s check in and engagement
December	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Internal Event – Holiday white elephant secret Santa social • Maroons Exam Destressor and handouts • Maroons coordinator applications
January	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Wellbeing Week • Mental Health Mondays (sometime during the Winter term) • Winter skating/tobogganing event • Multicultural event • Sign-up and promote winter intramurals
February	<ul style="list-style-type: none"> • Varsity game attendance (year long) • Monthly team meetings with general reps • Moving with the Maroons (Health and wellness activities each month with the Maroons) • Valentine’s Cards for Aberdeen Garden Nursing Home • Clothing swap and clothing drive event • LT Hiring • Maroons retreat • Rep 1-on-1s check in and engagement
	<ul style="list-style-type: none"> • Varsity game attendance (year long)

March	<ul style="list-style-type: none">• Monthly team meetings with general reps• Moving with the Maroons (Health and wellness activities each month with the Maroons)• March Madness bracket challenge• General rep application and hiring• Charity dodgeball tournament #2
April	<ul style="list-style-type: none">• Volunteer Appreciation• Exam destressor and handouts• Transition incoming LT and Coordinator

Miscellaneous

Content Warning: Talks of sexual assault.

In 2019, The Silhouette published an anonymous article that raised allegations of sexual assault against the Maroons team. This led to an investigation, a third-party service audit, and probationary measures imposed by the SRA. These findings are publicly accessible on the MSU website. The service's history of sexual violence should not be looked upon lightly and can help inform future trainings and conducts.

The service has operated smoothly for the past four years since the incident occurred. There has been an ongoing culture shift with continuing education and training. We have continued to work with the VP Admin, HR, and other resources including SVPRO and SACHA to ensure our representatives are equipped with adequate and informative training. We prioritize creating a comfortable atmosphere at all of our events and activities and are always open to new suggestions on how to better our service in this regard.

In 2024, The Maroons attended a retreat at Camp Shalom, which was very successful and allowed reps to participate in team bonding activities. We hope to continue having similar opportunities for our Maroons reps who work very hard throughout the year while still continuing to ensure that everyone feels safe and supported.