



REPORT

From the office of the...

EFRT Program Director

TO: Members of the Executive Board
FROM: Fred Min
SUBJECT: Emergency First Response Team (EFRT) Report 4
DATE: September 26th, 2024

Yearplan Update

EFRT is on track as per the year plan. EFRT has returned to 24/7 responding and is in the midst of the busiest time of the year. EFRT has completed Welcome Week responding and public relations events, first aid courses, and responder training. Hiring is underway, and executives are preparing for Homecoming responding.

Events, Projects, & Activities

General Service Usage

EFRT returned to 24/7 responding on August 24th at 10:00 AM. Since returning to 24/7 responding, EFRT has responded to over 100 calls. Our call volume has been extremely high, similar to the start of previous school years. Our most common chief complaints have been musculoskeletal injuries and intoxication. For context, EFRT's total number of calls in the previous fiscal year was 827. EFRT is on pace to surpass this call count.

EFRT has continued to run first aid courses. The course run on August 31st – September 1st had 20 attendees, and the course on September 7th – 8th had 32 attendees. These have been some of EFRT's most successful first aid courses. EFRT has made \$5,100.00 in revenue from these two courses alone. EFRT's revenue from August courses was the most we have earned in a month in the past 5 years.

Projects & Events: EFRT Retraining (Completed)

Prior to Welcome Week, the EFRT Training Coordinator and EFRT executives organized Retraining for responders. Retraining is the first full team training of the year, and is composed of lectures and medical scenarios for responders to refresh their skills prior to the start of the school year. Retraining culminates in a protocol test and medical scenario evaluations.

Projects & Events: Welcome Week + Clubsfest PR Events (Completed)

EFRT held many public relations booths and events during Welcome Week through the planning done by the EFRT Public Relations Coordinator. These included booths at various faculty events, a station at the MSU Marauder Games event, and taking part in other service events throughout the week. EFRT responders handed out water and freezies to students, informing them of EFRT's service and upcoming application process.

This year, EFRT held a CPR competition throughout Welcome Week for the first time. At EFRT's booths, students could test their CPR skills with an advanced CPR mannequin that tracks their CPR quality and transfers the data to an app. 100 individuals participated in the CPR challenge and were entered into a raffle to receive gift cards.

EFRT continued public relations activities at the beginning of the school year, participating in Clubsfest.



Figure 1: EFRT Welcome Week PR Booths

Projects & Events: Welcome Week Event Response (Completed)

EFRT completed event response operations at major Welcome Week events in anticipation of the high call volume EFRT regularly has every Welcome Week. Multiple teams were on-call during the large-scale events: Monday Night Lights, Headphone Disco, and Concert Night. This was done through the planning work of the EFRT Scheduling Coordinator and Inventory Coordinator, and through coordination with Campus Safety Services, Hamilton EMS, and MSU Campus Events.



Figure 2: EFRT Welcome Week Concert Night Event Response

Projects & Events: Welcome Week Rep and Tour Guide Training (Completed)

On top of responders' responsibilities of completing EFRT training and shifts, responders also facilitated first aid training to Welcome Week representatives and McMaster Campus Tour Guides. Responders provided information about contacting EFRT, specific medical emergencies and procedures to be aware of, and walked through mock situations with the students. This was done through the EFRT Public Relations Coordinator's planning.

Projects & Events: EFRT Responder Hiring Process (Ongoing)

EFRT Responder applications opened in August. Throughout the past month, EFRT's Assistant Director and the entire EFRT team have been involved in the application process to hire the next cohort of EFRT responders. There were 234 applications this year, which is the most in EFRT's 42-year history. A formal MSU job description for EFRT responders was developed. Standard First Aid tests, multiple mini-interviews (MMIs), and orientation have been conducted.

Projects & Events: Homecoming Responding Preparation (Ongoing)

The EFRT Scheduling Coordinator, Inventory Coordinator, and executive team are preparing for Homecoming event response operations. This will be the largest event response operation in EFRT's history, with 12+ responders being on-call at once, composing multiple teams for 24 hours. These teams will be stationed across campus for all Homecoming programming, including at the Monster, football game, and concert. Coordination with Campus Safety Services, Hamilton EMS, MSU Campus Events, and the McMaster Students Union is ongoing.

Projects & Events: Responder and Executive Check-Ins (Completed)

Check-ins were conducted for responders and executives to better support the team during this busy time. Check-ins are completed at points of higher workload and stress throughout the year. This also allows the executive team to receive feedback from responders for future improvements.

Projects & Events: Clinicassist.ai Call Report System (Ongoing)

EFRT has been transitioning to using the Clinicassist.ai call report system. The team has been providing feedback about the system, and the Clinicassist.ai developers are working to implement feedback promptly. I am in regular communication with the developers as we continue to transition to this system.

Projects & Events: National Collegiate EMS Foundation (NCEMSF) Conference Planning (Ongoing)

EFRT attends the NCEMSF conference every year. Two responders are spearheading EFRT's attendance to the conference this year, and have begun preliminary planning. I will be working closely with them as the conference date approaches in February.

Outreach & Promotions

Summary

Since the last EB report, EFRT has continued to be present on social media. On top of this, EFRT responders have facilitated Welcome Week Rep and Tour Guide Training, providing first aid guidance to other student leaders at McMaster. The aforementioned public relations activities were also completed.

On top of this, EFRT has been looking into new promotional items. In particular, we have obtained EFRT hand sanitizers and are brainstorming how these can be used to engage with our service users.

Promotional Materials

The EFRT Public Relations Coordinator in collaboration with the MSU Communications Team developed an EFRT video which has been posted to our social media. This video provides a broad overview of EFRT's service and how to contact us. Additionally, headshots of EFRT's executive members, promotional material for EFRT's first aid classes, and information on EFRT's application process have been posted to social media.



Figure 3: Recent EFRT Social Media Posts

Social Media Engagement since the Previous Report

EFRT has increased engagement since the previous report. I believe this is due to a mix of EFRT's social media content itself and responders' efforts through in-person public relations activities.

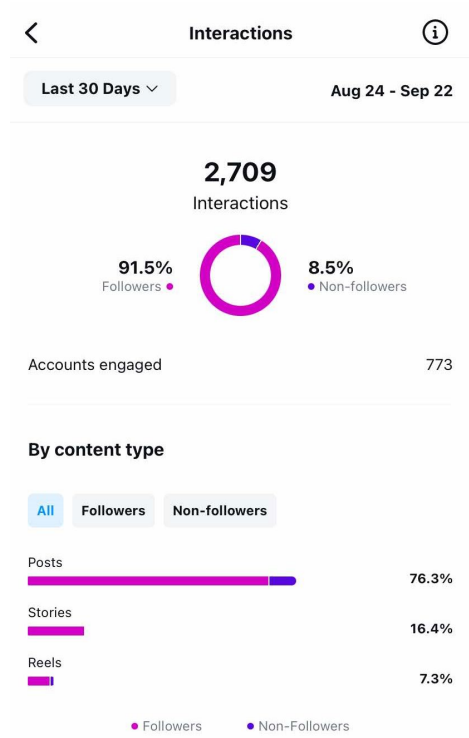
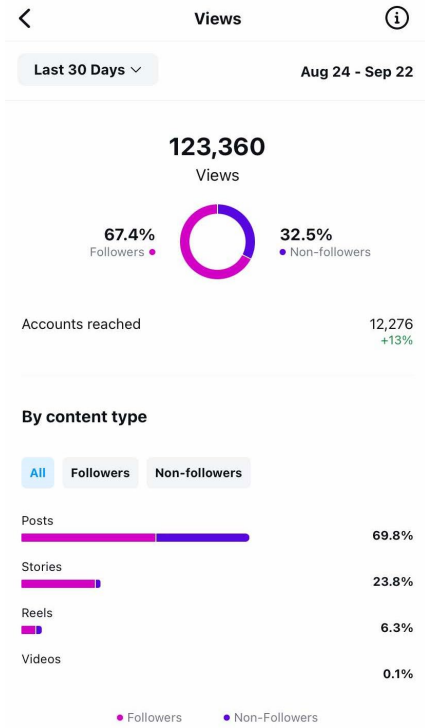


Figure 4: Instagram Analytics

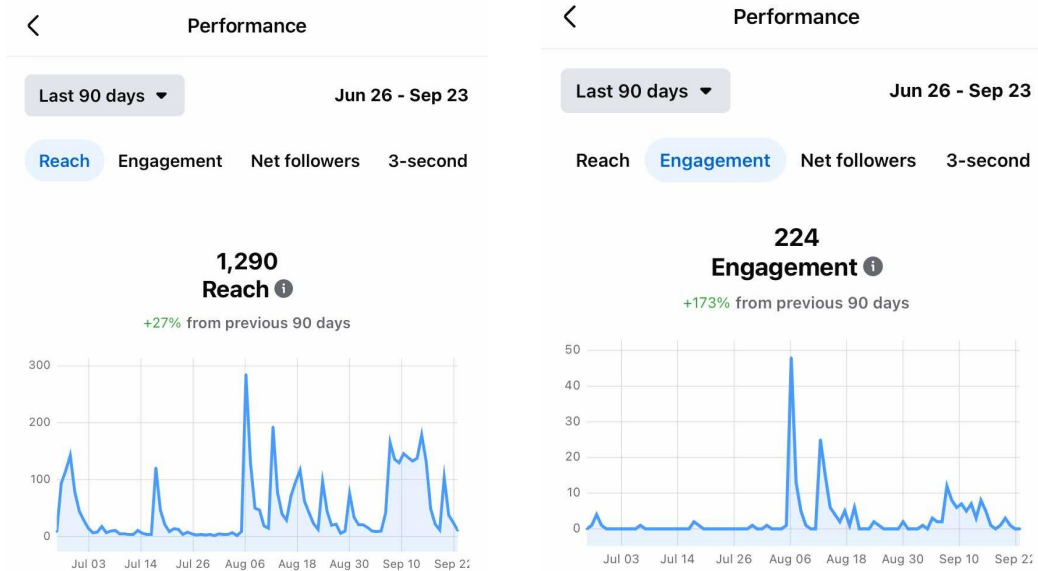


Figure 5: Facebook Analytics

Finances

Budget Summary

Many purchases have been made since the last report. These purchases mainly consist of equipment orders, food for responders, and promotional materials. Once the new cohort of EFRT responders is hired, I expect budget use to shift towards purchases for training. I do not foresee any issues with the budget.

ACCOUNT CODE	ITEM	BUDGET / COST
	Pulse Oximeters	\$196.34
	Small Packs and Neonate BVM	\$492.67
	Amazon Order (bike maintenance supplies, garbage bags, rubberbands, speaker, medical tape)	\$217.93
	Amazon Equipment (pulse oximeters, masks, bags)	\$477.16
	EMRN Equipment (personal protective equipment, splints, tensors, alcohol wipes, pocket masks)	\$1,094.96
5315-0107	Trek Dual Sport 1 Bike	\$790.99
TEAM SUPPLIES	TOTAL SPENT IN LINE	\$10,600.27
	REMAINING IN LINE	\$7,399.73

		\$2,010.00
	Humanity Scheduling Software Fee	(\$1,459.35 USD)
	Trek Dual Sport 1 Bike	\$790.99
	Speaker Microphone for Radio	\$243.29
	Clinicassist.ai Call Report System Standing Order	\$5,980.00
	Retraining Coffee	\$90.36
	Retraining Day 1 and 2 Breakfast, Day 1 Lunch	\$270.95
	Retraining Day 2 Lunch	\$172.10
	Retraining Day 3 Lunch	\$199.97
	Costco Order (Welcome Week freezies, responder snacks)	\$235.46
	Annual ACERT Membership Fee	\$100.00
	Welcome Week Water Cases	\$34.90
	Gift Cards for CPR Competition	\$85.00
	Lunch for SFA Tests, MMIs, Orientation [Pizza and Wings]	\$730.00
	MMI Food [Sushi]	\$114.67
	Orientation 1 Day 2 Lunch [Pasta]	\$150.00
	Orientation breakfast and lunch [salad, chicken, croissants, drinks]	\$186.47
	Orientation breakfast [bagels, cream cheese, muffins, snacks, fruit]	\$190.00
	Orientation Coffee Travelers	\$100.00
	ClubsFest Fee	\$20.00
6300-0107	ABM Postcards	\$20.00
SUMMER FUNDING	TOTAL SPENT IN LINE	\$20,375.35
	REMAINING IN LINE	\$17,624.65
	Summer Responder Appreciation Apparel	\$1,166.62
6415-0107	Alumni Appreciation Gift for Retraining	\$225.00
VOLUNTEER RECOGNITION	TOTAL SPENT IN LINE	\$1,466.62
	REMAINING IN LINE	\$3,033.38
	Orientation and Responder Name Tags	\$30.00
	EFRT Applications Poster (Digital + Print Package)	\$150.00
	EFRT Lanyards	\$365.00
	EFRT Hand Sanitizer	\$502.00
	EFRT Stickers	\$185.00
	EFRT Rave Cards	\$135.00
	Clear Plastic Sleeves	\$22.00
6501-0107	Thank You Cards	\$33.50

ADV. & PROMO.	TOTAL SPENT IN LINE	\$2,662.50
	REMAINING IN LINE	\$1,337.50
TOTALS		
	TOTAL BUDGETED DISCRETIONARY SPENDING	\$129,825.00
	TOTAL ACTUAL DISCRETIONARY SPENDING	\$41,804.89
	REMAINING DISCRETIONARY SPENDING	\$88,020.11

Executives & Volunteers

Team morale is high despite the busy time of year for EFRT. Responders have thoroughly enjoyed this past month, with Welcome Week events, event response, and hiring occurring. Responders are looking forward to welcoming a new cohort to the EFRT family, as well as responding during Homecoming. The main form of volunteer appreciation is food during major EFRT events.

Executives continue to work well with each other throughout this stressful period. Executive check-ins and open communication have been helpful during this time. Executives are looking forward to finishing the month of September strong.

Successes

EFRT's public relations efforts have been a huge success. EFRT's PR booths and social media content have been effective, resulting in our highest number of EFRT applications and greater interest in EFRT.

EFRT's hiring has also been a major success. The hiring process has been very smooth due to EFRT's Assistant Director and efforts from the entire team. The team has really enjoyed this process and is looking forward to welcoming new responders.

Lastly, the late August – early October period is the busiest time for EFRT. I am **incredibly proud** of this team for their commitment to training, shifts, public relations events, first aid courses, and the hiring process, despite being unpaid volunteers and amongst their other responsibilities as students. The primary form of volunteer recognition is food during EFRT commitments, but responders deserve more recognition for their time. I am looking to explore additional forms of recognition for them and would greatly appreciate MSU support.

Current Challenges

As aforementioned, it is the busiest time of year for EFRT. While the team has enjoyed this period, many are looking forward to a calmer schedule.

Homecoming planning is also a challenge, particularly in terms of physical space. I am working with the MSU VP Administration to obtain a residence room so responders have enough space to sleep and work during the event.