



# REPORT

*From the office of the...*

## Spark Director

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TO: Members of the Executive Board  
FROM: Serena Bansal  
SUBJECT: Spark Report 4  
DATE: September 26, 2024

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### **Yearplan Update**

Over the past month, Spark's programming has been progressing well. It's been lovely seeing our team in person, and they all seem very excited about the year ahead and supporting first years as they start university! September is one of our service's busiest months, with the launch of many of our semester long initiatives. On Labour Day, we held Night Before Classes, which received very high engagement and served as a great way to introduce first years to our service. For most of the month, we've been focused on promoting weekly Sessions registration through social media and physical promo, and gearing up for Sessions beginning on September 30<sup>th</sup>.

### **Events, Projects, & Activities**

#### *General Service Usage*

Service usage will begin with the start of weekly sessions on September 30<sup>th</sup>.

#### *Projects & Events: Night Before Classes (Complete)*

Night Before Classes, planned by our Outreach & Engagement Coordinators, is an annual Spark event that typically receives one of the highest engagement levels out of all the events we run throughout the year. The goal of the event is to show the first years where their classes are around campus before the first day of school. This year, we saw 200+ first year students come out to the event, which was a great start to kick-off the year. One anticipated challenge we had with this event was not being able to enter many of the buildings on campus due to it being Labour Day, but we didn't find this to be an issue for most buildings, which made Night Before Classes even more helpful for attendees!

#### *Projects & Events: Sessions Registration Launch (Complete)*

Our weekly mentorship Sessions are a core part of Spark's programming, and promoting registration at the beginning of the semester is the main way we encourage first years to engage with our service. This year, we received ~130 registrations, which is similar to previous years. Some of the strategies we used

to promote registration include:

- Adding rave cards to 5000+ MSU swag bags
- Putting posters up in residence building lobbies and floors
- Promoting registration in the MSU newsletter
- Sharing additional information about Spark Sessions on social media to increase awareness of our programming

Our Team Leaders are excited to welcome these first years into the Spark community as we get ready to start sessions next week.

#### *Projects & Events: Sessions Training (Ongoing)*

Spark's Sessions Training runs weekly throughout the semester and aims to train our Team Leaders on the activities/recourses they will share with the first years during their weekly sessions. Along with this, Sessions training also serves as a place for TLs to get to know each other better, building community within the service. It's also an opportunity for our Sessions Coordinators to test out some of the activities they have planned and receive feedback from TLs. Our first Sessions Training was this week, and it ran very smoothly. The TLs were all very engaged and seemed excited to be there. We're feeling optimistic about the spirit and camaraderie in Spark this year!

#### *Projects & Events: Spark-Off (Upcoming)*

We often find that registration for Spark Sessions doesn't necessarily translate into showing up for weekly Sessions. This year, we're attempting to address this by running a new event, Spark-Off, held on September 25th. We've invited all first years who have registered for Spark to come and learn more about our weekly Sessions and meet other first years and TLs in the Spark community. We're hoping that this 1) encourages first years to feel less apprehensive about coming out weekly Sessions, and 2) draws in more first years who may have not registered yet to sign up for sessions.

#### *Projects & Events: First Year Formal (Upcoming)*

First Year Formal is our biggest event of the year, which we run in collaboration with First Year Council. We've set a tentative date for November 21<sup>st</sup>, at the 4<sup>th</sup> floor of the Hub. We're currently in the process of receiving quotes from AVTEK and catering. This year, we're aiming to have the ticket price at \$25, based on feedback from previous years. After discussing with the VP Finance, we're looking for ways to cut costs and will be starting to reach out to sponsors, as our current anticipated costs are higher than anticipated revenue.

## Outreach & Promotions

### Summary

During September, we've mainly been promoting Sessions registration on social media through posts and reels. We also ordered more rave cards, posters, and Spark t-shirts for our Team Leaders to wear at events:

### Promotional Materials

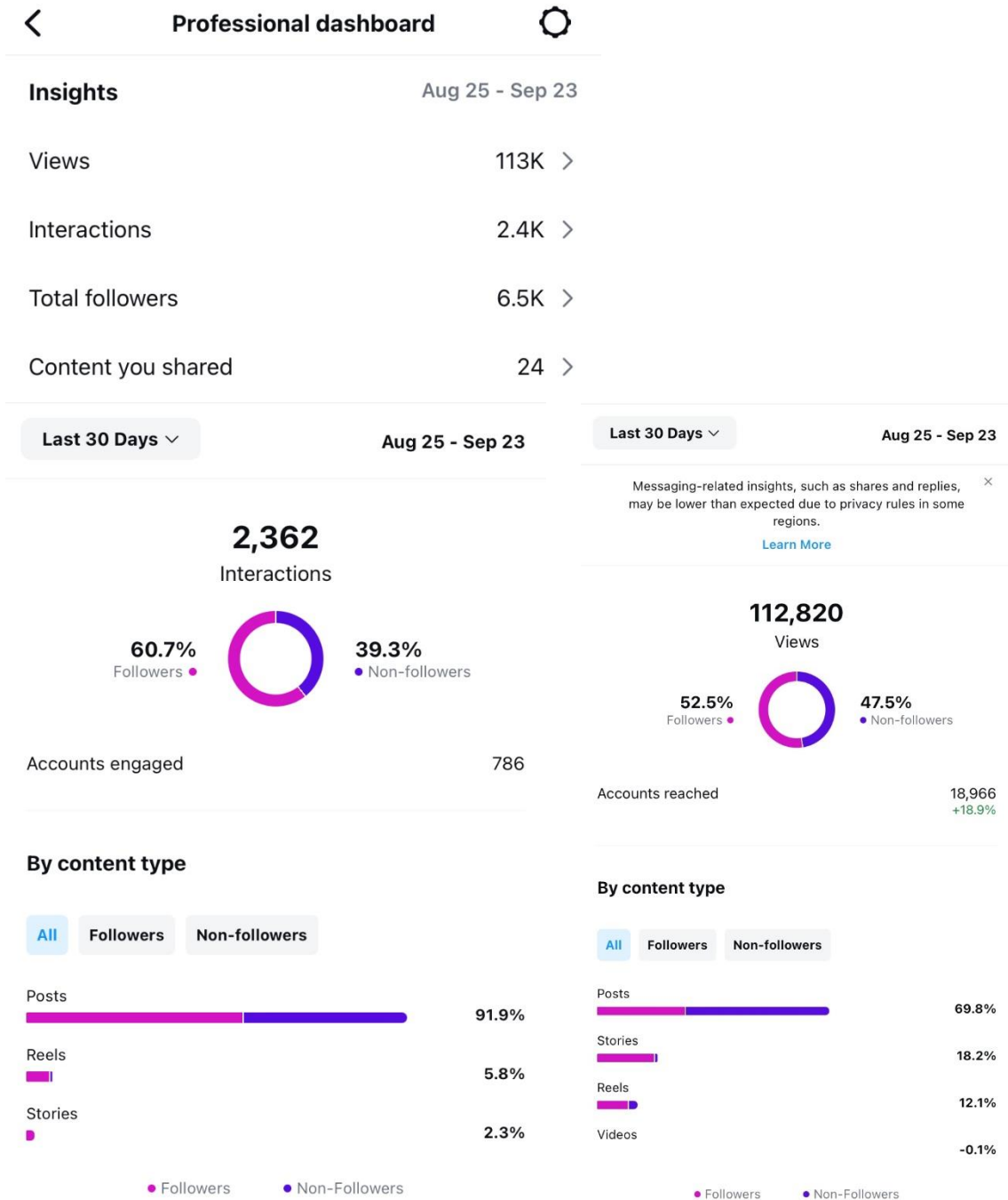
Instagram feed since last EB report:



Sessions Registration Reel:

[https://www.instagram.com/p/C\\_-tssqJLUK/](https://www.instagram.com/p/C_-tssqJLUK/)

## Social Media Engagement since the Previous Report



## Views



## Finances

### Budget Summary

This month, we spent on some physical promo items (rave cards, posters), graphics for events, and intramurals as a form of volunteer appreciation.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0125		50
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	50
6103-0125		3500
	TOTAL SPENT IN LINE	42.38
	REMAINING IN LINE	3457.62
6494-0125		550
	TOTAL SPENT IN LINE	140
	REMAINING IN LINE	410
6501-0125		3800
	TOTAL SPENT IN LINE	255
	REMAINING IN LINE	3545

6802-0125		650
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	650
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		
		8550
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		
		437.38
<b>REMAINING DISCRETIONARY SPENDING</b>		
		8112.62

### **Executives & Volunteers**

- Now that we're in person, morale seems to be quite high. Our exec meetings have become much more interactive and it's great to see the team bouncing ideas off each other.
- The start of sessions training is helping our Team Leaders to get to know each other better. Having a mix of new and returning TLs is working well to bring previous spirit and integrate new energy to the service!
- We've started our ultimate frisbee intramurals this semester for our TLs, and everyone is extremely determined to reclaim our position as MVT :)

### **Successes**

- Our exec team has been working very hard over the past month to organize initiatives to expand our service reach. It's great to see how they're adapting previous events to meet the needs of students now.
- With so much service engagement at Night Before Classes, we're looking forward to seeing this carry over as the year goes on!

### **Current Challenges**

- A challenge we're facing right now is not having enough TLs volunteering at our events. We've set a requirement for TLs to volunteer for at least 3 events throughout the year, but we've been seeing low engagement at large events like Night Before Classes, making it more difficult to ensure our events are organized and running smoothly. We're currently brainstorming ways to motivate TLs to come out to events.

### **Miscellaneous**

N/A. Thank you for reading this report!