



REPORT

From the office of the...

Serena Butera Macademics Coordinator

TO: Members of the Executive Board
FROM: Serena Butera
SUBJECT: Macademics Report [1]
DATE: [Wednesday October 2nd]

Yearplan Update

Since our last report, we've hit key milestones:

Progress:

- **Volunteer Hiring Process**
 - Launched executive hiring with HR support, reviewed applications.
 - Conducted 26 interviews over 2 days from 50+ applicants.
 - Hired 14 volunteers: 5 RR, 5 TAC, 4 Promotions.
- **Team Information and Meetings**
 - Executives attending weekly meetings Thursday from 8-9pm
 - Gathered essential info from volunteers and organized the first orientation meeting.
 - Set up clear communication channels: SharePoint, group chat, Microsoft Teams.
 - Subcommittees to begin biweekly meetings; I will attend the first few to offer support.
- **Resource Hub Launch and Engagement**
 - Successfully launched the Resource Hub with high engagement on videos and posts.
 - Campus store giveaway (\$50) resulted in over 400 likes and boosted page traction with onset of volunteer hiring and resource hub launch.
- **Volunteer Training**
 - Conducted volunteer training in the committee room with cookie decorating and a slideshow.
 - Recorded session and provided slides with a quiz for those who couldn't attend.
- **Blog Post and Reel**
 - Released a blog post and accompanying reel to drive engagement.
- **Upcoming Plans**
 - TAC nominations planned for October 21-November 3 (after reading week).

- Two tables booked in MUSC, all advertising materials purchased from Underground.
- **Successes**
 - The team is getting moving, following instructions well.
 - Members are taking the initiative to come to me and expand on their roles.
 - Everyone is excited for the year ahead.
- **Challenges**
 - Initial communication issues within the team.
 - Resolved through conversations with the individuals involved.
 - Getting everyone on SharePoint and teams – went to IT to remedy everything

Events, Projects, & Activities

General Service Usage

Ongoing: Team Information and Meetings

Executives are attending weekly meetings every Thursday from 8-9 PM. We gathered essential info from volunteers during our first orientation meeting. Clear communication channels are now set up using SharePoint, group chat, and Microsoft Teams. Subcommittees are set to begin biweekly meetings, and I'll attend the first few for support.

Ongoing: Resource Hub

The Resource Hub was successfully launched with significant engagement on videos and posts. The \$50 campus store giveaway boosted page traction, resulting in over 400 likes. However, some finishing touches are still needed. Our Research and Resources Executive is working with Underground to finalize the content and design to ensure it remains polished.

Upcoming: TAC Nominations

TAC nominations are scheduled for October 21-November 3, following reading week to maximize participation. Two tables have been booked in MUSC, and all advertising materials have been purchased from Underground. We have set up a meeting with comms to make a professional video to advertise the nominations this fall. We hope this will garner more engagement with the student body!

Completed: Volunteer Hiring

The volunteer hiring process was successfully completed. We conducted 26 interviews over two days, selected from 50+ applicants. As a result, we hired 14 volunteers—5 for RR, 5 for TAC, and 4 for Promotions.

Completed: Volunteer Training

Volunteer training was completed in the committee room, with a cookie decorating activity and a slideshow presentation. For those unable to attend, we

recorded the session and shared the slides along with a quiz to ensure their understanding.

Completed: Blog Post

We released a blog post last week, accompanied by a reel to further drive engagement. These will be released once a month (at least) moving forward.

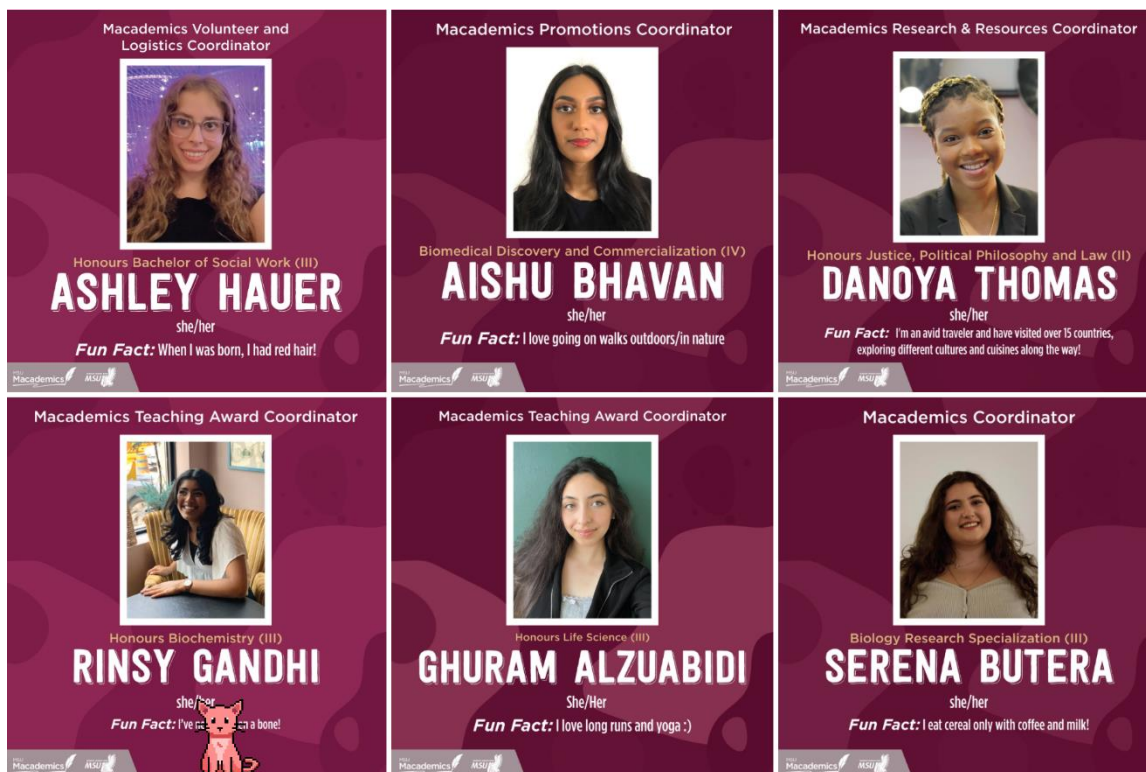
Outreach & Promotions

Summary

At the start of the school year, we've been busy promoting and used Underground to recycle some graphics from last year, but also to commission new ones! This strategy allows us to allocate more of our budget toward exciting promotional initiatives for the rest of the year, maximizing our resources while maintaining a strong presence.

We have also been commissioning members of our team to make promotional reels to promote our various initiatives, such as volunteer hiring, the resource hub (and ways it is useful), and volunteer orientation!

Promotional Materials



2024/2025
Volunteer
Orientation

SEPTEMBER BLOG
POST
NAVIGATING UNIVERSITY
FRIENDSHIPS

RESOURCE HUB

Your first stop for general, wellness and accessibility, MSU, academic resources and more!

RESOURCE HUB

Your first stop for general, wellness and accessibility, MSU, academic resources and more!

MSU Macademics

Attention Macademics Volunteer Applicants!

Interview Invitations were sent via email to exceptional applicants!

Please fill out the Doodle Poll to schedule your interview by 5:00pm EST tomorrow, Friday September 13th!

RESOURCE HUB

Your first stop for general, wellness and accessibility, MSU, academic resources and more!

MSU Macademics

RESOURCE HUB

Your first stop for general, wellness and accessibility, MSU, academic resources and more!

JOIN THE MACADEMICS TEAM!



Available Positions:

- Promotions Subcommittee
- Research & Resources Subcommittee
- Teaching Awards Subcommittee

Applications open **Aug 16**

GIVEAWAY



How to enter:
Follow @msu_macademics
Tag 2 friends
Bonus: Share to story

Contest closes
Sept 9, 11:59pm

**VOLUNTEER
APPLICATIONS
OPEN!**



Available Positions:

- Promotions Subcommittee
- Research & Resources Subcommittee
- Teaching Awards Subcommittee

Applications open **Aug 16 until Sept 8 @ 11:59pm**

Macademics MSU

Macademics Student
Recognition Awards Coordinator



Honours Political Science (II)

ONELI VIHANSI

she/her

Fun Fact: I can speak 4 languages

Social Media Engagement since the Previous Report

Content insights

All ▾ Last 90 days ▾ Accounts reached ▾ Highest ▾



Reach

22,736

Accounts reached

Followers 1,329
Non-followers 21,407

By content type

All Followers Non-followers



Top content based on reach

[See all](#)



Engagement

834

Accounts engaged

Followers 514
Non-followers 320

By content interactions

All Followers Non-followers



Top content based on engagement

[See all](#)



Top content based on engagement

[See all](#)



Profile ⓘ

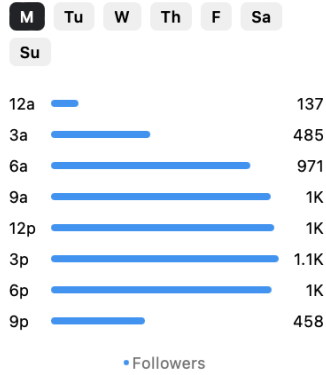
3,488
Profile activity

Profile visits **3,051**
External link taps **420**
Business address taps **17**

Followers ⓘ

2,071
Total followers

Most active times



Finances:

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0312-0500 TCHA - ADV. & PROMO.	TOTAL SPENT IN LINE	865.00
	REMAINING IN LINE	1,135

6494-0312-0500 TCHA - VOLUNTEER RECOGNITION	TOTAL SPENT IN LINE	42.65
	REMAINING IN LINE	657.35

	TOTAL SPENT IN LINE	
	REMAINING IN LINE	

	TOTAL SPENT IN LINE	
	REMAINING IN LINE	
TOTALS		
	TOTAL BUDGETED DISCRETIONARY SPENDING	\$8,230.00
	TOTAL ACTUAL DISCRETIONARY SPENDING	
	REMAINING DISCRETIONARY SPENDING	7322.25

Executives & Volunteers

I'm pleased to report that the executive morale is fantastic as we kick off the new year. We're starting off strong with 21 members on the team—5 RR, 5 TAC, 4 Promotions volunteers, and our executive team. Everyone bonded nicely at our recent orientation, where we set the tone for the year and began building strong connections. We're all looking forward to a productive and successful year ahead!

Successes

I'm pleased to report that the team's morale is fantastic as we move forward into the new year. Our volunteer orientation went smoothly, and we have biweekly subcommittee meetings coming up to ensure continued progress. The team attends weekly executive meetings, and we have fun and engaging events planned for everyone, including yoga at the Pulse and a collaborative team project. Everyone is expanding on their roles, stepping up, and getting things done ahead of time, which sets us up for a successful and productive year ahead.

Current Challenges

- Finding a time when everyone can meet! We have a highly involved team and our schedules don't align. This will be a WIP throughout the year.