



# REPORT

*From the office of the...*

## SWHAT Coordinator

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TO: Members of the Executive Board  
FROM: Jonathan Guan  
SUBJECT: SWHAT Report 3  
DATE: October 7, 2024

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### **Yearplan Update**

SWHAT remains on track with its year plan. We have successfully begun our service operations, following successful volunteer onboarding, Welcome Week PR, and a second round of hiring. Executives have begun on their core yearly tasks, and we are looking to begin hosting internal social events now that the team for the year has been completely hired.

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

#### *General Service Usage*

From our start of operations during Welcome Week, we have completed 131 walks. This is in-line with walk volume from previous years, and is expected to continue increasing rapidly as we head into our busiest months of October, November, and December.

#### *Projects & Events: Walker/Dispatcher Hiring Rounds (Completed)*

Both of SWHAT's Hiring Rounds for the year have now been completed. Our team is currently at full capacity, with 7 Executives, 14 Dispatchers, and ~80 walkers, making up a team of ~100 volunteers. The most recently hired walkers are in the middle of being onboarded, with their first shifts expected to be scheduled immediately following reading week. Overall, we are very happy with the team we have hired and expect that its large size will help us mitigate shift burnout throughout the year.

#### *Projects & Events: Welcome Week PR (Completed)*

SWHAT completed its Welcome Week PR initiatives with a high degree of success this year. Major events that SWHAT participated in include various Faculty Fest booths, a Karaoke Event, the Marauder Games, and Concert Night. These events would not have been possible without the help of Hasan, one of our Volunteer Logistics Executives, and the various dedicated volunteers who attended, many of whom have just joined SWHAT this year, all of whom I would like to give a huge shoutout to. Throughout these events, we have distributed approximately 400 rave cards and 300 stickers, indicating that our PR has been

very strong. We have also seen a large increase in the number of first year students applying to SWHAT, which is in-line with our goals of increasing first year reach through Welcome Week PR events. Overall, Welcome Week was a huge success for SWHAT, and we will be hoping to build on it for future years.

#### *Projects & Events: Intramurals (On-Going)*

Our Volunteer Affairs Executive Ishan has set up a 'SWHoccer' team, which is our Outdoor Soccer Intramurals team. We play in a PlayFun Open League, with the team being open to everyone that is part of the service. We have had consistent turnout to all of our games, and it has been a significant talking point among both players and their supporters throughout the service. Heading into the remainder of the semester, we are hoping to see consistent and increasing turnout at the games, as well as more wins under our belt.

#### *Projects & Events: Check-Ins (Upcoming)*

This year, our Volunteer Logistics Executives Hasan and Richa will be organizing Exec-Volunteer check-ins following reading week. We are hoping to have these check-ins after all the newly hired volunteers have had their first shifts. The structure of check-ins will involve executives reaching out to volunteers through Messenger to organize short 1-1 meetings, with preference that these be held in-person. During these check-ins, Executives will ask a set of core questions surrounding volunteers' experiences on the service and balancing time, as well as any feedback that volunteers have going forward. We are hoping to conduct at least one more set of these in the Winter semester, with this upcoming round being a test trial for our new check-in framework.

#### *Projects & Events: SWHAG and Uniforms (Upcoming)*

With the full team being hired, Ishan and I will be looking to coordinate an order for SWHAT SWHAG to distribute to our volunteers. Typically, this is either a crewneck, zip-up, or hoodie that is distributed to all volunteers in a color that volunteers are able to vote on. We will be looking to work with The Underground and MSU to determine sourcing for this SWHAG, with a goal to distribute to volunteers by the end of the month.

In addition, we are hoping to source ~10 communal high-visibility vests embroidered with SWHAT logos to serve as uniforms for walkers on shifts. We are hoping that this will help the service develop a stronger and more visible brand name, both internally within the service and externally as we face the McMaster community. To maintain confidentiality during walks, all service users will have the option to request a 'plainclothes' walk when they are having their information taken in by Dispatchers. We are also hoping to provide these vests to volunteers by the end of the month.

## Outreach & Promotions

### *Summary*

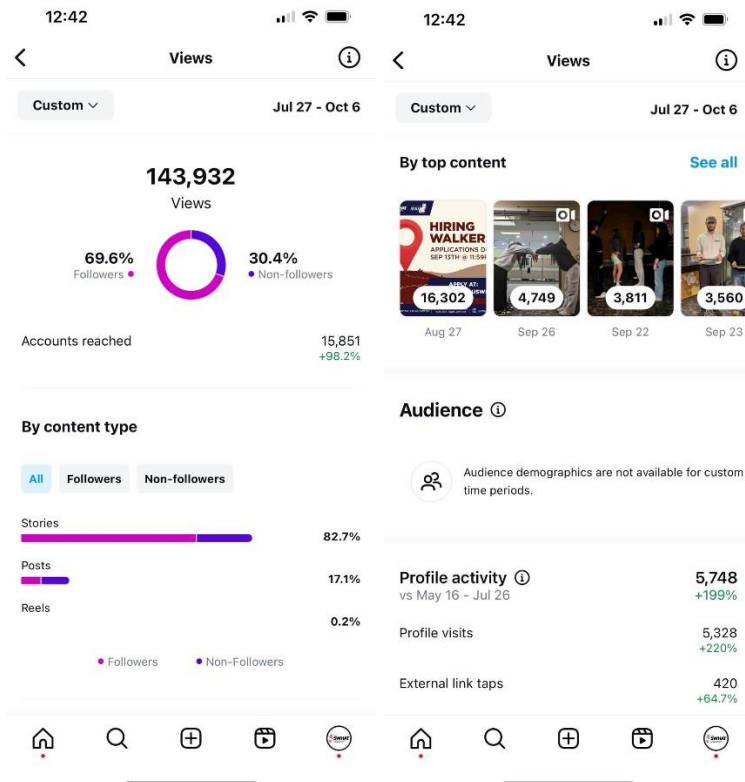
SWHAT has had an incredibly successful Welcome Week PR, marked by a large number of promotional materials being distributed, and a high amount of First Years and Welcome Week Representatives applying to SWHAT in both its rounds of hirings. We have not had any major promotional efforts, but these will be picking off starting with Executive Intros being posted during or after Reading Week. Our Executive photoshoot in the new greenhouse was a great success, thank you to Ethan for helping us organize this.

### *Promotional Materials*



Above are some promotional materials from our Executive photoshoot.

## Social Media Engagement since the Previous Report



Above are the current Instagram Insights since our last report. Engagement has increased significantly, with the start of service, a large Welcome Week PR presence, and our daily stories which have seen just as much, if not more success this year. We have reached these numbers without any major posts, so I anticipate that they will continue to increase as we begin posting on our feed during Reading Week. Shoutout to our Public Relations Executives Jessie and Bailey for leading a great PR push, as well as all our Executives for the daily stories.

## Stickers

We are looking to create a new set of fun stickers relating to SWHAT to be released with our large promotional events to come. We are currently designing these stickers and will be reaching out to The Underground to produce them.

## Finances

### Budget Summary

SWHAT is on track with its budget, with all major purchases following our expectations so far.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0117-0200	September Snacks Purchase	125.42

<b>OFFICE SUPPLIES</b>	<b>TOTAL SPENT IN LINE</b>	<b>125.42</b>
	<b>REMAINING IN LINE</b>	<b>1074.58</b>
<b>6501-0117-0200</b>		
	250 Dog Stickers	184.00
	ClubsFest Table Fee	20.00
<b>ADV. &amp; PROMO</b>	<b>TOTAL SPENT IN LINE</b>	<b>304.00</b>
	<b>REMAINING IN LINE</b>	<b>946.00</b>
<b>SWHT – TRAVEL &amp; CONFERENCE</b>		
	Volunteer Uber	9.63
	<b>TOTAL SPENT IN LINE</b>	
	<b>REMAINING IN LINE</b>	<b>790.37</b>
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		<b>6200</b>
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		<b>429.42</b>
<b>REMAINING DISCRETIONARY SPENDING</b>		<b>5770.58</b>

### **Executives & Volunteers**

Executive morale is high with a greatly successful Executive photoshoot and some friendly competition going on pertaining to the best director of daily stories. Volunteer morale is similarly high with many appreciating the collaborative community in making each daily story. The entire team is excited for upcoming volunteer socials, as well as for new SWHAG and snacks.

### **Successes**

Welcome Week PR and Volunteer Hiring have been major successes! The Executives are very happy about awareness of the service at the moment, and the team as a whole is very excited to be part of SWHAT this year.

### **Current Challenges**

I am finding it a bit difficult to maintain the snack closet with the allocated budget each month, but this is not a huge concern as the team is usually understanding. However, I am still hoping to ensure that it is consistently stocked throughout the year.