



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
FROM: Serena Butera
SUBJECT: Macademics Report [1]
DATE: [Wednesday November 6th]

Yearplan Update

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

Progress:

Volunteer Subcommittee Involvement

- Subcommittees are meeting bi-weekly or tri-weekly as needed.
- Volunteers are actively involved in creating promotional videos for TAC, writing and editing blog posts, and preparing for the TAC ceremony.

TAC Nominations

- TAC nominations concluded on November 3rd, with high nomination numbers.
- Two booths set up in MUSC boosted engagement and allowed for on-site voting.
- Collaborated with Comms for a promotional video, and the promotions subcommittee conducted a student Q&A around campus to further engage students.

Blog Post and Reel

- Released a new blog post on dorm and room decorating, accompanied by a reel for added engagement.

Upcoming Plans

- Begin planning for the Student Recognition Night (SRN).
- Organizing an exam de-stresser event.
- Hosting a yoga social for volunteers this Friday at The Pulse.

Challenges

- Rescheduling the TAC ceremony due to overlap with SRN; the new location will be at The Hub.

- Addressing executive communication and follow-through; planning to discuss improvements with Adam.

Events, Projects, & Activities

Ongoing: Team Information and Meetings

Executives continue to attend weekly meetings every Thursday from 8-9 PM. Essential information was gathered from volunteers during the first orientation meeting, and communication channels have been established via SharePoint, group chat, and Microsoft Teams. Subcommittees are holding biweekly meetings, with my attendance at the initial sessions to offer support.

Ongoing: Resource Hub

The Resource Hub is actively in use and has seen strong engagement with videos and posts. The \$50 campus store giveaway effectively increased page traction with over 400 likes. Our Research and Resources Executive is collaborating with Underground to add finishing touches to ensure the Resource Hub remains polished and updated.

Completed: Blog Post

A new blog post was recently released, accompanied by a reel to increase visibility and interaction. Moving forward, blog posts will be published at least once a month to maintain ongoing engagement with our audience.

Completed: TAC Nominations

TAC nominations successfully ran from October 21 to November 3, with strong student engagement following reading week. We set up two tables in MUSC to encourage participation and visibility. The advertising materials, provided by Underground, contributed to the event's success, and our promotional video, created with the Communications team, effectively boosted student involvement.

Upcoming: SRN Planning

Planning for the Student Recognition Night (SRN) is set to begin soon, in collaboration with Daniela and Victoria. We aim to create a memorable and impactful event to celebrate student achievements and help facilitate awards and recognition effectively and efficiently.

Upcoming: Exam De-Stresser

We're organizing an exam de-stresser event in partnership with other MSU services to support students during finals season. This collaborative effort will include various activities designed to help students relax and recharge.

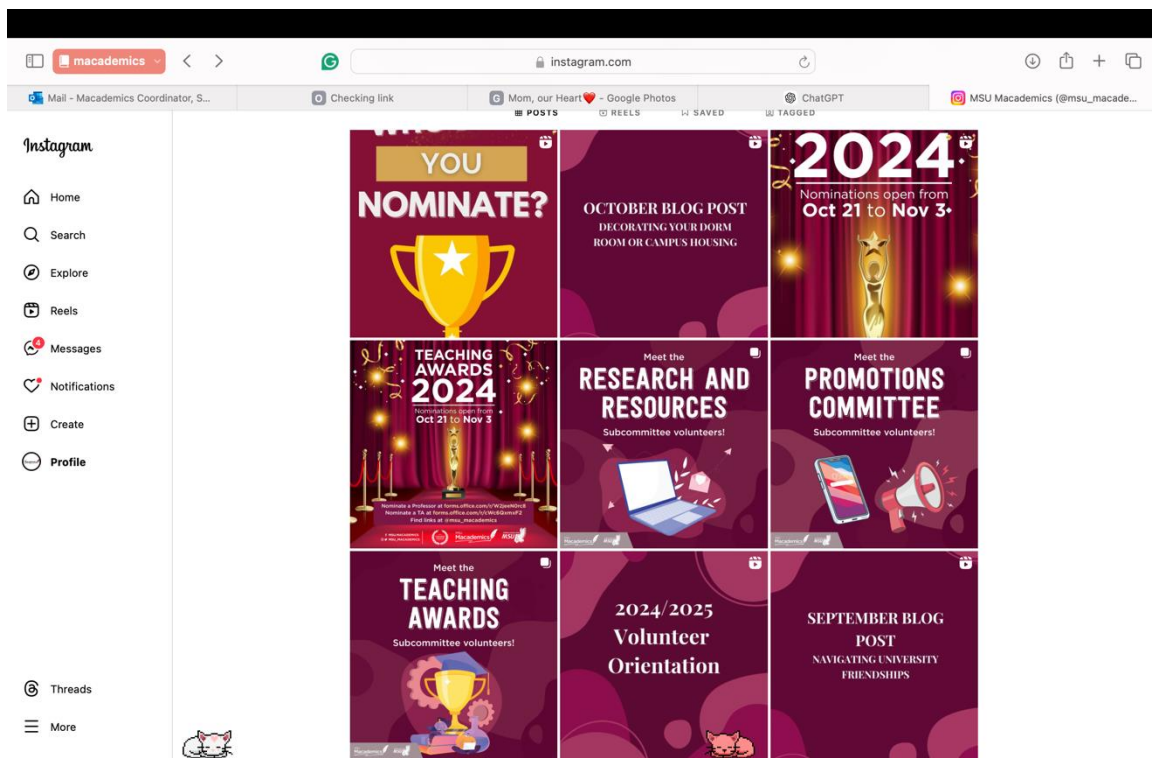
Outreach & Promotions

Summary

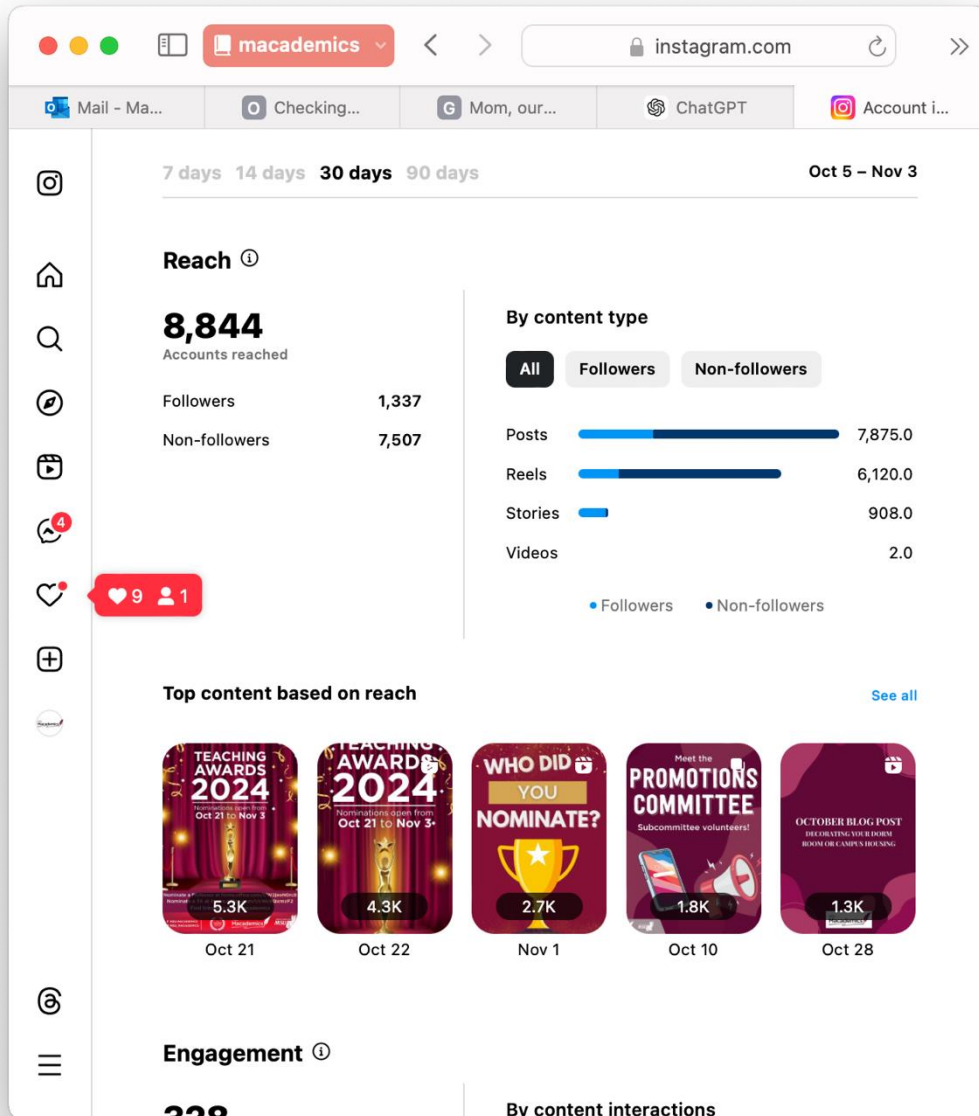
At the start of the school year, we've been busy promoting and used Underground to recycle some graphics from last year, but also to commission new ones! This strategy allows us to allocate more of our budget toward exciting promotional initiatives for the rest of the year, maximizing our resources while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

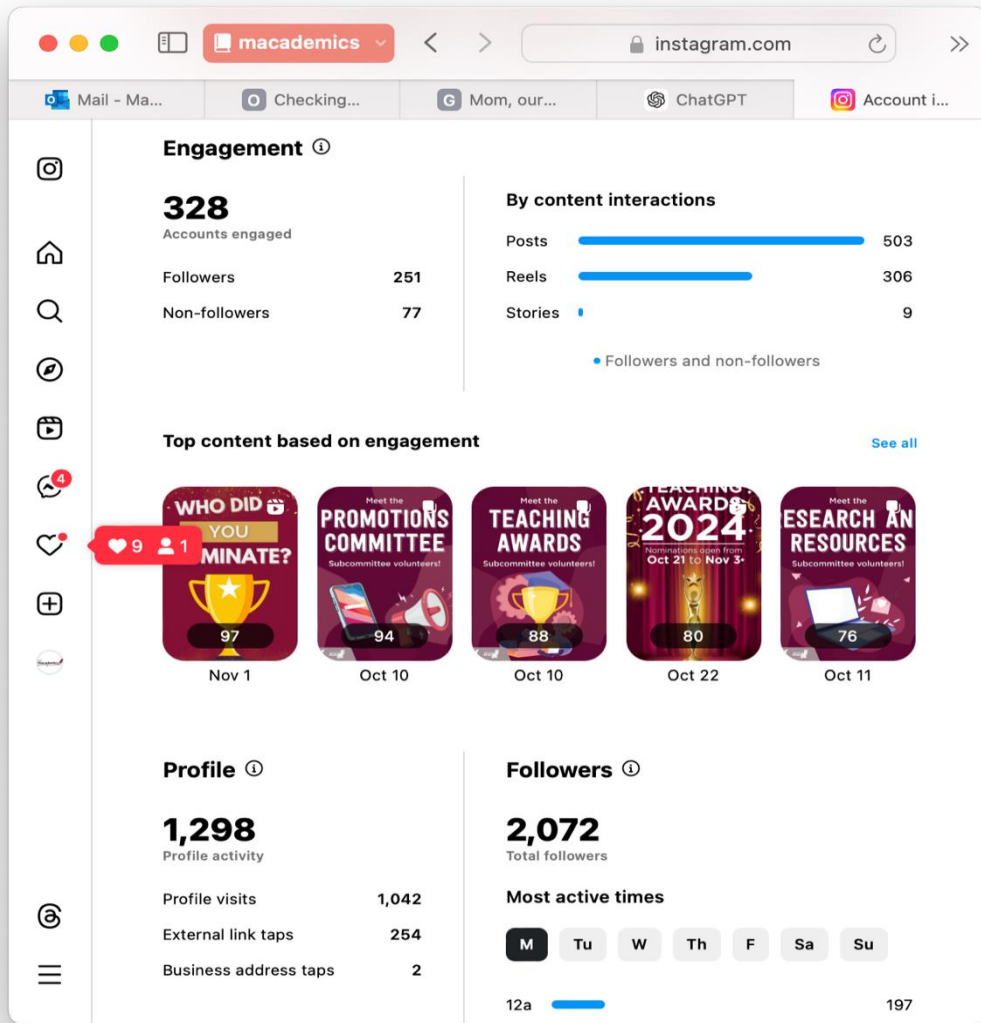
We have also been commissioning members of our team to make promotional reels to promote our various initiatives, such as volunteer hiring, the resource hub (and ways it is useful), and volunteer orientation!

Promotional Materials



Social Media Engagement since the Previous Report





Finances:

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0312-0500 TCHA - ADV. & PROMO.	TOTAL SPENT IN LINE	433
	REMAINING IN LINE	1,567

6494-0312-0500 TCHA - VOLUNTEER RECOGNITION	TOTAL SPENT IN LINE	189.53
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	REMAINING IN LINE	510.47
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6603-0312-0500 TCHA - ACADEMIC RESOURCES	TOTAL SPENT IN LINE	765
	REMAINING IN LINE	235

6102-0312-0500 TCHA - ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	100
	REMAINING IN LINE	1000

TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8230
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1256
REMAINING DISCRETIONARY SPENDING		6973

Executives & Volunteers

I'm pleased to report that executive morale is fantastic as we kick off the new year. With 21 members on the team—5 RR, 5 TAC, 4 Promotions volunteers, and our executive team—we're starting strong. Since volunteers are regularly meeting with executives, we're seeing executives take on active leadership roles, which is setting a positive and collaborative tone. Volunteers are excited to contribute meaningfully, appearing in videos and blog posts, assisting with editing, and supporting the nominations tallying process. Our socials have been a great addition to team bonding, and everyone's looking forward to the yoga social this Friday! We're all looking forward to a productive and successful year ahead!

Successes

I'm pleased to report that team morale is fantastic as we move into the new year. Our successes are a testament to our strong team cohesiveness—everyone is well-acquainted, excited to contribute, and actively engaged in our group WhatsApp chat, where regular conversation keeps ideas and energy flowing. Our volunteer orientation went smoothly, setting the foundation for a productive year, and we have biweekly subcommittee meetings planned to maintain steady progress. Team members attend weekly executive meetings, and we have fun, engaging events lined up, including yoga at the Pulse and a collaborative project. During TAC nominations, volunteers, including new members, stepped up to lead

conversations and staff the booths, showcasing their enthusiasm and commitment.

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.