



REPORT

From the office of the...

Serena Butera Macademics Coordinator

TO: Members of the Executive Board
FROM: Serena Butera
SUBJECT: Macademics Report [4]
DATE: [Wednesday November 20th]

Yearplan Update

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 Nomination Grading and Course Evals

- TAC nominations concluded on November 3rd
- TAC execs reviewing nominations previously looked at by the team and are now finalizing getting ready to send out course evaluations.

Blog Post and Reel

- Releasing holiday themed blog post and reel

• Upcoming Plans

- Begin planning for the Student Recognition Night (SRN).
- Organizing ExamCare with Adam and other services.
- Exam promotional campaign.
- Lots of events second semester, collabs, nominations.

• Challenges

- Rescheduling the TAC ceremony due to overlap with SRN; the new location will be at The Hub.
- Acting on feedback given by volunteers.

Events, Projects, & Activities

General Service Usage

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. Adam is attending this Thursday's meeting for the day in the life initiative

Ongoing: Resource Hub

The Resource Hub is actively in use and has seen strong engagement with videos and posts.

Ongoing: 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. Our next blog post is on the neuroscience of giving during the holiday season

Upcoming: SRN Planning and Nominations

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. We are beginning to work on promotions for this event.

Upcoming: Exam Care

We're organizing the exam care event in partnership with other MSU services to support students during finals season. Macademics will be assisting with Yoga and Therapy dogs for this event.

Upcoming: Wellness MSSS

Macademics is participating in wellness day with the MSSS on January 31st 2025. We will be doing a workshop and having a drawing station to contribute to the event alongside other organizations in the mcmaster community.

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Upcoming: Exam wellness social media campaign

The promotions subcommittee will be releasing a week long campaign in advance of exam season to share valuable information to the McMaster Community. The volunteers on the subcommittee have a large role in deciding the content on this initiative.

Assisting: RR subcommittee Support Plan

Serena is stepping in to assist the RR subcommittee with their initiatives by acting as a Liason between RR and promo. I am in the process of scheduling meetings with Blog post volunteers, Prof QA volunteers and Student QA volunteers to get the ball rolling on collaborative promotions initiatives so everyone feels like they are contributing to the team's initiatives. This includes

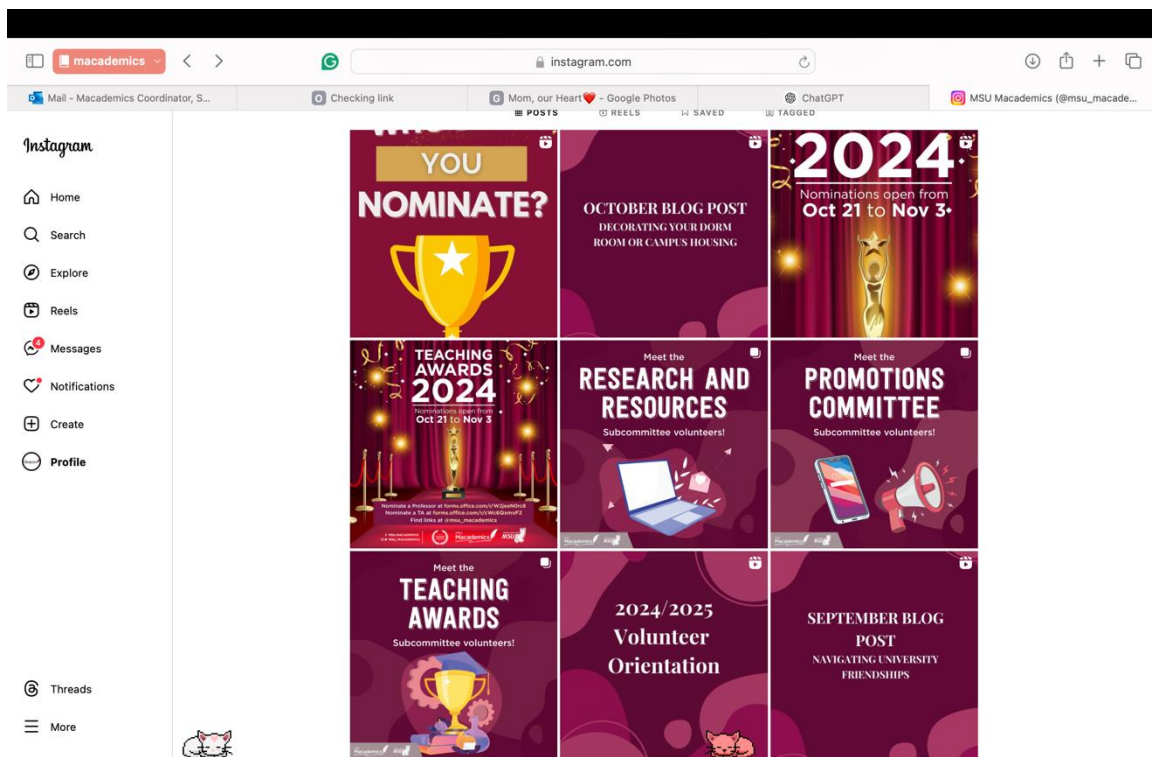
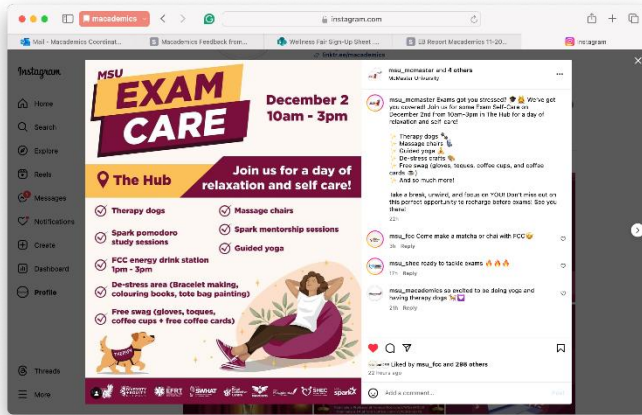
- Publishing the Professor QA
- Having Blog post authors appear in the promotion for the posts
- Doing a cool Student QA hopefully before the holiday season

Outreach & Promotions

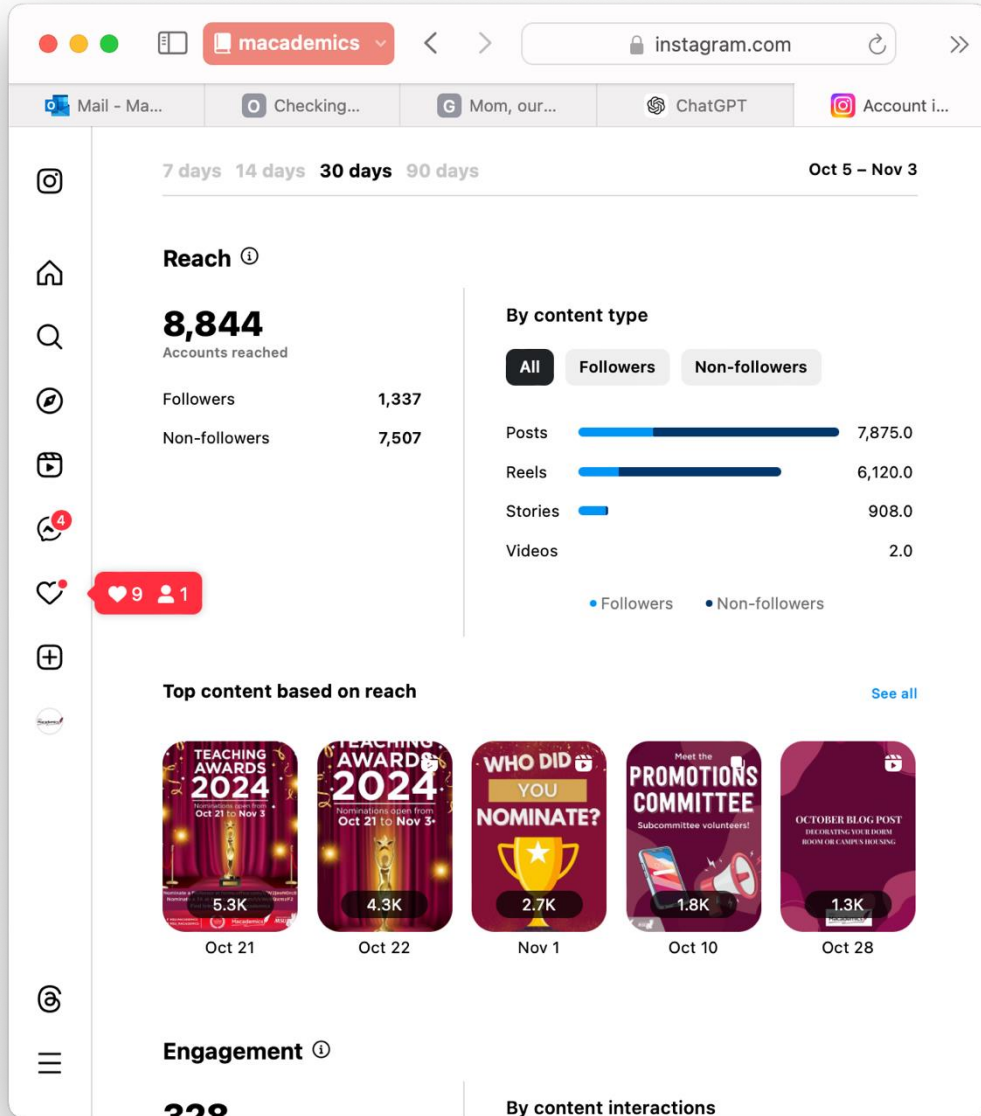
Summary

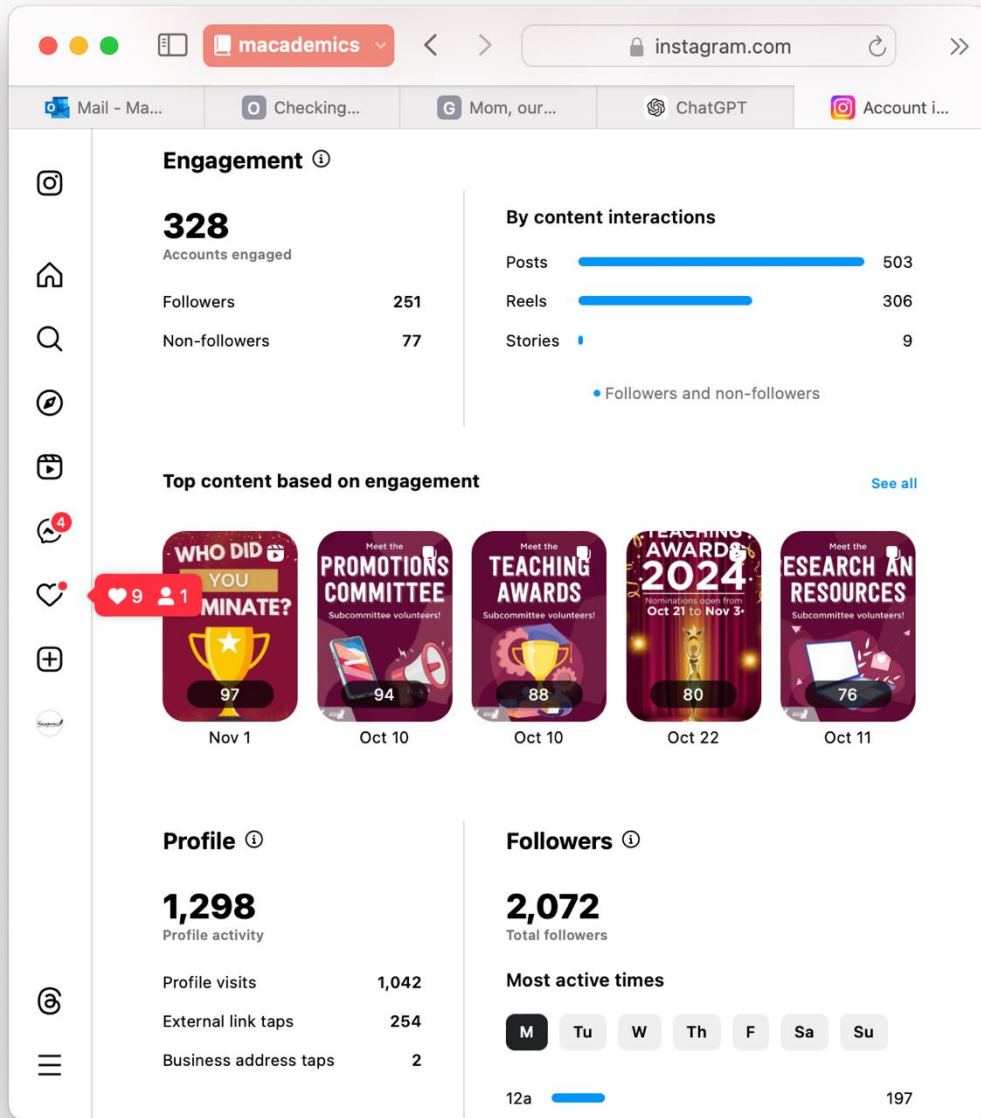
We have a lot of promo in the works right now, so not much has changed since our last report 2 weeks ago, besides being added on the exam care post as a collaborator!

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
	REMAINING IN LINE	510.47

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

Volunteers' regular meetings with executives have fostered active leadership, creating a collaborative and positive tone. Volunteers are meaningfully contributing through videos, blogs, editing, and tallying nominations. Socials have boosted team bonding, with excitement building for the upcoming yoga social.

While turnout for the last volunteer social was lower than expected, attendance is now mandatory to strengthen connections. Subcommittee work is ramping up, and Volunteer and Logistics has sent a feedback form to evaluate subcommittees. Overall feedback on promotions and communications has been positive, with some areas for improvement that Serena will address directly with subcommittee leads.

Successes

The team has been performing well independently, requiring minimal oversight. Members are proactively asking questions and communicating without

prompting, while volunteers remain enthusiastic and engaged in our group chat. Feedback from our recent form has been largely positive, reflecting the overall strong morale. We aim to carry this positive momentum into semester two.

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.
- Some feedback said that a couple volunteers weren't excited about the work they were doing in their subcommittees. I am acting on this with the execs to ensure they have more of an active role and are enthusiastic about the work they are doing.

Miscellaneous

- *Next year I think it would be a great idea to have 2 RR executives to run the subcommittee- not sure if this has to be voted upon. It is a big subcommittee, and I am finding where that is where a lot of the challenges I am experiencing lie with volunteer engagement and task completion.*