



REPORT

From the office of the...

Mac Farmstand

TO: Members of the Executive Board
FROM: Kaitlyn Zarccone-Beam
SUBJECT: Mac Farmstand Report 1
DATE: June 16th 2016

UPDATE

This past month has been really busy hiring and getting everything organized for the grand opening. Since my April start we have hired all of our staff, posted volunteer job postings and been actively planning our grand opening. This week with the help of my executive team I will be training the newly hired CSRs. I have been in contact with all of our suppliers and we have a new supplier this year called the farm network, which is based out of Hamilton, and will supply and deliver all of our preserve items. My operations coordinator and myself have recently completely cleaned out the fridge from top to bottom making sure that we have everything we need for grand opening. I am very excited to get the stand open for the summer.

SERVICE USAGE

We had 10 people apply for executive positions this year, which more than doubled from last year's applicants.

We had over 60 people apply for CSR positions we emailed 29 people for interviews 19 people came out to the interviews and we selected 6 successful candidates.

PAST EVENTS, PROJECTS & ACTIVITIES

Group Interview Hiring

Because of the large amount of applicants my operations coordinator and myself completely redesigned the interviewing process. We developed group interview to interview our 17 applicants. 2 applicants had individual interviews because they could not make the group interview times. The interviews worked in 3 stages one individual stage, one group stage and one stage were they had partners and responded to scenarios with their partners. We got a lot of positive feed back from the applicants who said they really enjoyed the process and they felt relaxed. I have saved and organized all my interviewing materials and system for easy transition for next year if they wish to interview the same way.

Filming Tasty Videos

My promotions executive Rahi Turab, Sarah Mae Conrad and myself filmed two tasty style-cooking videos. One will be promoted for Grand opening and one will be saved for future promotions. It was a long process but worked out really well and the footage turned out amazing. The total time to film them was 3.5 hours and the cost of products for \$50. We will continue to film videos like this once the stand is open and will be able to use the materials already purchased and the stand produce. This will significantly drop the price of product to nearly nothing.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

CSR Training

CSR Training will happen on Thursday June 16th from 11:00am-4:00pm. The training will be done using different modules run by my executive team and myself. The modules include; what is Farmstand, working logistics, daily operations at the stand, advocacy at the stand and using the cash register. I will use material from last year that Jonathon and myself created as well as new additional material that I have created.

Grand Opening June 22nd

The grand opening will be an exciting kick for the daily operation of the stand. With the help of my executive team we have planned to have live bands, free food, and a ceremonial apple biting at 12:00pm to kick off the 2016 season. I have sent out emails to many on campus groups, faculties and community partners. It will be a busy all hands on deck day but we expect to have a large amount of staff and summer school students.

BUDGET

Category	Item	Spent	Approved Budget
Promotions	Grand opening promotions	\$200	\$800
Promotions	Tasty Videos	\$50	\$800

VOLUNTEERS

We have just posted a volunteer job posting on the MSU website and are hoping that we can have a larger team of volunteers for this year. Our volunteer & community coordinator is organizing a spreadsheet to have a more organized system of volunteer shifts. We also plan on advertising volunteer opportunities on days the stand is operating.

CURRENT CHALLENGES

No Challenges as to date everything has been running smoothly and everyone has been extremely helpful.

SUCSESSES

Redesigning the hiring process was a big success for my operations coordinator and myself and we hope that it will be able to make for an easy transition for hiring for the following years. We have officially partnered with The Ronald McDonald house Hamilton to donate the left over produce that we cannot sell the following week. This produce will be used for the "Meals that Heal" program. We already have a Mac Farmstand volunteer driver who will pick up the produce and I will go with them to drop it off on Thursdays at 5:30pm. Another big success is just how amazing the executive team is and all of the ideas they have already been able to contribute to making Farmstand an amazing service once again this year!