

To: Executive Board  
From: Michael Wooder & Rohoma Zakir  
Re: Macademics logo creation

**Background:**

Macademics is the newest service of the organization, bringing several existing yet siloed entities of the MSU under one banner. The main output of MSU Macademics will be MSU Teaching Awards, along with the MSU Course Wiki, Teaching Evaluations and other academic oriented content from the University.

The logo before you for consideration is representative of a classic academic visual reference, the quill. The quill provides a unique icon in this image, as it underpins service title, as if it scribed it to the page. Though somewhat longer horizontally than most MSU logos, due to the longer name, the logo is balanced nonetheless and still maintains its visual appeal at small sizes. In fact, this image should work very well for micro printing on pens and buttons, as micro prints typically have more horizontal than vertical allowances.

A quick note, Teaching Awards, as a recognized brand with a very self explanatory title and campus presence, shall retain its current logo design, and will be deployed in conjunction with Macademics, similar in nature to Charity Ball via Campus Events. This will not be done at the service level, but rather as a (well entrenched) program offered under the umbrella of MSU Macademics.

**Implementation and costs:**

For the most part the adoption of a new image for MSU Macademics shall be considered entirely as implementation costs, with no replacement costs. Also, as Macademics was created after the approval of the 2016/2017 budget, it will operate with a combination of the existing TAC budget, along with additional resources as needed provided by the Educational Campaigns budget, monitored by the Vice President (Education). Therefore, Macademics will work with approximately \$2000 for promotions this year. This number can scale upwards, within existing budget parameters, as monitored by the Vice President (Education) to account for the increase costs of launching a service.

Pull-up banner \$250 (1)  
T-shirts \$200 (20)  
Buttons \$400 (500)  
Pens \$600 (750)  
Ravers / Booklets \$500 (500 each)

**Total implementation costs = \$1950**

The total cost of approximately \$1,950 is within budget and should not impact any service delivery. These costs account for most of the promo spending throughout the year, with the expectation that some additional monies will be required for the Teach Awards promo campaign. That said, we are also anticipating some revenue from the University in regards to taking the lead on promo for Course Evaluations. Ideally, these two items will balance to a net zero (or close to it) and we will remain under \$2000 total spending. As previously stated, a small amount of additional funds can be made available to Macademics to ensure proper service delivery, derived from the Educational Campaigns budget line.

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**Implementation Strategy / Timeline:**

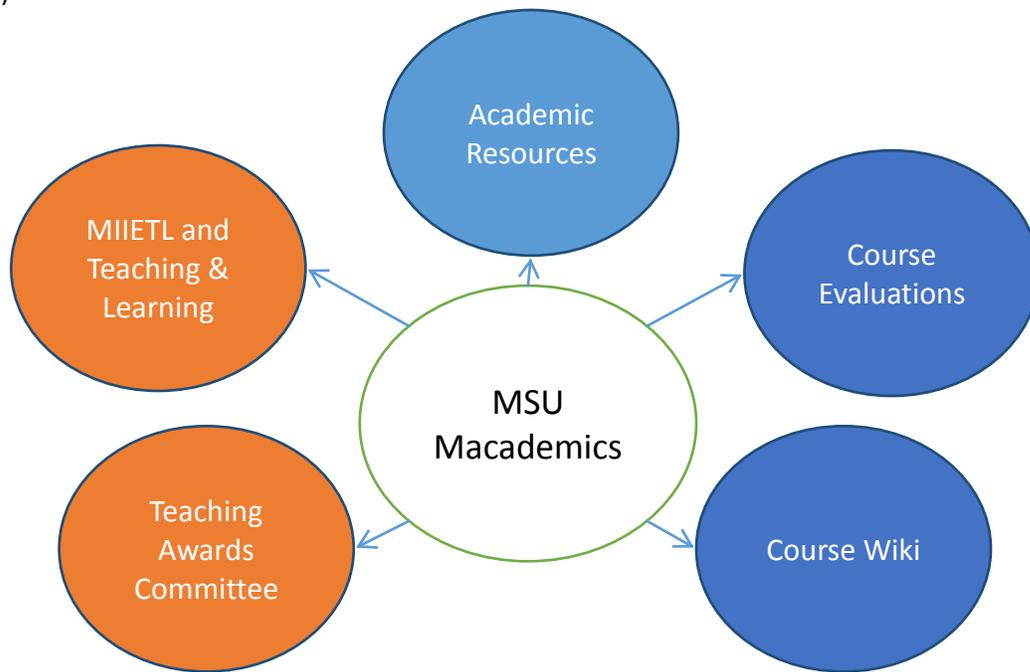
	Resources
Horizons Aug 7th	<ul style="list-style-type: none"><li>• Pull-up banner</li><li>• rave cards</li><li>• buttons</li><li>• promotional pens/pencils</li></ul>
Clubfest Sept 7th	<ul style="list-style-type: none"><li>• pull-up banner</li><li>• Rave cards</li><li>• Buttons</li><li>• pencils</li><li>• brochure/booklet</li></ul>
Collaboration with SPARK	<ul style="list-style-type: none"><li>• pencils / pens</li><li>• brochure/booklet</li></ul>
All Campaigns throughout the year	<ul style="list-style-type: none"><li>• T-shirts for Volunteers</li><li>• Pull-up banner</li><li>• buttons</li></ul>

In addition to the above timeline, social media accounts have already been reserved for MSU Macademics and control of the accounts will be turned over to the control of the Macademics email, as soon as it is created and a logo is approved by Executive Board.

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Rave Cards:

(front)



(back)

<p><b>What is Macademics?</b></p>  <p><b>How can you get involved?</b></p>
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