

YEAR PLAN
MSU *Macademics*
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2016-2017
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OFFICE OF *Macademics* INTRODUCTION

This year is very much a transitioning year for Macademics. There are three main things that I am hoping to accomplish this year. The first is to establish the new service and promote it as much as possible. I am currently looking to collaborate with other services and clubs in order to better promote what Macademics has to offer. We are already in touch with Spark and Horizons to promote and recruit first years to our committee.

I also hope to tackle some past challenges that the teaching awards committee has faced. The first of these is volunteer retention. This has been a constant challenge for past years. I hope to change that this year through greater volunteer involvement by forming subcommittees and hiring new volunteers. Another challenge the service has faced in the past is lack of TA nominations. I am holding a TA Awareness component during winter nominations. This will be an online campaign that will allow students to get to know their TA.

Finally, there are a lot of new roles that the service is taking on. Although the service will be doing a few more campaigns, TAC will still hold its nominations and awards as it always does. The new campaigns will fall under the new exec roles that have been created. To help with the new roles I will be working closely with VP Education, the VP Academic of faculty societies as well as the individuals that administer the course evaluations. I look forward to working on all these new initiatives this year and hope to accomplish the goals I have set.

GOALS

Objective 1	VOLUNTEER RETENTION
Description	In the past TAC has operated with volunteers that sign up through the SRA. This past year, we lost a lot of volunteers throughout the year. This is something I would like to change this year by involving the volunteers a lot more and making sure they feel appreciated.
Benefits	<ul style="list-style-type: none"> • More input/feedback on all the new campaigns we are holding this year • Building a community, often times committees are the places that students first get involved, making them feel appreciated is great for encouraging them to get involved in the future.
Difficulties	<ul style="list-style-type: none"> • We do not hire volunteers, they are picked through SRA or signup • Budget issues, paying for team socials may be difficult • Finding a common date for meetings
Long-term implications	<ul style="list-style-type: none"> • Creating a community and friendly space for all volunteers • Increases team morale and encourages volunteers to return to the team
How?	<ul style="list-style-type: none"> • Volunteer T-shirts that will be used during our campaigns • Social media introductions like on the accepted class pages • Splitting into subcommittees based on what the volunteers are interested in • Opening up volunteer applications in the fall • Hold a social for the committee BEFORE the year begins as well as at the end of each term • Volunteer and Logistics executive is in charge of the committee and will ensure that we regularly communicate with our team preventing volunteers from feeling ignored
Partners	1280, VP Finance-Ryan MacDonald, Michael Wooder (for T-Shirts)

Objective 2	TA AWARENESS
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Description	While looking through past nominations for TAC campaigns, I found that not enough TA nominations were received.
Benefits	<ul style="list-style-type: none"> • More appreciated TAs means better relations with their union in general
Difficulties	<ul style="list-style-type: none"> • A lot of graduate TAs are not interested in participating in campaigns
Long-term implications	<ul style="list-style-type: none"> • Improves TA relations with the university
How?	<ul style="list-style-type: none"> • NEW CAMPAIGN: TA awareness campaign. Held in first week of nomination period in winter term. Will primarily be a social media campaign involving a competition of taking a selfie with your TA. Fosters the idea of getting to know your TA and being familiar with at least their name so you can nominate them later • Attending the annual Intropsych TA TedEd conference and promoting it to share ways that undergraduate TAs are trained • TA Award be presented by either the Macademics coordinator/VP Education to show that TAs are an important part of the team • Reach out to faculty deans and GSA so they know we are holding a competition and can tell the TAs to be prepared in advance
Partners	GSA, Intropsych TAs, Faculty Deans

Objective 3	HIRING AND TRAINING EXEC FOR A NEW SERVICE
Description	The operating policy and JDs for the 5 new exec positions have been passed. Applications are now closed, we received 86 applications and are currently in the process of interviewing applicants. Training the exec team before the year begins is essential for me in order to have a successful year ahead.
Benefits	<ul style="list-style-type: none"> • New exec positions for the service ensure that there is someone in charge of each separate campaign • More opportunities for individuals to get involved • All these positions are new leaving a lot of room for individuals to bring their own ideas to the table
Difficulties	<ul style="list-style-type: none"> • Our timeline is very close to welcome week (which hopefully will not happen in the future) making it difficult to find time to

	<p>properly train exec</p> <ul style="list-style-type: none"> • Hiring without a logo during the summer made it a bit difficult to promote. However, there was A LOT of help in the promo department from other PTMs, SRA, faculty societies, faculty staff
Long-term implications	<ul style="list-style-type: none"> • All these positions are new leaving a lot of room for individuals to bring their own ideas to the table • The new roles allow for service expansion and room for more advocacy related campaigns • Hiring may be moved up to early in the summer for future years to give more time for training and planning
How?	<p>Timeline for hiring:</p> <ul style="list-style-type: none"> • Applications close Aug 7th • Review apps Aug 8th-9th • schedule interviews: Aug 10th-11th • Interviews: Aug 12th-14th • Review interviews/Hire: Aug 15th-17th • Training exec: 20th-23rd <p>Training exec:</p> <ul style="list-style-type: none"> • Social: getting to know each other • Introduction to parts of service • One on ones with each member to discuss ideas and schedule for the year <p>Online promotional campaigns: use Horizons and pictures w/ different services in order to get as much traffic on facebook/twitter as possible</p>
Partners	VP Education, Alex Wilson (past TAC PTM), VP Administration, Jess Bauman, Victoria Scott and other PTMs

Objective 4	LAUNCHING A NEW SERVICE
Description	Macademics is a new service so one of my main goals this year is to promote it so everyone knows what we have to offer. The main way I see this is by collaborating with other services that are also well-established
Benefits	<ul style="list-style-type: none"> • Greater number of people to help with the campaigns this year • More people take advantage of the services that we have to

	offer
Difficulties	<ul style="list-style-type: none"> • I don't have an official Macademics page yet, so it is a bit difficult because we cannot do any promotional stuff during the summer • Budget may be a concern, however, we are collaborating for a lot of these things so costs may be split
Long-term implications	<ul style="list-style-type: none"> • Allows the MSU to now advocate for education specific goals
How?	<p>Collaborations:</p> <ul style="list-style-type: none"> • First year outreach: Horizons (rave cards/buttons/signups for TAC), Spark (being a part of their academic sessions, collaborating to create an academic resources brochure) • Outreach for all other years: Clubsfest (rave cards/buttons/signups for TAC) • Working with the AAC: involving VP Academics of diff faculty societies will help with promotion of our campaigns and will also help us build our resources section in case they have any faculty specific resources. Especially important for course evaluations. • Macmun collaboration (will be determined in sept, still just conversations) • TedEd Conference: promote service, cover how undergraduate TAs are trained <p>New promotional strategy:</p> <ul style="list-style-type: none"> • Incorporating a course evaluation video w/ past nominees of awards. Working closely with Sarah Mae Conrad(comm officer), Michael Wooder, and HMC (course evaluation administers)
Partners	MSU Spark, MSU Horizons, MacMUN, Intropsych TAs, AAC, VP Education

Objective 5	GOING PAPERLESS
Description	In the past we have collected nominations on paper followed by in class evaluations also collected on paper. Transitioning to an online format although risky, is a good way to go.
Benefits	<ul style="list-style-type: none"> • Kills less trees • Don't have to spend hours after each nomination to enter in every single result manually.

	<ul style="list-style-type: none"> • More traffic directed to our website/social media
Difficulties	<ul style="list-style-type: none"> • This can create accessibility concerns for individuals who do not have access to laptops/phones • Number of evaluations will drop
Long-term implications	<ul style="list-style-type: none"> • This new structure will be smoother and easier to use for future years, will be less tedious as well
How?	<p>Phase out method:</p> <ul style="list-style-type: none"> • Fall term: collect nominations on paper. For in class evaluations have volunteer email professor beforehand so students can bring in technology for the class talk. Volunteer can then also bring paper evaluations (used in past years) as backup if students forget technology or don't own their own technology. Since there is still a volunteer during class talks, we are maintaining the same level of engagement as we were w/ paper evaluations. • Winter term: see whether you can bring in technology to nomination tables (partner w/ organizations that have access to laptops/ipads). You can also send out mass emails for nominations (contact faculty dean) so people can access it from their mac email account directly. Hold class evaluations like fall term. <p>*make sure you email professors in advance so they can give a heads up to class to bring their technology</p>
Partners	Nominated professors

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>Establishing the Resources section of Macademics</i>
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Description	The resources section of Macademics is starting from scratch this year. Our priority will be to fill up that part of the service and list the different resources that are available. However in the following years, I would like the resources section of the service to not just be a list, but a way to advocate for better resources on campus.
Benefits	<ul style="list-style-type: none"> • Students can access all resources from a centralized location • Faculties can figure out why resources are not being used and make them more accessible in future years
Year 1	<p>Collect resources to display on website</p> <ul style="list-style-type: none"> • Contact faculty societies through AAC to see what they have available • Work closely with SSC to display any resources they have • Hold feedback forum for students on the efficiency of academic resources, why they use them/ why they don't (this would include evaluating the course wiki as well)
Year 2	<p>New resources will be added to the website however, resources will also be evaluated.</p> <ul style="list-style-type: none"> • Hold feedback forums for different societies to see whether academic resources are useful for students • Share feedback with faculties to see how the resources can be changed/promoted differently to help
Year 3	<p>New resources will be added to the website, forums will also run for evaluation.</p> <ul style="list-style-type: none"> • Hold a resources fair at the beginning of each term so students are aware of what is available • Try and incorporate changes into resources.
Partners	<p>Blake Oliver - VP Education Macademics Exec - Research and Resources Coordinator AAC Faculty Deans Student Success Centre MIETL</p>

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September

1. Have my new logo ready w/ a pull up banner
2. Online surveys and award options ready to go
3. Redesign website to show new structure
4. All execs hired and trained for their positions
5. Contact faculties, registrar to inform them of the new service and see what they can contribute

List 5 things you would like to have completed during the fall term (1st)

1. Have all SSC/faculty specific resources up on the website
2. Award ceremony date/save the dates all booked
3. Course Evaluations video out
4. Have course wiki for term 1 new courses filled out
5. Have promotional material for course wiki campaign ready to go for winter

List 5 things you would like to have completed during the winter term (2nd)

1. Do a lot more faculty specific promo during nomination period based on the numbers of first term
2. Make sure you are still having regular meetings w/ the committee
3. Have a volunteer appreciation social!
4. Run the brand new TA Awareness component and see how that affects nomination numbers
5. Hold a feedback forum on the efficiency of the academic resources available at mac

Master Summary

(calendar and checklist)

May	<ul style="list-style-type: none"> • Transitioning • Complete all training
June	<ul style="list-style-type: none"> • Create Macademics OP • Work on new exec roles • Present new idea to EB
July	<ul style="list-style-type: none"> • .Pass JDs • Open up applications for jobs

August	<p>Hiring:</p> <ul style="list-style-type: none"> • Applications close Aug 7th • Review apps Aug 8th-9th • schedule interviews: Aug 10th-11th • Interviews: Aug 12th-14th • Review interviews/Hire: Aug 15th-17th • Training exec: 20th-23rd <ul style="list-style-type: none"> • Create surveys for nominations and evaluations • Go over previous years' nominations' data • Get in touch with MIETL • Clear any ethics for video, begin planning video • Contact faculties to see what resources they have • Order launch material: T-shirts, pull-up banner, rave cards, buttons, pens • Work on JD for Macademics Volunteers
September	<ul style="list-style-type: none"> • Clubsfest: get new exec/TAC to signup for shifts and help promo • Work w/ Spark execs to develop academic workshop • Compile list of professors interested in filming video • Contact registrar to provide lists of new courses for wiki • Pitch what Macademics is to AAC, get them involved in Course wiki, Resources section, course evaluations (see whether you can contact VP Academics of faculties that are not usually involved personally to get them involved) <p>TAC</p> <ul style="list-style-type: none"> • Design promotions material for Nominations Campaign (email UG by sept 5th) • Hold first official committee meeting. Discuss changes and split into subcommittees: Nominations (largest), Wiki, Evals, Awards • Book tables for nomination period • Book new MSU outdoor tents for first week of nominations (Oct 3rd-7th)
October	<ul style="list-style-type: none"> • Spark academic workshop Oct 3rd-7th • Design promotional material for Course evaluations: film video, have poster/cover photo ready • Work w/ AAC to book rooms for pizza campaign <p>TAC</p>

	<ul style="list-style-type: none"> • Nomination Period 3rd-21st: Week one: tabling in musc Week two: (reading week) online promo Week three: faculty specific tabling, rave cards in libraries • Look at nomination data 22nd-23rd • In-Class evaluation of nominees: Oct 24th-28th • Review in class data • Book council chambers for award ceremony (March 31st) • Ask Comm Officer to send “save the date” emails to Patrick Dean and provost (ppl you want to invite to the ceremony): Last year the ceremony was the same day as Meet the VPs make sure you send to ALL of BOD as well as MSU staff to prevent this from happening
November	<ul style="list-style-type: none"> • Finish editing video • First Course Eval Campaign: Launch video and work w/ AAC to design pizza campaign • Send out emails to Professors of new courses to get students to fill out wiki
December	<ul style="list-style-type: none"> • Make sure all collected faculty specific resources are up on website • Discuss w/ promotions executive to design material for Coursewiki Campaign • Book tables for TAC • Send out online google forum to collect feedback on first term nominations and evals to see what you can change for second term • Design promotional material for Course Wiki Campaign (email UG by Dec. 10th)
January	<ul style="list-style-type: none"> • Contact registrar to provide list of new courses • .Course Wiki Campaign: Jan 11th-17th During this also hold a feedback forum to ask what resources students use and how the resources help them Partner w/ faculty societies, reps, deans, registrar to get wiki filled out and shared <p>TAC</p> <ul style="list-style-type: none"> • Book Avtek, catering • Email provost and caterers to see if they can speak at ceremony • Design/ plan promo material for nominations campaign • Plan the new component-TA Awareness competition (get

	new designs for it)
February	<ul style="list-style-type: none"> • Work w/ AAC for Course Eval campaign • Design promo material for it <p>TAC</p> <ul style="list-style-type: none"> • Campaign: Jan 30th-Feb17th Week one: tabling in musc, <i>TA Awareness</i> (take a selfie w/ your TA competition) Week two: online promo but also rave cards in musc Week three: faculty specific promo and heavy online • Compile results: 18-19th : confirm nominees • Begin designing program for ceremony: put nominees on it • Set up online document for award presenters (SRA,PTM, BOD) • Class Talks (after reading week): 27th-March 3rd • Design promotional material for ceremony • Invite all nominees to award ceremony
March	<ul style="list-style-type: none"> • Coordinate w/ AAC for second Course Eval campaign (recycle promo material • Send out emails to professors of new courses to fill out wiki <p>TAC</p> <ul style="list-style-type: none"> • Decide final winners: March 4-5th • Send in names of all winners for awards to be engraved • Finish up awards program • Make sure all things are ready for ceremony • Wrap up for ceremony • Tentative date for ceremony: March 31st
April	<ul style="list-style-type: none"> • Transitioning • Social at 1280 to celebrate end of year