

YEAR PLAN

2016 - 2017

MSU SWHAT PTM
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(submitted August 9, 2016)



OFFICE OF THE SWHAT PTM
INTRODUCTION

For 25 years now, the Student Walk Home Attendant Team (SWHAT) has worked hard to maintain the safety of all McMaster students and faculty both on and off campus. Our large volunteer base of over 80 dedicated McMaster students has allowed us to serve thousands of clients over our many years of operation. SWHAT has a close relationship with McMaster Security, extending the reach of safety services to Jackson Square and the edge of the escarpment.

This year, on the eve of SWHAT's 25th year as an active part of ensuring campus safety, we are more than ever dedicated to increasing our reach to the students of McMaster. We strive to improve our volunteer experience for the students who give their time for our service, through volunteer appreciation and engagement. By doing so, we aim to improve our service's effectiveness and the experience of our clients.

We are determined to continue to provide students with safe walks and a reassuring campus presence throughout the entire academic year, from Welcome Week to exam season. However, we are focused on enhancing the accessibility of SWHAT for students by providing innovative contact methods (e.g. the online walk form) and by better educating volunteers on safe walk protocol.

GOALS

Objective 1	<p>Outlining Executive Roles/Responsibilities</p> <ul style="list-style-type: none"> - Within the executive team; and - In tandem with dispatcher roles
Description	<p>I would like to define the roles of each executive in a more distinct fashion, so that executives are clear on what their individual role entails in the functioning of the entire team and of the service. This is especially beneficial for executive positions in which there are two members (Volunteer Logistics + Public Relations).</p>
Benefits	<ul style="list-style-type: none"> - Executive members will be more efficient if they have a clear idea of what their job entails - Eliminates redundancies between roles (for example, dispatchers and executives fulfill extremely similar roles on shift and reduces accountability of dispatchers) - Increases communication between executives and the PTM and within the executive team itself
Difficulties	<ul style="list-style-type: none"> - During busy times of the year, the division of responsibility may fall heavier on certain individuals, in which case it may be beneficial for executives to communicate and share the load between team members - Dispatchers may not feel comfortable with an expanded role, but this can be ameliorated with improved training
Long-term implications	<ul style="list-style-type: none"> - This may make the hiring process easier if both volunteers and the incoming PTM has a better idea of what each executive role entails - The identification of individual responsibilities early in the year will help us identify areas of improvement for each executive position for future PTMs (for example, we removed the position of Internal Affairs this year because of a lack of a defined role. Keeping an organized description for each executive and tracking their responsibilities will help us streamline the executive team to improve effectiveness and efficiency)
How?	<ul style="list-style-type: none"> - Discussions with individual executive members about expectations, ideas, and their perception of what their role will entail

	<ul style="list-style-type: none"> - Use job descriptions as outlined in the operating policy as a framework for delegating responsibilities - Bi-monthly executive meetings where executives update the team on their progress and facilitate discussion on a topic in their area of expertise - Transition reports from each executive member to continue shaping the role in the future
Partners	SWHAT Executive Team SWHAT PTM Incoming SWHAT PTM VP Admin – Shaarujaa Nadarajah MSU Administrative Assistant – Jess Bauman

Objective 2	Establish positive relationship with SOCS during Welcome Week
Description	I would like to set up a working relationship with the Society of Off-Campus Students early in the academic year so that SWHAT is able to attain greater visibility with our potential clients located off-campus. By working with SOCS during Welcome Week, SWHAT will be given the opportunity to introduce ourselves and our services to first years, especially those who live off-campus and who may require our services to a greater extent.
Benefits	<ul style="list-style-type: none"> - Increase visibility amongst first years early on in the year in a practical manner; demonstrate what our service has to offer - Increase the usage of our service during Welcome Week
Difficulties	<ul style="list-style-type: none"> - We need to be cognizant of SOCS’ role in Welcome Week and be careful not to infringe on their relationship with off-campus students – we are there to aid, not to take over their walk home responsibilities - The promotional potential of getting involved with SOCS mainly comes from word of mouth/informal programming as well as social media, which may be a challenge to engage first years during the busy week
Long-term implications	<ul style="list-style-type: none"> - By establishing this relationship with SOCS, SWHAT might be able to offer its services to more SOCS events during the year - By getting involved with Welcome Week in this capacity, it is a step in the right direction to establishing a more active role during WW in the future
How?	<ul style="list-style-type: none"> - SWHAT will be introduced to SOCS students at an event

	during Welcome Week and will be involved in walk homes every night of Welcome Week to help SOCS representatives
Partners	SWHAT Volunteers Society of Off-Campus Students

Objective 3	Inform faculty and residence representatives for Welcome Week and encourage promoting the service to first year students
Description	By participating in WW representative training, we will inform student leaders about SWHAT and our operating policies so that they can in turn spread the message to first year students during Welcome Week.
Benefits	<ul style="list-style-type: none"> - Greater visibility through word of mouth from representatives who spend hours of time with first years over the week
Difficulties	<ul style="list-style-type: none"> - Getting in touch with every representative and presenting an informative and convincing view of SWHAT, especially when they are already bombarded with information of other MSU services and resources for first years
Long-term implications	<ul style="list-style-type: none"> - In coming years, SWHAT engagement and promotion during first year should be seen as a priority and this is a great opportunity to get a foot in the door, so to speak
How?	<ul style="list-style-type: none"> - Presentation during representative training and distribution of buttons for reps to don during Welcome Week - With the help of SWHAT Volunteers who are also WW reps
Partners	SWHAT Executive Team SWHAT Volunteers Welcome Week Representatives

Objective 4	Form a partnership with Compass
Description	I would like to begin a relationship with Compass to cross-advertise each other's services, and generally create a presence in the MUSC foyer for SWHAT to hold during Compass' opening hours.
Benefits	<ul style="list-style-type: none"> - SWHAT would have a presence in the higher-traffic area of the MUSC foyer to draw attention to our service - Compass could be involved with our campaigns and advertise on our behalf - Compass could help distribute promo materials through their office during the day (when SWHAT is closed)

Difficulties	<ul style="list-style-type: none"> - Compass has their own priorities and it may be difficult to plan out exactly how they would advertise SWHAT - However, we also plan on stationing walkers there during the evening hours so they could take care of that regard - Furthermore, we would mainly use the Compass space as a hub to post campaign/informational posters as well as to distribute promo materials
Long-term implications	<ul style="list-style-type: none"> - A relationship with Compass could be very beneficial for SWHAT in the long-run, especially when we start to run larger campaigns involving more community outreach and participation - Compass and SWHAT could allow our services to reach more people by advocating for each other to our respective audiences
How?	<ul style="list-style-type: none"> - Station walkers downstairs with a banner during the overlap between SWHAT's hours and Compass' to attract clients - Incorporate Compass on SWHAT promo material and vice versa - Include Compass in campaigns that we run, including the Walkathons (they can support the campaigns financially and through promotions while getting their name in on the partnership) - For example, Compass could sell raffle tickets for Walkathons whereby the entirety of the sale would go towards the designated charity
Partners	<p>SWHAT Volunteers SWHAT Public Relations Executives Compass</p>

Objective 4	Improve the SWHAT volunteer experience and volunteer commitment
Description	I would like to improve upon last year's criticisms that the service was not as inclusive and appreciative towards volunteers in our new space and our new operating conditions, mainly by offering better volunteer appreciation and creating a safe, inviting space in which volunteers are comfortable and a community that rewards volunteers for being a part of it.
Benefits	<ul style="list-style-type: none"> - Improve volunteer commitment and reduce the complacent attitude that some volunteers took towards shifts and scheduling - Boost volunteer morale!

Difficulties	<ul style="list-style-type: none"> - The heterogeneity and diversity within our large volunteer core will prove to be a challenge for us to accommodate or cater to everyone's preferences - Finding a decent date for everyone can also be a challenge
Long-term implications	<ul style="list-style-type: none"> - This year will be a trial year for the new ideas we're looking to implement, which will facilitate brainstorming for next year's activities - By improving volunteer conditions, it will encourage our volunteers to act as active promoters of our service and the SWHAT community to their friends, which would feedback into our service either through new volunteers or new clients
How?	<ul style="list-style-type: none"> - More volunteer appreciation events, smaller and more dates with cost-conscious, preferably health-conscious (fewer pizza parties!) ideas that will cater to volunteer interests - Surveying volunteers for preferences for event ideas (especially in planning for term 2) and for ideas for appreciation gifts
Partners	<p>SWHAT Executive Team SWHAT Volunteers</p>

Objective 5	To increase walk counts to pre-room transition levels by starting the year off strongly with high number of walks during Sept-Nov (walk counts have historically been shown to drop off after term 1)
Description	Last year, after SWHAT moved from MUSC 204 to 226, we experienced a predicted decline in the number of walks monthly. For 2016-2017, our goal is to re-establish SWHAT in the McMaster community as a strong service that is available and accessible to students in the community.
Benefits	<ul style="list-style-type: none"> - Stronger presence in the McMaster community - Ability to reach and help more people - Give our volunteers a restored sense of accomplishment and pride in the service
Difficulties	<ul style="list-style-type: none"> - Reaching out to the community through promotions may not be enough to entice people to use our service - However, getting the word out is the most we can do for students; the most we can strive for is to let students know about the service and understand that it is an available resource for them to use
Long-term implications	<ul style="list-style-type: none"> - The re-establishment of SWHAT as a prominent and accessible MSU service is going to be a challenging, long-

	term goal, which begins with this first step to reintroduce SWHAT to the community
How?	<ul style="list-style-type: none"> - Widespread promotions early on in September would primarily target incoming students - Strong campaigns involving a wide variety of media (Twitter, Facebook, MSU channels, MUSC screens, word of mouth, other MSU services) - Set goals for social media platforms (e.g. 2000 likes on Facebook, 300 followers on Twitter) - Continuous feedback from our community and clients about the quality of our service; identify areas of improvement that can be considered both in the short-term and the long-term
Partners	SWHAT Volunteers MSU Other partners (MSU services, clubs, etc.)

Objective 6	Increase accessibility of the service
Description	With the introduction of the online walk form last year, SWHAT took a step in the right direction towards improving accessibility for students to contact SWHAT. We will continue to research and develop innovative methods for students to contact us outside of the typical phone call.
Benefits	<ul style="list-style-type: none"> - Reach and accommodate for a larger client audience, especially those with impairments/disabilities/handicaps to the best of our abilities - This would also promote a more inclusive stance for SWHAT
Difficulties	<ul style="list-style-type: none"> - It may be difficult logistically to pinpoint the specific areas of improvement and to enact changes that would correct the issues (for example, the hearing impaired and contacting them via phone)
Long-term implications	<ul style="list-style-type: none"> - Again, this goal would help SWHAT to work with more individuals in the McMaster community and create a more inclusive service with a more accommodating policy
How?	<ul style="list-style-type: none"> - Gather data from clients, from Student Accessibility Services regarding barriers to contacting our service and areas for improvement (while also considering DARTS as a possible alternative to SWHAT)

	<ul style="list-style-type: none"> - Assess internal walk data to discern any possible trends (for genders, for example) - Work within SWHAT and with the MSU on possible solutions to help our volunteer base accommodate for these possible barriers - Implement these strategies, actively collect feedback, and improve continuously
Partners	SWHAT Volunteers SWHAT Executive Team MSU Services SAS

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 (<i>what is the ultimate goal?</i>)	Improve campus presence throughout the year and increase visibility of SWHAT for the McMaster student body
Description	<ul style="list-style-type: none"> - Establish partnerships with other MSU services and resources to incorporate SWHAT into as many relevant opportunities as possible - Taking these opportunities to create awareness for our service and the audience that we can cater towards
Benefits	<ul style="list-style-type: none"> - By expanding SWHAT’s reach in the community, long-lasting links to other services can be formed and joint initiatives can be created - Allow more people in the McMaster community to gain awareness of SWHAT
Year 1	<ul style="list-style-type: none"> - Discuss with Welcome Week planners about getting involved in rep training to inform reps about SWHAT and about spreading the word amongst first year students - Partner with SOCS to actively get involved in walk-home

	<p>opportunities during Welcome Week</p> <ul style="list-style-type: none"> - Re-introduce active patrols during shifts to increase accessibility (including setting up in the MUSC foyer with promotional materials at night) - Increase promotional campaigning during Walkathons, especially during daytime hours - Collaborating with other walk-home services in other universities to brainstorm outreach strategies - Collect data from each event/collaboration and assess for positive response from volunteers, clients, partners, etc.
Year 2	<ul style="list-style-type: none"> - Expand and improve upon SWHAT's involvement within Welcome Week, ideally towards acting as MSU Service representatives and formally being incorporated into the Welcome Week schedule and programming - Assess data from the year prior to gauge the successfulness and effectiveness of each collaboration and campaign - Based on these results, reopen discussions for improved partnerships and/or seek new opportunities (e.g. discussions with security, SCSN, etc.) - Reassess public opinion with open surveys for students, volunteers, partners, etc. - Discuss possible collaboration with walk-home services for a multi-university conference or joint campaign (walk-home week) as widespread advertising for our services - We would use data from previous campaigns and events to decide on the most effective method of running such a campaign - Discussions for a budget for this project would occur with the BOD
Year 3	<ul style="list-style-type: none"> - Continue and maintain conversations with the VP Admin about expanding the role of MSU services within Welcome Week and for incoming students in September, and to allow services more opportunities to actively engage students during WW - Strive towards maintaining previous partnerships and continually improving campaigns based on previous feedback - Reassess impact by collecting data from community

	<p>(students, volunteers, partners)</p> <ul style="list-style-type: none"> - Enact a trial run for the joint walk-home project with other universities - Extensive social media coverage and promotion of this “larger” event
Partners	<p>VP Admin – Shaarujaa Nadarajah SWHAT Volunteers SWHAT Executive Team Other MSU services External collaborators (i.e. walk-home services across Ontario)</p>

GOALS to strive for

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

- New promotional materials advertising our new office designed and delivered
- Finalize plans for Welcome Week involvement and promotions
- Finish hiring of dispatchers
- Planning for release of volunteer applications by beginning of Welcome Week and for volunteer training in late September
- Establish concrete functioning roles for dispatchers, executive members, and walkers on shift – and to inform all SWHAT volunteers of these roles and how to best fulfill them

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

- Walk-A-Thon #1 – promotion, donation, volunteer engagement, partner with Compass
- Organized at least two volunteer engagement events and prepared a midterm appreciation gift
- End of term check-ins with each executive member about any feedback from the past semester/summer
- Survey to volunteers and/or clients about SWHAT's service and operations in semester 1, especially with dispatchers for expanded role on shift
- Assess food consumption in term 1 and plan for term 2 based on available budget

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

- Final transition reports from all executive members
- Volunteer appreciation - events and end-of-year gifts
- End-of-year SWHAT survey about how the service did over the course of the year
- Compile data on food consumption, service use, social attendance etc.
- Walk-a-thon #2 – promotion, MORE active volunteer engagement with community, events

Master Summary

(calendar and checklist)

May	<ul style="list-style-type: none"> • First executive meeting • Set executive roles and start brainstorming ideas that can/should be worked on during the summer
June	<ul style="list-style-type: none"> • Beginning of planning for Welcome Week activities (MacQuest) • Administrative tasks for executive members (sorting out times/dates for individual meetings, setting up exec email accounts, OPENING DISPATCH OPERATIONS POSITION)
July	<ul style="list-style-type: none"> • Individual meetings with executive members • Order any Welcome Week materials/promotions required • Connect with SOCS about collaboration • Discuss partnership with Compass • Hire a Dispatch Operations Executive • Executive meeting #2
August	<ul style="list-style-type: none"> • Open Dispatcher applications on August 8, review applications and interview + hire • Dispatcher training • Send email to volunteers reminding them to sign up for Welcome Week shifts • Schedule Welcome Week - mid September shifts • Finalize MacQuest, Horizons, + SOCS activities • Plan food budget allocation for semester • Executive meeting #3 (+4)
September	<ul style="list-style-type: none"> • August 27th: release volunteer applications - walker interviews by Sept 16 • Organize training for Sept 23 • Volunteer agreements for ALL volunteers • Costco trip for food • 2 executive meetings
October	<ul style="list-style-type: none"> • Begin planning the November Walk-A-Thon - charity, promotions etc. • Costco trip for food • SWHAT welcoming event/activity (hike, small excursion, movie night, etc.) • Plan and order midterm volunteer gifts for November

	<ul style="list-style-type: none"> • 2 executive meetings
November	<ul style="list-style-type: none"> • Walk-A-Thon promotional push! • Collaborate with Compass to promote the Walk-A-Thon • Contact/liaise with charity for Walk-A-Thon • Costco trip for food • 2 executive meetings
December	<ul style="list-style-type: none"> • Volunteer Christmas cards • Send out Term 1 surveys and get Term 1 transition reports from execs • Back up any documents onto the home server • Term 1 Inventory • Costco trip for food • Budget adjustments/review • 1 executive meeting
January	<ul style="list-style-type: none"> • Beginning of year promotional push • Release semester 2 volunteer applications • Term 2 volunteer training • Second term welcome social event • Costco trip for food • 2 executive meetings
February	<ul style="list-style-type: none"> • Costco trip for food • Reading week activities • Plan Term 2 Walk-A-Thon - promotions, charity etc. • 2 executive meetings • Valentine cards for volunteers
March	<ul style="list-style-type: none"> • Walk-A-Thon promotional push! • Relay for Life • 2 executive meetings • Order volunteer appreciation/end-of-year gift • Costco trip for food
April	<ul style="list-style-type: none"> • Term 2 End of Year social! • 1 executive meeting • Write transition report • Plan transition meeting • Start transitioning incoming PTM with basics • Assist with incoming executive interviews • End of year data collected • End of year survey

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| | <ul style="list-style-type: none">• Transition reports from executives |
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