



## 2015-2016 Executive Board Meeting

**Topic:** Executive Board Meeting 15-05  
**Date & Time:** Tuesday, July 21, 2015  
10:00 a.m.  
**Place:** MSU Boardroom, MUSC 201

**Items:**

1)	Adopt Agenda	
2)	Adopt Minutes EB 15-04	
3)	Horizons Report	
4)	MACycle Report	
5)	Maroons Report	
6)	Yearplans	Guarna
7)	SWHAT Operational Hours	Guarna
8)	Clubs Logo	Wooder
9)	EFRT Logo	Wooder
10)	Committee of the Whole – Service Reports	Guarna
11)		
12)		
13)		

**Objectives**

1)	Adopt Agenda
2)	Adopt Minutes
3)	Report
4)	Report
5)	Report
6)	Approval
7)	Approval
8)	Approval
9)	Approval
10)	Discussion
11)	
12)	
13)	
14)	Provide Information & Answer Questions
15)	Unfinished/Other Business
16)	Time of Next Meeting and Motion to Adjourn

### Motions

6. **Moved** by Guarna, **seconded** by \_\_\_ that the Executive Board approve the following yearplans, as circulated:
- Shinerama/Terry Fox
  - QSCC
  - TAC
7. **Moved** by Guarna, **seconded** by \_\_\_\_\_, that the Executive Board approve the proposed changes of the SWHAT operational hours of 7pm-1am, 7 days a week.

8. **Moved** by \_\_\_\_, **seconded** by \_\_\_\_ that the Executive Board approve the proposed changes to the Clubs Logo.
9. **Moved** by \_\_\_\_, **seconded** by \_\_\_\_ that the Executive Board approve the proposed changes to the EFRT Logo.

**Executive Board Meeting 15-05  
Tuesday, July 21, 2015 @ 10:00am  
MSU Boardroom, MUSC room 201**

**Call to order @ 10:01 am**

**Present** D'Angela, D'Souza, Guarna, Ibe, Jama, Nestico-Semianiw, Osazuwa, Stegmaier

**Late** Khanano

**Absent**

**Others Present** J. McGowan (General Manager), V. Scott (Recording Secretary), M. Wooder (SLDC), Nicole Vandenheuval (Maroons Coordinator), Joshua Patel (Clubs Administrator), Sachin Doshi (EFRT Director), Justin Phan (MACycle Director), David Cheng (MAC Bread Bin Director)

**1. Adopt Agenda**

**Moved** by Jama, **seconded** by Stegmaier that the Executive Board adopt the agenda, as presented.

**Amendment**

**Moved** by D'Angela, **seconded** by Nestico-Semianiw that the agenda be amended and add "EFRT Operational Allocation

- D'Angela stated that they need to make an allocation of \$3,200 as they had made a miscalculation of EFRT's costs to re-brand.

**In Favour: 7 Opposed: 0 Abstained: 1 (Jama)  
Motion Passes**

**Vote to Adopt Agenda**

**Moved** by Jama, **seconded** by Stegmaier that the Executive Board adopt the agenda, as amended.

**Passes Unanimously**

**Khanano arrived at 10:03am**

**2. Adopt Minutes**

**Moved** by Guarna, **seconded** by Stegmaier that the Executive Board adopt the minutes from Executive Board meeting 15-04 – July 7, 2015, as circulated.

**In Favour: 8 Opposed: 0 Abstentions: 1 (Osazuwa)  
Motion Passes**

**3. Horizons Report – Michael Coulson presented**

- Coulson summarized the report.

**Questions**

- Stegmaier asked if accepting 10 over their limit would change anything in operations. Coulson responded that nothing would change.
- D'Angela asked if 200 would be the last cut off or is there room to grow. Coulson responded that he felt in terms of demand they could go higher; they turned away 20 other delegates after the closing date because they would like to see how it runs at 200. He added that there is a potential for expansion but they need to take small steps.

- Ibe asked if there were any session put together for staff to make sure that they have a great time, and can take away from the experience. Coulson responded that being a staff member allows them to grow in ways and that they take a lot away from the experience than they initially think. He explained that they are being mentors for the students and gaining perspectives from others. He added that there isn't anything written for staff members as the conference is for the delegates.

#### 4. **MACycle Report – Justin Phan presented**

- Phan summarized the report.

#### **Questions**

- McGowan asked if there has been an impact on the bike share program with MACycle. Phan responded that he has had people asking about the bikes and how it works, and he did his best to answer them. He added he has spoken with SoBi and knows the ins and outs of the program but isn't fluent. He explained that he passes on the info to increase biking. McGowan asked if there will be an impact on the service in September. Phan responded that he didn't think there will be a negative impact.
- Doshi asked if MACycle had an executive structure. Phan responded that they have an events promo job posting but nothing official. He added that he's trying to bring it back.
- Osazuwa stated that there was a highlight on the current challenges being about the service shutting down. Phan responded that last October when the Director quit it left a gap. He said that people have stated as recently as this summer that they didn't know that they had re-opened. Phan added that he included this challenge from last year because it's still affecting them.
- Osazuwa asked about if they were thinking long-term and about space. Phan explained that he hasn't really thought about it as he knows space is a premium on campus. Osazuwa asked where he would want MACycle to be if he had a choice. Phan responded that he liked the old space at Wentworth House as the space was central. He explained that this location has the space that the old location didn't, but the location is horrible.
- Ibe asked what would the ideal relationship between MACycle and SoBi be. Phan responded that he would like to do cross promotional events.

#### 5. **Maroons Report – Nicole Vandenheuval presented**

- Vandenheuval summarized the report.

#### **Questions**

- Osazuwa felt that Maroons shouldn't be paying as much as they do for their suits. He suggested the possibility of allocating more money to pay for them in the future. He asked Vandenheuval to look into the possibility of a financial program so that money isn't a barrier. Vandenheuval responded that they already have a program where the reps can email her with their concerns.

#### 6. **Yearplans**

**Moved** by Guarna, **seconded** by D'Angela that the Executive Board approve the following yearplans, as circulated:

- Shinerama/Terry Fox
  - QSCC
  - TAC
- Guarna stated that these were circulated online and she felt that they were good to go.

#### **Vote on Motion**

**Passes Unanimously**

## 7. SWHAT Operational Hours

**Moved** by Guarna, **seconded** by Stegmaier that the Executive Board approve the proposed changes of the SWHAT operational hours of 7pm-1am, 7 days a week.

- Guarna went over the memo with the Board.

### Vote on Motion

**In Favour: 7 Opposed: 0 Abstentions: 2 (D'Souza, Ibe)**  
**Motion Passes**

## 8. Clubs Logo

**Moved** by Osazuwa, **seconded** by Ibe that the Executive Board approve the proposed changes to the Clubs Logo.

- Wooder went over the memo with the Board.
- Jama stated that the logo reminds her of the Diversity Services logo. She asked if this was done on purpose.
- Wooder responded that it is representing groups as a whole, but it's still a distinct logo.
- Patel added that the colours look similar to Diversity Services because they are the MSU official colours according to the Visual Identity Guide.

### Vote on Motion

**Passes Unanimously**

## 9. EFRT Logo

**Moved** by D'Souza, **seconded** by Ibe that the Executive Board approve the proposed changes to the EFRT Logo.

- Wooder went over the memo with the Board. He explained that they aren't asking for an extra \$3200 above the costs already indicated, it is all costs included.
- Jama asked for clarification on the changes as she couldn't distinguish the difference between the two.
- Wooder explained that in the previous logo it was the incorrect font wrapping around the image, and they added the addition of MSU and the acronym of the service.

### Vote on Motion

**Passes Unanimously**

## 10. EFRT Operational Allocation

**Moved** by D'Angela, **seconded** by Ibe that the Executive Board allocate \$3,200 from the Operating Fund to EFRT for the Clothing Budget Line due to its new logo.

- Wooder explained that the reason for bringing this forward was that they caught the mistake at 5pm last night and there wasn't enough time to notify everyone until now. He stated that D'Angela already committed to adding \$2,000 to their budget line but adding the \$1,200 will make it go over the amount he is allowed to allocate. He stated that it's only \$1,200 more than outlined in the financial plan.
- D'Angela stated that nothing in the plans have changed, it was just that their numbers were off.
- Jama asked if they were voting on the document with the errors on it.

- Wooder responded that they aren't voting on the document, just the allocation. He explained that there was an error made in projecting the funds and it brought them to a number that needed to come forward to EB for allocation.

#### **Vote on Motion**

**In Favour: 8 Opposed: 0 Abstentions: 1 (Jama)  
Motion Passes**

#### **11. Committee of the Whole – Service Reports**

**Moved** by Guarna, **seconded** by Khanano that the Executive Board move into Committee of the Whole to discuss Service Reports.

**Passes Unanimously**

**Moved** by Guarna, **seconded** by D'Souza that the Executive Board move out of Committee of the Whole and to Rise and Report.

**Passes Unanimously**

#### **Rise and Report**

- Guarna reported that the Board stated Horizons was going to be fantastic. The Board asked to look into subsidizing uniforms for Maroons. Guarna reported that they will also be looking into exec for MACycle.

#### **12. Information and Question Period**

- Guarna stated that Spark got more space in the library and they can now increase their sessions. She explained that this means that they can hire more TLs now.
- Ibe acknowledged the work that all of the PTMs have put in so far, and stated that this year will be fantastic.
- D'Angela reported that he has been meeting with Diversity Services and Bread Bin about Bridges and their operating space.
- Nestico-Semianiw reported that he and Osazuwa will be going to Ottawa for the CASA conference for the "Get out the Vote" Campaign.
- Wooder thanked everyone for their votes of confidence for the new logos. He reported that Clubs Fest registration is opening today.
- Phan reported that he has been talking to Pauline Taggart for getting WiFi in the shop, and they are looking into costs.
- McGowan reported that he has been meeting with Mohawk College, HSR, and Presto about long-term solutions for bus passes. He stated that there is a likelihood that with the next agreement they will be using the cards, which will be 2017. McGowan reported that they are still working on a card system for this year and are figuring out distribution.
- Khanano reported that SCSN will hopefully be bringing forward job descriptions to the next meeting.
- Stegmaier reported that Services Committee has been picking up and are working on Operating Policies.
- Osazuwa reported that he had a meeting with Chris Roberts, Hospitality Services Director, and that there are a lot of changes coming to Centro. He reported that Gorilla Cheese, and a shawarma place will be implemented and wok away will be expanded.
- Guarna reported that they had their retreat this past weekend and so far has only received good feedback.

**13. Other Business****a. MAC Bread Bin**

- Guarna explained that they will be updating the operating policy to reflect the changes that they would like the service to implement.
- Cheng stated that they will be getting a new space in bridges to run a food distribution and food bank service. He explained that this will require some seed money to buy shelving units. He added that they would like to hire a coordinator in that space to oversee the space, and that they will be getting a community kitchen that will be run through that coordinator as well. Cheng explained that D'Angela is currently working on a MOU to make sure the space is defined. He added that they will also be doing the good food boxes through that space as well
- Scott asked Cheng to go over the changes to the service as they hadn't been brought forward before today.
- Cheng explained that they would like to bring more awareness about local food, and they are working with hospitality services to do so. He stated that they would like to move Bread Bin to increase what we can do for the students on campus, which means working with people who are interested in food and being champions on campus about food security.
- Guarna explained that the reason why this was brought forward is outlined in Bread Bin's yearplan. She added that this is just information for now and that passing the operating policy will take place at a later meeting.
- McGowan asked if they could look into working with Union Market with the good food box for distribution and sales.
- Cheng stated that this would be a good conversation to have.
- Ibe asked how this will affect Farmstand.
- Cheng responded that there will be a trial run during Farmstand, but it ends in October and doesn't run during the school year.
- Stegmaier asked Cheng to elaborate on the Community Kitchen and space.
- Cheng responded that they are currently working on getting two spaces, one being in Bridges, and the second with the McMaster Children's Centre.
- Guarna stated that once everything is firmed up it will be added to the OP.

**14. Adjournment and Time of Next Meeting****Time of Next Meeting:**

**Tuesday, August 4, 2015  
10:00 am  
MSU Boardroom, MUSC 201**

**Moved** by D'Souza, **seconded** by Khanano that the meeting be adjourned.

**Passes Unanimously**

Meeting adjourned @ 11:36 am

/vs



# REPORT

*From the office of the...*

## MSU Horizons Coordinator

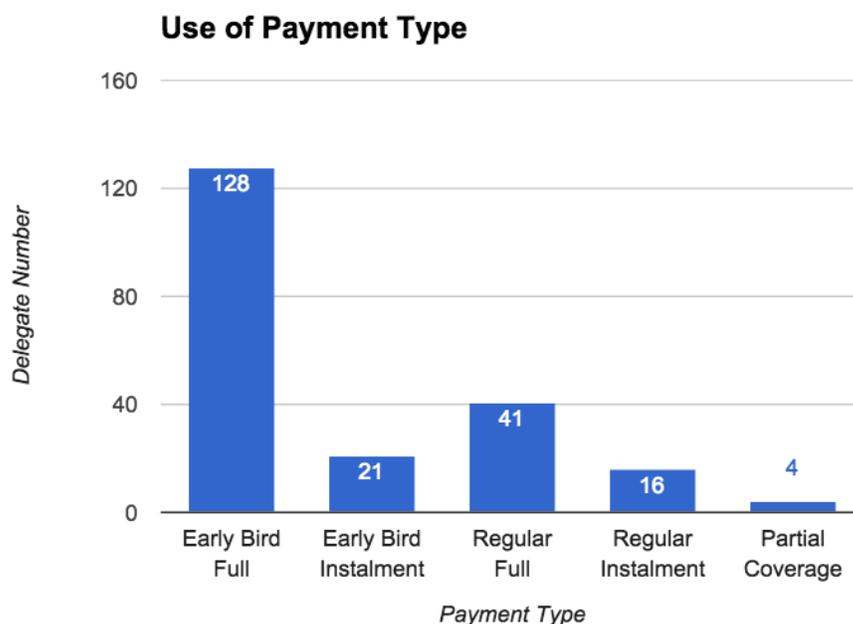
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TO: Members of the Executive Board  
FROM: Michael Coulson  
SUBJECT: MSU Horizons Report 2  
DATE: July 17 2015

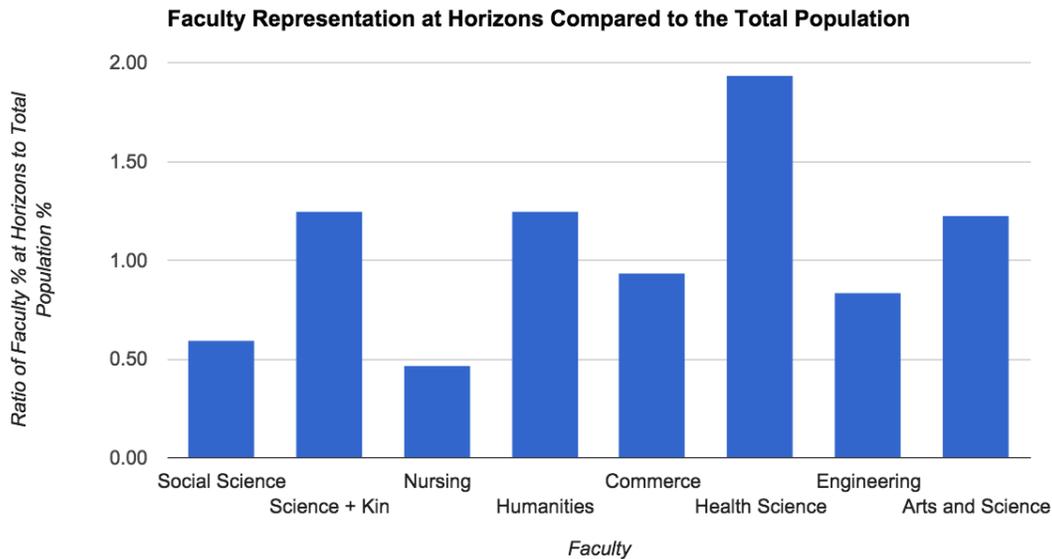
### UPDATE

The Conference is in 3 weeks so Horizons planning and preparation is in full-swing. The Planning Team is working hard at the individualized tasks to ensure the conference can run as smoothly as possible. Our staff have been hired, for a total of 60 LDs and 12 SET members. An unofficial position has been created where 3 of the SET members will be responsible for photography/videography, which differs from past years where only one photographer was present. Training is being planned, with a couple new additions to the schedule from last year (see Projects). We have reached our pilot delegate cap of 200 students, for a final delegate total of 210, even after which we had to turn ~10 students away. Our financial aid programs are working very well, instalment programs are being used extensively and we were able to offer partial coverage to delegates who requested so. We are also able to cut our Staff fee this year to \$10 (in past years it was \$20) and hopefully with more strategic budgeting next year, this can be removed completely.

### SERVICE USAGE



Our new financial aid programs went over very well. As you can see from the first figure, 20% of our registered delegates had some form of financial aid from Horizons. This may have gave rise to our registration filling up so quickly now that we can appeal to students who until now, were unable to pay the fee. Partial coverage indicates a 50% subsidized cost.



Faculty representation is good, where we have an over representation of Health Science (to be expected for any mentorship program), and Social Science and Nursing being under-represented. We have also collected data to questions such as: “I am planning on getting involved in my first year at McMaster”, which recieved a high positive result. If you are curious about any other data we collected, I can send you the responses.

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

Training is coming up on August 1-2<sup>nd</sup>, and we are including a full staff team AOP training, as well as Debrief 20A3 and Crisis Management presentations that we are making ourselves. The conference is also coming up soon, so we are working on finalizing all the details.

### **BUDGET**

Horizons is projected to be under budget. We have received a few large discounts from Housing and Conference, MUSC and IAHS bookings compared to last year. If you want to see a full budget line breakdown, I have one to show you.

**CURRENT CHALLENGES** – Ensuring our programming is solid.

**SUCCESSSES** – Things are going very well with Horizons.



# REPORT

*From the office of the...*

## MACycle

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TO: Members of the Executive Board  
FROM: Justin Phan  
SUBJECT: MACycle Report #1  
DATE: Friday July 17, 2015

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### **UPDATE**

MACycle has reopened for the summer and is in its one of two quiet season of the year. Although there are still co-op members coming in, it pales in comparison to the Fall rush. With the start of May, memberships from the previous year have expired so all co-op members will have to get a new one; about one hundred new memberships have been sold since the beginning of May as of the middle of July. There are four volunteers who help out the shop on an irregular basis, whenever they have time. Due to the lower number of students on campus, the number of co-op members coming in to the shop is relatively low so it does not warrant scheduling volunteers in. The shop is currently preparing for the upcoming Fall and Bike Auction rush by overstocking on frequently used parts and updating tools.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

MACycle's partnership with Start the Cycle in order to facilitate the repairs of the bikes for the bike library is still in effect from last year. Due to the low number of co-op members and volunteers during the summer, there have not been any events officially sponsored and hosted by MACycle.

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

MACycle will be having more volunteer appreciation events compared to the years before in order to keep volunteers motivated and coming back, as they are a necessity for the service to function properly. A volunteer appreciation dinner (as voted by the volunteers) will be held every month. Volunteers will also receive incentives for putting in hours such as a Mechanic Repair guide book. They will also receive a t-shirt with MACycle's new logo when the rebrand is completed.

There are currently no planned events for the summer as of the present time due to the lower number of students on campus; thus, the low turnout. There are two group rides and two workshops planned for the upcoming semesters; the rides are "Tour de Falls", and "Café Crawl" while the workshops are "Biking in the City", and "Winter Maintenance". I want these workshops to be held outdoors so volunteers in the crowd can have their own bikes used as a demonstration and get involved with the process.

MACycle is currently undergoing a rebrand and the new potential logos have been submitted for critiquing. Once the rebrand is finalized there will be an increase in advertisement with printed stickers for those who are interested and new t-shirts for the

volunteers for a cohesive look. A large banner will be purchased to hang from the bleachers because a lot of people who have not been to MACycle before have gotten lost in front of the shop because the location is relatively hidden.

## **BUDGET**

	Amount Used (As of May)	Budget 2015 - 2016	Percentage Used (As of May)
Sales Revenue	(1250.00)	(4,500.00)	27.78%
Other Revenue	(0.00)	(4,500.00)	0.00%
Office Supplies	0.00	0.00	0.00%
Telephone	0.00	350.00	0.00%
Photocopying	0.00	150.00	0.00%
R&M Equipment	0.00	500.00	0.00%
Volunteer Recognition	0.00	1500.00	0.00%
Adv. & Promo	14.60	1,100.00	1.33
Special Projects	0.00	400.00	0.00%
Parts	0.00	10,000.00	0.00%
Wages	590.37	13,000.00	4.54%
Benefits	43.48	1,200.00	3.62%
Depreciation Expense	0.00	270.00	0.00%
HST/GST Expense	0.00	300.00	0.00%

## **CURRENT CHALLENGES**

MACycle still faces the challenge of student awareness of the service. The recent shutdown of the service has exacerbated this issue, as the most of the already low number of CO-OP members are not aware of the reopening. In order to mitigate this issue, MACycle will be participating in all service fairs such as ClubsFest, BlizzardFest, and a service fair for graduate students. On top of that issue, the location of MACycle is not ideal. Not only is the shop in a relatively isolated area of campus, it's hard to spot if people have not been to the shop in the past. There are plans to purchase a banner and hang it from the stadium seats above MACycle in order to attract more attention.

## **SUCSESSES**

MACycle has acquired two new volunteers over the summer who have been putting in a lot of work despite the quiet months. Although these two do not have experience as a bike mechanic they are all very eager to learn and I'm more than happy to guide them and pass on my knowledge. There are currently two volunteers who are interested in being the shop Director in the following year so I am working on training them mechanically. This is the most amount of volunteers that MACycle has had in the nearly two years that I've been a part of the service.



# REPORT

*From the office of the...*

## MSU Maroons Coordinator

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TO: Members of the Executive Board  
FROM: Nicole Vandeneuvel  
SUBJECT: MSU Maroons Report 2  
DATE: July 21, 2015

### **UPDATE**

This past month has been filled with Welcome Week planning and preparation, as well as, finalizing uniform details. We have been working hard to make Welcome Week as best as possible. A promotional video has been made with a scheduled release date of July 31.

### **SERVICE USAGE**

Since our last meeting the Maroons have assisted as volunteers for the MSU Charity Golf Tournament which went wonderfully. Besides that, not much has occurred. Most projects occur throughout the year and planning for Welcome Week has been taking up the majority of time during executive meetings.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

As stated above, not too much has occurred during the few weeks between our last meeting for the Maroons as a whole. Welcome Week planning, preparation for re-painting the office and small informal team bonding opportunities are in place for the next month leading into the school term. Filming for our first promotional video has been completed with our anticipated release date being July 31, the theme of which is "What makes McMaster home?".

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

We are continuing to have at least one team bonding activity per month available for reps to attend to get to know each other moving forward into the year. With the next one planned as a low-key "Bring Your Own Board Game Night" next weekend. Within the first couple weeks of August I will be painting the Maroons Office in B111 in hopes of being more welcoming and professional. Filming for our second promotional video is being planned for the July 24-25 weekend. The Maroons will be assisting with New Marauder Orientation scheduled on August 14<sup>th</sup> as volunteers. Furthermore, planning for rep training has continued with training scheduled for August 27 and 28 (the two days prior to Welcome Week).

## BUDGET

Budget Line	Amount	Products Purchased	Amount Spent	% Spent
Office Supplies	\$160	N/A	\$0	0%
Annual Campaigns	\$6000	N/A	\$0	0%
Recognition Awards	\$1000	N/A	\$0	0%
Advertising and Promotions	\$1500	UG Standing Order, no expenditures made to date	\$500	33%
Special Projects	\$1000	N/A	\$0	0%
Uniforms	\$6000	Suits and jerseys POs approved	\$6941.31	115%
	(\$4500)	Suits and jerseys anticipated revenue	-\$6567.00	25% of \$1500 dif
Member Training	\$1700	N/A	\$0	0%

As stated in my last EB Report, planning of our own larger scale events has not yet begun and thus spending has been limited to Uniforms which are needed for Welcome Week. I have currently surpassed my budget line for uniforms, however, will be recovering the costs upon receiving the products and revenue based on Maroons Representatives paying for a majority of their own suits and jerseys. I will be charging \$90 and \$35 respectively with some subsidation coming from the uniforms budget line. Upon collection this will leave \$1125.69 to spend on t-shirts, which are currently being designed, for reps to wear during Welcome Week.

## CURRENT CHALLENGES

The biggest challenge right now, as it was last month, is the fact that many reps are not in Hamilton over the summer. To combat this we have planned at least one team bonding event per month to encourage rep bonding and cohesiveness moving into the year and Welcome Week.

## SUCSESSES

Our greatest success since the last EB meeting would be the continued bonding of the Maroons Representatives who seem very eager to get to know each other and get the year started as Maroons. The Maroons Executives have been continuing to work hard to create great Maroons Training sessions that are relevant to our duties as Maroons by re-vamping old sessions and creating new ones.

# YEAR PLAN

## MSU Shinerama and Terry Fox Coordinator

Riley Armstrong  
2015-2016

(Submitted June 10, 2015)



## OFFICE OF THE MSU Shinerama and Terry Fox Coordinator

### INTRODUCTION

This is my plan for the upcoming year. I plan to do my best as the Shinerama and Terry Fox Coordinator to fulfill my duties and goals. I plan to reach all of the goals I have set out for myself as well as all of the goals set out by my executive team.

A few things I intend to do in particular are to modify the Terry Fox Run in order to make it a bigger and better event. In the past, the Terry Fox Run has been lacking in participants, donations etc. I believe that all we need is someone with a vision for it and a drive to reach the goals. I hope what I have planned will make this year's Terry Fox Run the biggest and best event to date.

For Shinerama, I plan to continue McMaster's successes from the past few years and continue to raise a ton of money for Cystic Fibrosis research and care. We have done a phenomenal job at reaching and surpassing our goals the past few years and I would like to continue that this year. I plan to run a few more secondary fundraisers this year to offer more opportunities to raise money. I also plan to work alongside the faculties, residences and SOCS to ensure that they run a successful campaign and help McMaster as a whole to reach our goals. This will be done by implementing incentives into their fundraising as well as collaborating on various events. Overall, I just hope to be the best I can be and assist the McMaster community in reaching all of their goals, while having an overall successful campaign.

### GOALS

Objective 1	Increased promotion and awareness on May @ Mac day - completed
Description	I would like to use May @ Mac as an opportunity to reach out to the prospective students, engage them and educate them about Shinerama; what it is, what it does and how they can get involved and help
Benefits	This will act as another opportunity for the students that will be coming to Mac in the fall to learn about what Shinerama is. It will help when WW rolls around and we have a short amount of time to raise a ton of awareness so people come to Shine Day and raise a ton of money
Difficulties	There is a lot of things going on during May @ Mac, students may overlook us. We may not have the opportunity to have a table set up.
Long-term implications	If this turns out to be successful, it would definitely be a very beneficial way to promote the service early start the buzz about Shinerama. Regardless of what University the student decides on, there is a very high chance that their University is going to participate in Shinerama.
How?	I contacted Candy and she said that I could have representation at the event but to contact the MSU to see if I could share the table. I will be contacting Michael Wooder to discuss this. Then I will assign my exec to the table. (Discuss the possibility of a BP fundraiser with the exec)
	This objective is complete. I think it went well, we had a lot of people come to us to see

	what/who we were. We had a BP Fundraiser this day as well so it was a great time to promote that event. Being able to be there while all of the new students walked around was a great thing because like I said before, they will probably end up going to a school that participates in Shinerama so early exposure will help them to understand Shine does and why we are always asking for money.
Partners	<ul style="list-style-type: none"> <li>• Shinerama and TF exec</li> <li>• Candy Hui (May @ Mac planner)</li> <li>• MSU; Michael Wooder</li> </ul>

Objective 2	Building Relationships with Faculty Planners and Shinerama Planners
Description	Faculty planners and their Shinerama planners play a crucial role in my campaign. Their respective teams raise the bulk of the money for our Shinerama campaign; therefore it is important that a good relationship is developed with them. Also, I would like them to know I am here to help them with their fundraising efforts, and I am able to provide them with anything they need.
Benefits	Building relationships with planners may enable them to raise more money through resources and suggestions that I can provide to them. It can also increase coordination between teams.
Difficulties	It may be hard to meet with all groups because some of the planners are very busy and some do not always respond to emails. To overcome these difficulties I will try to be flexible to their schedules and different methods of communication. I will also make sure to follow up with them if I haven't heard from them or contact Julia for assistance if necessary.
Long-term	I think that this will continue to help improve faculty campaigns and the overall campaign as a whole every year but it needs to be an objective each year because there are always new planners. Hopefully with time this partnership will increase.
How	I will email all the faculty planners to ask to meet with them and their Shinerama planners. I will also get the contact information for the Shinerama planners because most future communication can go through them. I will set up meeting times with each group and follow up with groups who do not message me with meeting times. I will also make sure to respond promptly to questions from planners.
Partners	<ul style="list-style-type: none"> <li>• Welcome Week Faculty Planners and Shinerama Planners</li> <li>• Laura Dykstra - Welcome Week Faculty Coordinator</li> </ul>

Objective 3	Keeping a very detailed list of expenses
Description	I would like to keep track of expenses -for my own personal records but also to assist the new Coordinator in where they should be spending their budgets in the future.
Benefits	This will help when it comes to transitioning the new Coordinator. One thing I have noticed is my budget from the MSU clumps all Shinerama expense together into one big budget and all TF expenses into a budget. So far, I am finding it difficult to try and determine how much money to allocate to what.
Difficulties	This may be difficult to keep up with as we will be spending an incredible amount in such a little time frame.
Long-term	It will ease transition in future years because hopefully it will a) catch with future

implications	Coordinators or b) encourage the MSU to modify the budget to separate the expenses into more easily defined categories
How?	I will keep a detailed and organized spreadsheet and binder on my computer and in my office.
Partners	

Objective 4	Thanking Sponsors
Description	One thing we tried to do and sort of lacked a bit on last year was thanking the sponsors for both Shinerama and TF. It is crucial to do this in order to maintain a positive relationship with them for future years.
Benefits	Maintain the positive relationship with the sponsors on our end will give them no reason not to allow us to have them as sponsors in future years.
Difficulties	Once events are over, it is very common that people just stop caring about such event as they get busy with other things, such as school or the next events.
Long-term implications	This will allow us to maintain a long term relationship with the businesses and sponsors to hopefully be able to use them again in future events.
How?	I would like to write the thank you notes out and have them completely ready, enveloped and stamped before the day of the event. In order to do this, I will have to have a detailed list of all of the sponsor, what they donated and where they donated it so we can appropriately thank them.
Partners	<ul style="list-style-type: none"> <li>• Shinerama and TF exec</li> </ul>

Objective 5	Terry Fox Secondary Fundraiser ex. Sports Tournament
Description	I would like to run a secondary fundraiser for TF during the summer.
Benefits	The purpose of the secondary fundraiser would be to a) promote the service and provide outreach to the community and b) raise extra funds for our campaign
Difficulties	Due to the event being in the summer time, and due to it being a new event, there may be a lack in attendance. To overcome this, it may be smart to run the event on a weekend where other events are occurring, OR on a weekday where students will be around campus.
Long-term implications	This fundraiser will raise extra money and raise awareness for the Run day which will occur in September. Most people know what the TF Run is since they have done it all throughout school, but lots of people don't realize that we have one on campus. This fundraiser will help draw more attention to the TF Run. If the event is successful, it would definitely be a possibility for future years.
How?	Create a detailed plan of the event etc. a sports tournament: what sport? Where? When? Organizing registration, donations/registration costs and the brackets, contacting about supplies (bubbles for bubble soccer).
Partners	<ul style="list-style-type: none"> <li>• Ath and Rec</li> <li>• MSU Maroons</li> <li>• Shinerama and TF exec</li> <li>• Campus Events</li> <li>• Outdoor sports equipment provider</li> </ul>

Objective 6	Terry Fox Fundraisers on Welcome Day
Description	In the past, we have done fundraisers on Welcome Day for Shinerama, such as a bouncy castle, cotton candy and BP. It would be nice to continue these for Shinerama, but also to add a few for TF maybe next to Shinerama.
Benefits	This will attract the attention to TF to remind people that although Shinerama is huge at Mac, it is important to also remember TF.
Difficulties	If may be difficult because we only have a limited number of exec so having so many fundraisers for our service happening at the same time may be difficult to handle. A wayto possibly overcome this is encouraging the Maroons to help us with the different fundraisers and have them inform people about the fundraisers so people participate.
Long-term implications	If this is successful, it would be a great way to increase awareness for both campaigns in the future.
How?	I will have to discuss this with the planner of Welcome Day (SSC) to ensure we will have a spot to run these fundraisers. I will then sit down with my exec and plan exactly what we want to do for both ie. Cotton candy, spin the wheel to win, dunk tank, etc. We have already secured BP for this day.
Partners	<ul style="list-style-type: none"> <li>• MSU Maroons</li> <li>• SSC</li> <li>• Shinerama and TF exec</li> <li>• BP manager</li> </ul>

Objective 7	Shinerama Garage Sale
Description	There are some faculties that do their own individual garage sales throughout the summer. I love garage sales so I want to have one large garage sale for everyone to participate in. All of the faculties that choose to participate will be given a table to set up all of the good on. All of the proceeds from their individual table will go to their campaign.
Benefits	It will be more organized and hopefully attract more people than an individual faculty garage sale would. It will also create an opportunity for the faculties to work together towards a common goal rather than competing all the time.
Difficulties	It may be difficult to do if the faculties are not interested in participating. It also would be hard if the community members don't come out to the event.
Long-term implications	If it is a well planned and organized event that is well received from the faculties as well as the community, it could become a yearly event.
How?	I have drafted an email to send to the faculty Shinerama planners to see if they have interest in participating. Then, when we have our numbers, I will start to plan a final location and book tables for the event. We will also have a promotion plan to ensure the community knows about the event.
Partners	<ul style="list-style-type: none"> <li>• Faculty Shinerama planners</li> <li>• Campus Events</li> <li>• McMaster Housing and Conference Services</li> <li>• McMaster Community</li> </ul>

Objective 8	Shinerama Busker Fest
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Description	On a designated day, we will have people going to various locations around Hamilton to busk for Shinerama.
Benefits	This will result in pure profit. It doesn't cost anything to do, yet we are getting the money -right towards our campaign.
Difficulties	This will be difficult if we don't have people interested in participating. It will also be hard if we can't find a place that will allow us to busk.
Long-term implications	Again, if this fundraiser is well planned and organized it will be a successful fundraiser in the -future.
How?	I will be sending out an email to the faculties and musical oriented clubs on campus to ask if they want to be involved with the event. We will then take those numbers and find locations for everyone to busk at. Then, we will send everyone out on location for the day to busk their hearts away and collect spare change in the Shinerama donation boxes provided.
Partners	<ul style="list-style-type: none"> <li>• McMaster Community</li> <li>• Faculties</li> <li>• Shinerama and TF Exec</li> <li>• Clubs Administrator</li> </ul>

Objective 9	Increased Participation and Awareness about TF
Description	TF seems to lack in participants compared to Shine Day. I would like to try and change this in the coming year. I would like to have more people show up to participate in the event. I would like to increase online and promotion presence to assist in increasing participation and awareness of TF and the TF Run
Benefits	This will help us raise more money and awareness for TF. It will also help us build a better campaign.
Difficulties	This may be difficult to do depending on restrictions that we may run into.
Long-term implications	If more people become involved and aware of the TF run this year, it will benefit the future years because they will continue to participate in future years and tell their friends about the run as well.
How?	We will do this by modifying the structure of the run as well as increasing promotion leading up to Run Day.
Partners	<ul style="list-style-type: none"> <li>• Shinerama and TF Exec</li> </ul>

Objective 10	Car Washes on Shine Day
Description	I would like to organize specific locations to be car wash locations for shine day. I would prearrange with the Maroon leader and faculty/residence/SOCS to make sure it is okay with them to be a car wash location.
Benefits	This offers another opportunity to raise money in a unique way on Shine Day.
Difficulties	This may be difficult if the chosen faculty/res/SOCS chose not to participate. It may also be difficult if the locations deny our request to have a car wash on their property.
Long-term implications	If planned and organized thoroughly this could catch on and become a regular thing in future years.

How?	While contacting locations, we could chose which ones we want to be car wash locations. Then we can discuss with the owners about the possibility. Then when placing the teams at their locations we will discuss with them whether they will be okay being at the car wash station.
Partners	<ul style="list-style-type: none"> <li>• Maroons</li> <li>• Faculties</li> <li>• Residences and SOCS</li> <li>• Shinerama and TF Exec</li> </ul>

Objective 11	Shinerama Bottle Drive
Description	This is pretty self explanatory. We will be having a bottle drive as a secondary fundraiser.
Benefits	This is an easy way to make money by spending virtually none.
Difficulties	It may be hard to do if not a lot of people are interested in participating.
Long-term implications	If we prepare for this event properly – by promoting it properly and spreading the work of the event it will help the event be successful. A successful event this year will increased the likelihood of it being a successful event next year.
How?	I ran a personal bottle drive last year and it turned out very well. I plan on using the same approach. We will hand out flyers a few days in advance so people know that we are coming. They will then leave their bottles out front of their house if they wish to participate and we will pick them up.
Partners	<ul style="list-style-type: none"> <li>• Shinerama and TF Exec</li> </ul>

Objective 12	Shine Taxi
Description	The MSU has golf carts usually during WW. One of the carts has typically been a limo cart for Maroons, Campus Events and Shine to use. Using these carts as Shine Taxis and picking up students and their parents and taking them anywhere they want to go on campus for donations.
Benefits	This will not only assist the students moving in, but also help them feel welcomed. Accepting donations for taxi rides will contribute to the money we are raising. It offers another opportunity for the parents and students to donate, but they actually get something out of it for themselves.
Difficulties	In the past, there has been one limo cart labelled shine taxi and the other not. The BoD and Maroons who also drive these carts have started to pick up and drop off people around campus, but the only people asking for donations end up being the Shine team. No one else doing this mention Shinerama or the Shine Taxi
Long-term implications	If this catches on, it will help the campaign in terms of donations and can possibly carry on in future years.
How?	I would like to label all the limo carts Shine Taxis and encourage all limo cart drivers to remind people when they chauffer them around campus that they can donate to Shinerama as a result of getting a ride. This will help clear up the confusion of which cart is which and it will ultimately end up in more potential donations.

Partners	<ul style="list-style-type: none"> <li>• Campus Events</li> <li>• MSU Maroons</li> <li>• MSU Board of Directors</li> <li>• Shinerama and TF exec</li> </ul>
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Objective 13	Interactive Information Booth on Move in Days
Description	Similar to the booth we will run at May @ Mac, it will be a booth to promote the service and educate students about Shinerama.
Benefits	It will help with the confusion and frustration about all of the people continuously asking for money and offer an opportunity longer than the typical 1 min elevator speech to educate the students about Shinerama.
Difficulties	There is the possibility that everyone will a) see Shinerama and continue being frustrated about the number of times they have been asked for money or b) not have the time to stop by our booth.
Long-term implications	This may be a good way to create extra outreach, and educate first years about Shinerama so they understand what their reps are talking about and so they come out to our events
How?	If the booth were in Mills Plaza, near Willy Dog and MUSC, it would be very helpful because all of the students will be going to the atrium to pick up their mac passes so we would get lots of traffic.
Partners	<ul style="list-style-type: none"> <li>• Shinerama and TF exec</li> </ul>

Objective 14	Improving Shine Off
Description	Looking for a way to improve the format of Shine Off
Benefits	Shine Off is an event where students become more engaged and involved in Shining before Shine Day. It also gives the first years a change to get excited and pepped up for Shine Day.
Difficulties	We have had difficulties in the past trying to determine the best way to do it and have struggled with a place. Last year, we used 10 acre field but weren't able to drive the cars on the field so that presented the issue of students being able to see.
Long-term implications	If we can come up with a way to properly run this event it will be very beneficial for future years because they won't have to ultimately start from "scratch" next year.
How?	One thing I have been thinking about is doing the same sort of idea of last year, having the car share company come in, have one res dirty the car for another to clean and then have their students cheer on their res. To engage more students, we can incorporate spirit, enthusiasm and general cheering for each res into their final scores ie. The res who cheers their res on appropriately (no negative words to their opponents) will get extra points for their cup points. To improve seeing the event, if we could find a place on campus where we could park the cars in the middle and have the students surround the cars on all sides (with different areas sectioned off via pylons for each residence).

Partners	<ul style="list-style-type: none"> <li>• Campus Events</li> <li>• MSU Maroons</li> <li>• Shinerama and TF exec</li> </ul>
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Objective 15	Improve training of my exec
Description	General training for my exec team.
Benefits	This will properly prepare them for WW and what they should expect from other members, other reps and themselves.
Difficulties	It may be a little difficult to find a way to integrate them into Maroon training (the training they traditionally do) ie. What is actually important to their role in specific.
Long-term implications	Finding a good way to do this this year will be helpful in future years when the discussion about training comes up again.
How?	Having a discussion with Nicole (MSU Maroons Coordinator) about which sessions are appropriate for them to attend and how to structure the training so they don't have to wait around for specific sessions.
Partners	<ul style="list-style-type: none"> <li>• MSU Maroons</li> <li>• Shinerama and TF exec</li> </ul>

Objective 16	Improve training of Maroon reps and faculty Shinerama Planners
Description	The Maroons play a large role in helping out with Shinerama and TF. The faculty Shinerama planners are the sole planners for their faculties. It is very important that both these groups are trained adequately on what Shinerama is and what CF is.
Benefits	This will improve the volunteering experience for the Maroons since they will know exactly it is they are help out with. It will help the faculty Shinerama planners to make sure they are up to date with their information and are relaying the correct info to their 100s of reps.
Difficulties	It may be difficult to train the faculty planners since they are knees deep in planning and fundraising already.
Long-term implications	Having adequate training for both groups will ensure that everyone is comfortable in the knowledge they have about Shinerama and CF. It will be something that could be repeated in the future to ensure we are up to date.
How?	<p>Maroons: Shinerama usually is a station included in their 2 day training where we go through Shine Day logistics and plans as well as a quick run through of what Shine and CF are. I am planning on adding a page into their manual called the "Shine Facts" page where they can flip to it if they forget any important facts when shining or if anyone (including first years) have a question.</p> <p>Faculty Shinerama Planners: facilitating some sort of meeting with all of the faculty planners would be a good way to do this so that we can do it with everyone at the same time. OR once I have everyone's contact information, I can create a document for them and send it out to review at their earliest convenience.</p>
Partners	<ul style="list-style-type: none"> <li>• MSU Maroons</li> <li>• Faculty planners and Faculty Shinerama planners</li> <li>• Shinerama and TF exec</li> </ul>

Objective 17	Facilitate open and friendly relationship between my exec and the BoD
Description	It is very important for my exec to feel comfortable with the BoD. If they have any questions or concerns regarding anything, including me, it is important that they feel as though they may approach any member of the board to communicate these concerns with them.
Benefits	Having open and friendly relationships will allow for a lighter, fun atmosphere ultimately resulting in a better experience by all.
Difficulties	We all have very busy schedules, but I don't see why this would be an issue.
Long-term implications	Having open communication with the BoD will allow for a better relationship until the end of our terms and into the school year ahead. It will help to maintain the relationship for the rest of our time here at Mac.
How?	I will have the board members meet my exec team formally. Giuliana has already had the chance to sit in on one of our meetings and meet our team.
Partners	<ul style="list-style-type: none"> <li>• Shinerama and TF exec</li> <li>• MSU Board of Directors</li> </ul>

### Long-term planning

Overarching Vision <i>(what is the ultimate goal?)</i>	<b>Larger Terry Fox Event - Terry Fox Festival</b>
Description	The Terry Fox Run at McMaster has tended to be overshadowed by Shinerama. This is because of a multitude of reasons such as, triple bookings, more interest from reps and students during WW and not after and general lack of knowledge of the event.
Benefits	<ul style="list-style-type: none"> <li>• It will help students to get more involved with TF</li> <li>• It will give McMaster another chance to raise money for another great cause</li> <li>• If we are able to make the TF run a bigger event, it might draw more people with different interests to the event</li> <li>• Having a larger event in a bigger area will attract more attention.</li> </ul>
Year 1	<p>This year, the Terry Fox Run is scheduled for Sunday, September 20th. I would like to take advantage of the fact that it is 3 weeks after WW to better our outreach and promo as well as having the time to plan a larger scaled event. I would like it to be longer, with activities both before and after the Run.</p> <ul style="list-style-type: none"> <li>• BSB and JHE Fields as location</li> <li>• Different route - starting at BSB</li> <li>• Alternate programing: not everyone is a fan of running, having an alternate activity for them to participate in will attract a different audience</li> <li>• Live music: extend the offer to students on campus to perform at the end</li> </ul>

	<ul style="list-style-type: none"> <li>• Have Underground prepare promotional material to ensure that the word gets out to everyone.</li> </ul>
Year 2	Evaluate the option of adding food trucks or food tents, possibly in the form of a BBQ for attendees after the Run. It would be used as an incentive for the event.
Year 3	Evaluate the option of extending the event in a larger way to the Hamilton community. Possibly partnering with the Dundas Run.
Partners	<b>Al Legault</b> - Campus Events <b>Michael Wooder</b> - MSU <b>Michael Beattie</b> - Communications Officer <b>Shinerama and TF Exec</b>

### **GOALS to strive for**

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

1. All Shinerama secondary events
2. All TF secondary events
3. All aspects planned and prepared for WW and Shinerama
4. All aspects planned and prepared for Terry Fox
5. Confirm and thank all sponsors for Shinerama and Terry Fox

#### **List 5 things you would like to have completed during the fall term (1<sup>st</sup>)**

1. Write transition report
2. Collect transition reports from exec
3. Prepare hiring questions for new Coordinator
4. Organize all files for new Coordinator
5. Organize and clean office space

**Master Summary  
(calendar and checklist)**

May	<ul style="list-style-type: none"><li>• May @ Mac promotions</li><li>• BP fundraiser event</li></ul>
June	<ul style="list-style-type: none"><li>• Bottle Drive I</li></ul>
July	<ul style="list-style-type: none"><li>• Bottle Drive II</li><li>• Busker Fest</li><li>• Garage Sale</li></ul>
August	<ul style="list-style-type: none"><li>• BP fundraiser event</li><li>• New Marauder Orientation</li><li>• TF event</li></ul>
September	<ul style="list-style-type: none"><li>• Shine Day</li><li>• Terry Fox Festival</li></ul>
October	<ul style="list-style-type: none"><li>• Transition Reports from exec</li><li>• Transition Report for the future Coordinator</li></ul>

**YEAR PLAN**  
MSU QSCC Coordinator  
*Emily Smith*  
2015-2016  
(submitted July 15, 2015)



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## **OFFICE OF THE QSCC Coordinator**

### **INTRODUCTION**

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To Whom It May Concern,

During my time as the QSCC Coordinator, the following are a few overarching themes I hope to accomplish. These include:

1) Outreach

This theme stems from a lack of attendance over the recent years at not only the social space, but the events. There is only a single event that attracts a multitude of attendees, this being our annual MacPride March. Over the course of the year I would like to begin initiatives that reach out to incoming first year students, upper year undergraduate students, graduate students and valuable individuals in the community to attract more foot traffic through the QSCC space, and the QSCC events.

2) “Getting Connected”

This is my biggest goal for the 2015-2016 year which simply means reconnecting and reestablishing relationships with on and off campus community partners. In recent years collaborative efforts have declined, relationships with community partners have dissolved and our connection with the greater McMaster community has dimmed. Getting connected means reaching out to our community partners and establishing relationships before the school terms begin, which is currently underway. These partners include but are not limited to: the AIDS Network, the Well, Rainbow Health, the LGBTQ+ advisory committee and the National Speakers Bureau. This also means connecting with campus partners which is also underway including but not limited to: the Student Success Centre (Common Reading Program, IRIS, Welcome Week), the Grad Student Association, EngiQueers, United in Colour, Women and Gender Equity Network, the SWELL and HRES.

3) Accountability

Accountability is important regardless of position or organization, and I feel that due to the nature of my above goals, the ability to document all of this outreach and keep detailed records of community partners, contact information and events. Although a transition report is a final part of a part-time manager commitment, my goal is to stay organized through the year and maintain an ‘ongoing’ transition report to ensure better communication over the long term.

4) Campus Awareness/Presence

As mentioned above, with involvement decreasing, a large goal of this year is campus presence which will include greater advertising and engagement. For example, rather

than engaging in one welcome week outreach program such as Clubsfest, the QSCC would be tabling at other events such as the Grad Student Resource Fair, and various events throughout the year. Advertising through more than posters, as has been the main source of advertising in recent years, will be increased to include campus screens, conglomerated social media advertising through the MSU website, rather than individual advertising through Facebook and Twitter, and other creative sources of advertising.

My goals for the upcoming year are large ones, and hopefully achievable ones, as will be discussed below in greater detail. If I were to sum up what I would like to achieve this year simply, it would be getting connected, and using all avenues, resources and individuals at our disposal to ensure that the QSCC has a presence, a voice, and something to give back to the McMaster and Hamilton communities.

Sincerely,  
Emily Smith  
QSCC Coordinator 2015-2016

## GOALS

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Objective 1	<b>Executive “Transition Report”</b>
Description	Over the 2015-2016 year all responsibilities held, difficulties faced and events or initiatives planned by each executive member will be documents and collected into a miniature transition report for the incoming executive.
Benefits	<ul style="list-style-type: none"> <li>• Provide incoming executives with a better understanding of their role, and areas for growth and change.</li> <li>• Hold executives accountable during the year, and allow outgoing executives to recognize the work that has been accomplished.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Gathering information from executive volunteers</li> <li>• Ensuring information is passed on to the incoming executives in future years</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Provide executives with contact points at the university for specific events/initiatives.</li> <li>• Provide executives with more freedom in their roles</li> <li>• Provide coordinator with historical information on executives for areas of growth and change</li> </ul>
How?	Through creating a shared google drive, miniature transition reports can be uploaded every few months to keep executives informed, invite all to participate and add ease to the process as documents can be added from anytime, and any computer.
Partners	<ul style="list-style-type: none"> <li>• Executive members</li> </ul>

Objective 2	<b>Peer Support Events</b>
Description	Peer support is a valuable area of our service that needs to be explored in more depth, including the way that peer support is delivered and achieved. Aside from on-request 1:1 peer support services, the QSCC will hold monthly peer support events including but not limited to: movie nights, self-care days, boardgame afternoons, etc.
Benefits	<ul style="list-style-type: none"> <li>• Provide queer students with a safe space to connect with their peers about personal concerns</li> <li>• Allow students to access various styles of peer support and varying degrees of support</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring the availability of the wellness executive</li> <li>• Gearing events to peer support rather than socializing: how do we create a safe peer support space?</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• To create a space for support and growth amongst queer students.</li> </ul>

	<ul style="list-style-type: none"> <li>• Create a long-lasting peer support program where peers seeking support may eventually go on to be the peers providing support.</li> </ul>
How?	Peer support events will be held monthly by the wellness executive, and meetings on an ad-hoc basis will take place between the coordinator and the wellness executive to ensure issues are dealt with in a timely matter.
Partners	<ul style="list-style-type: none"> <li>• Health and Wellness Executive</li> <li>• SHEC, PSL, WGEN (services that provide peer support)</li> <li>• SWC</li> </ul>

Objective 3	<b>MacPride</b>
Description	MacPride is the QSCC's biggest event of the year and is every coordinator's biggest event/goal for the first semester. The event features the MacPride March, a body positive workshop, multiple small themed events, a keynote speaker and more depending on the executive team goals.
Benefits	<ul style="list-style-type: none"> <li>• Provides political awareness on campus for queer students</li> <li>• Allows students to demonstrate their individual pride, and provide a venue for both student and faculty allies to support them</li> <li>• Creates events for education, networking and socializing for queer student</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Securing a keynote speaker</li> <li>• Large campus promotions</li> <li>• Ensuring executive staffing for events due to the busy time of year (midterms)</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Continued awareness of queer students on campus/advertising for the QSCC</li> <li>• Greater queer acceptance on campus</li> <li>• Ongoing critical engagement with students and faculty</li> </ul>
How?	Through providing queer education, networking and socializing in a concentrated time period. Through providing students with a political demonstration with ongoing changes – for example: different keynote speaker focuses, varying workshop from year to year depending on student demand.
Partners	<ul style="list-style-type: none"> <li>• MSU Services</li> <li>• Faculty members (historically: Ath and Rec, SSC, HRES, ResLife, SWC etc)</li> <li>• Community Partners (i.e.: AIDS Network, the Well, etc)</li> </ul>

Objective 4	<b>Annual Mixer</b>
Description	The annual QSCC Mixer is a formal event at the end of the year for students to come out, socialize, recognize the achievements of the centre over the year, and become aware of how to get involved in the upcoming year.
Benefits	<ul style="list-style-type: none"> <li>• Provides students with a social activities with other queer students</li> <li>• Provides knowledge about upcoming involvement with the QSCC (such as executive positions)</li> <li>• Wraps up the year.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Booking an inclusive space</li> <li>• Promotion</li> <li>• Attendance/engagement</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• The Mixer is an annual event that has already demonstrated long term implications such as integrating students, engaging QSCC alumni, and providing a space for students who would not typically frequent the space to get involved.</li> </ul>
How?	The promotion executive is responsible for this event including booking the venue, securing the music, creating advertising and running the event with other executives. Through team engagement and planning this event will provide a fun, engaging atmosphere for socializing.
Partners	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

Objective 5	<b>Speed Friending Event</b>
Description	A social event based off the structure of a speed-dating event to connect queer students with each other, and with members of other services in attendance.
Benefits	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Creating community</li> <li>• Providing an area for socializing.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Locating space (historically Bridges)</li> <li>• Encouraging non-queer individuals to attend and network – typically individuals believe events associated with the QSCC are closed to queer students.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Building valuable connections between students and their peers, other services, faculty and more.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Creating a structured socializing setting which can help individuals who feel anxious in other settings.</li> <li>• Creating a more accessible space for individuals who would not attend more outgoing social events.</li> </ul>

Partners	<ul style="list-style-type: none"> <li>• Other MSU services</li> </ul>
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Objective 6	<b>Critical Workshops</b>
Description	The QSCC has historically attempted to hold workshops on a variety of queer related issues, that have had varying degrees of success. In the upcoming year the goal of 2-3 workshops each semester to engage with different queer issues such as, but not limited to, queer people of colour, trans issues, accessibility, mental health, sexual health, asexual issues.
Benefits	<ul style="list-style-type: none"> <li>• Disseminating knowledge about different issues to the queer community.</li> <li>• Providing both open and closed discussion to varying groups within the queer community as a whole.</li> <li>• Critically engaging the queer community with their current and historical concerns.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring the topics discussed accurately reflect the demands of the community.</li> <li>• Accessing competent and engaging facilitators.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Establishing a variety of workshops that could be run yearly, and provide a jumping off point for future coordinators to create their own workshops.</li> <li>• Building critical thinking and understanding within the queer community of various individual and political concerns.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Providing information while also leaving room for healthy discussion.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Variety of campus and community partners, dependent on the type of event.</li> </ul>

## Long-term planning

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*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	<b>Community Partner Log</b>
Description	With the overarching theme of getting connected, a long term goal for the QSCC would be to create and ever expanding log of campus and community partners that will provide information to future QSCC teams when planning events, creating collaborative initiatives, running workshops, seeking outside donations, and in general providing accurate referrals to community resources when required.

Benefits	<ul style="list-style-type: none"> <li>• The QSCC will be better connected with the Hamilton community, including the Hamilton Queer community it is often isolated from.</li> <li>• Will require the QSCC to make connections, therefore allowing other services to recognize the benefits of the QSCC and make accurate referrals when necessary (both a benefit for us to have their information, and them to have ours!)</li> </ul>
Year 1	<ul style="list-style-type: none"> <li>• QSCC Coordinator will begin creating the log including a layout structure, brainstorming what does and does not need to be contained in the log.</li> <li>• QSCC Coordinator will begin connecting with preliminary MSU services that serve similar functions such as PSL, WGEN, SHEC, HRES, OPIRG, SWC/SWELL, Ombuds, PACBIC, TAC, etc.</li> <li>• QSCC Coordinator will begin connecting with community resources already known to the QSCC but not connected with including: AIDS Network, Mohawk's queer organization, LGBTQ+ Advisory Committee, the Well, Space Between, National Speakers' Bureau, SACHA, etc.</li> </ul>
Future Years	<ul style="list-style-type: none"> <li>• QSCC Coordinators will continue to lean on their team for support in finding outside resources.</li> <li>• QSCC Coordinators will continue to renew relationships with campus and community partners</li> <li>• QSCC Coordinators will continue to reach out to new and developing community organizations and campus services/groups.</li> </ul>

## GOALS to strive for

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

- 1) Welcome Week
- 2) Connections with Community Partners
- 3) Comprehensive volunteer/executive training program
- 4) Peer support training manual
- 5) Miniature "transition reports" for the executive positions

### List 5 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Volunteer Training
- 2) Successful tabling opportunities – WW, Grad fair and more
- 3) MacPride
- 4) A successful semi-large event each month, and a workshop
- 5) An intramural + other sporting event

**List 5 things you would like to have completed during the winter term (2<sup>nd</sup>)**

- 1) **Volunteer Training**
- 2) **Annual Mixer**
- 3) **A successful semi-large event each month, and a workshop**
- 4) **An intramural + other sporting related event**
- 5) **Volunteer Appreciation event**

**Master Summary**

**(calendar and checklist)**

May	<ul style="list-style-type: none"> <li>• Application reviews and first round of executive interviews</li> <li>• Contacting various community partners including MacQuest, IRIS and the Common Reading Program, AIDS Network, National Speaker's Bureau, Ontario Science Games</li> <li>• Toronto Pride promotional material creation</li> </ul>
June	<ul style="list-style-type: none"> <li>• Application reviews and second round of executive interviews</li> <li>• Advertise and plan for Toronto Pride</li> <li>• Promotion for Hamilton Pride events</li> <li>• Create Year Plan</li> <li>• Attend Toronto Pride</li> <li>• First executive meeting</li> </ul>
July	<ul style="list-style-type: none"> <li>• Create and plan executive training and training package</li> <li>• Hold executive training</li> </ul>
August	<ul style="list-style-type: none"> <li>• MacQuest and Alternative Welcome Week programming</li> <li>• Book MacPride keynote speaker</li> <li>• Finalize peer support training</li> <li>• Create newcomers and peer support training packages</li> </ul>
September	<ul style="list-style-type: none"> <li>• Welcome Week and Grad Fair tabling</li> <li>• Hiring and training of general volunteers, peer support volunteers, newcomers facilitators</li> <li>• Bi-weekly executive meeting</li> <li>• Newcomers Meetings x4</li> <li>• First kick-off event (movie night)</li> <li>• Peer support event</li> <li>• Intramural sign up</li> <li>• MacQuest and Alternative Welcome Week events</li> </ul>
October	<ul style="list-style-type: none"> <li>• Common Reading Program book review</li> <li>• Bi-weekly executive meeting</li> <li>• Newcomers Meeting x4</li> </ul>

	<ul style="list-style-type: none"> <li>• Peer support event</li> <li>• StressBusters (near midterms)</li> <li>• Coming Out Campaign (October 11)</li> </ul>
November	<ul style="list-style-type: none"> <li>• MacPride March</li> <li>• Body positive workshop</li> <li>• Common Reading Program Trans Event</li> <li>• Bi-weekly executive meeting</li> <li>• Newcomers Meeting x4</li> <li>• Peer support event</li> <li>• Trans Day of Remembrance event (November 20)</li> </ul>
December	<ul style="list-style-type: none"> <li>• Volunteer Appreciation event</li> <li>• One executive meeting</li> <li>• Peer support event</li> <li>• Stressbusters (during/before exams)</li> </ul>
January	<ul style="list-style-type: none"> <li>• Second training of general volunteers</li> <li>• Bi-weekly executive meeting</li> <li>• Newcomers Meeting x2</li> <li>• Peer support event</li> <li>• Speed Friending event</li> <li>• Second kick-off event (movie night)</li> <li>• Intramural sign up</li> </ul>
February	<ul style="list-style-type: none"> <li>• OSG training</li> <li>• Bi-weekly executive meeting</li> <li>• Newcomers Meeting x2</li> <li>• Peer support event</li> <li>• StressBusters (near midterms)</li> <li>• QPOC Workshop</li> <li>• Hire incoming coordinator</li> <li>• Toronto Pride registration</li> </ul>
March	<ul style="list-style-type: none"> <li>• Annual Mixer/Formal</li> <li>• Bi-weekly executive meeting</li> <li>• Newcomers Meeting x2</li> <li>• Peer support event</li> </ul>
April	<ul style="list-style-type: none"> <li>• Volunteer Appreciation event</li> <li>• One (final) executive meeting</li> <li>• Transition report</li> </ul>
Events for	<ul style="list-style-type: none"> <li>• GSA + QSCC collaborative events</li> </ul>

Undetermined Months	<ul style="list-style-type: none"><li>• QSCC + WGEN women and trans dinners</li><li>• Ace, pan/bi, safe(r) sex, AIDS/HIV workshops</li><li>• Queer Sex Collaboration with SHEC and Engiqueers</li><li>• Peer Support Fair (hosted by SHEC)</li><li>• AIDS Network + QSCC events/monthly meeting</li><li>• Media Club</li><li>• Sporting Events</li></ul>
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# YEAR PLAN

MSU *Teaching Awards Committee*

*Alex Wilson*

2015-2016

(submitted June 30<sup>th</sup> 2015)



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## **OFFICE OF THE *Teaching Awards Committee***

### **INTRODUCTION**

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The main goals for the Teaching Awards Committee for the 2015-2016 year will be to improve the existing structure of the service while investigating potential avenues for service expansion in the future. Improvements will focus on student participation and Ceremony attendance through increased promotions, the role of Teaching Assistants in the Ceremony and volunteer appreciation. Expansion and areas of change are mainly focused around the personal structure of the service and methods of better achieving our full service mandate: To recognize and encourage excellence in teaching at McMaster University by awarding MSU Teaching Awards, on behalf of the MSU members.

Personal changes in the form of an executive structure have already been added to Operating Policy 1.2.1 Teaching Awards and job descriptions for committee members and two executive positions, an Assistant Campaign Coordinator and a Promotions Executive have also been created and approved by Executive Board. Hiring is currently underway for these two executive positions and once training is completed they will be a valuable asset in achieving the goals outlined below.

The creation of executive positions will lead to TAC operating more like a service than it currently does, however its function as a committee will not be interrupted. While this structure will allow for a better realization of the goals below, it will also knit closer bonds between the TAC members. I hope to make volunteering on TAC both a rewarding and a fun experience and improvements to Volunteer Appreciation is a large focus.

After these changes many of the plans listed below are variations of the work done in previous years by TAC. The timing of events in Second Term is designed to allow for a smoother Ceremony in March. The extension of both Nomination periods to three weeks is an extension of the trial used last year in the Winter Term. Overall+ my goals are to ensure TAC runs efficiently, appreciates its hardworking volunteers and meets its service mandate to the largest extent possible.

## GOALS

Objective 1	<b><i>Improve Volunteer Appreciation</i></b>
Description	Currently volunteers choose to put in incredible amounts of time, yet TAC hasn't had strong volunteer appreciation in the past. Previous volunteer appreciation has typically been pizza at the Evaluations Meeting each term. This year I would like to improve upon this. Instead of having food at the first term meeting, I would like to have the first half of the meeting be productive and the second half be held in 1280 where a sum is put towards their meal (SHEC did this at the phoenix with 10\$ a volunteer). This will be a social dinner where we chat and bond as a committee. I will also have holiday cards for everyone. The second term Evaluations meeting will run as in previous years. I would also like to have a Volunteer Social after the ceremony before exams at 1280 where instead of ordering individually we have cake and Nachos/wraps/food and socialize. Voting members for the next year will also be invited! If the budget allows it I would like to order Mugs with the TAC and MSU logos on them for volunteers as well.
Benefits	Appreciated volunteers creates a better year. We are doing something we should already be doing. We are achieving some of the goals of the MSU by creating a fun and enjoyable working environment for students.
Difficulties	There may potentially be monetary difficulties as the budget hasn't been used for extensive appreciation in the past. Otherwise the only real difficulty is finding a date everyone can attend.
Long-term implications	If carried on, TAC will become a great community of friends, not just people who volunteer together.
How?	Bookings with 1280 in advance, checking dietary restrictions, going over budget with VP Finance.
Partners	1280 VP Finance

Objective 2	<b><i>Improve Teaching Assistant Recognition</i></b>
Description	Currently many TAs do not attend the ceremony and TA nominations are very low. Encouraging TAs through a more relevant award like one with a donation attached will help improve these circumstances.
Benefits	Higher TA attendance at Awards Ceremony Long term improvement in TA engagement benefiting students
Difficulties	Potentially having GSA provide money for improving these awards. However there are benefits to this as well so I am sure we can have a discussion about it.
Long-term implications	TAs motivated to engage students
How?	Meet with the GSA in September and come up with options and a timeline for improving these awards.
Partners	The Graduate Student Association CUPE – Teaching Assistant Union

Objective 3	<b><i>Achieving the Encouraging Excellence Goal of the TAC Mission Statement</i></b>
Description	TAC strive to recognize and encourage excellence in education at McMaster. Currently the Awards Ceremony fulfils the recognition portion of this mandate however falls short on encouragement. By partnering with MIETL to address these concerns and creating new initiatives I hope to better realize TAC's mandate as a service. One possible idea is creating a best practices workshop between nominees each year, which would be facilitated through MIETL.
Benefits	Better recognizes TAC's Mission Statement, expands the scope of the service.
Difficulties	This is an unshaped idea and still needs a lot of work to be realized.
Long-term implications	Education at McMaster improves every year!
How?	Meet with MIETL in September to begin discussions on this and follow through on plans throughout the year.
Partners	MIETL VP Education

Objective 4	<b><i>Creating, Hiring, and Training an Executive Structure</i></b>
Description	Operations Policy Changes have been passed and Hiring is open.
Benefits	More hands make light work. I can focus on doing, more to improve the service as I will be taking a reduced role in promotions and ceremony coordination. More experienced TAC volunteers if they return. Increased volunteer reliance.
Difficulties	Scheduling interviews over summer and creating a hiring team. Solutions include online interviews and reaching out to other PTMs for help interviewing.
Long-term implications	Service and Ceremony can expand and grow as more people are now working towards improving the service. Incoming PTMs have the potential to be more experienced in TAC reducing transition time.
How?	12 <sup>th</sup> Close Hiring for Exec Positions 13 <sup>th</sup> -14 <sup>th</sup> Review Applications 14 <sup>th</sup> -21 <sup>st</sup> Interview Applicants 24 <sup>th</sup> Hire Exec! Complete Training before the 6 <sup>th</sup> of August
Partners	Jess Bauman MSU Service PTMs VP Administration VP Education

*The following goals all are targeted to improving the status and attendance of the Awards Ceremony:*

Objective 5	<b><i>Creating Faculty Specific Promotions</i></b>
Description	Reach out and collaborate with faculty groups to create increased and more personalized promotions.
Benefits	Increased awareness of TAC, more nominations, a better ceremony.
Difficulties	This involves a lot of communication and reliance on multiple groups. Keeping track of which faculties are promoting and which aren't could get hectic.
Long-term implications	Increased awareness of TAC. Ongoing partnerships with these groups.
How?	Reaching out to these organizations as soon as possible, providing example promotional materials and stressing the benefit to students from their assistance in promotions.
Partners	SRA Caucuses Faculty and Program Societies Faculty Planners

Objective 6	<b><i>Improving the Timeframe of Ceremony Promotions</i></b>
Description	February is the shortest and yet busiest month for TAC. In the past this has led to last minute planning for the ceremony in March. By holding the ceremony in the end of March and creating promotional materials as soon as possible (which exec can be a great asset for), we will increase awareness and attendance at the ceremony.
Benefits	A better attended ceremony. A more official and prestigious event.
Difficulties	The struggle is we do not have the second term nominees until the end of February and the Ceremony is in March. Ideally all materials can be designed except for the professor names, which can be added end of February to release promo right at the beginning of March.
Long-term implications	Earlier second term-nomination periods. In my transition report I will have a section on how to navigate February as I can provide feedback on my current plan.
How?	This is something that is just done, I just book a later ceremony. However time management, clear communication with exec and planning ahead will make this easier and smoother.
Partners	Underground Avtech Paradise Catering Administrative Secretary: Leesa MacKenzie

Objective 7	<b><i>Reaching Out to Faculty Deans</i></b>
Description	Faculty Deans can be used to promote applications for all of the Awards other than the Faculty Awards. Reaching out to them is more effective if the email comes from Spencer.
Benefits	Increased applicants and awareness for non-faculty awards.
Difficulties	Deans are busy and asking them to promote could prove ineffective in some cases
Long-term implications	Building a partnership with the Faculty Deans
How?	Write up email for Spencer to send end of first term and then again at the beginning of second term.

Partners	VP Education Faculty Deans
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Objective 8	<b><i>Increased use of Promotional Videos</i></b>
Description	Promotional videos can remain up on the MSU website and provide information about the service for years to come. Two initiatives that have been conducted in the past are Nominee interviews and student interviews on what makes a good professor. I would like to combine these two initiatives and have a video that cuts between students and Nominees. I believe this furthers the notion that teaching awards are a discussion between students and professors. This video would be released early March as promotion for the ceremony.
Benefits	Increased attendance of the awards ceremony and the purpose of TAC.
Difficulties	Scheduling time when TAC volunteers, the Comms Officer and professors are all free.
Long-term implications	A better understanding of the mission statement of TAC will be available on our Website.
How?	I've already begun discussing thus with the Comms Officer. Nominee interviews will occur in November and student interviews in January/February
Partners	Nominees Comms Officer

## **GOALS to strive for**

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

1. Updated Operating Policy, in reference to OUSA Award procedure and new personal structure.
2. Hire and train a Promotions Executive and an Assistant Campaign Coordinator
3. Design Nominations Survey on MSU website for Term 1 so all I have to do is click Publish to open Nominations.
4. Design Promotional Material for Term 1.
5. Go through past three years of Nominations Data. Are there faculties that nominate more than others? Plan how to target less active Faculties.

### **List 5 things you would like to have completed during the fall term (1<sup>st</sup>)**

1. Conduct Nominee interviews to use as promotional material for the ceremony.
2. Collaborate with Faculty Societies and SRA Caucuses to have Faculty specific promotions.
3. Meet with MIETL to discuss improving the effectiveness of the Awards Ceremony. One idea is to create a best practices with between Nominees.
4. Meet with the GSA to look at ways to improve TA Awards and TA Nominations. One idea is to have a monetary sum attached to the awards.
5. Book the Awards Ceremony
6. HAVE THE MOST NOMINATIONS FOR TERM 1 IN TAC HISTORY

**List 5 things you would like to have completed during the winter term (2<sup>nd</sup>)**

1. Do a revamp of the “What makes a good professor” video currently on the TAC website. Edit this together with the Nominee interviews and create a short promo video for the Ceremony.
2. Collaborate with Faculty Societies and SRA Caucuses to have Faculty specific promotions with extra focus on Faculties that may have comparatively underperformed in First Term.
3. Create a sub-committee for planning the Awards Ceremony, and have all details planned out well before March 1<sup>st</sup>
4. Have a Volunteer Appreciation dinner/social after the Awards Ceremony
5. Run best practices workshop/other event that *encourages* excellence
6. HAVE THE MOST ATTENDED CEREMONY EVER! (I’m not settling for less than 200 students and staff)

**Master Summary**

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May/June	<ul style="list-style-type: none"> <li>• Formalize procedure for OUSA Award through changes to Operations Policy</li> <li>• Change Operating Policy to allow for an executive Structure along with Job descriptions for executive positions and general committee members</li> <li>• Open hiring for Exec positions</li> </ul>
July	<ul style="list-style-type: none"> <li>• 12<sup>th</sup> Close Hiring for Exec Positions</li> <li>• 13<sup>th</sup>-14<sup>th</sup> Review Applications</li> <li>• 14<sup>th</sup> -21<sup>st</sup> Interview Applicants</li> <li>• 24<sup>th</sup> Hire Exec!</li> </ul>
August	<ul style="list-style-type: none"> <li>• Before August 6<sup>th</sup>: Meet with new Exec (in person or online) and do an hour or two of introductions, bonding and training</li> <li>• Design all promotional materials for Fall Nomination Period</li> <li>• Design survey for Fall Nomination Period</li> </ul>
September	<ul style="list-style-type: none"> <li>• If services are invited to clubs fest this year: do volunteer recruiting (particularly first years). If this cannot happen we do have what appears to be a very dedicated group of about 15 volunteers so we will not be short staffed.</li> <li>• Meet with MIETL to discuss TAC broadly, best practices workshop, and community engagement award.</li> <li>• Meet with the GSA to discuss improvements to the TA Teaching Awards</li> <li>• Committee Meeting 1<sup>st</sup> or 2<sup>nd</sup> Week of September for introductions</li> </ul>

	<p>and outline of year</p> <ul style="list-style-type: none"> <li>• Committee Meeting 3<sup>rd</sup> or 4<sup>th</sup> Week of September for planning Fall Nomination Period/Evaluation Period <ul style="list-style-type: none"> <li>○ Who is available, when, to table in MUSC during Nominations</li> </ul> </li> </ul>
October	<ul style="list-style-type: none"> <li>• Book Council Chambers for Ceremony in March</li> <li>• Ask Comms Officer to Design a Save the Date for the Ceremony and send out to University invitees i.e. Provost</li> <li>• 5<sup>th</sup>-10<sup>th</sup>: Week One of Nominations Period: Main goal get awareness of what TAC is circulated <ul style="list-style-type: none"> <li>○ Tables in MUSC where paper nominations can be completed, posters, Social Media</li> <li>○ Online Nominations open</li> <li>○ Reach out to academic communities i.e. McMaster Science Academic Forum and ask them to help promote</li> </ul> </li> <li>• 11<sup>th</sup>-17<sup>th</sup>: Week Two of Nominations Period: Social Media Push for online Nominations <ul style="list-style-type: none"> <li>○ This is reading week so more online focused promo can be done now</li> <li>○ Review demographics from first week which faculties have low turnout → target promotions to them. For example in the past Science has had the highest nominations numbers a table in BSB probably wouldn't be as effective as in IAHS</li> </ul> </li> <li>• 18<sup>th</sup>-25<sup>th</sup>: Week Three of Nominations Period: Last Big Push <ul style="list-style-type: none"> <li>○ Tables in MUSC as well as Faculty/Program Buildings with low turnout so far, where paper nominations can be filled out</li> <li>○ Ideally all PTMs, BOD, SRA, and Maroons and Advocacy Street Team and promoting on social media by now.</li> </ul> </li> <li>• By October 31<sup>st</sup>: Have gone through all data online and from in-person. Have a committee meeting where volunteers count the paper nominations from Week 3. 1-3 professors from each faculty which had at least 4 nominations and the highest percentage of class votes will be nominated. Email these Professors to find a good time for a class visit</li> </ul>
November	<ul style="list-style-type: none"> <li>• Have a meeting early November to plan Nominee Interviews and Classroom visits</li> <li>• By October 20<sup>th</sup> have completed all classroom visits for Nominations.</li> <li>• By end of November complete Nominee Interviews which can be used as promotional material for winter period</li> <li>• Last Week of November have a committee meeting to Compile Nomination Results. Also this should be really fun! It's the last meeting of the year and the Committee will have been working hard! Maybe do data collection in committee room and then have a social in</li> </ul>

	1280, or have Pizza, tea coffee etc.
December	<ul style="list-style-type: none"> <li>• Open survey to committee to provide anonymous feedback on the first term, review feedback with exec and make relevant changes.</li> <li>• Announce Nominees from first term</li> <li>• Begin ordering and designing promo for second term (i.e coffee sleeves)</li> </ul>
January	<ul style="list-style-type: none"> <li>• Bookings for Ceremony: Avtech, Catering, Speaker Invitations</li> <li>• Make any changes to Nominations Survey for the Winter term</li> <li>• Divide into loose Sub Committees: One for Awards Ceremony and one for Winter Nominations and Evaluations. These are not official bodies as ideally everyone is helping with everything, but it allows volunteers to have a primary focus as a lot will happen this semester</li> <li>• Committee Meeting 3<sup>rd</sup> or 4<sup>th</sup> Week of January for planning Winter Nomination Period/Evaluation Period <ul style="list-style-type: none"> <li>○ Who is available, when, to table in MUSC during Nominations</li> </ul> </li> </ul>
February	<ul style="list-style-type: none"> <li>• 31<sup>th</sup>-6<sup>th</sup>: Week One of Nominations Period: Main goal get awareness of what TAC is circulated <ul style="list-style-type: none"> <li>○ Tables in MUSC where paper nominations can be completed, posters, Social Media</li> <li>○ Online Nominations open</li> <li>○ Reach out to academic communities i.e. McMaster Science Academic Forum and ask them to help promote</li> </ul> </li> <li>• 7<sup>th</sup>-13<sup>th</sup>: Week Two of Nominations Period: Social Media Push for online Nominations <ul style="list-style-type: none"> <li>○ Review demographics from first week which faculties have low turnout → target promotions to them. For example in the past Science has had the highest nominations numbers a table in BSB probably wouldn't be as effective as in IAHS</li> <li>○ Tables in MUSC as well as Faculty/Program Buildings with low turnout so far, where paper nominations can be filled out</li> <li>○ Have a Committee Meeting record in-person nominations</li> <li>○ Review of Applicants for Non-Faculty Awards</li> </ul> </li> <li>• 14<sup>th</sup>-19<sup>th</sup>: Week Three of Nominations Period: Last Big Push <ul style="list-style-type: none"> <li>○ Reading Week, so we are only online.</li> <li>○ Ideally all PTMs, BOD, SRA, and Maroons and Advocacy Street Team and promoting on social media by now.</li> <li>○ Have all Materials for the ceremony ready to be printed and released with a blank space for Nominee's names</li> <li>○ Continued Review of Applicants for Non-Faculty Awards</li> </ul> </li> <li>• 20<sup>th</sup>: Have gone through all data online and person. 1-3 professors from each faculty which had at least 4 nominations and the highest</li> </ul>

	<p>percentage of class votes will be nominated. Email these Professors to find a good time for a class visit.</p> <ul style="list-style-type: none"> <li>• 22<sup>nd</sup> -26<sup>th</sup>: Class visits for Nomination Periods</li> <li>• 27<sup>th</sup>- 29<sup>th</sup>: Compile all results. Like Term 1 this should be a fun meeting filled with Volunteer Appreciation. We will also be voting on all Non-Faculty Awards Winners. Contact Watson's Engraving the second this meeting is over to order awards (I will have alerted them that this order is coming ahead of time so all awards are ready to be engraved).</li> </ul>
March	<ul style="list-style-type: none"> <li>• Week 1&amp;2: Ensure everything is running smoothly for the Awards Ceremony. Begin Promotion for the Ceremony. Plan who from the Committee will be presenting. Review the presentation and program for the ceremony.</li> <li>• Tentative Ceremony Date of March 30<sup>th</sup>.</li> </ul>
April	<ul style="list-style-type: none"> <li>• Volunteer Social and Appreciation dinner at 1280 or The Phoenix</li> <li>• Transitioning</li> </ul>

Note: There was no mention of a best practices or GSA involvement after September, because these are collaborative events that require a significant amount of discussion before actions can be taken. A timeline and plan for these items will be created in September after reaching out to the relevant parties.



# MEMO

## From the office of the SWHAT Coordinator

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TO: Executive Board  
FROM: Serena Arora, SWHAT Coordinator  
SUBJECT: Hours change  
DATE: July 21, 2015

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Since the 2012-2013 year, SWHAT has been operating during the hours of 7pm – 1am Sunday to Wednesday, and 7pm – 2am Thursday to Saturday. Having two different sets of hours is confusing for both service users and volunteers. As shifts are scheduled for different times based on the different hours, it has been a constant source of confusion and lateness with our late shift volunteers. Furthermore, having the service run until 2am may (and has in the past) discourage potential volunteers from joining the service.

In terms of impact to the service and service usage, I believe the effect of the change will be minimal. The extended hours are in effect for approximately 12 days a month. Between September and December 2015, which includes one of our Walk-A-Thons, SWHAT received 34 walks during the extended hours (1:00am-2:00am) out of an estimated 623 walks. That is less than one walk for every night with extended hours. In first semester 2015, walks during extended hours made up less than 5% of our total walk count.

I propose that the SWHAT operational hours be changed to 7pm-1am consistently across the week. This will minimize confusion among volunteers and clients, and will not greatly reduce service usage. In addition, as a large majority of promotional material will have to be rebranded with the new SWHAT office location, this is an opportune time to incorporate these changes into any future SWHAT-related promotions activity.



# MEMO

*From the office of the...*

## Clubs Administrator

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TO: Members of Executive Board  
FROM: Joshua Patel and Michael Wooder  
SUBJECT: Clubs Logo Redesign  
DATE: 21st July 2015

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Dear Executive Board,

The existing Clubs Department's logo is not representative of the department and doesn't follow the current brand standards that the McMaster Students Union exhibits. After weeks of deliberation and edits with our designers at the Underground Media + Design, I would like to reveal to you, the proposed new Clubs Department logo. This new image follows the brand standards that organization has defined and is very demonstrative of the department.

Specifically, the icon associated with the new logo characteristically, circular, flowing and continuing, indicative of the coordinated system that is the Clubs department, In addition, the presence of five elements, which appear as people, represent both the students within the department, as well as the community-building and co-existence, representative of how the Clubs Department helps build a sense community for students, as well as enhance student life at McMaster. The five people along with the different colours are symbolic of the five pillars of the department; Academic, Cultural, Recreational, Religious and Social Issues.

The estimated costs that will be incurred to make these changes will not have a detrimental impact on the finances of the department. The only replication costs are:

- Business Cards (\$50)
- Pull up banner (\$250)
- Stickers / Poster back piece, to replace small signage areas in MUSC (\$60)

As for implementation costs, all associated marketing will fall in line with the annual budget and will provide no addition cost pressures. The Clubs Department will launch and approved image in August when we send out our first monthly newsletter. In addition to updating all web and social media images, the Department will take advantage of opportunities such as New Marauder Orientation Day, ClubsFest and Clubs Training to strength the launch of the new image.



**To: Executive Board**  
**From: Sachin Doshi and Michael Wooder**  
**Re: EFRT logo change and associated costing**

**The Image**

The current EFRT logo is not congruent with current brand standards and should be updated to properly reflect the service as an operation of the McMaster Students Union. The image presented herein for your approval was design by Underground Media + Design, with input from EFRT staff/volunteers and guidance from EFRT’s Medical Director. The use of the blue Star of Life is essential, as EFRT is an emergency first responder paramedical service. The Star of Life (a six sided blue star, encapsulating the Rod of Asclepius) is an internationally recognized symbol of emergency medical services.

The adoption of a new image for EFRT will require a reasonable amount of subsidization from the organization, as EFRT’s annual budget will not be sufficient to adequately transition to the new image. That said, the overall costs of the rebrand are acceptable and a financially responsible plan to accommodate said costs is laid out in detail over the next few pages.

**Clothing (minimum replacement cost):**

With a re-branding, each responder would require two new shirts and one hooded sweater, as all layers of clothing that a responder wears on-call must be EFRT clothing. First aid instructors would require a polo shirt replacement as this is a teaching requirement for instructors and they would have already purchased one for the purpose of teaching. In addition, winter and rain jackets shared by all Responders and available to those who are on-call must be replaced. The cost breakdown is below:

	Unit Price	Quantity per responder	No. of responders	Cost		
<b>Individual Responders</b>						
Shirts	20	2	30	1200		
Hooded sweater	30	1	30	900		
Subtotal <sup>1</sup>					900	
Instructor polos	25	1	15	375		
Subtotal <sup>2</sup>					<u>375</u>	1275
<b>Shared by responders</b>						
Winter jackets	200	4		800		
Rain jackets	50	4		200		
Subtotal <sup>3</sup>					<u>1000</u>	<u>1000</u>
<b>Total</b>						<b><u>2275</u></b>

*Subtotal<sup>1</sup>: This is the cost to equip each responder with the minimum amount of rebranded clothes in order to fulfil the required two shifts per week.*

*Subtotal<sup>2</sup>: This is the cost of replacing first aid instructor uniforms, which instructors were required to purchase previously.*

*Subtotal<sup>3</sup>: This is the cost of replacing jackets worn by responders on call.*

Please note that the costs in the chart involve a situation where responders are permitted to wear some clothing bearing the old logo. Within EFRT, Responders receive an annual stipend for accent pieces to their uniforms, such as fleeces, long-sleeves, windbreakers, etc. In addition, Responders receive branded appreciation gifts such as totes, bags, satchels, jackets, that would all have to be replaced if a dual image situation was not permitted. Such a cost would amount to an **additional** estimated \$7500. We would like to avoid such an expense.

Since volunteer turnover is an average of 2.5 years, concurrent use of both logos will not detrimentally impact the rebranding process in the medium term. Thus, we propose a compromise to ensure the use of clothing bearing the new logo across the wide variety of garments worn by EFRT Responders throughout the year. The MSU shall temporarily increase the volunteer uniform stipend for the next two years, by an amount of \$10 per responder, totalling **\$600** in each of the next two fiscal years. We anticipate by the end of year two, there will be little-to-no more responders with clothing bearing the old image. This investment will ensure that on top of the necessary items outlined in the first chart, secondary and seasonal items, paid for in partnership between an individual responder and the MSU, can be replaced over time, without causing financial distress to either the Responders or the organization. The Director will ensure that only new logo items are available through this process.

### Promotional Materials (replacement costs)

In addition, there will be a need to replace some promotional materials. The costs associated with these materials are listed below:

	Unit Price	Quantity	Cost
Lanyards	1.25	100	125
Pens	0.44	750	330
Business Cards	0.07	500	35
Patient Resources Cards	0.52	400	208
First Aid Course Cards	0.52	400	208
EFRT Promo Board	200	1	200
Underground Design Time (per hour)	45	4	<u>180</u>
Totals			<b>1306</b>

### Total replacement costs:

Replacement costs for rebranding are therefore:

*Clothing (\$2275)*

*Uniform Stipend Increase in year one (\$600)*

*Promo materials (\$1306)*

**= \$4181.00**

## Effective awareness of Re-branding

In order to effectively publicize this re-branding process, additional promotional will be required. The following costs include the total anticipated expenses of advertising the service for the year, in light of the rebranding process:

	Unit Price	Quantity	Cost
Posters	0.60	250	150
About EFRT Pamphlets	0.85	250	213
Tryout for EFRT cards	0.52	150	78
Event prizes & consumables	50.00	5	250
Buttons	0.20	250	50
First Aid Kits	1.25	250	313
Pull-up banner	250.00	1	250
Underground Design Time (per hour)	45	3	<u>135</u>
			<b><u>\$1439</u></b>

## Funding the Re-brand

**The total costs of clothing, replacement of items and projected promotional items is \$5620 in year one and \$600 in year two.**

To fund the logo change, the Vice President (Finance) will increase the “Team Uniform” budget of EFRT by \$2000 in this fiscal year. Also, approximately \$600 will be factored into the same line in next year’s fiscal budget (for the responder stipend in year two), thus ensuring that responders have the necessary amounts of clothing, as defined by the EFRT Director.

In addition, EFRT’s promotions line will absorb \$1500 of the above costs in this fiscal year. As \$1439 is projected to be the implementation costs of creating new items bearing the new image, there should be no detrimental impact on the service’s budget in this regard. As well, the MSU’s Promotions and Advertising line, as managed by the SLDC will absorb an additional \$1500 in this fiscal year. Finally, the VP (Finance) and the EFRT Director will evaluate all of EFRT’s budget lines to find an additional \$620 in savings within this fiscal year. We are confident that this strategy will ensure a proper transition, while balancing the needs of being both financially responsible, as well as effective in our marketing and branding goals.

