



# REPORT

*From the office of the...*

## SCSN Coordinator

TO: Members of the Executive Board  
FROM: Balie Tomar  
SUBJECT: SCSN Report 3  
DATE: December 2, 2016

### UPDATE

SCSN has been coming along pretty well this term. We had a bit of a late start, but we've had 2 DYC events and 2 campaigns in the past month, all of which have had relative success, which has been great!

There's lots of stuff in the works for the new year, the team has it's work cutout for it for the break and the first couple of weeks of the new term, but we're trying to prepare now so things go smoothly next term.

Selfie campaigns have been biggest challenge thus far, we will probably try and avoid them in the future. Both campaigns have been modified in some way to try and garner more engagement when selfie competition did not produce desired results.

### SERVICE USAGE

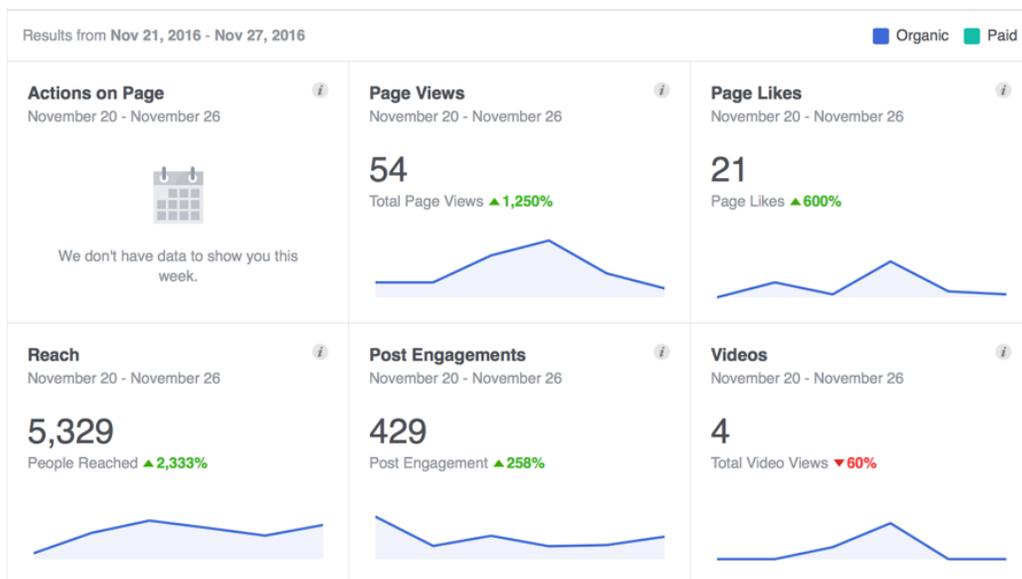
This Week

See All

3,094 ↑  
Post Reach

0  
Website Clicks

105 ↑  
Post Engagement



We've had about 4-5 peer-to-peer requests but things have mostly slowed down. We had 15 people attend the HYP event! People really enjoyed it and it was a completely new crowd and many of them had never heard of SCSN before the event which is cool!

We've had a lot of trouble with selfie based campaigns, we had about 7 or so people enter the Cycle Your City campaign. Little to no engagement for the take a selfie with your neighbor campaign.

Cycle Your City was really good, we handed out almost all of our materials throughout the past two weeks. We handed out almost 150 of SCSN's CycleYourCity guidebooks, and 200 stickers. We tabled in MUSC but also went out and talked to students at the bike racks in front of MUSC and Mills Library. Overall, it was pretty successful and we'll be uploading the guidebook to our website for students to access. It was the first campaign my Social and Political Advocacy Coordinator has ever planned; she did a really good job!

Good Neighbour campaign is still happening (please help promote/share or enter the competition yourselves!). Tabling is going pretty well. We are handing out magnets with common by-laws and talking about how to be a good neighbor with students. We got sponsored by Weil's Bakery and then bought the rest of the prizes. The selfie competition was really challenging and so we've introduced a new competition where students comment on our graphic saying how they are good neighbours and we've extended the competition for another week. We already have almost 10 entries in a day so hopefully it should be more successful.

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

- Training for Community Connectors- Friday Nov 11
- Community Connector Social: we went to Art Crawl- it was a good time, not too many CC's came out so we're planning another one.
- Hamilton Farmers Market Trip (w/ Mac Veggie Club) on November 10<sup>th</sup>.
- Facilitating ChangeCampX Workshop (w/ EA)- Nov 17th
- Hamilton Youth Poets Poetry Slam Trip- November 27th
- CycleYourCity Campaign & Guidebook- Nov 21-Dec 2
- Be A Good Neighbour Campaign- Nov 28-Dec 7
- Co-hosted Cupcakes and Community- Dec 1

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

Launching the In-Home Checks program- for start of January

Creating CC patrol package (flashlight, manual, maps, blank report, CC "uniform"- probably a toque, drawstring bags (can I get them from the MSU?))

- Ordering toques-probably from entripy
- Printing doortags- working with underground on this

Printing SCSN “business cards”-to hand out to community to inform them about SCSN. Already been designed, just need to be printed. I want to ask CC’s to drop them off in mailboxes when they do patrols.

Map of Hamilton- trying to work with underground to print a large laminated map of Hamilton to use during campaigns/tabling so students can take part in an interactive component.

Frost Week Skating Event w/ SOCS- January

Engage Your City Campaign- Week of January 7<sup>th</sup>

- I’m using this as a launch campaign for SCSN’s new Engage Your City “portfolio”—this is about giving students a more holistic understanding and appreciation for the city of Hamilton
- Will include volunteer events, history of the city, civic engagement opportunities etc...
- I want to work with VP Ed, office of Community Engagement and other partners to plan a Community Engaged Student Dinner as part of this new SCSN focus.

Update the Website- met with Sarah to create graphics and reorganize the website to make it more user friendly

Student Housing Sessions- working with Spark and FYC to create workshops to help first year students navigate student housing. Likely mid January.

- Considering holding one for students of all years, but not sure what turnout would be like.

Discover Your City Fair- this was an event that happened last year and essentially we brought a bunch of Hamilton groups on campus to talk to students and give away free stuff. We’re hoping to do something similar this year, we’re talking to Tourism Hamilton and other relevant groups to start planning now. Will probably happen in March.

Events Committee for Community Connectors- we’re opening up option for CC’s to participate in an events committee to help plan DYC and EYC events

Second Round of Hiring for CC’s- we have 9 volunteers right now and they’re great! But during campaigns and for patrols/in home checks, it is much better if we are able to spread out responsibilities amongst many. One of the intentions of cutting paid CA’s was to allow for more students to engage with SCSN, currently we have almost the same sized team. Should be done within first 2 weeks of January.

- Working with Sarah to create a hiring promo campaign

Snow Angels- recruiting CC’s to sign up for Snow Angels program with City of Hamilton. I’m in contact with organizers and we’ll be providing volunteers with mittens/hat/scarf and a shovel (potentially with SCSN/MSU/City of Hamilton logos).

SCSN Blog- we are getting CC's to write content for a blog featuring cool things to do in Hamilton and other things CC's are doing in the community (e.g. AWWCA engagement, patrols etc...). We're also working on a way to promote the new blog.

In Home Checks By-Law Training- reaching out to by law officers to administer this specific training to all CC's (both old and new).

## BUDGET

<b>McMaster Student's Union</b>							
<b>Dept. 0306 - Student Community Support Network</b>							
<b>For the Six Months Ending October 31, 2016</b>							
	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budget
	Month	Month	YTD	YTD	YE	Budget	Used
	October	October	2016-17	2015-16	2015-16	2017	To Date
All:							
5003-0306 SCSN - OFFICE SUPPLIES						50.00	0.00%
5101-0306 SCSN - TELEPHONE	47.15	28.29	47.15	37.72	94.30	140.00	33.68%
5201-0306 SCSN - PHOTOCOPYING						40.00	0.00%
6102-0306 SCSN - ANNUAL CAMPAIGNS	79.89		529.89		1,018.85	1,500.00	35.33%
6402-0306 SCSN - VOLUNTEER RECOGNITION				33.23	74.61	200.00	0.00%
6501-0306 SCSN - ADV. & PROMO.			106.25		1,975.76	1,750.00	6.07%
6804-0306 SCSN - TRAINING				150.00	150.00	150.00	0.00%
6901-0306 SCSN - TRAVEL & CONFERENCE						100.00	0.00%
7001-0306 SCSN - WAGES	670.58	2,707.84	1,733.65	8,124.14	26,327.83	24,000.00	7.22%
7101-0306 SCSN - BENEFITS	58.90	167.93	136.73	639.75	1,790.85	1,600.00	8.55%
8001-0306 SCSN - DEPRECIATION EXPENSE				65.01	260.06		0.00%
<b>Total All</b>	<b>856.52</b>	<b>2,904.06</b>	<b>2,553.67</b>	<b>9,049.85</b>	<b>31,692.26</b>	<b>29,530.00</b>	<b>8.65%</b>

Budget is pretty on track for the year. We had a lot of expenditures in November (promo material for cycle your city/ good neighbor campaign, HYP tickets, volunteer training) which aren't accounted for in this budget statement, but we're definitely in good shape for the rest of the year.

The only confirmed costs I know of that aren't reflected in the budget are approximately ~\$600 for promo for Be A Good Neighbour Campaign, ~\$100 for volunteer training, ~\$65 for HYP event. I don't have exact costs for Cycle Your City, but I estimate its probably around ~\$500, because we printed stickers and guidebooks.

## VOLUNTEERS

Things are going well with the exec team, we have weekly meetings and I am hoping to meet one on one / check in with people before the end of the term. Volunteer coordinator is checking in with CCs before end of term as well.

The whole team is going out for dinner before Eggnog this Saturday! I'm excited!

CC Engagement and Retention- we are trying to make the volunteer experience as fulfilling as possible.

- Everyone signed up to help plan one of the upcoming campaigns, or to help with a specific community initiative, events committee etc...

- Next semester we're going to try and have a lot more bonding and social events, weekly Tuesday trivia at Phoenix or free skate at local arena
- Art Crawl visit every month
- Study groups and more informal bonding

### **CURRENT CHALLENGES**

People don't like taking selfies as much as I thought they did, you live and you learn I guess. It's unfortunate that we had two campaigns so close together that both depended on people taking selfies that we were unable to modify the campaign based on the lessons we learned. But going forward, we will try and make things a little more accessible and easy for students to participate in our campaigns.

Finding time/fun ideas for socials for both exec and volunteers! Any ideas would be greatly appreciated!

### **SUCSESSES**

Cycling campaign was a lot of fun, we pulled it together pretty quickly and for a first campaign I think my SPA exec did super well! I'm super proud of her! ☺

HYP Event was really really fun! After a poor turnout for the Farmer's Market, this was really inspiring.

I'm really excited for Engage Your City, I think it is really important for SCSN!