



REPORT

From the office of the...

Student Walk Home Attendant Team

TO: Members of the Executive Board
FROM: Leon Zhang
SUBJECT: SWHAT Report #3
DATE: Tuesday, December 5, 2016

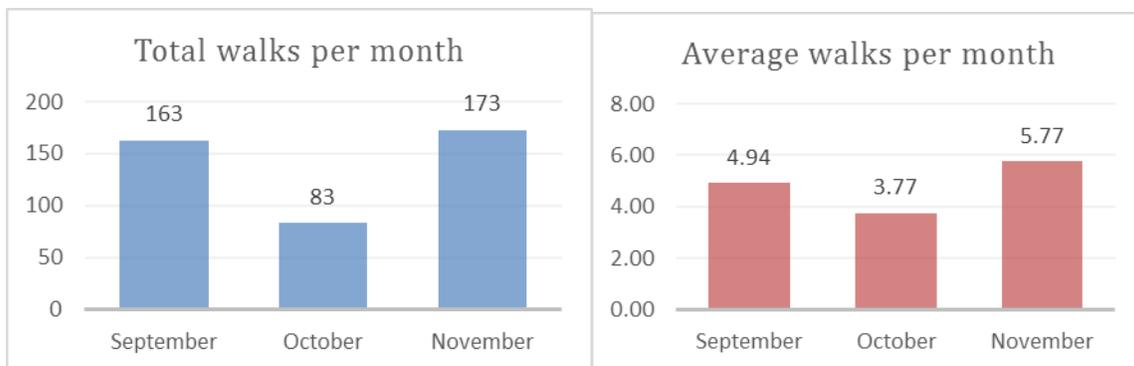
UPDATE

SWHAT has concluded our November Walk-a-thon campaign with very positive results! We have increased our promo reach on social media and around campus, and were able to raise money for Neighbour to Neighbour Centre while reaching out to and connecting with the McMaster community.

SERVICE USAGE

From November 11th to December 1st, SWHAT went on 101 walks, which averages to **4.8 walks a night** over the last 21 days. Although we started the month off with an average of 7 walks a night, it was probably expected that we would not maintain that pace all month long given the busy midterm schedule and whatnot. However, in the entire month, from November 1st to November 30th, we received 173 walks for an average of **5.77 walks a night**.

In November, 17.3% (n=30) of our clients were volunteers for SWHAT. Again, as I mentioned in my last EB report, this could be in part due to our internal promotion of the Walk-a-thon to volunteers, which results in greater internal usage to support SWHAT's campaign and N2N. This allows volunteers to offer support outside of volunteering for SWHAT and is a positive sign of our volunteers supporting our cause! In November, SWHAT has also gotten 43 new clients this month, which is fantastic news as well!



The total distance that SWHAT has walked in the last 21 days is 111.96 km, averaging 1.11 km per walk and 5.33 km per night – both of which have drastically declined from averages taken from September and October. Shorter walks could be a result of the cold weather prompting people to either go home earlier or take public transportation instead if they live farther off-campus.

PAST EVENTS, PROJECTS & ACTIVITIES

For our last two weeks of November, we focused on promoting SWHAT through #SWHATedatMac posts which highlighted some of our fantastic volunteers with their responses to the prompt “I love SWHAT because...” and “SWHAT is important because...” These posts were published on Facebook and Twitter and were relatively well-received and liked! We are also running a joint raffle with Compass to promote our respective groups and to allow students another chance to get involved with our Walk-a-thon and support N2N. Our Facebook post has reached 10,500 people and garnered over 240 entries into the raffle! We will be wrapping it up on Sunday December 4 and announcing the winners that week. The prize includes some very generous donations from our very own TwelvEighty and the Campus Store, along with a bunch of SWHAT/Compass swag.

SWHAT Chocolate is also winding down for the year after a wildly successful semester of handing out hot beverages to freezing undergraduate students in MUSC. We will definitely try to keep it up next semester during the *real* winter months – Compass will be supplying the materials next semester too.

Our coffeehouse on November 15th was also a successful event. Around 20-30 volunteers showed up and we had a fun time with trivia, performances, coffee (of course), and board games! A special thanks to Diversity Services for helping us set the audio system up and troubleshoot when the speakers didn't work!

Lastly, we just gave out our first volunteer appreciation gift of the year – SWHAT card holders for cell phones! We are handing them out with personalized ‘thank you/happy winter break’ cards.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We are putting the finishing touches to our semester-long project that consists of personalized ID cards and a volunteer scrapbook with individual entries for each walker, dispatcher, and executive member to encourage volunteers to get to know each other and to build on the sense of community within SWHAT.

We are also planning on releasing an end-of-term survey for our volunteers to fill out for us to receive some feedback about how the semester went so that we can seek to improve for next semester!

BUDGET

McMaster Student's Union							
Dept. 0117 - Student Walk Home Attendant Team							
For the Six Months Ending October 31, 2016							
	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:							
5003-0117 SWHT - OFFICE SUPPLIES	55.36		105.04	40.35	231.31	200.00	52.52%
5101-0117 SWHT - TELEPHONE	176.50	105.90	176.50	141.20	353.00	500.00	35.30%
5201-0117 SWHT - PHOTOCOPYING	0.11		0.11			25.00	0.44%
6102-0117 SWHT - ANNUAL CAMPAIGNS					450.00	600.00	0.00%
6494-0117 SWHT - VOLUNTEER RECOGNITION	43.78		347.01	504.51	2,828.45	2,200.00	15.77%
6501-0117 SWHT - ADV. & PROMO.			821.54		356.70	1,400.00	58.68%
6633-0117 SWHT - TEAM UNIFORMS	333.12		333.12		333.72	320.00	104.10%
6804-0117 SWHT - VOLUNTEER TRAINING			445.78		141.86	200.00	222.89%
6901-0117 SWHT - TRAVEL & CONFERENCE	13.65		24.57	402.66	727.36	1,900.00	1.29%
7001-0117 SWHT - WAGES	670.58	669.32	2,241.04	1,510.49	6,035.24	5,700.00	39.32%
7101-0117 SWAT - BENEFITS	61.23	54.83	169.97	111.97	463.98	450.00	37.77%
8001-0117 SWHT - DEPRECIATION EXPENSE			337.39	253.04	1,012.17	1,200.00	28.12%
Total All	1,354.33	830.05	5,002.07	2,964.22	12,933.79	14,695.00	34.04%

Two categories on the October statement were unexpected – Team Uniforms and Volunteer Training. I have since spoken with Ryan about the issue and hopefully it will be resolved shortly. Otherwise we have spent minimal money on advertisements (thanks to donations from our campus partners for the raffle). Our next biggest expense will be our donation to N2N for our Walk-a-thon which will be taken from our Annual Campaigns budget.

VOLUNTEERS

Volunteers are great, we will be asking for their term feedback soon. We had one troublesome volunteer however, but I spoke to them today about expectations and conduct and I felt that the conversation was productive. We will be looking for positive change and improvement but we will reassess after the winter break.

CURRENT CHALLENGES

It's cold. People are busy during exam period and can't volunteer during certain periods.

SUCSESSES

SWHAT has been doing a fantastic job with the Walk-a-thon in terms of attracting the attention of the McMaster community and inviting students to use our service. We are all very proud of the campaign so far and are very grateful for everyone – both internal and external – who has contributed to the success that we've had this month.

^ same as last month. Volunteers (especially new ones from this year) seem to really enjoy being on shift and take great pride in what they do – a lot of willing promotion from our great volunteers!