



REPORT

From the office of the...

Macademics Coordinator

TO: Members of the Executive Board
 FROM: Ive Velikova
 SUBJECT: Macademics Report 1
 DATE: July 6, 2017

UPDATE

Since my term began in May, my priority has been hiring my executive team. I have since successfully opened applications, conducted interviews, and hired my executive team. I am thrilled to meet with my team soon and begin planning for the school year! In the meantime, I have been running the *Macademics* Facebook and Twitter pages (as well as the *TAC* Twitter account) to promote applications, as well as maintain engagement throughout the summer. My next steps will be to meet 1-on-1 with each exec, as well as a full team meeting, and begin planning for the school year.

SERVICE USAGE

In late May, I received 23 applications for 5 exec roles. By the first week of June, we hired a stellar team of 5 individuals! I'm thrilled to begin working with my exec to plan our year.

Notifications		Insights		Publishing Tools	
Published	Post	Type	Targeting	Reach	Engagement
06/27/2017 4:06 pm	Exciting news! The Senate at McMaster has approved the Freedom of Information Act.			182	69 5
05/10/2017 4:37 pm	Exec applications close in 4 DAYS. Apply by May 14th for a chance to be part of our team.			310	39 5
05/08/2017 6:07 pm	MSU Macademics was mentioned in a post.			6.9K	738 88
05/08/2017 6:01 pm	EXCITING NEWS Do you have a passion for education, pedagogy, and student success?			6.9K	738 88
04/05/2017 12:31 pm	We have a time and location change! We will be in MUSC instead of the Student Center.			83	3 1
04/02/2017 10:12 pm	Join us for free pizza on Tuesday and Wednesday! All you have to do is show up!			0	0 0
04/02/2017 3:00 pm	Course evaluations are closing soon, with only 8 days left to fill them out!			522	8 2
03/28/2017 11:55 am	MSU Macademics's cover photo			72	35 1

The above image demonstrates that our Exec Applications generated a lot of traffic on the Facebook page, through likes, comments, and shares! Our page has grown to 723 likes! My goal is to raise that to 1000 come September, when we promote volunteer applications (especially to first year students who haven't yet heard of us).

Twitter has also been a successful form of outreach. We now have 100 followers on the *Macademics* account (this is up from 48 just a month ago)! Furthermore, the *TAC* Twitter page has reached 500 followers! It's very exciting to see so much social media engagement, even in the summer months. I will soon begin working with my Promotions Executive to further improve social media engagement through consistent posts, blogs, and videos.

PAST EVENTS, PROJECTS & ACTIVITIES

Hiring

On May 1, I opened applications for all 5 exec roles: Research & Resources Coordinator, Course Wiki Coordinator, Promotions Coordinator, Volunteer & Logistics Coordinator, and teaching Awards Ceremony Coordinator. Applications closed on May 14, and interviews were conducted on June 5-8. As of June 14, I have a full executive team!

Welcome Package

I have created and sent each of my exec a personalized 7-page 'Welcome Package.' This package includes a letter from me, some background on *Macademics* as a service, expectations for their role, and some prompts to get them thinking for things they'd like to accomplish. These packages were well received, and I'd be happy to share them with present or future PTMs if they find it beneficial for their exec team.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Exec 1-on-1s and First Exec Meeting

I have sent out a Doodle Poll to plan 1-on-1s with each exec, as well as having a full exec meeting. In exec 1-on-1s, I will be getting to know each exec member, transition them into their roles, and making a plan for tasks they will start on! Once the planning process begins, there will be many updates on our upcoming events and projects.

BUDGET

McMaster Student's Union
Dept. 0312 - TCHA & Macademics
For the One Month Ending May 31, 2017

	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budget
	Month	Month	YTD	YTD	YE	Budget	Used
	May	May	2017-18	2016-17	2016-17	2018	To Date
All:							
5003-0312 TCHA - OFFICE SUPPLIES						\$150.00	0.00%
5101-0312 TCHA - TELEPHONE					\$133.04	\$120.00	0.00%
5201-0312 TCHA - PHOTOCOPYING						\$50.00	0.00%
6102-0312 TCHA - ANNUAL CAMPAIGNS						\$1,500.00	0.00%
6401-0312 TCHA - AWARDS & MEETINGS					\$987.94	\$1,700.00	0.00%
6494-0312 TCHA - VOLUNTEER RECOGNITION						\$500.00	0.00%
6501-0312 TCHA - ADV. & PROMO.	\$200.00		\$200.00		\$4,612.94	\$1,700.00	11.76%
6603-0312 TCHA - ACADEMIC RESOURCES						\$1,700.00	0.00%
7001-0312 TCHA - WAGES	\$120.88	\$1,169.16	\$120.88	\$1,169.16	\$7,149.92	\$6,500.00	1.86%
7101-0312 TCHA - BENEFITS	\$5.70	\$109.11	\$5.70	\$109.11	\$542.95	\$600.00	0.95%
Total All	\$326.58	\$1,278.27	\$326.58	\$1,278.27	\$13,426.79	\$14,520.00	2.25%

Pictured above is my budget statement for May. As can be seen, the only portion of my budget that I spent was on ordering a promotion package from the Underground to promote exec applications.

VOLUNTEERS

Having just hired my executive team, I will be working with my Volunteer & Logistics Coordinator to plan our volunteer training in early September, as well as socials throughout the year. In the past, *Macademics* has struggled with volunteer retention throughout the year, so I have made volunteer engagement and appreciation a priority this year. More updates to come!

CURRENT CHALLENGES

Exec meetings

Having hired my team early in the summer, I'm excited for all of us to get to know each other! Unfortunately, we find ourselves across several cities and varying schedules, making a full exec meeting difficult to arrange. As well, we'll be working together online for most of the summer, making team bonding difficult. This is something I'm working on, through sending welcome packages, 1-on-1s, and facilitating Skype meetings!

SUCSESSES

There are three main things that I am really happy with so far. First, we had 23 applications for our 5 exec roles! This is a fantastic number, considering there were several qualified candidates for each role. Secondly, the hiring period did a great job of increasing social media numbers! It's great to see more students engaging with our service online. Finally, I have a full exec team who have amazing ideas for the service! I can't wait to get started on planning our year together.

OTHER

Thank you for taking the time to read my report. Let me know if you have any other questions!