



REPORT

From the office of the...

MSU Maroons

TO: Members of the Executive Board
FROM: Karan Chowdhry
SUBJECT: MSU Maroons Report 1
DATE: July 6, 2017

UPDATE

The MSU Maroons are off to an excellent start. Since I was hired in mid-January, I have worked to restructure the Maroons Leadership Team (previously executive team), hire 5 leadership team members, hire 55 representatives (out of 526 applicants), collaborate with various campus partners, start a new first year outreach initiative, and am currently planning our welcome week.

Recently, I worked with the leadership team to create the 2017-2018 MSU Maroons year plan. I am very proud of the final result, and am excited to employ new and innovative initiatives in order to achieve our mission statement of connecting undergraduate students to the MSU.

Below you will find a more detailed outline of the operations of the Maroons thus far. The summer has been extremely productive, and I look forward to keeping the momentum rolling.

SERVICE USAGE

Quantifying the usage of the MSU Maroons as of now difficult, since we have not hosted any events or projects for the undergraduate community. However, since being hired into the position in mid-January, my efforts have been largely focused on hiring followed by team bonding.

This year the structure of the Leadership Team was modified, as we now have 1 Public Relations Coordinator and 1 Events Coordinator (previously 2 PR and 2 Social, respectively.) Based on our progress so far, the workload is not excessive in either position due to our establishment of excellent internal collaboration for our projects and initiatives. The current Leadership Team is made up of 5 positions: 2 Athletics Coordinators (Tammy Lau and Dan LaFrance), 1 Promotions Coordinator (Surinder Gill), 1 Public Relations Coordinator (Rhea Deshpande), and 1 Events Coordinator (Chriselle Vaz).

When hiring the general representative team, the hiring process was comprised of a written application stage, followed by an interview stage. The applications had 5 questions, and were marked blindly by the current leadership team, and members of the outgoing executive team. Once applications were marked, qualifying individuals were invited for a group interview comprised of 4 stations. This year we received 526 applications for the 2017-2018 MSU Maroons rep team. The final team consists of 59 individuals, including the Board of Directors. Since being hired, we have hosted a series of team bonding events as well as worked with campus partners on external initiatives.

PAST EVENTS, PROJECTS & ACTIVITIES

As stated above, since the hiring of the final team on April 1, 2017, our events have dedicated to team bonding, or working with campus partners. Below is a list of past events.

1. Light up the Night
Worked in collaboration with Campus Events to ensure the success of one of the biggest events of the year. During the night, we help logistically by staffing various stations throughout the night, and try to ensure student safety by working with security, and connecting students to EFRT and WGEN if needed.
2. Awkward Brekky – Team Social
Our first team social was a brunch at 1280 during the April exam period. This was an excellent opportunity for reps to meet the new team and get excited for the year.
3. May @ Mac
Worked in collaboration with Andy Moonsammy from the Office of Recruitment to help with the execution of May@Mac. Throughout the day, Maroons representatives were stationed throughout campus and were available to help prospective students and their families. Approximately 50 Maroons were involved with this event. It was followed by a team pot luck, taking advantage of the potential of the opportunity for a successful team social.
4. CLAY Departure/Arrival
We were asked to help CLAY with the logistics involved with the departure and arrival of delegates. There was difficulty having volunteers sign up for these shifts, mainly because one of them was during the working day. Other than this, 7 reps were involved and the feedback I received was positive on both ends.
5. Idea Exchange – Office of Community Engagement
At this event, Maroons reps were asked to help with sign up and the facilitation of various focus groups, run by the Office of Community Engagement. 6 reps were involved with this, and it went well.
6. Semi-Formal Dinner
Hosted another team social in Mid-June where reps dressed up in semi-formal attire for team photos on campus, followed by a dinner at Boston Pizza. Approximately 40

representatives attended, which is successful for a summer event.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Throughout the summer, my efforts have been focused on planning team bonding events, organizing outreach events, and planning our Welcome Week. Below is a list of a few things I am currently working on.

1. **MSU Maroons + Shine Retreat**

On the weekend of July 14th, my leadership team and I are hosting a retreat for the Maroons and Shine teams. We will be going to Byng Island for a weekend of team bonding festivities. We have 57 people confirmed to attend, and are in the process of planning programming and meals for the weekend.

2. **School Survival Guide**

In collaboration with the SSC, we are working on the “School Survival Guide” for the incoming class of first year students. This initiative will involve hosting 4 webcasts in the Class of 2021 Facebook group, each with a specific theme pertinent to the week of the webcast. With SSC, we have come up with the timeline for the webcasts and the specific themes. The webcasts will start the week of July 24th, and run on a biweekly basis until the second week of classes. For each webcast, we will have a panel comprised of reps as well as staff members. Before each webcast, we will release a promotional video as well as an anonymous question form, allowing us to shape our webcasts to the needs of the students. We are hoping this is an excellent way to engage incoming students and provide them with a valuable resource, while increasing the outreach of the MSU.

3. **Monday Night Lights**

In collaboration with the Shinerama Coordinator, the Residence Orientation Planner, and the Welcome Week Faculty Coordinator, we are currently working towards revamping Monday Night Social during Welcome Week. We are hoping to diversify the programming available to students during this night and turn this into a bigger scale event. Current ideas include having an outdoor movie, introducing fireworks, having a headphone disco, and hosting a board game/video game venue. The added programming allows a more diverse itinerary for students and provides Maroons with valuable first year interaction.

4. **Move-in Programming**

In previous years, the Maroons have not had valuable professional opportunities during the first two days of welcome week. Based on feedback from previous years, there is a need for programming that allows reps to have more valuable interactions with first year students, and to feel like they are making the impact they wish to make throughout the week. Based off of this feedback, this year the Maroons will be hosting programming during the move-in. By collaborating with the Residence Orientation Planner, I was able to ensure that this does not conflict with any current programming, and this will be a great opportunity for Maroons to interact with first

year students. This programming will involve having bridges booked for the day, and hosting board games, campus tours, going over the welcome week schedule, and having a casual drop in space for students to connect with reps.

5. Connecting with Athletics and Recreation

We are currently finalizing our plans for the academic year, and hoping to connect with Athletics and Recreation soon in order to discuss how we can collaborate effectively. We hope to showcase what we bring to varsity games to support our varsity athletes, in exchange for tickets and merchandise for these events.

Establishing a mutually beneficial relationship with Athletics is crucial, as it is a large avenue of our efforts dedicated to fostering a community within McMaster.

BUDGET

Below are the expenses and revenues of the Maroons thus far.

- Travel Expenses – \$1070.00 (Maroons retreat Byng Island reservation)
- Uniforms - \$2420.17 (65 Maroons Jerseys)
- Uniforms – \$1926.65 (31 Rep Suits)
- Adv & Promo - \$1000.00 (Underground Standing Order)
- Travel Revenue - \$2565.00 (Fee for Retreat)

The travel revenue generated for the retreat will be used to cover all of the expenses associated with this trip. The jerseys will be covered by the service, but reps buying suits will be asked to pay for those.

VOLUNTEERS

A positive team dynamic is crucial to the success of the MSU Maroons, and definitely a priority of mine. Within the Leadership Team, we have established an excellent dynamic that allows us to work well together, allowing for productive internal collaboration for the year. So far it seems as if the dynamic of the general team is also fantastic. Returning reps have done a great job of connecting with new members, and the team seems cohesive at our bonding events, and works well together when we have volunteered with campus partners. Although the opportunities for professional development have been limited to those available in the summer months, with the increased welcome week programming I know these opportunities will come up as the year goes on.

CURRENT CHALLENGES

Apart from becoming comfortable in the role, the challenges have been limited thus far. Currently, I am having difficulty adding a social component to my Leadership Team. Due to all of us working full time jobs, it becomes difficult to find a time when everyone is available, but this is definitely something I am still working on.

Other than that, the other challenge comes from my efforts in redefining how the Maroons as a service work towards our mission statement of connecting the undergraduate community to the MSU. This year, we are ensuring that our initiatives are motivated by this mission, which means a lot of what has been done in the past is being changed. For a team which holds tradition so closely, drastic change can negatively impact the team dynamic, as has been seen in previous years. In an effort to combat this, I am actively creating opportunities for representatives to involve themselves with the decision making aspect of the service.

SUCSESSES

Recently I submitted my year plan for the service, which was built by the year plans of my leadership team. My leadership team was asked to find new ways in which their role can be used to achieve our mission statement as a service, and encouraged to be innovative and take risks. I am quite pleased with the final year plan that was submitted, and I truly believe we have found new ways to engage the student body, and created opportunities that will lead to collaboration within the MSU and with campus partners

As mentioned earlier, team dynamic is a priority of mine. The Leadership Team has done a great job of prioritizing team dynamic, and created an environment in which representatives feel safe and encouraged to be themselves. It is crucial to continue to actively make this happen in order to keep volunteers engaged throughout the year, as this is crucial to our success as a service.

Another priority of mine was creating new initiatives which allow collaboration within the MSU and with campus partners. This is going extremely well so far, as we are currently working with the SSC, Shinerama, the Welcome Week Faculty Coordinator, and residence life. The year plan highlights a Maroons in Musc initiative which will open a new platform for collaboration, and I am excited to see how the Maroons connect the student body to the MSU.

OTHER

N/A