YEAR PLAN
MSU SWHAT COORDINATOR
CARLY VAN EGDOM
2017-2018
(submitted June 26th, 2017)
OFFICE OF THE SWHAT PTM
INTRODUCTION

For 25 years now, the Student Walk Home Attendant Team (SWHAT) has worked to maintain the safety of all McMaster students and faculty both on and off campus. Our large volunteer base of over 80 dedicated McMaster students has allowed us to serve thousands of clients over our many years of operation. SWHAT has a close relationship with McMaster Security, extending the reach of safety services to Jackson Square and the edge of the escarpment. We provide an invaluable service to the McMaster community, keeping students safe on their commute from campus, back to their home.

Two years ago, SWHAT went through a room change. This drastically altered the internal feel of the service, and previous PTM’s have worked hard to ensure the community feel which SWHAT is known for. We would like to continue this work, especially as SWHAT will be moving rooms again this year. We strive to continuously improve our volunteer experience, making SWHAT a fulfilling and fun place to be, through social events every month and thoughtful volunteer appreciation gifts.

Furthermore, we are dedicated to continue educating the McMaster community about the service that McMaster provides. By expanding our social media presence, we hope to reach more students, and encourage increased use of our service. Additionally, we aim to make our service more accessible to all McMaster students, by finding innovative contact methods and implementing AOP training.

We look forward to yet another wonderful year of service to the McMaster community!
### GOALS

<table>
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<tr>
<th>Objective 1</th>
<th><strong>Continue strengthening the internal network of the SWHAT community.</strong></th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>This was a priority last year, and there was a lot of positive feedback about this change. I would like to continue improving the strength of the SWHAT volunteer community. Also, as SWHAT is moving rooms again, I feel this may dislocate the service as it did 2 years ago. I would like to try and prevent this through proactive measures to create a safe, inviting space and a service which is inclusive and appreciative towards volunteers.</td>
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| **Benefits** | • A boost in overall volunteer morale  
• An increase in on-shift engagement and relationship development  
• Increased participation in social events outside of shift time |
| **Difficulties** | • The room change 2 years ago really negatively affected morale, and as SWHAT will be changing rooms again this year - this may influence our ability to achieve this goal |
| **Long-term implications** | • Improving volunteer morale could encourage volunteers to speak highly of our service to their friends, which could lead to new clients or volunteer applicants.  
• This year will set the tone for our new room, and could set a positive environment for the service over the next few years. |
| **How?** | • one small event a week, run by various SWHAT executives, which occur at many varying times (i.e.: hikes or waterfall visits, group study sessions, movie nights, euchre tournaments, pickup sports games in DBAC, SWHAT intramural team(s), skating at Pier 8, going out for lunch/dinner/coffee)  
• Larger team socials, once per semester (i.e.: bonfire socials, coffeehouses, etc)  
• SWHAT apparel/swag which could increase SWHAT’s presence on campus and create a sense of belonging in the service |
| **Partners** | SWHAT Volunteers  
SWHAT Volunteer Affairs Executive |

<p>| Objective 2 | <strong>Improve SWHAT social media presence in the McMaster community.</strong> |</p>
<table>
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<tr>
<th>Description</th>
<th>Social media is a key way for us to reach the students of McMaster. We currently have Facebook and Twitter accounts which we use to promote SWHAT to the McMaster community. Moving forward, we would like to create a SWHAT Snapchat and Instagram account, and would also like to film a new promotional video which can be published on all of our social media accounts.</th>
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| Benefits | • Improving our social media presence will help us to reach new clients and potential volunteers  
• This will create a stronger presence in the McMaster community |
| Difficulties | • Not all students actively use social media - promotion in other ways will still be necessary (ie posters, advertising on the screens in MUSC)  
• It may be difficult to gather followers on newly made social media accounts |
| Long-term implications | • New social media accounts can be used for years to come as promotional platforms for SWHAT advertising  
• Follower counts will likely continue to grow into the future |
| How? | • SWHAT PR executives have created a year plan which includes the creation of a new video and social media accounts. Our entire SWHAT executive team will be responsible for updating these accounts throughout the term.  
• SWHAT’s “Promo Points” system rewards volunteers for sharing SWHAT’s social media accounts on their own personal social media accounts, which is an excellent way to inform other students about our new accounts.  
• Set up meeting with Michael Wooder (director of marketing and communications) to explore and create an effective communications strategy. |
| Partners | SWHAT Public Relations Executives  
SWHAT Executive Team  
MSU  
Michael Wooder |
<p>| Objective 3 | <strong>Improve accessibility of SWHAT</strong> |
| Description | A couple of years ago, we introduced the online walk form as a way to request walks from our service. We would like to continue moving towards making our service more accessible, including a new platform encouraging live time communication between individuals requesting walks online and the SWHAT dispatcher/exec on duty. This will be helpful for those who feel uncomfortable talking on the phone or those who are unable to do so due to accessibility concerns (ie due to hearing impairment). |</p>
<table>
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<tr>
<th>Benefits</th>
<th>• Accommodate a larger audience of clients, including those with impairments/disabilities/handicaps and who would normally have more difficulty accessing the service</th>
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</table>
| Difficulties                                                           | • As of yet, I have not identified a program which would make this possible  
• Currently, we call those who submit a walk request form to confirm the walk. It may be difficult to accommodate those with hearing impairments using this system. |
| Long-term implications                                                | • This would make SWHAT more accessible in the long term, helping SWHAT to be available to all McMaster students who would like to use the service. |
| How?                                                                  | • Search for a possible online chat service which could be used for live time communication between individuals requesting walks online and the SWHAT executive/dispatcher on duty  
• Contact Student Accessibility Services/Maccess to see if there are other ways to make our service more accessible to all McMaster students |
| Partners                                                               | SWHAT Coordinator  
Student Accessibility Services  
SWHAT Volunteer Logistics Executives  
SWHAT Executive Team  
Maccess |
| Objective 4                                                           | **Increase collaboration with security services, SCSN, SHEC, EFRT, and other MSU services** |
| Description                                                           | • Establishing partnerships with other MSU and university services allows for new opportunities for joint promotional collaboration, sharing of resources, and integrated educational sessions which can benefit McMaster students  
• Increased collaboration can improve reach of promotional materials and allow for service expansion into new student groups |
| Benefits                                                               | • Sharing service networks will allow all involved services to increase general campus knowledge, and hopefully utilization, of the service  
• This will create a stronger SWHAT presence in the McMaster community  
• Notifying students about the services offered on campus to help them find support if need be, leading to increased overall service use. This could be measured through service usage by demographic, for example. |
| Difficulties                                                           | • Each service has specific priorities and goals; it may be difficult to integrate these to create a collaborative promotional plan |
### Long-term implications

- Links to other services could be expanded in the years to come, creating long lasting collaboration which improves knowledge of many services at McMaster

### How?

- Contact other MSU and university services and plan meetings to coordinate joint promotional opportunities
- Offer to include other services in the promotions that we run, such as collaborative Snapchat “takeovers”, and ask to be included in the promotional campaigns of other services

### Partners

- SWHAT Coordinator
- SWHAT Public Relations Executives
- MSU PTM’s
- VP Admin
- Security Services

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<th>Objective 5</th>
<th>Improving dispatcher relations</th>
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<td><strong>Description</strong></td>
<td>The dispatchers do not often get a chance to interact with each other as the walkers do; being on shift together and in teams. There is only ever one dispatcher on shift at a time, and this can lead to a sense of isolation from the other dispatchers. Fostering a sense of connection between the dispatchers through social events can create a feeling of dispatcher community amongst the already welcoming SWHAT community.</td>
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</table>
| **Benefits** | • Improvement in dispatcher relationships and friendship building  
• An increase in on-shift engagement  
• Increased participation in social events outside of shift time  
• Trading shifts will be easier when dispatchers know each other |
| **Difficulties** | • Dispatchers are a very small and diverse group of people and it may be difficult to find a time when they are all free, or to find an activity which the group agrees on |
| **Long-term implications** | • This will foster a sense of connection between the dispatchers, improving their commitment to SWHAT, and encouraging dispatchers to speak highly of our service to their friends, which could lead to new clients or volunteer applicants. |
| **How?** | • Small events and socials, such as dinner or movie nights, which the dispatch operations executive will plan and execute |
| **Partners** | SWHAT Dispatchers  
SWHAT Dispatch Operations Executive |
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)

<table>
<thead>
<tr>
<th>Overarching Vision (what is the ultimate goal?)</th>
<th>Develop and implement a province-wide Walk-Safe Week in collaboration with other walk home teams at other universities.</th>
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</table>
| Description                                    | • Establish partnerships with other walk home teams at other universities  
• Develop and create a comprehensive province-wide and university-specific marketing strategy to raise awareness about campus safety  
• Arrange meetings to share best practices amongst walk home teams |
| Benefits                                        | • Students across the province can be better informed about campus and walk-home safety  
• Allows for the sharing of best practices amongst walk home teams across the province  
• Increased “strength in numbers” - collaboration with other universities improves social media presence and allows for budget sharing on marketing initiatives |
| Year 1                                          | • Initiate contact with other students unions at universities across Ontario, or with the walk home service directly, if available  
• Schedule a meeting to develop relationships with walk home team representatives across the province  
• Gather opinions and best practices on promotional activities at each individual university  
• Begin developing a collaborative plan spanning the next few years, including discussion on the potential of a multi-university planning conference for joint promotional campaign which could be used as province wide advertising |
| Year 2                                          | • Continue discussions and consider creating a planning conference, in which all walk home team managers meet in a common location to plan for a “Walk Safe Week” promotional campaign  
• Concretely plan the execution of the “Walk Safe Week”, including creating a proposal, budget, and timeline of the week, to be executed in the following academic year  
• Plan another planning conference, either in person (if possible) or via conference call, with both current and incoming walk home team managers, regarding the plan for the “Walk Safe Week” of the following year |
Year 3

- Execute “Walk Safe Week”
- Collect feedback across the province from various school representatives; volunteer/paid walkers, service managers, clients of the service, and students at large
- Evaluate potential of implementing “Walk Safe Week” the following year

Partners

- Carly Van Egdom - SWHAT PTM
- Preethi Anbalagan - VP Admin
- Walk Home Team Managers (External Collaborators) - across the province
- SWHAT Executive Team
- SWHAT Volunteers

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September
- Furniture settled and prepared in our new office in order to begin operations during Welcome Week
- September training slides prepared, room booked, and materials prepped for training in October
- Welcome Week and September scheduling completed, including plans for executive and dispatcher shift coverage
- First year applications finished and ready to be sent out
- Welcome Week and year-round promotional materials delivered and first-year oriented posters placed across campus

List 5 things you would like to have completed during the fall term (1st)
- Promotional video finished and ready to be released at the beginning of term 2
- Prepare and hand out volunteer appreciation gifts
- Schedule a large fall term social event, and two smaller social events
- Have an end of term debrief meeting with the executive team regarding feedback from the last term, and plan for the winter term and Frost Week launch
- Reevaluate budgeting for the winter term

List 5 things you would like to have completed during the winter term (2nd)
- Schedule a large end of year social event with volunteer appreciation gifts, and two smaller social events
- Have an end of year debrief meeting with the executive team regarding feedback from the year, ways to improve for next year, and have a celebration social
- Complete end of term transition reports, and begin transitioning the new PTM and new executive members (including a transition meeting)
- Compile an end of term budget for all money spent in the previous year
- Compile some best practices from walk home teams across the province

## Master Summary

*(calendar and checklist)*

<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
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| **May** | *Executive team hiring*  
*First Executive team meeting*  
*Begin planning for year plans and goals for the year* |
| **June** | *Year Plans due from executive team members*  
*Administrative tasks done to prepare for the year ahead (i.e. setting up executive email accounts, setting up standing account at the Underground, scheduling meetings for the summer, planning individual meetings with executive members/executive teams)* |
| **July** | *Planning for Welcome Week activities (i.e. collaboration with SOCS, MacQuest)*  
*Ordering of Welcome Week and general promotional materials (i.e. new SWHAT handouts, giveaways, SWHAT promotional posters)*  
*Second Executive meeting* |
| **August** | *Send out Welcome Week scheduling to volunteers who will be around for Welcome Week*  
*Send out September scheduling to all volunteers*  
*End of August (during WW): Release application for first year volunteers*  
*Third executive meeting* |
| **September** | *First year hiring*  
*Organize and plan training, take volunteer headshots*  
*Complete volunteer agreements*  
*Go to Costco to purchase snacks for SWHAT volunteers*  
*Two more executive meetings (biweekly)*  
*Welcome to SWHAT icebreaker event*  
*Social media launch for Facebook, Twitter, Snapchat and Instagram*  
*Put up posters for first year recruitment* |
| October       | • Go to Costco to purchase snacks for SWHAT volunteers  
|              | • Two more executive meetings (biweekly)  
|              | • Plan fall term appreciation gifts  
|              | • Another small SWHAT social event  
|              | • Begin filming for promotional SWHAT video  
|              | • First SWHATchocolate  
| November     | • Promote Walk A Thon & liaise with charity  
|              | • Go to Costco to purchase snacks for SWHAT volunteers  
|              | • Two more executive meetings (biweekly)  
|              | • End of Term social  
|              | • Giveaway week on Facebook  
|              | • Hand out fall term appreciation gifts  
| December     | • Finish promotional video for January re-launch during Frost Week  
|              | • Go to Costco to purchase snacks for SWHAT volunteers  
|              | • One more executive meeting  
|              | • Hand out volunteer Christmas cards  
|              | • Review budget  
| January      | • January re-launch for Frost Week and Frost Week event for first years  
|              | • SWHAT 2018 kickoff social event  
|              | • January Hiring (to fill in spots left from volunteers leaving McMaster, going on exchange, etc.)  
|              | • Send out availabilities before winter break  
|              | • Go to Costco to purchase snacks for SWHAT volunteers  
|              | • Two more executive meetings (biweekly)  
|              | • Semester 2 volunteer applications, hiring, and training  
| February     | • Social Media contest  
|              | • Go to Costco to purchase snacks for SWHAT volunteers  
|              | • Two more executive meetings (biweekly)  
|              | • Order volunteer appreciation and end of year gifts  
|              | • Relay for Life  
| March        | • Go to Costco to purchase snacks for SWHAT volunteers  
|              | • Two more executive meetings (biweekly)  
|              | • Promotion for Second Walk-a-thon including social media and giveaways  
|              | • End of year social, end of year appreciation gifts  
| April        | • Exam wishes provided by SWHAT  
|              | • Go to Costco to purchase a small amount of snacks for SWHAT volunteers  
|              | • One more executive meeting  
|              | • Volunteer rehiring for 2018-2019  
|              | • Transition incoming PTM and executives  
|              | • Write transition report  
|              | • Help with incoming executive hiring and PTM hiring  
