



REPORT

From the office of the...

MSU Shinerama Coordinator

TO: Members of the Executive Board
FROM: Nicole Yan
SUBJECT: MSU Shinerama Report #4 (Final)
DATE: September 12th, 2017

UPDATE

Welcome Week (WW) is officially over, which also means that my role as the coordinator of this service will very soon come to a close. WW was a success for Shinerama in terms of raising funds and awareness for cystic fibrosis (CF). We are just a couple thousand dollars short of our goal, but there is still a bit of fundraising to be done and money to be counted in the next month or so, which will hopefully bring us to or close to \$110,000.

SERVICE USAGE

For the past month, The MSU Shinerama Facebook page has had 638 views (502% increase), 53 page likes (165% increase), 53 new page followers (179% increase), 8,515 video views (2,368% increase), a reach of 29,725 (174% increase), and 32,716 post engagements (1,144% increase). Posts this month have been focused on showcasing our Welcome Week events and promoting McMaster students fundraising both on and off campus. This month, I made five tweets on the MSU Shinerama twitter account. Our biggest event was Shine Day, where there were over 1000 participants who used 2500 stickers, 1000 tattoos, 200 large signs, 800 shine boxes, and over 1000 shine shirts. During Clubsfest, Shinerama had a table with a trivia wheel. We handed out an estimated 100 stickers, 200 coupons, 15 hats, and 20 shirts.

PAST EVENTS, PROJECTS & ACTIVITIES

Welcome Week Move-In:

We sold Shine hats for \$10 and old Shine shirts for \$2 in MUSC Atrium and Arts Quad. Hats were more popular with reps while shirts were popular with parents and first year students. We also had a "Shine Photobooth" taking instant polaroid pictures for \$2 with props and the MSU backdrop at the same locations. The photobooth was very popular amongst both reps and first years alike, with many people returning for more pictures. Overall, the swag sales and photobooth made \$590 during move-in. It was also good for promoting the service, as we had people wearing our swag for the week and holding signs about CF and Shinerama. It was also a great opportunity for Shine reps to interact with first years and introduce them to the service and ongoing events throughout the week.

Beaver Games

One of the events at the SOCS Beaver Games was a Shinerama 50 metre dash while breathing through a straw. This event was an excellent way for first year off campus students to learn about the service and CF on a more detailed level. After completing the race, Shine reps had a brief Q&A session with the first years about future WW Shine events, cystic fibrosis, the service, and opportunities to get involved at McMaster.

Monday Night Lights

During Monday Night Lights, Shine reps were stationed at various locations. At the casino, reps acted as dealers, and were also located at the registration table and raffle prizes. I had reps stationed at rock painting, the outdoor movie, and the dance party. Overall, the night went very smoothly. There was a constant flow of casino participants throughout the night, and both myself and another rep floated all the events to ensure there were no problems. We raised approximately \$1000 at the casino, which is slightly less than previous years. I believe this is due to increased programming during the night and the first year students received two free tickets with their Macpass. I think that having more programming is a good thing, but I would suggest reducing the number of free tickets to one per first year students to generate a greater revenue.

In terms of overall setup, I would suggest moving the prizes table closer to the actual casino floor. Many students were confused as to where to go to drop off their raffles after playing at the casino. I would also suggest having two registration tables at opposite ends of the student centre, especially if there is programming occurring at both ends.

Bling Bling

This event occurred at Mills Plaza on Tuesday and Thursday afternoon. The event was more successful on Thursday, because people were more aware of the event after seeing it on Tuesday. I believe this event would benefit from increased online promotion and in residences, as many first years had no idea what was happening and what the event was. Overall, this event was fun for my reps and fostered friendly competition amongst groups with the end goal of raising money for CF.

Shine Day

This was the biggest event for the service. Altogether, the event was a success, though there were several bumps that should be smoothed out for next year. Faculties were told to arrive at 9:30am from the RBC entrance, with waivers printed and signed beforehand so as not to stall entrance into Sport Hall. Residences were told to arrive at 9:45am from the main entrance, where another registration table was set up with waivers prepared for people to sign. Faculties and residences then funneled into the gym through two separate doors, with faculties being led towards the breakfast tables, and first years towards the shirt tables. We had a guest speaker and his family come in, and then immediately started moving people out of the gym and towards their specific locations. I received many comments from reps that the opening ceremonies this year was much shorter than previous years, which made the whole experience much more enjoyable for everyone. There was still the waiting time between the guest speaker and moving various groups out, which is inevitable but can be improved for next year. Many residences were late to arrive to opening ceremonies, which delayed the start time by more than 15 minutes from the scheduled 10am. This affected the end time, which resulted in many complaints and delays from bus and taxi drivers. For the future, I would heavily stress the importance of arriving on time to residence planners, or schedule an earlier arrival time for residences so that opening ceremonies can start on time.

In terms of transportation, I had reps stationed at the busses located at the IWC loop, as well as taxis at the MUSC drop off. Overall, things went well and everyone was able to get on a bus or taxi to their location and back. However, some problems did occur as there is always an issue with transportation with such a large-scale event. For example, two bus drivers did not want to drive students to their pre-determined location. This issue was settled exceptionally well by my Assistant Coordinator, who convinced the drivers to take students where they needed to go. Another instance was with taxis, where parking services informed the taxi drivers that they could not idle at the MUSC drop-off. We resolved this by having taxis temporarily pull into the parking lots while students got on board. I had previously emailed facility services regarding the presence of busses

and taxis on Shine Day and did not receive any concerned responses, so I am unsure as to what additional steps the next coordinator can take to prevent this problem in the future. I would recommend ordering busses and taxis slightly later than I did this year in an effort to reduce waiting times. Unfortunately, I did not anticipate that faculty reps would stop to get shine shirts right before leaving (as opposed to while they were waiting to be called), which severely delayed the take-off time for many busses and taxis. My reps at the shirt tables also informed me that many faculty reps were refusing to leave the gym until they got their shirts. If there is a way that this issue can be addressed with faculty planners for next year, that would be ideal as a preventative measure.

Lunch was provided for first-year students, which went very smoothly with most if not all students getting lunch a bit earlier or right on time. Maroon site leaders were informed about lunch delivery times and locations beforehand. There were five main drop-off points for students, and I had some of my reps drive pizzas down locations with a large spread to ensure everyone was fed.

This year, there was a lot of engagement with faculty shine planners, but I believe I could have done more with residences to encourage a higher first year turn out. First year participation was very low for Shine Day. This may be that there needed to be heavier promotional strategies targeted towards first years or more push for residence planners to inform first years about Shine Day.

Shine Games

This was the first time we had this event, and overall it went well. There was a very relaxed schedule of activities that were all challenge by choice and a mix of athletic and non-athletic events. The feedback I received was that the relaxed schedule was a nice break from the intensely structured WW schedule many first years had just experienced. However, I would increase the structure slightly for next year to reduce delays between activities. This event was a great parallel programming to Shine Day, and should be more heavily promoted next year and executed on a larger scale.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

I have a final bottle drive planned for the last weekend of September (after homecoming). This would be a good way to boost our fundraising total. My next steps are to wrap up the finances and supplies of the service, and prepare things for the next coordinator to make the transition as smooth as possible.

In terms of volunteer appreciation, I am planning on having a volunteer dinner this month where I can give out the remaining warm fuzzies and reunite with other Shinerama volunteers.

Shinerama has partnered with Student Life Network with the Canada's Luckiest Student draw for \$100,000 worth of prizes. For every student that signs up under the McMaster link, \$1 will be donated to the Shinerama campaign. This contest will be promoted on the Shinerama social media this week.

BUDGET

Since my previous report, I have spent:

- \$450.87 on Bouncy castle
- \$17322 on Shine Day lunch
- \$2871.33 on Shine Day busses
- \$500 on Shine day supplies (muffins, granola bars, lollipops, coin rollers)

I will be spending:

- \$375 on booking Sport Hall (original \$750 cost will be split in half with residences)

As mentioned in previous reports, the support of on and off campus sponsors has been extremely valuable to this service. Without creating partnerships with local businesses, it would be impossible for Shinerama to hold as many events as we did and stay within the budget.

VOLUNTEERS

My team has really bonded over the past two weeks and have done an amazing job with helping me to make the service a success. During WW, my reps were willing to help with anything I needed, and went above and beyond to make sure our events were a success. They contributed many creative ideas and talents that helped to make this WW a success for Shinerama. I was able to give them the details of what I how I wanted events to run, and my reps were able to efficiently run the events without needing any constant supervision. We completed money counting on Shine Day much earlier than previous years due to the help and competence of my volunteers. I have a team dinner planned for September, where any outstanding warm fuzzies will be handed out.

CURRENT CHALLENGES

As the service comes to a close, our biggest challenge is to promote our newest fundraising initiative with the Student Life Network. Much of the excitement around Shinerama was focused and peaked during WW, so I anticipate that it will be much harder to garner as much interest for the campaign in September.

SUCSESSES

This year, we raised \$106,540 (and counting!) for CF research and care. We were also able to create new online content to increase awareness of CF and introduce McMaster students to people living with CF in the Hamilton and neighbouring community.