



REPORT

From the office of the...

Spark Coordinator

TO: Members of the Executive Board
FROM: Lindsay D'Souza
SUBJECT: Spark Report #3
DATE: Friday, September 29th, 2017

UPDATE

WOW! September is a very busy month rolling out of the business of Welcome Week! It has been exciting to finally have the chance to work with all 40 Team Leaders this past month from promoting welcome week at the end of August all the way to starting their first few sessions. This team is great and has had a lot of success these past few weeks!

SERVICE USAGE

Student registration opened in the first week of September! Last year, first term was capped at a maximum of 200 students (10 per group) however, this year I felt there was enough need to expand. We expanded to 240 (12 per group) and had to close registration a whole 24 hours before the deadline because we had surpassed our 240 goal and received 250 student registrations. Students were put into groups on September 15th, sent all the information regarding sessions and TL's, and started their first session the week of September 18th-21st. Having our cap of 10-13 students will ensure that there is still enough hype for students to register in second term as we hope to not have a cap on the number of students in second term.

Demographics:

30 International Students

41 First Generation Students

32 Off-Campus Students

189 registered did not attend the MSU Horizons Conference

PAST EVENTS, PROJECTS & ACTIVITIES

Welcome Week Residence Talks/Pop Up Tent

This year, I really wanted to improve Spark's visibility and promotion during Welcome Week. One of our key strategies was using word of mouth during the week to help excite students for registration that would be opening up right after welcome week. In the past, the Coordinator had gone to residences to speak about the program but I wanted to involve as many different individuals as possible to try to provide a larger network of

people that students could reach out to besides myself. To do this the most effectively for residence, I delegated this task to past and present TL's who had been involved with the service that were repaying a building and they had the opportunity to speak at the residence opening and closing ceremonies. This not only provided two scheduled opportunities for students to learn about Spark, but it generated a lot of excitement and questions from students, and TL's were happy to be involved during the process. For faculty reps, they were given rave cards and also helped talk to students about the program. A huge thank you to the current Spark team and past TL's specifically the following who were a huge help in residence:

Mary Keyes (Jane Luft)
Wally (Sehar Arfeen/Ezza Jalil/Lauren MacLeod)
Moulton (Sarah Mohiuddin)
Brandon (Me)
Hedden (Erin Crook, Nikhail Singh, Parsa Mehrabanfar),
Woodstock (Haley Greene)
Les Prince (Kulsum Saeed)
Bates (Sarah Figueiredo)
Matthews (Rachel Persaud)
Edwards (Melissa Paglialunga)
Whidden (Kristina Jagger)
McKay (Meagan De Jesus, Kathryn Chen)

Our pop up tent (Spark Chill Zone) also proved to be successful in terms of visibility on campus. We had our pop up tent set up the Monday, Wednesday and Thursday of welcome week where students could come chat with TLs, grab an informational rave card, and take part in low key programming such as colouring and making stress balls. In combination with the residence talks we had a lot of students come up to our tent and say they heard about our service from their reps which is exactly the result we were hoping for. We purchased a gazebo that can now be used for future Spark Coordinators during welcome week or for other events during the year. A huge thank you to the Team Leaders who made this pop up tent: Danielle Campagnolo, Naomi Wong, Yuan Qiu, Jovan Sahi, Anika Spasov, Greg Rutherford, James King, Yuan Qiu, Katie Maxwell, Emily Yang, Ismail Hweija, Josh Yachouh, Jovan Sahi, Devin Roshan, Nikhail Singh, Giancarlo Da-Ré, Matthew Shannon, Haley Greene, and Lisa Tran.

Night Before Classes

This event was a HUGE success! This event was specific welcome week programming back when I was in first year, and after it's absence for the past few years we thought we would bring it back. In partnership with MSU Horizons, Christine Yachouh and I gathered both Horizon LD's and Spark TL's to meet in music atrium on the evening of September 4th. We set up a few tables and a powerpoint with helpful tips/resources and this was the main meeting location of the event. As students arrived TL's/LD'S would pair up and take small groups of students to go find their classes, buildings, or answer questions. While we were only expecting around 50 students to show up after the

hustle and bustle of welcome week, around 200+ students showed up! This is definitely programming we are looking to do next year or bring back during welcome week.

Clubsfest

Clubsfest took place on September 6th, and Spark tabled at this annual event. I, along with some of my exec and some TL's had the opportunity to talk to incoming first years about the Spark program and how they can go about registering. We had over 100 students sign up just that day after the in person promotion from our table.

Staff Meet n Greet/September TL Training

Our staff meet n greet was the first formal event where TL's had the chance to meet one another and their co. We hosted the event in Clubspace, ran it potluck style (which encouraged a lot of TL's to make food together), and revealed who their co was for the term with a funny powerpoint. It was a very chill and low-key event, and TL's were excited to get to know one another better. The space is a really good size to host more events there so we will definitely be using it in the future.

For training, IAHS is the location we chose again as it continues to be the best location to run our training. TL's were trained from 10am-5pm on Saturday September 16th, and Sunday September 17th. We went over general logistics of sessions, Diversity Services ran AOP training, Merima ran Peer Support training, and we had Tanya Kett from the Student Success Centre come in with helpful resources to provide TL's with for themselves and for incoming first year. We also spent an hour do Executive Feedback Rotations where the Spark exec team had time to sit with TL's and gain their feedback on sessions, events, promo, and staff socials/support. My exec team was beyond amazing and helpful this weekend I couldn't have done it without them!

Sessions/Weekly Sessions Training +Logistics

We have now finished two full weeks of sessions and have been trained on our third! Time is really flying by, however Jane and Giancarlo's sessions have been a huge success. We have a system called "Exec on Call" where between Mon-Thurs of session we have one exec member unlock MUSC session rooms and stay in the committee room incase any TL needs support or is missing materials during sessions. The Exec on Call also helps Jane and Giancarlo pack session bags for that night, and this really helps us to work as a cohesive team.

We currently have two training days that the TL's are split between (Thursdays and Sundays). The small group setting allows for more TL participation and gives Jane and Giancarlo a lot more room to make training more engaging for the small group.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Academic Workshop

Logistics for our first Workshop Event in October have now been finalized. Due to low attendance in previous years we have revamped the midterm workshop to be an escape room style event to engage with students more while recognizing that everyone's study

habits may vary in some way. It will work more towards fostering a hub of resources rather than suggesting a correct way of studying. This week we bought all our materials and Macademics is also helping us to gather faculty reps, and make props for the escape room photo booth once students have escaped all the rooms! Promo has been released for a few days now and we appreciate the help!

TL Social #1

Our first TL social is happening on October 20th. Sehar has planned a fun and exciting night and I'm so excited to spend the evening with the team. This social is Halloween themed and we have a candy bar, movie, and pumpkin arts and crafts set up for them.

BUDGET

<i>McMaster Student's Union</i>							
<i>Dept. 0125 - SPARK</i>							
<i>For the Four Months Ending August 31, 2017</i>							
	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budget
	Month	Month	YTD	YTD	YE	Budget	Used
	August	August	2017-18	2016-17	2016-17	2018	To Date
All:							
5003-0125 SPARK - OFFICE SUPPLIES					\$54.00	\$60.00	0.00%
5101-0125 SPARK - TELEPHONE			\$32.76		\$76.44	\$60.00	54.60%
6103-0125 SPARK - ANNUAL CAMPAIGNS	\$1,500.00		\$1,500.00		\$3,240.88	\$3,000.00	50.00%
6501-0125 SPARK - ADV. & PROMOTION	\$4.40		\$95.40	\$863.90	\$2,110.40	\$3,000.00	3.18%
6802-0125 SPARK - LEADER TRAINING	\$69.98		\$69.98		\$710.63	\$750.00	9.33%
7001-0125 SPARK - WAGES	\$691.66		\$2,598.25	\$780.02	\$5,987.25	\$7,500.00	34.64%
7101-0125 SPARK - BENEFITS	\$49.52		\$197.23	\$50.71	\$406.12	\$540.00	36.52%
Total All	\$2,315.56		\$4,493.62	\$1,694.63	\$12,585.72	\$14,910.00	30.14%

VOLUNTEERS

This team is beyond amazing! The level of engagement and passion they have and put towards Spark surpasses any of my expectations. It has been truly inspiring to step back and see them take the lead with students and with each other. This service wouldn't be possible without their hard work and dedication. The team seems to really like to spend time with one another, so outside of programmed events and Staff Socials we also try to do smaller activities such as art crawl, hikes to Dundas peak, or studying.

CURRENT CHALLENGES

Spark First Year Formal

While planning for this event is super exciting it is a little stressful working with our current budget. This would require a larger budget and we are hoping campus partners will be generous in providing monetary support as this is the only formal exclusively for ALL first years across campus. Currently sit down dinner is \$35 a person, however we only want to charge first years \$30. This means if Spark compensates for \$5 on the first 300 people we will need \$1500, and our venue already cost \$1500 deposit. Currently,

Haley, Sarah, and Lisa are looking to fundraising and Hazra, the FYC Coordinator is partnering with us to run the event and we are yet to meet with Rez Life as they will be donating some funds.

SUCSESSES

This whole team. Student registration. Welcome Week. Training. Sessions. September has definitely been a marathon, but one that I am so happy to run alongside this strong group of leaders. This month has resulted in a lot of success and the team really helps each other to grow in many ways. Im looking forward to finishing the rest of the term and gearing up for second term.

OTHER

I'm always happy to hear any feedback or answer any questions! Feel free to send me an email at spark@msu.mcmaster.ca

Here are some important upcoming dates for Spark that I will be discussing in future reports:

- October 5th: Escape room event
- October 20th: Halloween Staff Social
- November 16th: First year Formal