



REPORT

From the office of the...

MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Karan Chowdhry
SUBJECT: MSU Maroons Report 7
DATE: March 9, 2018

UPDATE

As we approach the end of our term, things are looking good with the MSU Maroons. Since the last time I reported, we've hosted two successful community based events, continued to advance our outreach via social media, and have hired a 2018-2019 Leadership Team. In the near future, we will be hosting a week of events for our student body, and hiring the 2018-2019 general representative team. The volunteers of this team continue to be amazing, committed, and the reason our year has been as successful as it has. I list a few challenges in regards to balancing school and transition, and am open to any suggestions you may have.

PAST EVENTS, PROJECTS & ACTIVITIES

Skate Night with SCSN

On Wednesday, January 31, we hosted a skate night with SCSN, at Pier 8. This was an event to connect students with their community, and we offered snacks and hot chocolate at the chalet at Pier 8. We also raffled free skate rentals for students via a social media contest on our Facebook page, and had over 40 people participate in the contest. In terms of the event, we had 25 students come join us, which is the highest turnout I've seen at a Pier 8 skating event. Shout out to the SCSN team for all their work – our collaborations throughout this year have been quite successful.

Maroons@Mac

We released our second episode of Maroons@Mac, in collaboration with PSL to promote their campaign week. It was quite successful as a media push, as we had over 1,500 unique viewers. We are hoping to release another video soon if time permits, but we may not be able to due to the promo push for hiring and upcoming events. Either way, Maroons@Mac has been a very successful PR initiative for our service, and something I am recommending the service continues in future years as an avenue of outreach and collaboration.

Promo Meetings

The Promotions Coordinator, Surinder Gill, has started hosting promotions meetings with a committee of volunteers, who meet to discuss, plan, and execute the videos and other PR initiatives from our service. These meetings have been quite successful, and provided volunteers with an additional aspect to assist in the operations of our service.

Westdale Food Tour

In collaboration with SCSN, we hosted the Westdale food tour on March 1st. Despite a serious weather warning in effect, this event was attended by over 50 students, and was one of our most successful events of the year. Students had the opportunity to go into Westdale, and meet various food vendors, who provided them with free food, specials, coupons, and other things. The businesses were quite excited about the event, and were quite enthusiastic with the possibility of this being an annual event.

Hiring

This past weekend, I assisted Dan LaFrance in hiring the 2018-2019 Leadership Team for the MSU Maroons. The team is now hired and working on putting general representative applications out, which is very exciting! We had 62 applications for 6 positions, which was amazing.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

OUA/CIS Volleyball Finals

Coming up over the next two weekends, McMaster will be hosting the provincial and national volleyball championships. The Maroons will be attending these events to support our Marauder athletes and try and do our part in protecting our gym. We've been able to work with Athletics and Recreation to provide volunteers with a discounted ticket package. We're also currently working on filming our own promotional clips to add to the new jumbotron in Burridge gym, which will be an exciting new outreach opportunity for our service. (If you did not get the opportunity to attend Nationals 2 years ago, I definitely recommend you come out because its such an incredible Marauder experience.)

Destressor Week (We're still working on a better title, open to suggestions)

From March 19-23, the Maroons will be hosting a destressor week, where we are collaborating with campus partners to provide students with a destressor event every day for a week. Although details are still being finalized, currently the event lineup includes a paint night with FYC, a fitness class in the pulse, working with the SWELL for SWELL Unplugged, a free food event with Bread Bin, and potentially an event with Maccess. Excited with this idea, as I think we have the volunteer power to staff a week long commitment. This week also overlaps with our general rep hiring, and this will be a wonderful way to showcase our service to potential applicants.

General Representative Hiring

We will soon be hiring for the 2018-2019 general representatives. The tentative timeline for applications is from March 11-March 25, and we have worked out our promotional strategy which includes scheduled graphic posts, as well as a video releasing in the middle of that period. The timeline currently has the new team being hired by April 11th.

For future years, I would recommend hiring the Maroons Coordinator earlier, potentially in first semester, because the hiring timeline is very tight, which makes things unnecessarily challenging.

BUDGET

| | | |
|-----------|-------------------------------------|-------------|
| 5003-0120 | MAROONS - OFFICE SUPPLIES | \$160.00 |
| | TOTAL SPENT IN LINE | \$107.03 |
| | REMAINING IN LINE | \$52.97 |
| 6102-0120 | MAROONS - ANNUAL CAMPAIGNS (\$1500) | 1,500.00 |
| | TOTAL SPENT IN LINE | \$1,003.60 |
| | REMAINING IN LINE | \$496.40 |
| 6415-0120 | MAROONS - RECOGNITION AWARDS | \$500.00 |
| | TOTAL SPENT IN LINE | \$409.57 |
| | REMAINING IN LINE | \$90.43 |
| 6501-0120 | MAROONS - ADV. & PROMO. | \$1,500.00 |
| | TOTAL SPENT IN LINE | \$1319.09 |
| | REMAINING IN LINE | \$180.91 |
| 6603-0120 | MAROONS - SPECIAL PROJECTS | \$750.00 |
| | TOTAL SPENT IN LINE | \$237.41 |
| | REMAINING IN LINE | \$512.59 |
| 6633-0120 | MAROONS - UNIFORMS | \$11,000.00 |
| | TOTAL SPENT IN LINE | \$4,935.23 |
| | REMAINING IN LINE | \$6,064.77 |
| 6901-0120 | MAROONS - TRAVEL EXPENSES * NEW | \$7,000.00 |
| | TOTAL SPENT IN LINE | \$7,771.46 |
| | REMAINING IN LINE | -\$771.46 |
| 6804-0120 | MAROONS - MEMBER TRAINING | \$2,000.00 |
| | TOTAL SPENT IN LINE | \$733.85 |
| | REMAINING IN LINE | \$1,266.15 |
| 3801-0120 | MAROONS - TRAVEL REVENUE | \$6,500.00 |
| | TOTAL GENERATED IN LINE | \$7,490.00 |
| | REMAINING TARGET IN LINE | -\$990.00 |
| 3881-0120 | MAROONS - UNIFORM REVENUES | \$7,500.00 |
| | TOTAL GENERATED IN LINE | \$932.25 |
| | REMAINING TARGET IN LINE | \$7,500.00 |

We still need to add \$500 to the travel revenue line from reps who are currently in the process of paying for their USports Packages.

VOLUNTEERS

Volunteer dynamics are still great, and volunteers have continuously stayed engaged with the service. In previous years, towards the months of February and March the service struggled with volunteer retention and attendance. This year, we aimed to combat this with focusing on rep dynamic, and providing reps the opportunity to view volunteer commitments as a destressor opposed to a formal commitment. This has worked, as I haven't had issues with volunteer retention or attendance. This month, I am hoping to have a social/appreciation event for my volunteers. From the start of February until now we have been quite busy as a service, yet volunteers have stayed committed to their roles despite the overlap with a busy time of school. Other than this, we've stayed true to providing volunteers with opportunities to get involved in the planning of our operations and providing them with various avenues of feedback.

CURRENT CHALLENGES

Hiring and transition has been a bit challenging. In the past, the Maroons have been less busy from mid-February onwards, but this year with continuing operations, and the introduction of new events and initiatives, managing the service while assisting with hiring has been challenging my time-management skills. Although hiring won't require a lot of time for the next two weeks, I worry about managing the marking of rep applications and involvement in interviews, during a time of school where my thesis and summative projects are wrapping up.

Furthermore, although rep dynamics are good, the time of hiring is always a time of concern for team dynamic. For a service that strives on rep dynamic, it can be difficult at the time of year when individuals are unsuccessful in their applications for next year. Being a unique challenge at this time of year, this is going to be something I try and focus on combatting over the next few weeks, to ensure our last events are successful.

SUCSESSES

Although hiring has been challenging, it has also been smooth. Working with Dan LaFrance has been quite easy, due to our existing relationship from this year. He is organized, responsible, and easy to work with, making the transition easy. I am excited for the next year of this service, and what comes with it.

In terms of events, this year we were hoping to innovate our community based events, for more successful events. This semester we've hosted a skate night and the Westdale Food Tour, both of which were very successful, and well attended. Moving forward, I hope this service continues to collaborate with community partners to offer students with unique opportunities to experience our Hamilton Community.