

**YEAR PLAN (DRAFT)**

MSU **MACADEMICS COORDINATOR**  
**ANGEL HUANG**

**2018-2019**

(submitted *June 25, 2018*)



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## OFFICE OF THE *MACADEMICS COORDINATOR* INTRODUCTION

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Dear members of the McMaster Student Union,

My name is Angel Huang and I am absolutely thrilled to be taking on the position of Macademics Coordinator for the 2018-2019 school year. As the service is entering its third year, I feel that the objective for my team will be to shift the service from its transitional stage to solidifying its identity within the MSU framework. My overarching vision for Macademics this year are built on three primary pillars: 1. Accessibility of academic resources, 2. Recognizing and promoting excellence in education, and 3. Bridging the gap between pedagogical research and actual implementation. The goal is to ground Macademics in all three pillars and build a strong rapport from students such that these pillars are recognized as the identity of the service.

I would like to build such rapport and familiarity through a rebranding project to simplify the message that Macademics promotes. This will begin will creating a new look on our retractable banner and other physical materials but will branch out the most with our online presence. I plan to build our social media audience through interactive contests and polls to really expand Macademics' reach on campus. I would also like to introduce multimedia promotions tactics like Facebook vlogs to accompany our monthly blogs and incorporate ideas like video interviews and testimonials in the Teaching Awards Ceremony to modernize the event and bring something new.

Throughout the past two years of the service's existence, many incredible changes and additions have been made in commitment to the mandate of Macademics, and I feel confident that even more doors will open for us this year. Currently, Macademics shines in the pillars of academic resources, with the new Resource Hub and Course Wiki, as well as recognizing teaching excellence, as the most recent Teaching Awards Ceremony attracted over 150 attendees. However, I believe that we can make more progress with the third pillar of pedagogical advocacy. I plan to build a closer relationship between Macademics and the MacPherson Institute for Leadership, Innovation, and Excellence in Teaching and begin working on real projects with the institute. I believe that there exists greater partnership potential with many other individuals and groups, including with the VP Education, Advocacy Department, SRA, and the VP Academics of all faculty societies.

My team and I are truly motivated to bringing fresh ideas and meaningful initiatives to this service and are always open to comments, suggestions, and questions. Please feel free to reach out at [macademics@msu.mcmaster.ca](mailto:macademics@msu.mcmaster.ca); I am always happy to chat!

Looking forward to a terrific year,

Angel Huang

## Goals/Objectives

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(calendar and checklist)

MAY	
<b>Service Goal/Objective</b>	Complete the hiring process for the Exec Team
Why:	In previous years, hiring for execs has occurred at varying times and has usually been completed later into the summer. I would like for the team to be solidified early on, so we may have more time to build a strong team environment, get to know each other's strengths and abilities, and consolidate the vision for the service together early on.
Difficulties:	The time period for applications and interviews overlapped the end of the Winter semester and the start of exam season, which may have been stressful for both applications and interviewers because of the time commitment to the process.
Partners:	Operations Coordinator Out-going Macademics Coordinator VP Services Members of the out-going Macademics Exec Team
<b>Service Goal/Objective</b>	Get in touch with MacPherson Institute regarding potential collaborative projects and events
Why:	It is extremely important to me that Macademics strengthens its relationship with MacPherson this year and produce a tangible project together. MacPherson has always been connected to Macademics, but nothing particularly meaningful has ever come out of this partnership before. During my discussions with the VP Education, we explored the idea of creating a document like the Resource Hub, but instead targeted to instructors as a Resource Guide about the latest news and resources in pedagogy and higher education. It would also be great to have a Launch Party for this resource with a forum based itinerary where speakers will be invited to talk about learning and teaching. It will be important to begin discussions about this project early on, so it may be approved in MacPherson's internal systems as well as the MSU Advocacy Department.
Difficulties:	Historically, it has always been difficult to properly connect with MacPherson on projects because we have never collaborated on this level before. It may be time-consuming and intensive to get the ball rolling, but hopefully by starting early, we can mitigate this challenge and stay on track with the schedule.

Partners:	MacPherson Institute VP Education VP Administration
<b>Service Goal/Objective</b>	Begin planning for videos and vlogs
Why:	I would like to have a year plan exclusively for videos and vlogs because I know I will need help from many individuals, like the Communications Officer, and I want to give them as much advance notice as possible so our content can be created on time. Videos and vlogs are a much easier way to disseminate information for Macademics in particular, as proved in previous years, so introducing them as a typical promotions tactic will be great for reaching more students.
Difficulties:	Historically, videos take a much longer time to produce than posters, articles, or even infographics because they are so involved. I anticipate that we will face difficulty in the production process because from my past experience, it always takes longer than anticipated to coordinate everyone and film.
Partners:	Communications Officer
<b>Personal Goal</b>	I know that I will be travelling for the majority of the summer, so I'd like to make sure that I am open with everyone about my schedule so they are aware of any communication challenges that may arise. I will also plan in advance how to configure our tasks so that I can maximize the time that I'm back in Hamilton.

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## JUNE

<b>Service Goal/Objective</b>	Begin reaching out to different services and groups to collaborate during the year
Why:	I would like to start reaching out and letting other groups know that Macademics is interested in collaborating so that even if there aren't any events or initiatives that align right now, perhaps they can keep us in mind for the future. Talking to them early on will also give us an indication of how we will need to budget our time this year in addition to our own on-going projects and events.

Difficulties:	The difficulty of reaching out to groups during the summer may be that the groups themselves have not confirmed their plans for the year, so there may not seem to be much potential for collaboration at this time.
Partners:	Horizons SCSN Maroons Maccess SHEC SWELL MSU Clubs (e.g. TedX)
<b>Service Goal/Objective</b>	Complete 1-on-1 meetings with each exec and have first team meeting
Why:	I think it will be very helpful both to me and my exec team to be able to talk about our leadership and communication styles, how we like to work in teams, our ideas for the year, and what challenges we anticipate facing. It would also be great to be able to get to know each exec better in a comfortable setting without the pressure of the rest of the team listening in. Then, for the team meeting, it is crucial for everyone to meet each other and start getting to know each other as we continue planning and working this summer. It will be a great opportunity to start creating team spirit and mutual motivation.
Difficulties:	Schedules during the summer vary greatly so it may be difficult to coordinate with some execs and their 1-on-1s may have to take place closer to the beginning of the school year. Planning for the team meeting will be even more difficult because it's a seven-person team this year and it's important for everyone to attend the first meeting.
Partners:	
<b>Service Goal/Objective</b>	Create surveys for TAC nominations and evaluations
Why:	Ive, the out-going coordinator, recommended to set the surveys well in advance so they wouldn't be a hassle later in the year because there will be a lot to think about once TAC nomination season approaches. She suggested duplicating or working from the ones used before.
Difficulties:	It may be difficult to learn how to use the editing tools on the website, but Ive recommended contacting Pauline for any help I might need.
Partners:	Pauline Taggart, Network Administrator

<b>Personal Goal</b>	This month, I would like to have gotten to know my exec team better and feel more comfortable and confident in my role as coordinator. This is also the month I will be catching up on my training, so it will be a really important time for me in terms of learning how to be a successful coordinator in many different ways.
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<b>JULY</b>	
<b>Service Goal/Objective</b>	Meet with Pauline regarding Course Wiki revamp
Why:	The Course Wiki is not currently very functional; it has the potential to be much more useful if only it were more user-friendly. The Course Wiki Coordinator both last year and this year have brought up several great and plausible ideas for the Course Wiki, but it is not a priority for Pauline to work on because changes to the database would be very time-consuming. It would be ideal to bring the Course Wiki off the MSU website interface and link it to another platform where we could moderate changes more effectively and update it more frequently.
Difficulties:	The Course Wiki has been a point of contention for a while because it seems like more trouble than its worth to renovate the website as it is extremely time-consuming and students do not use it to the extent that would make it a priority to work on.
Partners:	Pauline Taggart, Network Administrator
<b>Service Goal/Objective</b>	Plan out Macademics' involvement in Welcome Week 2018 and Clubsfest
Why:	Having a solid plan for WW and Clubsfest is crucial for the goal of solidifying Macademics' identity on campus because we can really promote who we are and the pillars of our service this way. By introducing our service with a stronger sense of purpose to the incoming class, we can make a good impression for future years of growth.
Difficulties:	Planning
Partners:	Welcome Week Coordinator Clubs Admin
<b>Service Goal/Objective</b>	Consolidate a new system for volunteers with focus on volunteer retention

Why:	Last year, Macademics hired general volunteers for the first time but ran into a number of hiccups with the volunteer structure. I plan on learning from last year's experience and will reconfigure the volunteer structure to make everyone feel more connected, like they're doing meaningful work, and they're a part of the service at large – not just their subcommittee.
Difficulties:	This may be challenging because of the nature of some of the roles of the service. It seems like subcommittees are necessary for categorizing roles and ensuring that students are finding their duties interesting, but it will take some work to figure out how to utilize subcommittees in a different way from last year. There were some concerns raised about the subcommittee structure because the execs didn't feel like their volunteers were engaged and the volunteers themselves felt detached from the service.
Partners:	
<b>Personal Goal</b>	As I will be travelling for most of July, my personal goal for this month will be to keep my communication channels open and ensure that my team knows I'm here to support them however possible.

AUGUST	
<b>Service Goal/Objective</b>	Consolidate partnership plans with MacPherson Institute and draw up a year plan for our collaboration
Why:	During August, I'd like to have completed a year plan for Macademics' project(s) with MacPherson Institute so we can begin working on a timeline with specific targets to meet and an end goal to keep us going.
Difficulties:	It may be difficult to finalize a plan at this time because I anticipate that the project will need to be planned out with detail before it can be approved officially and this process may take longer with two organizations working together, especially because MacPherson Institute has so many on-going projects all the time.
Partners:	MacPherson Institute
<b>Service Goal/Objective</b>	Set up schedule for info session/workshops – one per semester
Why:	To pair with the content of the monthly vlogs/blogs, I would like to develop a workshop or info session targeted at first year students but open to all that will explore topics like peer reviewing, how to research, learning styles and how to study based on each one, etc. Macademics has partnered before with

	Spark to create workshops surrounding academic success and I would like to elevate that this year.
Difficulties:	It might be challenging to promote such an event in a fun and exciting way because some of the topics that Macademics works on may not be interesting to all students. We will have to get creative to make these workshops accessible and intriguing for all students.
Partners:	Spark Student Success Centre
<b>Service Goal/Objective</b>	Set up new promotional plan to tackle the major events of the year
Why:	This year, promotion will be hugely important as I plan to give Macademics a bit of a new image to help students understand and relate to the service better so they can take advantage of all that it offers. I have hired two promotions executives this year and I think August will be an important month to finalize the plan for the year. We will want to prioritize engagement and prolonged interest while staying true to our goals and service mandate.
Difficulties:	We will have to carefully consider the budget in our promotions plans because some ideas that have been brought up already have seemed costly, so we will need to strike a balance with our creativity and staying realistic.
Partners:	Underground
<b>Personal Goal</b>	My personal goal for August is just to get hyped for the rest of the year to come. I want for my team and I to feel excited about embarking on this journey together and I hope to be able to facilitate a really warm and happy environment within the service.

SEPTEMBER	
<b>Service Goal/Objective</b>	Publish first blog/vlog of the year targeted at first year students
Why:	We want to make a strong impression this year on the first year students because we want to create momentum in the awareness of our service and what it does. Our first blog/vlog duo will be a bit of a trial as videos have never accompanied the blog before. We will be able to see what platform delivers the information the best and is the most engaging.
Difficulties:	With the school year starting, my team and I will surely be very busy getting reacquainted with our school schedules. I anticipate that everyone will be

	more preoccupied than usual, but because September is an integral time for our service, we will have to do our best to prioritize our responsibilities for the service. To mitigate this challenge, I will make sure beforehand that my team does not feel overwhelmed coming into the month (especially with Welcome Week and Clubsfest), and I will have a chat with each exec about their schedule and how much time they expect they'll be able to commit while they reorient themselves to the semester.
Partners:	
<b>Service Goal/Objective</b>	Send out surveys and polls throughout the month; first Facebook contest
Why:	I want to send out a weekly survey or poll this month regarding student attitudes towards various elements of academic success, resource availability, as well as Course Wiki usage. I also want to host the first Facebook contest of the year to get our engagement up with more likes on our page. I will use the Used Textbook Sales Facebook page appropriately to help promote the Macademics page.
Difficulties:	It is common not to have a ton of participants in long surveys or surveys on external links, so we will have to try to create ours to appeal to as many students as we can. However, we also want accurate information because we will be using this data as a baseline to compare to later on in the year.
Partners:	
<b>Service Goal/Objective</b>	Hire and train volunteers
Why:	This will likely be the largest task of the month, as we will be applying our new volunteer structure for the first time. We will want to have applications open the first two weeks of the month, give ourselves one week to review the applications, and then hire/confirm our volunteers and train them.
Difficulties:	Because this will be a new volunteer structure, we won't know if it will be effective or not. We may need to be flexible and make the required changes along the way to figure out what works and what doesn't.
Partners:	
<b>Personal Goal</b>	My personal goal this month is to check in on my exec and make sure they're doing okay in their role and they are comfortable and confident performing their duties.

## OCTOBER

<b>Service Goal/Objective</b>	Workshop, info session, or fishbowl event about academic success with Spark
Why:	A similar event was hosted last year and I think that it could be built on even more this year because our first vlog/blog post will have been targeted to first year students and their transition to university. The Research and Resources Coordinator and his team will be very knowledgeable on current research related to the topic and will be able to provide students with accurate information in an accessible and casual setting.
Difficulties:	Spark may have different ideas about how to implement this event, so we may need to meet in the middle on some things. Even though I might have one idea of how the event will turn out right now, it might be completely different by the time it takes place.
Partners:	Spark
<b>Service Goal/Objective</b>	Second blog/vlog post up; finetune this one based on the response from September's post and ensure that the rest of the year's content will be updated too
Why:	It is important to have reviewed any feedback or comments from the previous blog/vlog to make any improvements to this month's. After this month, the blog/vlog content for each month will need to be prepared to be shared the second week of the month. Hopefully the consistency of these posts will help maintain our presence among the student body and they will be helpful and insightful for them. I would also like to give students the opportunity to request topics too, as it is most important for them to be receiving the information they want! I think it would also be cool to collaborate on these posts once in a while too, as there is so much amazing research going on at McMaster all the time and this could be a new platform to share those findings.
Difficulties:	The timeline on this blog/vlog may be challenging to meet because it's difficult to anticipate how the first post in September will be received. There's a chance that the vlog is not successful, and we may need to rethink how we go about our posts.
Partners:	Student researchers/professors
<b>Service Goal/Objective</b>	TAC Nomination period + film TAC interviews
Why:	This nomination period will be slightly different from previous ones because we will have specific filming days where students can choose to be filmed thanking their professor or TA or describing what makes a great

	course or instructor. This is always a busy time for Macademics because we are tabling for two weeks; everyone's hands will be on deck and volunteers are crucial to the nomination period success.
Difficulties:	Last year, Macademics tried a few different ways to promote nominations (e.g. cupcakes and hot chocolate) and they were successful because they were different; so this year, we will be challenged to come up with other creative ways to draw students to nominate. As well, these two weeks may require more time commitment from the team than usual.
Partners:	
<b>Personal Goal</b>	My goal for this month will be to know this service inside and out. I expect that I'll be getting lots of questions regarding the Teaching Awards Ceremony and Macademics and I want to be prepared to answer all of them.

NOVEMBER	
<b>Service Goal/Objective</b>	Prof evaluations from TAC nominations
Why:	As a team, we will need to sit down and review all the hundreds of nominations we received and evaluate them fairly and appropriately. We'll need to be in agreement on how we are evaluating the nominations, so our team is consistent and the results are fair.
Difficulties:	Students have criticized the evaluation/selection process for teaching awards before and have raised concerns over professors of larger classes gaining more nominations simply because of their class numbers. However, the method that Macademics has always used considers this and other similar factors into the process, so it will be important to make students aware that the selection process is fair and to be transparent about how it works.
Partners:	
<b>Service Goal/Objective</b>	Wikithon
Why:	The annual Wikithon is a great event for promoting the Course Wiki resource and getting more course submissions and reviews onto the database. This year, my team is considering making the event a collaboration with another service because last year's attendance was not as high as the year before and we'd like to add something new.
Difficulties:	The Wikithon is one of the major Macademics events of the year, besides the Teaching Awards Ceremony, and as such it is very costly. Because of

	our limited budget and the cost to run this event as well as the other events and projects we have planned, budgeting smartly will be challenging, but super important.
Partners:	???
<b>Service Goal/Objective</b>	TA Talks
Why:	This was an event that Macademics participated in last year that highlighted short “TA talks” or presentations about really cool topics, some of which included talks about teaching and learning. It is a great event that I would like Macademics to continue partaking in.
Difficulties:	I personally have no experience this event as I have never attended nor participated, so it will be something new for me to learn about and find my place in.
Partners:	
<b>Personal Goal</b>	This month is sure to be busy with the TAC Nominations taking up two weeks and the Wikithon to follow. My goal will be to stay on top of things and manage my stress.

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DECEMBER	
<b>Service Goal/Objective</b>	Send out second round of polls/surveys + Facebook contest
Why:	This second round of surveys will be useful to compare students’ responses from September, before the Wikithon, TAC nominations, blog/vlog posts, and so on. It will hopefully be enlightening for us to see if our resources helped shift any attitudes. As well, we will host another Facebook contest in conjunction to the survey to incentivize students to participate and also to boost engagement.
Difficulties:	The difficulty with a second round of surveys may be that because the questions will be somewhat similar, the same students who responded to the first survey may not want to respond again. However, we are looking for a direct comparison, so we may reevaluate the results and our experience with the surveys from this semester to see if we should switch gears and perhaps engage in focus groups or another method instead.
Partners:	

<b>Service Goal/Objective</b>	Fall semester Course Evaluations video promo
Why:	In 2016, Macademics produced a promo video for course evaluations and it currently has over 17,000 views on Facebook. I think that a quick, funny video of a similar style could be really effective in drawing attention towards course evals as well as our Facebook page.
Difficulties:	Videos are difficult to produce because they take so much effort from many parties, but with advance preparations, I feel that we can overcome that challenge.
Partners:	Haley Greene, Communications Officer
<b>Service Goal/Objective</b>	Volunteer appreciation social
Why:	I want our volunteers to feel recognized for their commitment and hard work because it matters to me that each volunteer feels connected to the service. They contribute meaningfully and consistently and it's important that they know what kind of impact they are making.
Difficulties:	It's difficult to find a date and time when every member of the group is available, so we will need to find creative ways to include everyone in the celebration.
Partners:	
<b>Personal Goal</b>	My goal for December will be to show my team and my volunteers as much gratitude as I can. I want them to know that I recognize and appreciate all the time and effort they put into the service and what a difference they are making.

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JANUARY	
<b>Service Goal/Objective</b>	Meet individually with each faculty society's VP Academic
Why:	At this point in the year, I'd like to check in with each faculty society and see if Macademics can support them in any way. As well, it is a great opportunity to hear about any problems they have been facing or any strategies they recommend for overcoming challenges. These meetings will also provide the chance for me to share Macademics resources and update the faculty societies on what we are doing so they can inform their faculties.

Difficulties:	January itself is not a hugely busy month for Macademics, but in the case that several faculties would like our help with an event or project later on in the semester, our timeline may begin to get overcrowded so we will have to stay mindful of our peak weeks to avoid conflicts.
Partners:	Faculty Societies
<b>Service Goal/Objective</b>	Resource Hub/Course Wiki promo event
Why:	These resources are available for students to use and it's integral that they are aware that they exist. I would like to put on a promo event to show off the Resource Hub and Course Wiki, as well as our on-going blogs/vlogs, to garner more awareness for both the resources and our service.
Difficulties:	In the past, this type of event works best with food as the incentive, but perhaps we can challenge ourselves to come up with another creative way to appeal to students.
Partners:	
<b>Service Goal/Objective</b>	Begin to finalize the Resource Guide in collaboration with MacPherson Institute
Why:	By this time, hopefully our collaborative project will be close to finished and we can start preparing for the launch. As the first project between MacPherson and Macademics, it is my hope that it will be successful and meaningful for McMaster instructors, professors, and TAs.
Difficulties:	This is an ambitious project and it may not be ready to distribute at this time, so we may need to consider that the Resource Guide document might not be complete until the following year.
Partners:	MacPherson Institute
<b>Personal Goal</b>	My goal for January is to come back and deliver the same level of passion and enthusiasm for the service that I had in September. I want to ensure that my excitement is contagious amongst my team and volunteers.

## FEBRUARY

<b>Service Goal/Objective</b>	Launch the Resource Guide in collaboration with MacPherson Institute
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Why:	Hopefully, Macademics and MacPherson's Resource Guide will be ready to share with McMaster faculty and we can host a launch party to introduce the resource to the university and its students. It would be great to have this launch party resemble a short forum with a few speakers, video presentations, some booths, and of course, refreshments. We hope this event would both legitimize the Resource Guide and create awareness that it's available.
Difficulties:	Such an event will be costly and time consuming to prepare. As well, the planning for this event cannot take place until the Resource Guide is complete, so this entire event will depend on whether the project has followed the timeline. If it's not possible to run this year, hopefully it will follow whenever the Resource Guide can be completed.
Partners:	MacPherson Institute
<b>Service Goal/Objective</b>	TAC Nomination Period + film TAC interviews
Why:	The second round of nominations for the Teaching Awards Ceremony is just as important as the first. We will be coordinating the final TAC video interviews and boosting promotions for a record-breaking number of nominations. This period can also be used to promote the teaching awards ceremony itself as the date will have already been set.
Difficulties:	This month will be a bit more stressful because of all the on-going preparations for the ceremony itself. Though most of the bookings will have been completed in January, there are many details of the event that must be thought out continually till the day of.
Partners:	
<b>Service Goal/Objective</b>	Final prof evaluations from TAC nominations and selection of winners
Why:	After the two-week nomination period, our team will have decided on the final winners and will send the order for the awards to be engraved so they can arrive in time for the awards ceremony.
Difficulties:	This will likely be time-consuming and difficult because we will be sorting both semesters' worth of nominations, all of whom are very deserving instructors. We will be working on a tight deadline because the winners must be finalized well in advance of the ceremony so this task will be very demanding on our whole team.
Partners:	

<b>Personal Goal</b>	My personal goal for this month is once again to check in with my exec team and volunteers. I want to make sure they are feeling confident and that they know what's going on. It's important to me that everyone feels like they are in the know and that they are enjoying the work they're doing.
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MARCH	
Service Goal/Objective	Send out third and final round of polls/surveys and compare results
Why:	I want to have a final set of survey/feedback results to look back on to see what kind of changes took place during second semester. It will be valuable information to pass onto the incoming coordinator because it may be telling of what events worked best and how we were able to reach more students.
Difficulties:	The last round of surveys must be more purposeful because it is our last chance to get feedback before our final events of the year, and we definitely want to deliver the best possible events before wrapping up.
Partners:	
Service Goal/Objective	Vision board event + promote TAC
Why:	I'd like for Macademics to host an advocacy event where students can feel empowered to take control of their own academic journey and also to pinpoint the places they feel could use some improvement. It would be great to be able to visualize this on a big vision board where everyone can put up photos and words to describe what they would like the MSU to advocate for in terms of their education.
Difficulties:	This is a new event and we will likely be more successful in collaboration with a more established service or even with help from the SRA. I feel that we could use help from another group to make this event impactful and well-attended.
Partners:	SRA?
Service Goal/Objective	Teaching Awards Ceremony (!!?)
Why:	The TAC is the crux for celebrating teaching excellence at McMaster and Macademics has been improving it year by year. This year we will ambitiously be adding elements of multimedia presentation to the ceremony, as a change from the usual hour to hour and a half of different people speaking at a podium. We will be incorporating a very brief keynote and

	some video interviews/compilations from the nomination period to make the ceremony more dynamic and exciting.
Difficulties:	The video interviews are a new addition and there are already many things to think about when planning the TAC, so it will certainly be challenging to pull off, but with careful planning in advance, I believe that we can make it a success. And even if things go wrong, it will be a great learning experience that next year's team can build from.
Partners:	
<b>Personal Goal</b>	This month, my goal is to be on top of everything – I want to know where everyone is at in their tasks, how everyone is feeling, who has RSVP'd, who has yet to RSVP, what the weather will be on the day of TAC. (I just really want to stay super organized and professional this month!)

APRIL	
<b>Service Goal/Objective</b>	Hire and begin transitioning incoming Macademics Coordinator
Why:	I was hired in March, which I felt was definitely advantageous because it gave me more time to shadow IVE and get acquainted with the duties of the role, so I would like to do the same for the next coordinator. I think that transitioning in March is nearly impossible because of everything that's going on, so there's more opportunity to focus on the transition after TAC has ended and things are winding down.
Difficulties:	This may be difficult if the incoming coordinator is transitioning towards the end of the semester because they may choose to hire their exec team during that time like I did, which was difficult because those weeks intersected the end of the term and the beginning of exams.
Partners:	Operations Coordinator
<b>Service Goal/Objective</b>	Volunteer appreciation and Exec Team social
Why:	A volunteer appreciation event and exec team social are absolutely necessary after a year of hard work and dedication! I think that there will be a lot to celebrate and that our service will really deserve the night off. I think it's especially nice to be able to spend time all together as a group one last time and reflect on some of the highlights of the year.

Difficulties:	Scheduling a time for large groups is typically a challenge, but we will get creative to make sure everyone is included.
Partners:	
<b>Service Goal/Objective</b>	Feedback event
Why:	Before the end of the year, I think it would be important to host a feedback event. Last year, Macademics hosted a pizza party for feedback on the Resource Hub and Course Wiki, and I would like to build from that and extend the feedback to all facets of the service. I think feedback is incredibly important and it will be very useful for the future team.
Difficulties:	Last year, the event was well-attended until the pizza ran out, so this year it might be useful to go a less expensive direction so we can offer more incentives to more students.
Partners:	
<b>Personal Goal</b>	My personal goal for my final month in the role is to feel proud of what my team and I have accomplished throughout the year and to be confident in the service for its future years.

## Long-term planning

*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)*

Overarching Vision (what is the ultimate goal?)	<i>The ultimate goal is for Macademics to act as a hub for those interested in our mandate and who are taking on projects that align with our goals as a service. The vision is that Macademics will be a true bridge connecting research and action in teaching and learning at McMaster.</i>
Description	<ul style="list-style-type: none"> <li>It would be great for Macademics to be a service that other individuals, groups, or organizations can reach out to for anything concerning accessibility to academic resources</li> </ul>

	<p>and pedagogical advocacy. This could take on the form of having more campus partners like the Student Success Centre. I envision Macademics being a more widely known and understood service amongst the MSU landscape and for this service to stand out in what it does. When Macademics becomes better known to students and organizations, more potential will arise for meaningful connections and collaboration.</p>
Benefits	<ul style="list-style-type: none"> <li>This would benefit the broader McMaster community because it would allow for greater projects to happen collaboratively and for information to spread more widely about how we learn and how we can teach. I think it could build community and involve more students in the service thus allowing more MSU members to take advantage and benefit from the service.</li> </ul>
Year 1 Goals	<ul style="list-style-type: none"> <li>First, the rebranding of Macademics is integral to keeping up with its development as a service. It's important that the look and the message that the service sends are updated to what Macademics currently stands for. This will project an accurate image of the service and what resources it can provide or what it can help others to do.</li> </ul>
Year 2 Goals	<ul style="list-style-type: none"> <li>The following year, I envision Macademics taking on a bigger part in promoting strategies and resources for academic success through a partnership with the Student Success Centre. It would be awesome to have a channel through SSC for Macademics to promote its resources and events and be able to attract new audiences.</li> </ul>
Year 3 Goals	<ul style="list-style-type: none"> <li>I think that in three years, it would be amazing if Macademics could start an annual forum about pedagogy and education. I imagine this forum as an all day conference-style event where students, researchers, professors, TAs, and instructors can all come together to talk about their research findings and connect with each other. Such an event could involve multiple campus partners and groups, including MacPherson Institute, McMaster clubs, faculty societies, research labs, and the SSC.</li> </ul>
Partners	MacPherson Institute, Student Success Centre, Faculty Societies, MSU Clubs

