



# REPORT

*From the office of the...*

## CLAY Coordinator

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TO: Members of the Executive Board  
FROM: Giancarlo Da-Ré  
SUBJECT: CLAY Report 2  
DATE: January 15, 2019

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### YEAR PLAN UPDATE

Since my last year plan update, I have more or less stayed on track with the timeline outlined in my year plan. In late November, I was able to **hire 9 amazing executives** for our Planning Team. This left us with one Events Coordinator spot to fill, which prompted the re-release of applications from December 7<sup>th</sup> - December 21<sup>st</sup>. Over the break, I interviewed one person who was then **hired as the final executive** on the CLAY 2018/19 Planning Team.

I was also able to **meet with all hired executive members** prior to the break to discuss the upcoming year. (I had a meeting over the break with the final hired executive member as well) This was incredibly helpful as it allowed all members to be able to have a plan moving into the break and new year. I also had our first team meeting the evening of December 6<sup>th</sup>. This was very exciting, and everyone seemed happy to start this journey together.

Our Planning Team Retreat was scheduled for this past January 7<sup>th</sup> in IAHS, however, in days leading up to the retreat there were some members who were unable to make it, prompting me to push this to an undetermined further date. Instead, we met for an hour and a half (with some members skyping in) to cover parts of the retreat schedule that were pertinent to CLAY planning as opposed to other team bonding parts. This mainly covered a discussion about Staff Applications which are being released on January 27<sup>th</sup> and the process that our team will use to create Staff Application questions, as well as how application marking will work.

I was also able to meet with Scott before the break to make a detailed plan for the year's budget. Scott and I were able to work with the accounting office to find all of the purchases made last year after May 1<sup>st</sup> which were not originally reflected in the budget I received, so this was quite insightful and helpful in planning the year's budget. I changed some things around based on the number of delegates we had last year and based on our projected delegate registration for the upcoming year. (Two years ago we had roughly 180 delegates, last year we had roughly 120, and this year we are **aiming for**

roughly 160 delegates) This allowed me to place a further **\$1000 towards buffer room** for the weeks leading up to the conference and during the conference.

### **SERVICE USAGE**

Since my last report, there has not been a lot of social media activity from CLAY accounts. That said, we had **7 applications** for the re-opening of the **Events Coordinator position**. I was pretty impressed with this considering the application was open in the middle of exams.

I have also had **three delegates** reach out to me about registration which is super exciting! I have written down the names and contact information of these potential delegates so that I can personally email them once our delegate registration opens at the end of the month!

### **PAST EVENTS, PROJECTS & ACTIVITIES**

Before the break, I was able to sit down with Khadijeh Rakie from the **EIO** to talk about potentially collaborating for **AOP** training later in March. This was a great first meeting as I learned a lot about the training style of the EIO, and Khadijeh was able to learn a lot about CLAY. I would however like to have further conversations with last year's Coordinator for her input on this training before I commit to working with the EIO. I am hoping to know in the next couple weeks who I will be working with for AOP so that I know if our conversations will continue.

I also met with Kristina Epifano to discuss strategies for re-building the relationship between the **MSU** and the **HWDSB**. We were able to set up a meeting with Dave Heidebrecht from the Office of Community Engagement, however, he had to reschedule the meeting for health reasons. (See more in the Upcoming Events section on this)

I met with Pauline Taggart to discuss the creation of an **online platform** where individuals could make **donations to the CLAY** conference. This has previously **never been done** and was an idea that one of our current Sponsorship & Fundraising Coordinators brought up in their interview. We are just finalizing the details of this page, but it will be a page on the MSU McMaster website, and will allow anyone to donate either \$15, \$30, \$50 or \$100 to the conference. If they wish to donate an amount that is not listed here, my contact information is provided, and they are encouraged to reach out to me. While we were limited to having strict options of how much individuals can donate, the use of the MSU website for this platform should increase the legitimacy of the donation, and money will go **directly to the Accounting Office** which I can also monitor from my administrator account.

Our Media and Design Coordinator, Kristy, and I had **CLAY promotional training** with Haley Greene and Michael Wooder before the break which was incredibly informative. We learned a lot about the year through the lens of MSU CLAY advertisements, and as well a line of communication has been opened between Kristy, Haley and Wooder. This meeting lead Kristy and I to

set up a meeting with Emilia and Kayla Da Silva for January 7<sup>th</sup> where we discussed the upcoming year, ideal timelines and strategies to make things run as smooth as possible. This seemed to be a great start to the year for the relationship between CLAY and the Underground as last year it seems that tight deadlines lead to some frustrations.

I have remained in **communication with Theresa Merwin of Crown Ward** Hamilton, and while she has distributed our information to all of her contacts across the Greater Hamilton Area, there has been no response without funding from our end. I will remain in communication with Theresa so that she is updated when subsidized spots become available for delegates that she can help us get in contact with.

Lastly, I have been in **communication with EFRT** about sending EFRT members to CLAY this year. It seems the best strategy for this is to wait until closer to the conference when EFRT members have a better idea of their summer commitments, as EFRT scheduling is typically done a month in advance, I will remain in contact with EFRT executive members so that when the time is appropriate, we can work to get EFRT members to CLAY again this year.

#### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

I previously mentioned that the **meeting with Dave Heidebrecht** was rescheduled to January 15<sup>th</sup>. From this meeting, we hope to learn more about the situation and ensure everyone is on the same page, find out how we can try to work with the HWDSB without it feeling like they are endorsing our conference (as this was a previous concern of theirs) and any advice for meeting with the **HWDSB Partnership & Community Engagement Supervisor, Mike Desjardins**. We hope to meet with Mike either later in January or during February to discuss tangible next steps for the re-building of this relationship.

The only Hamilton organization that has gotten back to me so far is **Empowerment Squared** and we have a **meeting scheduled for January 9<sup>th</sup>** at their location. Our Outreach Coordinators are following up with other organizations this week to begin setting up other meetings, and they will be meeting with me prior to our meeting on Wednesday to ensure that everyone is well prepared for the meeting. This is incredibly exciting as it is our first in-person meeting (of many) with a local Hamilton organization.

I will also be setting up **meetings shortly with Haley and Wooder** to discuss **promotional strategies for Staff Applications and Delegate Registration release**. I hope to open Delegate Registration by the end of the month, to hold off on a large promotional push until our Staff Application promotional push is over so as to avoid overlapping promotions. The meeting regarding Staff Applications will take priority.

Haley has also agreed to help us with **Planning Team member Facebook profile picture headshots for Staff Application promotions**. We will be finalizing time slots for two 30 minute times when Planning Team members can have their pictures taken the week of January 14<sup>th</sup> to give Haley plenty of

time to edit the pictures for us. This is incredibly appreciated by everyone on the team!

There is a meeting scheduled for January 10<sup>th</sup> with Jane Luft, the two Spark Events Coordinators, Melissa Paglialunga and Emma Thomas to begin planning the **Applicant's Workshop** which will be held in February. This timing should also be very helpful for our Staff Team hiring as our interviews will be held on the weekend of March 2<sup>nd</sup>, so any students who attend the Applicant's Workshop who are also offered interviews will have quick opportunities to utilize new tools they may gain from the workshop.

Our **Sponsorship and Outreach packages** are just being finalized before we send them to the Underground for creation. They should be sent to the Underground by early next week after our Media & Design Coordinator has finished with them.

I have also been in contact with **Paul Luciani from Camp Trillium** to set up a **CLAY team trip** to Camp Trillium, and Paul has suggested February 7<sup>th</sup> as a potential date for this trip. I will be presenting this option to our team this week and we will go from there. I am very happy that we are working to have this trip during early February so that our team has knowledge of the space early in their planning process.

As previously mentioned, our **Staff Applications will be released on January 27<sup>th</sup>**, and will be out for two weeks until February 10<sup>th</sup>. This will give our team a week to mark applications, and a week for selected individuals to accept or decline an interview and choose an interview time slot. **Interviews will then be held on March 2<sup>nd</sup> – March 3<sup>rd</sup>**, so that we have a team chosen by the evening of March 3<sup>rd</sup>. The current plan is to have **two available Staff Applications**: one for the Leadership Developer position, and one for the Leadership Developer Events and Media Events positions. There has been increasing interest in Events positions in the past year and this year, which has prompted the decision to make it a separate application.

I will be **meeting with Pauline** shortly to discuss strategies for **Delegate Registration online** and how the Registration for subsidized spots can be made available for only those who contact me directly. Once this is set up, I plan to open Delegate Registration by the end of January and keep it open until a few weeks before the conference in late May.

Finally, I will be **contacting LIFT church** within the next week or so to learn the best way to have LIFT volunteers provide a breakfast option for our staff at training in May. I assume I am extremely early in contacting them for this, but this is only an assumption, and I hope to learn more about the process for booking LIFT through this communication. This would alleviate some of the costs associated with training from last year, as fruit and bread was provided for breakfast, but there was not nearly enough to feed all the staff. If I am successful in booking LIFT, there will be no costs associated with the breakfast on either day of our May 18<sup>th</sup> and May 19<sup>th</sup> training, and I will also be

encouraging staff to have their own breakfast prior to training in the event that there is not enough food for them.

## **BUDGET**

The only money I have spent so far is on a **new full-size CLAY pull-up banner**. I am extremely happy with how the banner turned out, and I believe with its durable material and timeless design, it will be used for many years to come!

## **VOLUNTEERS**

Currently we have a team of 11, and by March 3<sup>rd</sup> we will have hired another 50 members. By assuming we have 160 delegates registered, that would require 16 co-ships for 10 delegates per group, which would require 48 Leadership Developers. We would also need 6 Leadership Developer Events members, the same as last year, and 2 Media Events members. 5 of our Planning Team members will be acting as Leadership Developers during the weekend, which requires us to hire an additional 43. One Planning Team member will be acting as a Media Events member, meaning we only have to hire one other. The 43 LDs, 6 LDEs and 1 Media Events staff that we will then **have to hire total to 50 staff members**.

Last year we only received 130 application responses while the year before there were over 200, so I am hoping for an increase in the number of application responses from last year.

## **CURRENT CHALLENGES**

There are **two main current challenges** that I am working on. The first is **scheduling** team meetings; our Planning Team of 11 members seem to have vastly differing schedules which has made organizing weekly meeting times difficult. I am hoping that the use of a When2Meet will give us the best possible time slot. Once everyone submits their preferences for the When2Meet, we will go from there.

The second challenge I am working on is trying to **get all gears moving at full speed as we begin the new year**. I had not expected much from the team over the break, but not that we are back, I am hoping for us to be in full swing as soon as possible. It has only been a few days back so I am trying to spread out days when I ask new things of Planning Team members. I know everyone is just settling back in and they are all volunteers so I don't want to burden everyone too much with CLAY tasks when they are trying to get their lives in order as classes start up. It is a fine line of asking too much and trying to get all cylinders going as soon as possible.

## **SUCSESSES**

The best success so far is that **we have a full team!!** This is incredibly exciting and makes planning much easier now that there are 11 of us and not 1. Shortly there will be 61 of us (hopefully), so that is even more exciting!! I am also very excited that we have a new banner that is not ripping or broken, and that can be used for multiple future years! I am hoping for many more successes this

month as we all start to dive deeper into our roles and responsibilities in the planning process!