



REPORT

From the office of the...

CLAY Coordinator

TO: Members of the Executive Board
FROM: Giancarlo Da-Ré
SUBJECT: CLAY Report 2
DATE: February 4, 2019

YEAR PLAN UPDATE

I have been able to stay on track with my year plan for January and early February. Since my last year plan update, I have submitted all EOHSS forms that I can see myself needing for the rest of the year. They have also all been accepted and all room bookings have been submitted with the exception of conference-specific training which will be completed shortly.

We have also begun meeting with organizations and schools in the Greater Hamilton Area which is exciting. While transportation was originally a concern, so far timing has allowed for public transit with no issues.

We are also on time with our Staff Team hiring process. Applications were released on January 27th and are due February 10th at 11:59pm. We are hiring for Leadership Developers, Leadership Developer Events/Special Errands Team and Media Team members. I am optimistic that we will have a decent pool of applicants both qualitatively and quantitatively. Most of the members on our planning team have never been involved in a hiring process this large before so it has been a real treat working through everything with them. All of our staff application questions were decided together through critical analysis and team voting. I am excited for next steps in the hiring process and I think members of our planning team are excited to learn and contribute to the process as much as I am excited for them to be a part of it!

All planning team positions are moving in full drive and our team is beginning to feel a sense of cohesion with exciting steps in the planning process approaching, including hiring, a trip to Camp Trillium, and delegate registration. While we have not had a planning team retreat yet, I am planning to see what the schedule is like for our team in the coming month. If this does not seem to be an option, we will continue to look for dates, with the final option of doing something as a team after the CLAY conference has ended. The reason this is not a major worry for me so far is that all of the major points I wanted us to cover during that retreat have been covered, and cohesion has naturally increased with time.

SERVICE USAGE

Our main service usage so far has been through social media interactions and application submissions for our 2019 staff team. Our Instagram post on January 27th for staff applications was boosted with \$28, and resulted in 65 likes and 11 page saves. On Facebook, since our application release on January 27th, our posts have reached over 9000 screens, we've had 6 new page likes/follows, we've had 1082 post engagements, and our video post has been played for at least 3 seconds 980 times. We also created a Facebook Event which has reached 1.7K people with 495 views and 129 responses. There were just under 1500 individuals invited to the event. This was accomplished with the help of the entire planning team.

With a historical low application rate for the Media Team positions, I have also made a post with our recap video from last year to promote this position which reached 415 people and had 41 engagements. Additionally, I reached out to the McMaster Photography Club page on Facebook to help promote this position from their account, which they did. In the last week of applications I will focus on promoting the Leadership Developer Events/Special Errands Team position as I feel that position also historically has not had as many engagements. Though in fairness, it has gained more attention in the past two years. I do not believe the Leadership Developer position requires as much additional or special promotion, though I will also promote this in the final days before the applications are due.

PAST EVENTS, PROJECTS & ACTIVITIES

Last report I mentioned that I was in communication with Khadijeh Rakie from the EIO with regards to AOP training. I have decided to move forward with this decision, and am excited to hear back from the EIO about working together this year. I am still deciding who will assist with the Peer Support section of the conference-specific training, and am hoping to send out an email to potential facilitators in the coming weeks.

Last report there was also mention of a meeting with Dave Heidebrecht from the Office of Community Engagement. I had this meeting with Dave and it went really well. We are on the same page, and Dave has helped us to organize a meeting in the near future with representatives from the HWDSB to try and begin a re-build of our relationship with them.

Staff applications have been a major project that is currently underway, and I will have updates in my next EB report about how many applicants we receive.

With regards to work from the Underground, we have had the outreach package, sponsorship package, sponsorship flyer and hiring promotional material created by one of the junior designers. Our team is really excited to start distributing the material and we are very happy with the outcome of these!

While our Sponsorship Coordinators are mainly focusing on sponsorship donations, they have been brainstorming a couple ways to fundraise on campus. While fundraisers do not bring in as much money as Sponsorships, they are a key aspect of student engagement on campus with MSU CLAY, and so we have decided to bring back the MSU CLAY coffeehouse on March 28th in Bridges. We are in the early planning stages of this event, but EOHSS has been approved and our Sponsorship and Fundraising Coordinators have been in contact with the booking contact for Bridges.

Recently, Shemar Hackett, Stephanie Bertolo and I met with Terry Cooke, the CEO and President of the Hamilton Community Foundation. At this meeting I requested funding from the HCF to help secure our relationships with Hamilton organizations financially who typically rely on subsidized spots for the attendance of delegates from their organizations. This originally was going well until I was informed that the ABACUS program which we were hoping to receive funding from is specific to middle school students, which are out of the demographic range of CLAY. After this distinction was made, I have not received any further replies from the HCF.

Another organization we are hoping to work with more this year is Empowerment Squared. During a meeting with Priya at their location downtown, we discussed different ways we could improve our relationship with Empowerment Squared and their high school students from last year. Some of these include potentially having

CLAY representatives volunteer at Empowerment Squared prior to delegate registration to get to know students better, extending conversations into the summer when the CLAY Coordinator position has historically not had a place, and creating a more engaging/interactive delegate registration presentation. We are thinking about potentially presenting an example of a session that students might see at CLAY (or something similar) which anyone who attends the meeting would be able to participate in. This would be a collaboration between our Outreach Coordinators and our Sessions Coordinators. I am optimistic about this relationship and am looking forward to working closer with them.

Lastly, I have requested that LIFT church volunteers come to help set up and provide breakfast during both of our conference-specific trainings on May 18th and 19th. This has been confirmed and should save us a lot of money for those trainings.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

I mentioned previously that a meeting has been scheduled with members of the HWDSB to strengthen relations. That meeting is scheduled for February 20th with Jeff Wingard, Shawn McKillop (manager of communications and community engagement), Amber Aquin (acting HWDSB supervisor of engagement), Dave Heidebrecht, Kristina Epifano and myself.

We also have been invited to present about CLAY to at a Catholic Student Leadership meeting for the TCDSB on February 26th, which could be a great step towards gaining exposure for our conference among TCDSB schools.

This February 7th we have a planning team trip to Camp Trillium scheduled. This is super exciting as the team will get to meet Paul Luciani, our contact at the camp, and also will get a nice tour of the campsite. This is important for returning members to have a refresher of the campground, and also for new members who have never been to Camp Trillium. We will be taking two cars, and so far only 10/11 planning team members will be able to attend the trip. This should really help with the planning aspect of the Events Coordinator role especially because they need to know the layout of the camp in order to start planning things like Theme Night, the Coffeehouse and our Camp Hour which we currently have no intentions of removing.

Another project coming up soon is the marking of applications and staff team interviews. Prior to February 10th, everyone will be informed about the exact plan for marking, including which questions they are marking, how they will have access to questions, and our various strategies for being as unbiased as possible. I will export the survey for our application on February 11th and will create new spreadsheets for each planning team member that only have one column: the answers they are marking. This way there is no chance they can see who submitted the application, and if they recognize the individual by their answer and feel they cannot mark the question without inherent bias, they will know to communicate that with me so someone else can mark that person's application. Planning team members will be marking sets of questions, not applications, which should eliminate the chances of one person's tendency to mark slightly higher or lower than another member from affecting the comparative score of any given applicant. There will also be at least three sets of eyes on every answer. Any major marking discrepancies will be discussed in a team meeting prior to interview offers being sent out.

Interviews will be between March 2nd - 3rd in IAHS, and our planning team is currently crafting questions for the different stations that applicants will move through. Last year there was a major push to try and make our interview weekend more inviting for

applicants, and I intend to continue that push this year. Some ways I hope to do this are the use of fairy lights at all of the stations, playing music at the initial check-in and a group address that includes a fun icebreaker. The logistics of the interview weekend will be organized by our Volunteer and Logistics Coordinator.

Delegate registration will be open within the next week or so. During my last EB meeting, the idea was brought up of using a button that would notify me directly that someone would like to access a subsidized spot so they did not have to open and craft an email separately wishing to do so. After talking with Pauline, this exact function does not exist, but we can provide an option for a button that can direct delegates to a quick form that they can submit rather than drafting an email separately. This seems to be our best option so far.

The Applicant's Workshop is coming quickly, and will be done in two parts. The first part will be a livestream Q&A style with some representatives from the Maroons on February 5th. On February 7th students will then have the option of working practicing what they learn about in the livestream with facilitators from FYC, Maroons, CLAY, Spark and Horizons. This has been an exciting process to plan, but also has been slightly challenging due to our difficulty in finding times to meet. There will be cover letter/resume tips from a representative from the Student Success Centre, application question help, 1-on-1 interview practice/feedback as well as group interview practice/feedback. We are hoping to maximize the ratio of facilitators to students, and are hoping that while we have had increased exposure of the event through promo from the Maroons page, we have 5 services involved which should increase the number of facilitators at our disposal.

BUDGET

I have spent money on the Sponsorship and Outreach Packages as well as our staff team hiring promotional material. Staff team hiring material includes graphics from the underground and \$28 of Instagram boosts, directed at a demographic that would maximize our engagement with undergraduate students. We will also have to reimburse the drivers for our trip to Camp Trillium on February 7th.

VOLUNTEERS

We will soon have another 50 members on our team. Until then it remains the 11 of us.

CURRENT CHALLENGES

The only major challenge in the past few weeks has been trying to find new funding opportunities. We recently also tried to partner with Donut Monster as a fundraising idea, but realized the amount of effort that would be required to sell enough donuts to make the idea worthwhile seemed too high. It was decided this effort would be put into the Coffeehouse at bridges and into sponsorships.

SUCCESSSES

Our major successes so far include creating a staff team application as a full planning team, sticking to schedule and increasing team cohesion despite the setback of not being able to have a planning team retreat. We will soon mark applications and grow our team by 50 members which will be a major accomplishment.