



MEMO

From the office of the...

Vice-President (Finance) & CFO

TO: Executive Board
FROM: Vice President (Finance)
SUBJECT: Proposal - Media Production Coordinator Position
DATE: March 5, 2019

Members of the Executive Board,

Throughout this year, I have been passionate about strengthening the strategies and capacity of the Union's Marketing & Communications department. I have been consistently wowed by the breadth of high quality work that our team produces every day, and am extremely thankful for their passion and drive to better the student experience.

Our centralized Marketing & Communications department services the large majority of MSU operations, including MSU Services, committees, business units, education team and the Board of Directors. This an extremely wide scope, and the impact of their work is incredibly valuable across the organization. Each group within the MSU has an important mandate to engage students and promote their services, and as such the department plays a vital role in each services success.

In recent years, the demand for increased capacity of output from this department has risen significantly. The team has done a great job in adapting to an ever changing campus demographic, with new marketing strategies, promotional training packages and communications plans. However, their resources simply have not increased at the same level as the demand for help.

As it currently stands, employees within the department simply do not have enough time available in their work day to satisfy all media production requests. Oftentimes, groups requests for video or photo content are denied simply because the department does not have the capacity to produce them. With a large number of media production requests, the department must prioritize projects, leaving some worthwhile projects which would have provided a huge benefit to the group to be forgotten.

It is my belief that expanding the media production capacity of the Marketing & Communications department is one of the most important investments that the MSU can make. In a time when the MSU must make strategic moves to improve service offerings, increase our governance transparency and ensure our organization is as accessible as possible, media communications play a central role in our success.

As such, I am presenting today a motion to create a new role within the department – the Media Production Coordinator. This role will be responsible to the Marketing & Communications Director, and will be responsible for the production of videography and photography. They will work collaboratively with the Communications Director to produce media content for services, committees, the education team, the Board of Directors and other groups as assigned. This role will work in the first cubicle in the MSU office – currently occupied on Wednesdays by the PR Assistant, and other times by the Accounts Receivable Accounting Clerk. We have determined an effective system of space utilization which will be efficient and productive.

In regard to the financial impact of the creation of this role, I believe this change will reap significant savings for the Union. As demand for video content creation has increased in recent years, we have recently turned to hiring third party external content producers to fulfill our media needs. For example, the Sustainability Committee recently contracted an external producer to create their *Compost @ Mac* video. This video was 90 seconds long and came at a cost of nearly \$1000. It is expected that the Media Production Coordinator will be able to produce 2 similar quality videos weekly in the role. The wage of the Media Production coordinator will be determined by the wage review committee following executive board approval, however I expect it to be well under 20% of the external contractors' one-time fee. As such, the MSU will save significantly with the creation of this role.

This role is stated as working from September to April. Other student roles within department begin May 1st, however those roles can be completed remotely. Producing, shooting and editing media content are tasks that require an individual to be on campus, and as such we have decided that this role should work for an 8-month term.

Overall, I think this addition will be extremely beneficial to the MSU. Increased capacity in media production will help us engage students more effectively, better promote events and services, and increase our presence on campus.

Thank you for your consideration, I look forward to your questions and comments.

Sincerely,

Scott Robinson
Vice President (Finance)
vpfinance@msu.mcmaster.ca