



MEMO

From the office of the...
Spark Coordinator

TO: Members of the Executive Board

FROM: Anika Spasov, Incoming Spark Coordinator

SUBJECT: Spark Executive Job Descriptions

DATE: Friday, March 1st, 2018

Dear Executive Board,

For the upcoming hiring of the 2018-2019 Spark Executive Team, I would like to add a new position: the Outreach and Engagement Coordinator.

Currently, there is no Executive position directly responsible for connecting with different first year groups to partner in programming. By introducing the new role of Outreach and Engagement Coordinator, I believe the individual will be able to make Spark's programming more innovative and better serve first years.

As part of their role, the Outreach and Engagement Coordinator will work closely with Spark Ambassadors and expand their presence. The Spark Ambassadors program invites first year students registered in Spark to become an Ambassador for the program where they will help promote our events, provide feedback on our operations, and assist in planning future events. The Spark Ambassadors program is currently run by the Volunteer Coordinator and Spark Coordinator. Both of these positions currently have a lot of responsibility, managing Spark's team of 40 volunteers and coordinating the logistics of Spark's yearlong, weekly programming. Spark Ambassadors involves its own set of logistics (scheduling, booking rooms, creating meeting agendas, etc.) that could be more efficiently coordinated if done so by an Executive member that is focused on Outreach and Engagement.

Another key responsibility of the Outreach and Engagement Coordinator will be coordinating Spark's involvement during Welcome Week. The Spark Coordinator is currently responsible for this task and it can be very challenging for them to effectively plan and communicate with Welcome Week Planners because of the time overlap with Spark volunteer hiring. While some Welcome Week planning can be done in the summer before Spark Team Leader hiring begins, a lot of Welcome Week scheduling is finalized late in the summer. This makes coordinating with other stakeholders to effectively run Spark events during Welcome Week extremely difficult as Spark completes hiring (reviewing

approximately 200 applicants), volunteer training, and registering and scheduling approximately 250 students in Sessions during August and September. Shifting this Welcome Week responsibility to the Outreach and Engagement Coordinator would allow Spark to have an increased and better planned presence during Welcome Week.

In addition to running Spark Ambassadors and Welcome Week activities, the Outreach & Engagement Coordinator will act as one of the primary communicators with external groups, such as First Year Council, Residence Life, the Student Success Centre, and other MSU services to widely promote our programming. They will work in conjunction with the Promotions and Publications Coordinator to develop and execute a promotional strategy that effectively targets first year McMaster students.

Finally, the Outreach and Engagement Coordinator will work on collecting feedback from first years involved in both Spark's Sessions program and Spark's various events during the year. They will use this feedback to inform Spark's promotional strategy and improve our programming. We have consistently struggled with student engagement in second semester and by having an Executive member focus on and attempt to address this issue directly, I hope that Spark can improve its numbers of students in Term 2 Sessions.

It is for the above reasons that I would like to add the position of Outreach and Engagement Coordinator to the 2018-2019 Spark Executive.

Best,

Anika Spasov
Incoming Spark Coordinator 2018-2019
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