



REPORT

From the office of the...

MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Gurjovan (Jovan) Sahi
SUBJECT: MSU Maroons Report #1
DATE: June 20th, 2019

YEARPLAN UPDATE

As I noted in the first sentences of my year plan, I am a firm believer of the quote: *“Keep your mind open to change all the time. Welcome it. Court it. It is only by examining and re-examining your opinions and ideas that you can progress.”* Approaching this role, I have seen this as a completely fresh start for the MSU Maroons and thus I have and always will embrace the opportunity to change.

The MSU Maroons aims to connect the undergraduate student population to the MSU through three key pillars: Athletics, Events, and Promotions. I have spent the time over the last few months to meet with my Leadership Team to discuss in what ways we plan to innovate our service to reach these pillars:

Promotions/Public Relations Coordinators:

- Increasing transparency of the MSU Maroons and what we actually do as a service
 - o the “Maroons BTS (Behind-the-Scenes) Initiative”. Goal is to increase interaction and retention with students who come to our events. Addresses the question “What do the Maroons Do?”. 2-part plan that includes both monthly (give or take) event featurettes posted as compilation vids, and individual “Rep Spotlights” that take the form of a casual interview with the rep as b-roll plays (think “No Days Off”) answering the question “Who are the maroons”, giving some personality to the service.
 - o “Welcome Week Survey Campaign”: to conclude welcome week, a week-long recap video will be made highlighting the maroons involvement during welcome week. This promotion aims to target the individuals that we interact with during the events, as they will be directed to our socials for more info on what we’ll be doing year-round. Attached to this video campaign will be a short and sweet survey asking the individual what they would like to see from the service events-wise throughout the year. This has the goal of increasing engagement with first years and all undergrad students throughout the year as we will be tailoring our year-plan according to their interests. “In conjunction with

campus groups such as ROAs, SOCS and SSC, we can focus our promotion strategy on first year students, with the objective being to broaden our reach to those students that wish to get involved, but are hesitant about coming to events”

- the “Giveaway Campaign”: monthly or bi-monthly, we will roll out giveaways with the goal of increasing likes/follows to our social accounts. This will be done through sponsorship (ideally from useable items or gift cards from stores around the Westdale area), “experience giveaways” like being a rep at a sports game, and exclusive maroons apparel. When applicable, our year-round BTS campaigns will link to these giveaways, creating a more interesting promotion ecosystem that viewers can interact with.
- The “Exec Apps Video”: there is already a traditional promotion strategy in place for general repping, but to increase engagement with our exec apps, we would film a 2-3 min video with the current exec, highlighting their roles and responsibilities along with b-roll of their respective fields through the year. This makes the role tangible and more approachable.

Volunteer Coordinator:

- Make WW training more interactive. Campus events training during WW training,
- Better utilize our team numbers, and be more effective during WW
- Increase connection with individual pods not just during WW but throughout the year

Athletics:

- Running a sports day in WW for intramural sports
- Fantasy sport leagues with prizes for the top finishers
- Themed games in Burridge Gym “residence night” etc.
- Increasing engagement by attending and supporting other teams (ie: soccer)
- Continuation of events such as our first annual dodgeball tournament conducted last year – potentially have a volleyball tournament in first semester

Events:

- Welcome Week live streams, leading up to and succeeding Welcome Week.
- Marauder Zone during Welcome Week that happens on BSB field during move-in.
- Maroons present at residence opening ceremonies
- Work with multiple services on Campus to facilitate informative sessions for undergrads.

Coordinator:

- Weekly meetings with VP Admin. and WWFP in order to broaden MSU Maroons role during WW and connect with other faculty planners
- Working with VP Admin to create statement regarding MSU Maroons for upcoming year and meeting with HRProactive
- Meeting with various MSU services and supports early to establish connections, partnerships, feedback, and ideas for upcoming year (ie: Campus Events and other MSU Services)

- Creating positive team dynamic throughout the service and volunteers!

SERVICE USAGE

Our service has not seen usage outside of May at Mac since this year’s term commenced.

PAST EVENTS, PROJECTS & ACTIVITIES

To date, the Maroons were involved in May at Mac, where we had roughly 30 members volunteer throughout the day, helping with various activities. Event was a great success!

UPCOMING EVENTS, PROJECTS & ACTIVITIES

In the process of planning a few different team social and bonding events to have throughout the summer. A majority of our team is composed of new reps with no WW experience and/or MSU services experiences in the past and so in order to build a strong team dynamic to carry throughout the year we have begun to plan activities. Current ideas include a team BBQ and potentially a Blue Jays Game.

BUDGET

Only money spent up to this point was a pizza dinner for my reps after volunteering at May@Mac.

<i>ACCOUNT CODE</i>	<i>ITEM</i>	<i>BUDGET / COST</i>
6912-0120	TOTAL SPENT IN LINE	175
	REMAINING IN LINE	6 825

<i>TOTALS</i>	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$15 020
TOTAL ACTUAL DISCRETIONARY SPENDING	\$175
REMAINING DISCRETIONARY SPENDING	\$14,845

VOLUNTEERS

Largely, since we haven’t had a major event at this point we haven’t been able to bond and develop a strong team dynamic. Upcoming events will solve this issue.

CURRENT CHALLENGES

As mentioned above, because we have not had much time to establish a strong bonding and networking session with all of the reps. I am hopeful that upcoming events will help solve this issue. Furthermore, we have some concerns regarding availability of reps for WW and some reps have left our team as they have been accepted to medical school.

SUCSESSES

Reaching out to MSU services and partners early to establish new connections and obtain feedback regarding what they want to see from our service (ie: Campus Events).