

YEAR PLAN
MSU *MACADEMICS COORDINATOR*
FAIRUZ KARIM
2019-2020
(submitted *JUNE 3RD 2019*)



MSU MACADEMICS INTRODUCTION

Dear Members of the McMaster Student Union,

My name is Fairuz Karim and I'm very excited to take on the role of Macademics Coordinator for 2019-2020 year. As Macademics will be entering its fourth year as a service, a primary objective for our team will be to further solidify relationships with campus partners and students. The foundation of my overarching vision and team objectives will be based on the three principal pillars of Macademics: 1. Accessibility of academic resources, 2. Recognizing and promoting excellence in education, and 3. Bridging the gap between pedagogical research and actual implementation. By grounding this year's objectives with these three pillars, I hope to increase familiarity with students and establish a strong identity within the McMaster community.

I would like to build rapport with students and campus partners through increasing awareness and accessibility to the great services Macademics offers. Two annual campaigns that Macademics focuses on is the: 1. Teaching Awards Nominations and 2. Course Wikithon. Throughout the past three years of the service's existence, we have significantly increased student traffic on our webpage with students filling out nominations and blank course wiki templates. However, I believe that we can make more progress towards the first pillar of accessibility of academic resources by creating video tutorials. These tutorials would serve the purpose of guiding students through the process of making an entry on our webpage for either campaign. This would be done in hopes to increase student comfortability and break down possible accessibility barriers.

Creating a strong identity with the McMaster Community will involve increasing our online and social media presence. I hope to do by working on various multimedia strategies such as video testimonials, photo series, and contests in Macademics campaigns throughout the year.

Over the past several years, Macademics has truly shone in creating and maintaining academics resources for students through the Resource Hub and Course Wiki. However, I believe that we can make further progress in this by building closer relationships between Macademics, Faculty Academics Societies, the Advocacy Department and the VP Education. I also plan to maintain the collaborative relationship that exists between Macademics and MacPherson

Institute for Leadership, Innovation, and Excellence and Teaching. Macademics is currently working with MacPherson to create a brand new, comprehensive resource of Undergraduate Students and this is being done in hopes to advance our goal of pedagogical advocacy.

My team and I are thrilled and highly motivated to bring meaningful ideas and initiatives to Macademics this year. We are truly committed to the mandate of Macademics and are always open to any questions, comments, and suggestions. I am more than happy to chat more, and I can be reached at macademics@msu.mcmaster.ca.

Sincerely,

Fairuz Karim

Goals/Objectives

(calendar and checklist)

MAY	
Service Goal/Objective	Hiring 2019-2020 Executive Team
Why:	Prior to the 2018-2019 year, hiring for exec members occurred at varying times over the summer and there were slight issues with interview timing as many students may have had other obligations over the summer. In the 2018-2019 year, hiring occurred at the end of the Winter semester and this allowed the incoming exec team to be more familiarized with each other and the work environment. For this reason, I would like the team to be hired at the end of the Winter 2019 Semester so that our team can be established early on which will give us time to build a strong dynamic and consolidate our vision for the year.
Difficulties:	The timing posed slight issues as the hiring period was right at the end of the semester and before exams. Consequently, the interview period may have created some stress for both the applicants and the interview team.
Partners:	Out-going Macademics Coordinator Members of the out-going Macademics Executive Team Operations Coordinator VP Services
Service Goal/Objective	Begin planning project aims and goals of the Resource Guidebook for Undergraduate Students in collaboration with Student Partners
Why:	Macademics has worked closely with MacPherson this past year to develop the Undergraduate Resource Guidebook. Currently, there is further work that needs to be in terms of collecting more information from student services, campus partners, and students. It is extremely important that we develop project aims and goals prior to the start of the Student Partners term so that we have clear objectives that can be met over the term of the partnership. I would like for the final product to be completed by late Fall 2019.
Difficulties:	It may be difficult to get student feedback over the summer months because many students are away or are busy for the summer. To tackle this issue, I hope for my team to create surveys and focus-group questionnaire packages over the summer term which can then be implemented in the early Fall 2019 Semester so that we can get student feedback right away. The Guidebook is meant to be a comprehensive resource catered to the needs of students and so obtaining feedback is crucial.

Partners:	MacPherson Institute VP Education VP Administration Advocacy Team
Service Goal/Objective	Complete the hiring process and conduct interviews for the Summer Student Partners Program – MacPherson Institute
Why:	Conducting interviews for the Student Partners Team over Skype is very important because, while this is only an option in the program, conducting interviews will help to gauge involvement and dedication to the project. A standardized list of interview questions had to be newly created and interview times had to be coordinated.
Difficulties:	Interviews were held during exam season and so it was slightly difficult to find interview times in which applicants were available. The short time frame given to us by MacPherson to hire and choose top applicants created some pressure. There was additional stress on both the applicants and the interviewers due to the interviews being held during exams.
Partners:	Out-going Macademics Coordinator MacPherson Student Partners Coordinator
Personal Goal	May is a slightly busy time for me as I have several projects that I will be working on. It is a personal goal of mine to organize my plans and time well, as well as be realistic of my available time. I hope to address any possible communication challenges that may arise early on so that I can maximize the work that needs to be done in effective and efficient manner.

JUNE	
Service Goal/Objective	1-on-1 meeting with execs and hold first team meeting
Why:	It will be greatly beneficial for both myself and the executive team to be discuss leadership and communication styles. I hope that the first 1-on-1 meeting with members of the executive team will serve to explore team dynamics, ideas/initiatives for year, possible challenges/concerns, and how I can a resource/support for each executive member on my team. Having the first meeting as an individual 1-on-1 scheduled check-in with each of the execs is being done in hopes to help everyone to first feel comfortable in their new position. This way, they will have the opportunity to openly

	<p>discuss any ideas and possible challenges without the concern of the entire team listening in. I hope to plan an in-person meeting with the entire exec team later in June where we can all introduce ourselves, a work towards building a strong team dynamic, and increase team spirit. This team meeting will be crucial in moving towards planning our team goals for the rest of the summer and into the year.</p>
Difficulties:	<p>It may be difficult for all members of the executive team to meet on one day due to scheduling difficulties that come with the summer term. It will be important for the first team meeting to happen with every member of the exec team present and so planning will need to occur early in June (much in advance).</p>
Partners:	<p>Macademics 2019-2020 Exec Team</p>
Service Goal/Objective	<p>Develop and establish a monthly checklist of project aims for Student Partners</p>
Why:	<p>Work within the project aims/objectives and availability of the Student Partners to create weekly to bi-weekly aims for each month of the summer term (June-September). This will allow the team to be able to plan their time accordingly and know what is expected of them. This will also be done in hopes that our publishing date of late Fall 2019 is met. Having a monthly checklist will also help the Student Partners know that they are on track.</p>
Difficulties:	<p>There may be scheduling difficulties because Macademics has been given a very limited number of hours that Student Partners can work for the entire summer term. As such, planning will have to be very precise and time allocation will have to be done with the project aims in mind.</p>
Partners:	<p>MacPherson Student Partners</p>
Service Goal/Objective	<p>Work with VP Education and VP Finance on the Undergraduate Resource Guidebook on collaborations and budget</p>
Why:	<p>In early conversations with VP Education, there was a possibility of the Advocacy Team in helping with the development of student feedback surveys and focus-group questionnaires for the Undergraduate Resource Guidebook. I would like to meet again with the VP Education to further the discuss the possibility of this as there will be significant planning that will need to be done.</p> <p>It will also be highly important to discuss with the VP Finance about how the Undergraduate Student Guidebook finances will fit into the Macademics budget. MacPherson has stated that this guidebook will be solely published by the MSU and as such, design will have to done through the Underground.</p>

Difficulties:	There may be financial difficulties in publishing the Guidebook. For this reason, it's very important to have early discussions with the VP Finance on how we can fit project into the Macademics Budget.
Partners:	VP Education VP Finance Advocacy Team VP Administration
Service Goal/Objective	Begin reaching out to different services and groups to collaborate during the year
Why:	I would like to begin reaching out to various services and student groups on campus to discuss a potential Macademics collaboration. I would like to discuss the possibility of either a collaboration in the near future or later on down the road. Reaching out early on will help us to plan our year and time accordingly while also keeping in mind our own projects and campaigns.
Difficulties:	Difficulties lie in the fact that some groups might not have established a year plan yet and so it might be hard to plan a set collaborative partnership.
Partners:	Horizons Maccess SHEC SWELL MSU Clubs Spark FYC
Service Goal/Objective	Create surveys for TAC Nominations
Why:	In previous years, the Coordinators have found that creating TAC Nomination surveys in advance decreased hassle and stress for when nomination season approaches. It has been suggested to duplicate or work with the pre-existing surveys used in previous years.
Difficulties:	Understanding the editing tools on the webpage might be a bit difficult at first but I hope to meet with Pauline for help with this.
Partners:	Pauline Taggart, Network Administrator
Service Goal/Objective	Work with Pauline and Course Wiki Coordinator to brainstorm a possible Course Wiki webpage revamp
Why:	Currently the Course Wiki webpage is difficult to navigate and hard to function. There is a lot of potential for the Course Wiki to be more useful for students if it is more user-friendly. Using feedback from the outgoing

	and incoming Course Wiki Coordinator, I would like to discuss with Pauline the possibility for us to create changes or possibly link our database to another platform.
Difficulties:	Technical difficulties and issues with the interface could prevent us from being able to make desired changes but I would like to discuss all potential options for us to make the Course Wiki more accessible.
Partners:	Pauline Taggart, Network Administrator Macademics Course Wiki Coordinator
Personal Goal	I would like to have a more solid understanding of all of the services Macademics offers. Additionally, I hope to establish more clarity on the future of the Course Wiki and the Undergraduate Resource Guidebook. After this month I would like to have gotten to know my exec team better.

JULY	
Service Goal/Objective	Begin planning for videos and multimedia promotional strategies
Why:	I would like to have a separate plan to guide and organize objectives for videos/vlogs/multimedia promotional strategies. This is highly important because promotional material will help to solidify Macademics identity across the McMaster community. Videos tutorial/vlogs have proven to an effective way to disseminate information and I hope tutorial will also help break down accessibility barriers. I would like to introduce Monthly Academics calendars produced by Macademics which will include a compilation of all academic events and a highlighted academic resource of the month for each month of the school year. With these several ideas in mind it is important to discuss ideas, tactics, and possibilities with the Communications Officer early on.
Difficulties:	Producing videos have proven to be a bit difficult in the past with scheduling and the actual production process. To anticipate this, I would like to brainstorm several backup plans in case our primary idea cannot be done.
Partners:	Communications Officer Macademics Promotions Coordinator
Service Goal/Objective	Consolidate a new system for Teaching Awards Nominations Tallying and Analysis

Why:	In previous years, a standardized database and structure has not been formally created to track and analyze Teaching Awards Nominations. In the 2018-2019 Macademics Year I worked as the Volunteer and Logistics Coordinator and established a database to analyze TAC Nominations. However, this took up many hours and there are still some flaws in the system. Ss such as I would like to revamp this system to create a database in which nominations data can simply be inputted and the excel sheet will automatically analyze the information. I hope that by doing so, the process will be much more efficient and that there will be less stress at the end of TAC Nomination periods. I would also like to introduce a formal, standardized ranking system that will help all individuals involved in ranking top applicants. This will keep everything standardized and in order.
Difficulties:	Navigating excel and establishing a formal database might prove to be difficult because knowledge that I may be lacking but I am willing to learn as much as I can and build off the experience that I had in creating the database from last year.
Partners:	Macademics Volunteer and Logistics Coordinator VP Admin
Service Goal/Objective	Consolidate ways to increase volunteer retention throughout the year
Why:	As the outgoing 2018-2019 Macademics Volunteer and Logistics Coordinator, I introduced and held monthly meetings with all volunteers to ensure that everyone felt valued and was kept in the loop with work being done by all subcommittee teams. This past year, we've had a significant increase in volunteer retention but there were times throughout the year in which greater volunteer participation would have been good. As such, I would like to continue to build on volunteer engagement strategies.
Difficulties:	Issues with volunteer engagement might lie in the actual structure of the subcommittee and larger team. In previous tears, execs and volunteers voiced that there was a lack of connect between the subcommittees and the larger team and so we might need to generate creative ideas on how to overcome this possible obstacle.
Partners:	Macademics Volunteer and Logistics Coordinator
Service Goal/Objective	Plan out Macademics Involvement in Welcome Week 2019 (mini-clubsfest) and Clubsfest
Why:	Having a plan on Macademics involvement in Welcome Week (mini-Clubsfest) and Clubsfest will help to promote the service and solidify our identity amongst students. Promoting Macademics throughout Welcome Week could definitely be beneficial for First Year Students as we have

	<p>services such as the Course Wiki and Resource Hub to help ease the academic transition of incoming students. I believe a new way for Macademics to get involved in Welcome Week this year would be to include rave cards with QR codes or URLs in the MSU Swag Bags given out during Welcome Week. These QR codes or URLs would lead first-year students to the existing Resource Hub and Course Wiki webpage. Both of these resources are great tools that shed light on the amazing resources available to students and I hope that this will create more familiarity with the services amongst first years.</p> <p>There is potential to work with the Student Success Centre during academic workshops held in WW.</p>
Difficulties:	Coordinating with Student Success Centre. There might be difficulties in how Macademics can get involved in a well-established program that the SSC has held for so long.
Partners:	Clubs Admin SSC VP Administration
Service Goal/Objective	Brainstorm and plan Macademics workshop schedule and content
Why:	I would like to develop workshops throughout the academic year targeted to students. These workshops would be held prior to midterm and exam season to provide students with academic resources. Additionally, workshops and sessions would explore other ideas such as learning styles, how to conduct literary research, and other pedagogical based topics. While the information in these workshops/information sessions would primarily be targeted to first year students, all are welcome. I would like to work in collaboration with the SSC as they have a strong platform and well-established audience to promote these workshops to. This past year the SSC has mentioned that they would be open to potential collaborations and I believe developing a stronger relationship with the SSC would be a great move in the right direction towards bridging the gap and increasing accessibility to academic resources.
Difficulties:	Attendance rates might be an issue as in the past turn out rate as not been high but using pre-planned promotional strategies, I hope to overcome this. Additionally, there might be difficulties in establishing a collaboration with SSC. However, I hope that by discussing the potential of this early on Macademics and SSC can establish a solid foundation prior to the academic year.
Partners:	Student Success Centre Macademics Research and Resources Co-Coordinators

Service Goal/Objective	Work with Advocacy Team and Student Partners to develop student feedback surveys and focus-group questionnaires for the Undergraduate Resource Guidebook
Why:	With the summer term coming close to the end, I would like to begin working the Advocacy Team and Student Partners to create surveys and focus group questions. This is important because I hope to send out surveys in early Fall 2019 so that we can obtain student feedback prior to publishing the Undergraduate Resource Guidebook.
Difficulties:	Creating surveys comes with its own set of difficulties in terms of clarity, content and accessibility. I hope that by working with this great team we can begin working on this project early on so that we have plenty of time to work through any hiccups and issues.
Partners:	Advocacy Team – VP Ed Student Partners – MacPherson
Personal Goal	My personal goal is to make progress in initiating some of the main projects Macademics will be working on for the upcoming academic year. I hope this will help us to establish a solid foundation that will help us bring our ideas to life with ease.

AUGUST

Service Goal/Objective	Reach out to VP Academics of Faculty Societies
Why:	I would like to reach out to each of the faculty societies to establish relationships with each VP Academic. At this point I hope that this meeting will act as chance to discuss any initiatives for the upcoming year and how Macademics can be a resource/support. Additionally, I would like to discuss the idea of my new initiative of creating monthly academic calendars that will compile academic events from all faculty societies and also highlight an academic resource per month. This meeting will also provide the chance for me to share Macademics resources.
Difficulties:	Scheduling difficulties might occur as this will be over the summer month and the VP Academics might not be available during this time. As such, some meetings might have to occur in early September.
Partners:	VP Academics of Faculty Societies

Service Goal/Objective	Set up promotional plan for campaigns and events
Why:	Promotion will be a huge component of every Macademics event and campaign and so a lot of preliminary planning will need to go into each promotional strategy used. Working with the Promotions Coordinator I hope to finalize our objectives for the year and consider the feasibility of each campaign. Prioritizing increased student engagement and prolonging student interest will be important to consider in setting up our promotional campaigns.
Difficulties:	Budgeting will be important to consider in our promotional plan. We will have to allocate the right amount of finances and where appropriate to ensure that we remain realistic, on balance, and on track.
Partners:	Macademics Promotions Coordinator MSU Underground
Service Goal/Objective	Revamp Volunteer Hiring Structure
Why:	In the past year I have received feedback from the outgoing executives that interviews should be conducted to hire volunteers. Interviews would help to determine dedication and passion for the service. Macademics typically has about 24 volunteers and so hiring + interviews will require a lot of planning in terms of establishing an interview method (i.e. group interview), creating interview questions, and ranking applications.
Difficulties:	This will be a new endeavour for Macademics in terms of hiring as we've never conducted interviews for hiring volunteers. While this require a lot of time, it will be beneficial in the long-term success of the team throughout the year. I hope to get feedback from the VP Academic and other PTM's (who have conducted large group interviews before) on how to conduct interviews for such a large group of people.
Partners:	Macademics Exec Team VP Administration Macademics Volunteer & Logistics Coordinator
Personal Goal	My personal goal for August is to be excited for the upcoming school year. I hope to also get the rest of the Macademics exec team just as excited and motivated as we all embark on this new journey together. I hope to be able to create a warm, welcoming, and happy atmosphere within our team.

SEPTEMBER

Service Goal/Objective	Volunteer Hiring and Training
Why:	This will be a major part of September. We will be applying our revamped hiring structure and so this will take more time than it did in previous years. I would like to have applications open for the first two weeks of September, take several days to review applications, and then conduct group interviews. We will then need to confirm and hold an orientation for the volunteers/
Difficulties:	This will take a lot of pre-planning and collaboration with many individuals. Exec members will need to be heavily involved during this process but at the same time the beginning of the school year can be busy and stressful. As such, I hope to discuss any possible concerns with my team early on and try to create a solution in advance.
Partners:	Macademics Executive Team
Service Goal/Objective	Send out student feedback surveys (with the potential to hold focus-groups)
Why:	In September, I would like to send out surveys and schedule focus groups to gain student feedback prior to publishing the Undergraduate Resource Guidebook.
Difficulties:	Student engagement and turn out could be low as students are transitioning back into school and so they might be busy with other obligations. As such, brainstorming possible incentives would be a good idea – but we will also need to consider our budget.
Partners:	Macademics Research and Resources Co-Coordinators VP Education and Advocacy Team
Service Goal/Objective	Vision Board Event during Clubsfest
Why:	<p>An idea Angel, the outgoing Macademics Coordinator, had was to hold a “vision board” event in which students can feel empowered to take control of their own academic journey. Through a vision board they would be able to visualize and pin point areas where they would like to see improvements. Photos and words could be used by students to describe what they would like the MSU to advocate for in terms of education.</p> <p>Holding this during Clubsfest will be a great way to engage students, to increase our advocacy platform and provide us with information on how to plan events that will match the feedback of students</p>

Difficulties:	As this would be a first-time event, it would be best to work on this in collaboration with a more established service or the SRA. This will help to make the event more impactful and increase student attendance.
Partners:	SRA? Advocacy Team? VP Ed?
Service Goal/Objective	September Academic Monthly Calendar
Why:	I would like to release the first Academic monthly calendar to students signed up on our mailing list (which we would receive from Clubs fest, WW) and on our Facebook page. The academic calendar would be a compilation of academic events scheduled for the month of September from faculty societies, SSC, etc.
Difficulties:	Reaching all students might be a concern. We will only have access to student emails from the students who chose to be on our mailing list but to increase student engagement we could potentially collaborate with academic offices of each faculty to send out this resource to students.
Partners:	SSC Faculty Societies Academic Offices
Service Goal/Objective	Publish first blog/vlog targeted at first year students
Why:	In the first published blog/vlog of the year I would like for my team to focus on developing a product that will leave a lasting impression on first year students. I hope that by doing so, this will increase awareness of Macademics amongst incoming students.
Difficulties:	I anticipate that this will be a busy time of year for my team. However, to mitigate the potential problem of this, I have planned promotional strategy meetings with my Macademics exec team over the summer months so that we can pre-plan. I also understand that school is the number priority of my entire team and I will ensure to be openly discuss any possible challenges with my team and ensure that no one is feeling overwhelmed.
Partners:	Communications Officer Macademics Research and Resources Co-Coordinator Macademics Promotions Coordinator
Service Goal/Objective	Meet individually with each Faculty society's VP Academic(s)

Why:	I would like to follow up with VP Academics from our previous meeting in August. I would like to discuss upcoming initiatives that have been planned for the year as well as the academic workshop series that Macademics will hold. I would like to discuss the potential collaborative relationship that could be built between faculty societies and Macademics in executing workshops and developing content.
Difficulties:	Creating workshop content that meets the interest of all involved individuals might be difficult and so we will have to work our hardest to align ourselves with the interest of the majority.
Partners:	Faculty Societies Macademics Research and Resource Co-Coordinator
Personal Goal	My personal goal for the month of September is to check in on my executive team to ensure everyone is confident and comfortable in their new roles. I would like to be an active support for every member on my team.

OCTOBER	
Service Goal/Objective	Event with Spark
Why:	Over the past several years Macademics has collaborated with Spark to create a de-stress session about academic success. It would be great to continue working on this collaboration. This will also be an opportunity to expand the Macademics platform to first year students.
Difficulties:	There may be different ideas on how this session will be conducted and what will be discussed. It's important to discuss logistics of this event early on so that content in this info session doesn't overlap too much with the Macademics Academic Series Workshop to be held later in the month.
Partners:	MSU Spark
Service Goal/Objective	TAC Nomination Period + Film TAC Nominators Release video tutorial on how to submit nomination
Why:	TAC Nomination Period will be open for two months with one week fully dedicated to online promotion and the second week dedicated to in-person promotional tabling. This year in-person tabling will be different as we will have tables located in buildings across campus such as in libraries and in campus buildings rather than just in the Student Centre. Another initiative new to this year are that TAC Nominators will have the chance to be filmed

	<p>when at the table thanking their prof/TA. These videos will be used in our online promotional strategy in hopes to increase student engagement.</p> <p>A video tutorial will also be released during this time as there have been accessibility issues and also issues in how nominations are being made. Thus, a video tutorial will be released in hopes to increase ease during nomination period.</p>
Difficulties:	Creating prolonged interest and active student engagement has always been an issue. Additionally, issues with how to make accurate nominations has been an issue and I hope to mitigate this issue with the release of our video tutorial.
Partners:	Communications Officer Macademics TAC and Promotions Coordinators
Service Goal/Objective	October Academic Monthly Calendar
Why:	Send out October monthly Academic calendar. It is important to consider any feedback/comments/suggestions that we have been given from the release of our September calendar so that we can continue to make improvements and make this resource as accessible as possible to students.
Difficulties:	There is a chance that the September calendar is not successful and so we might need to rethink how we go about creating our calendar and increasing student awareness.
Partners:	Research and Resources Coordinators
Service Goal/Objective	Conduct 1 st Academic Workshop (Studying Strategies, De-Stress Strategies, etc.)
Why:	I would like to hold our first Macademics Series Workshop in between midterms and exams so that we can provide students with studying strategies, destress strategies and testing tips. I hope for this first workshop to occur in collaboration with a campus partner(s).
Difficulties:	Student turn out may be low as students may be busy with other responsibilities and so it will be important to stick to a promotional strategy that will help us get the word out. Having our first workshop in collaboration with a campus partner (such as SSC or a Faculty Society) who already has an established audience will also help to increase student turn out as Macademics works towards establishing a more solidified interest and audience.
Partners:	SSC VP Education Faculty Societies

Service Goal/Objective	October monthly blog/vlog
Why:	I hope for blob/vlog to be released every month. This was a very successful campaign from the 2018-2019 year, and I hope to continue this initiative. We will need to work with feedback and suggestions from our first released vlog/blog from September.
Difficulties:	Meeting a set timeline to release a blog/vlog can be difficult as we try to work with the feedback we get back from students. Based on the feedback, we might have to take on an entirely new approach and so it's important that we remain adaptable, flexible, and ready to take on any new challenges.
Partners:	Macademics Research and Resource Co-Coordinators Students
Service Goal/Objective	Consolidate student feedback from surveys and focus groups and finalize the Undergraduate Student Guidebook
Why:	Using the feedback from student surveys and focus groups held in September I would like to move forward in making any necessary changes and finalizing the Undergraduate Student Guidebook. After finalizing everything, I would like to send the guide to publishing by the Underground so that we can have it published by mid to late November.
Difficulties:	Based on the feedback we receive we may need to make more changes than anticipated so it's important to schedule enough time to be able to work through any large edits.
Partners:	Research and Resources Coordinators
Personal Goal	My personal goal is to be able to successfully launch our new initiatives. I hope to have done enough pre-planning prior to this month so that everything runs smoothly and efficiently.

NOVEMBER	
Service Goal/Objective	TAC Nominations Tallying and Analysis
Why:	Using the newly established database, all members of the Exec team will work on reviewing nominations to ensure a fair and appropriate evaluation. I hope to implement a standardizing evaluation process so that our team is consistent and fair.

Difficulties:	It will be important to make students aware of the nomination process as in the past students have questioned the fairness of the approach used. As such, it is important to be as transparent as possible.
Partners:	Macademics Exec Team
Service Goal/Objective	Course Wiki Pomo Event (Webpage Revamp)/ Wikithon
Why:	The annual Course Wikithon is a great event that has historically brought a lot of attention to the Course Wiki. I hope that by this point my team and I have worked to revamp the Course Wiki to make it more user friendly.
Difficulties:	The Course Wikithon can be a highly costly event as so it is important to consider how we will run this event in relationship to our budget. Additionally, attendance has been low and so working with Faculty Societies may help us to increase student turn out
Partners:	Faculty Societies Course Wiki Coordinator Volunteer and Logistics Coordinator
Service Goal/Objective	Undergraduate Resource Guidebook Launch
Why:	I would like to hold a promotional campaign to celebrate the launch of the Undergraduate Resource Guidebook. It is important to bring awareness to this brand-new resource as it has been a long-term project that is meant to be a comprehensive resource for students.
Difficulties:	Again, we will need to consider the feasibility of a launch event in relationship to our budget as promo could potentially be costly.
Partners:	Underground Volunteer and Logistics Coordinator
Personal Goal	My goal for the month of November is to be able to stay on top of all my projects and goals for the month as we have several events planned.

DECEMBER	
Service Goal/Objective	Send out poll/survey to students + Social Media contest

Why:	<p>It will be beneficial to send out a survey/poll to students at the end of the semester so that we gain feedback on our services. Feedback is always helpful to seeing how we can further help students, and this will provide an opportunity for students to advocate for their academic success.</p> <p>To incentivize student engagement, it would be a good idea to hold a mini one-day contest over social media. This could potentially be holding a MSU Instagram takeover where we ask students to respond to polls in the Instagram story – each entry would be considered a chance to win a small prize.</p>
Difficulties:	Creating student interest is always an issue so we will need to work hard to get the word out that this is an opportunity to students to advocate for their own academic's success.
Partners:	MSU Social Media Coordinator?
Service Goal/Objective	Volunteer Appreciation Social
Why:	Ensuring that our volunteers feel valued and appreciated is important because they have worked so hard over the past year. As such, I would like to an appreciation social where we can recognize the hard work that everyone has put in.
Difficulties:	It will be difficult to find a date and time almost everyone will be able to attend. We should brainstorm several ways in which we can ensure everyone will be included in the celebration.
Partners:	Volunteer and Logistics Coordinator
Personal Goal	My personal goal for December is to show my respect and gratitude to both my volunteer and exec team. I would like to know and see how much I appreciate all of them and the amazing work they have put into this service.

JANUARY	
Service Goal/Objective	Meet individually with VP Academics of each Faculty Society
Why:	I would like to hold another check in meeting with the VP Academics to learn more about their plans for this new semester and how Macademics

	may be able to act as a resource. I would also like to inform them of projects Macademics will be working on.
Difficulties:	The beginning of the new term could be a bit of stressful time as students are getting settled and so there might be challenges in setting up meeting times with the VP Academics.
Partners:	VP Academics of Faculty Societies
Service Goal/Objective	Course Wiki Promo
Why:	I would like to hold a promo event for the Course Wiki through a tabling campaign. This is an important time of the year because course selections are still open this time and so by promoting Course Wiki, I hope to make students more aware of this resource.
Difficulties:	Brainstorming creative ways to increase student engagement will be important so that we can increase awareness.
Partners:	Course Wiki Coordinator Promotions Coordinator
Personal Goal	My personal goal is to be excited for a brand new semester and keep our amazing momentum going!

FEBRUARY	
Service Goal/Objective	Resources Promo Event
Why:	I would like to hold an event where we can promote both the Resource Hub and the Undergraduate Guidebook for Students. These two resources contain a lot of valuable information that should be made more aware to students and so holding a promotional event/campaign will be beneficial in meeting our goal of making academic resources more accessible.
Difficulties:	Holding this event will be contingent on our budget. We will need to be realistic and try to make this event as cost effective as possible.
Partners:	Promotions Coordinator Volunteer and Logistics Coordinator Research and Resources Coordinators

Service Goal/Objective	TAC Nominations + Facebook Contest
Why:	The second round of nominations for TAC will occur in February. This period is just as important as the first. However, in the past we have received fewer nominations for this period than the first and so we will need to boost promotions through a Facebook Contest. In this contest students can tag their friends in the comment section of a Macademics post promoting TAC Nominations
Difficulties:	We will need to coordinate with involved stakeholders to ensure that the nomination period is being promoted as much as possible.
Partners:	Macademics Promotions Coordinator TAC Coordinator Volunteer Subcommittees
Service Goal/Objective	TAC Nominations Analysis and Selection of Winners
Why:	After the nomination period ends, our team will need to determine the top applicants and then select the winners. Winners from the application-based category will need to be chosen as well – this will be done as a team using a standardized set of criteria.
Difficulties:	Winner selection will have to be done within a tight deadline as these individuals needs to be finalized well in advance of the ceremony happening next month.
Partners:	Macademics Exec Team
Personal Goal	My goal for the month of February is to be able to check in with my team to ensure that everyone is confident and comfortable in their position. I would like to know how everyone has been doing and ensuring that everyone is happy and enjoying their work/current projects.

MARCH	
Service Goal/Objective	Teaching Awards Ceremony Promotions

Why:	With the TAC Ceremony being held this month, it is important to effectively promote this event as it is one of the largest events Macademics hosts annually.
Difficulties:	Ensuring that promotions are done in a timely manner so that we can reach as many students as possible is necessary. We will have to be sure to plan our promotional timeline accordingly.
Partners:	Macademics Team
Service Goal/Objective	Teaching Awards Ceremony
Why:	The Teaching Awards Ceremony will be held this month! This is a very important event for Macademics in recognizing excellence in teaching. This year we will be using multimedia presentations and testimonials to create more engagement and excitement throughout the ceremony.
Difficulties:	With many pieces having to come together, it is important that open communication and careful planning is done in advance so that the ceremony runs smoothly. This will continue to be a great experience for all, and I hope to continue learning.
Partners:	Macademics Exec Team
Personal Goal	My personal goal this month is to stay as organized as possible as we will have on the largest Macademics events being held!

APRIL	
Service Goal/Objective	Hire and begin transitioning incoming Macademics Coordinator
Why:	Being hired in February provided me with time to become more acquainted with my new role, shadow the outgoing Coordinator, and begin planning my year goals in advance. I would like to provide the incoming Coordinator with the same opportunity so that we can focus on a smooth transition.
Difficulties:	The incoming coordinator may face difficulties as they may choose to hire the incoming exec team near the end of the semester. If they chose to do so, hiring might cause some stress as it would occur close to or in exam season.
Partners:	Operations Coordinator VP Admin

Service Goal/Objective	Volunteer and Exec Team Appreciation Social
Why:	After a long year of amazing work, it's absolutely necessary to hold an end of the year social! I would like everyone to have the chance to celebrate themselves and each other. It will be very nice to have everyone together and spend some time reflecting on our accomplishments and all the great memories we made.
Difficulties:	Scheduling a get together for such a large group can be a challenge but we will ensure to find ways to be inclusive of everyone.
Partners:	Macademics Exec Team
Service Goal/Objective	End of Year Feedback Survey
Why:	Similar to the end of the previous semester, I would like to hold a second survey feedback form/poll where students can provide us feedback on our services and resources. This will provide students one more chance to advocate for themselves and it will provide us with feedback on possible directions to take in the future.
Difficulties:	With it being the end of the semester, students might be more focused on their other obligations and responsibilities. It's important to make the survey as simple as possible so that students can easily provide feedback.
Partners:	Research and Resources Coordinators
Personal Goal	My personal goal for the month of April is to be able to reflect on everything that my team and I have accomplished in the past year.

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

<p>Overarching Vision (what is the ultimate goal?)</p>	<p><i>The ultimate goal for Macademics is to act as a platform and hub for like-minded individuals who have an interest in the goals and mandate of this services. In the long-run, I envision Macademics to act as a bridge that connects pedagogy, advocacy, and accessibility together.</i></p>
<p>Description</p>	<ul style="list-style-type: none"> • It would be great for Macademics to be a service that other individuals, groups, or organizations can reach out to for anything concerning accessibility to academic resources and pedagogical advocacy. This could take on the form of having more campus partners like the Student Success Centre. I envision Macademics being a more widely known and understood service amongst the MSU landscape and for this service to stand out in what it does. When Macademics becomes better known to students and organizations, more potential will arise for meaningful connections and collaboration.
<p>Benefits</p>	<ul style="list-style-type: none"> • This would benefit the broader McMaster community because it would allow for greater projects to happen collaboratively and for information to spread more widely about how we learn and how we can teach. I think it could build community and involve more students in the service thus allowing more MSU members to take advantage and benefit from the service.
<p>Year 1 Goals</p>	<ul style="list-style-type: none"> • In the first year, initiating and developing relationships with the Student Success Centre, Faculty Societies, MacPherson Institute and the VP Education will be important. The reason for this is in hopes that Macademics will be able to play a larger role in promoting advocacy, strategies, and resources for academic success. Partnering with the SSC will be a great way for Macademics to promote its resources and attract a new audience.
<p>Year 2 Goals</p>	<ul style="list-style-type: none"> • In the second year, continuing to create academic resources and tools for students will be integral to keeping up with the development of Macademics. Through well-developed relationships established in the previous year and timely

	<p>planning, it would be amazing to see Macademics releasing more academics resources, tools or workshops to a well-established audience. By working towards this, it will set the precedent for what resources the service can provide to students and how it can help others.</p>
Year 3 Goals	<ul style="list-style-type: none"> In the following year, I envision Macademics holding an all-day workshop/info session and panel event. During this event students, education partners, and any interested individual could take part to learn more about pedagogy, education advocacy, and exciting new research within the field of education. I believe a forum would be great because it would allow like-minded peers to learn more about related topics through discussions with experts, campus partners, and groups. There would be time allotted for questions. Workshops/information sessions would be hosted throughout the day by experts in the field to discuss their research and/or resources. This type of event would involve multiple campus partners and groups such as MacPherson Institute, faculty societies, clubs, research labs, and the Student Success Centre.
Partners	<p>Student Success Centre, VP Education and Advocacy Team, MacPherson Institute, Faculty Societies, MSU Clubs</p>

Monthly Breakdown

April	<ul style="list-style-type: none"> Transition into new role of Macademics Coordinator
May	<ul style="list-style-type: none"> Hiring 2019-2020 Macademics Exec Team Hiring SPP Partners for the MacPherson funded project working towards the completion of the Resource Guide for Undergraduate Students Planning project aims and goals for the SPP term
June	<ul style="list-style-type: none"> Hold first 1-on-1 meetings with Macademics Exec Members Hold first Macademics Exec Team Meeting Finalize project aims for SPP term Begin discussions with VP Ed on collaborations with the Resource Guide for Undergraduate Students and other advocacy events (ex: Vision Board)

	<ul style="list-style-type: none"> ● Meet with VP Finance to plan budget and figure out finances for the brand-new Resource Guide and brand new campaigns ● Begin reaching out the different services and groups to discuss potential collaborations during the school year ● Create surveys for TAC Nominations ● Work with Pauline Taggart and Course Wiki Coordinator to brainstorm possible ways to revamp the Course Wiki Webpage
July	<ul style="list-style-type: none"> ● Work with Communications Officer and Promotions Coordinator to plan for videos and multimedia promotional strategies for planned campaigns ● Work with the Volunteer and Logistics Coordinator to consolidate a new system for TAC nominations tallying and analysis ● Work with Volunteer and Logistics Coordinator to determine ways to increase volunteer retention throughout the year ● Plan out Macademics Involvement in Welcome Week 2019 (mini-Clubsfest and Swag Bags) and Clubsfest held in September ● Work with Research and Resources Coordinators and SSC to plan Macademics workshop schedule and content ● Begin working with Advocacy team and SPP Partners to develop student feedback surveys for the brand-new Resources for Undergraduate Students Guidebook
August	<ul style="list-style-type: none"> ● Reach out to VP Academics of Faculty Societies ● Set up promotional plan for campaigns and events ● Revamp volunteer hiring structure
September	<ul style="list-style-type: none"> ● Volunteer hiring and training ● Send out student feedback surveys ● Hold the Vision Board event during Clubsfest ● Release September Academic calendar ● Publish first blog/vlog ● Meet individual with VP Academics of each Faculty Society
October	<ul style="list-style-type: none"> ● Release October Academic calendar ● Publish second blog ● Event with Spark ● TAC Nomination Period and Video Tutorial Release ● TAC Promotional Period = video with TAC Nominators ● Conduct first Academic workshop with the SSC ● Consolidate student feedback from surveys to finalize the new Undergraduate Guidebook
November	<ul style="list-style-type: none"> ● Release November Academic calendar ● Publish third blog ● TAC Tallying and Analysis ● Course Wiki Promo Event/Wikithon

	<ul style="list-style-type: none"> ● Undergraduate Resource Guidebook Launch
December	<ul style="list-style-type: none"> ● Release December Academic calendar ● Publish fourth blog ● Send out poll/survey to students + social media contest ● Volunteer appreciation social
January	<ul style="list-style-type: none"> ● Release January Academic calendar ● Publish fifth blog ● Meet individually with VP academics of faculty societies ● Course Wiki Promo
February	<ul style="list-style-type: none"> ● Release February Academic calendar ● Publish sixth blog ● Resources Promotional events ● TAC Nomination Period + Facebook contest ● TAC Nominations Analysis and final selection of winners
March	<ul style="list-style-type: none"> ● Release March Academic calendar ● Publish seventh blog ● TAC Ceremony promotions ● TAC CEREMONY!!
April	<ul style="list-style-type: none"> ● Hire and begin transitioning incoming Macademics Coordinator ● Volunteer and Exec Team Appreciation Social ● End of Year Feedback Survey