

**YEAR PLAN**  
MSU SWHAT Coordinator  
*Swaleh Hussain*  
**2019-2020**  
(submitted *June 17th 2019*)



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## OFFICE OF THE ***MSU SWHAT Coordinator*** INTRODUCTION

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It is with great pleasure that I present you with my year plan as the 2019–2020 MSU SWHAT Coordinator. For over 25 years now, the Student Walk Home Attendant Team (SWHAT) has worked to maintain the safety of all McMaster students and faculty both on and off campus. Our large volunteer base of over 80 dedicated McMaster students has allowed us to serve thousands of clients over our many years of operation. SWHAT has a close relationship with McMaster Security Services, extending the reach of our services to Jackson Square and the edge of the escarpment. We provide an invaluable service to the McMaster community, keeping students safe on their commute from campus, back to their home. This past February, SWHAT was successful in moving towards non-binary shift scheduling. In April, my executive team and I conducted the first volunteer hiring in SWHAT history to move away from the 1:1 male-identifying to female-identifying walker ratio that we have upheld in our volunteer teams in the past. More details on these changes are reflected in my promotions strategy for this fall.

SWHAT has played a pivotal role in my undergraduate experience over the past 2 years of my involvement as a walker and as a member of the 2018–2019 executive team. I have found myself surrounded by a fun-loving, open-minded and supportive community. SWHAT has proved itself to be home away from home for myself, and surely many others on our team. This is why a considerable portion of my year plan is dedicated to volunteer appreciation. SWHAT runs smoothly as a service due to the dedication of our volunteers, and it is my priority to make them feel appreciated!

Another focus of mine is to revitalize SWHAT's public presence. I am disappointed by the online presence that SWHAT has maintained over the past year. A lot of the clients we gained at the beginning of the year were due to security concerns in adjacent neighbourhoods. SWHAT is always happy to serve students and ensure their safety. However, past events have perpetuated dangerous misconceptions of SWHAT as a body-guard service. I hope to dispel some of those myths through a sophisticated, year-long promotions strategy showcasing SWHAT as a walk-home service which provides support and companionship in tandem with a sense of security.

I am humbled to take on this position. I hope to elevate SWHAT's presence in the McMaster community this year, while staying true to our principles of confidentiality and student safety. I am excited to embark on this journey for the rest of the year!

## Goals/Objectives

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### (calendar and checklist)

<b>MAY</b>	
<b>Service Goal/Objective</b>	Receive network training
Why:	Get introduced to the history of SWHAT. Discuss possibility of moving documents to OneDrive to streamline online walk request process.
Difficulties:	Scheduling a time that works for parties involved.
Partners:	Pauline Taggart, SWHAT Coordinator.
<b>Service Goal/Objective</b>	Contact Communications Officer about video collaboration (How to get a walk Video and Non-binary framework video announcement)
Why:	SWHAT is changing. Moving to a non-binary framework for hiring and scheduling should be part of a bigger promotions campaign at the beginning of the school year.
Difficulties:	Filming the video over the summer. Limited availability of other execs/volunteers who would like to be a part of the video shooting process.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Communications Officer (Connor MacLean), Marketing and Communications Director (Michael Woorder)
<b>Personal Goal</b>	Reflect on my core values and leadership style. Hone peer support skills including ways to validate people.

<b>JUNE</b>	
<b>Service Goal/Objective</b>	Follow up with Executive Team on their year plans. Soft deadline of May 31st.
Why:	I want my executive team to map out what they want out of this year, and support them in achieving those objectives. As much as SWHAT is providing a service to the McMaster community, it is an opportunity for personal growth for each one of my executives. I would like to play an active role in motivating them, celebrating their successes and supporting them through challenges and failures.
Difficulties:	Some ideas may not be feasible given our budget and the sheer size of the volunteer team. It is important to modify those ideas to fit within our time constraints and budget while not compromising the service we provide to the community. I must remain cognizant of how I come across when having difficult conversations such as reimagining my executive team's ideas. I will ensure they have the most say in how their ideas come to fruition, and I will try to maintain a supervisory role as opposed to a micromanaging one. This would ensure nobody feels undervalued under my leadership.
Partners:	SWHAT Coordinator, SWHAT Executive Team
<b>Service Goal/Objective</b>	Discuss collaboration with Off Campus Orientation Representatives for walk homes during Welcome Week 2019

Why:	Off Campus Orientation Representatives (OCORs) conducted walk homes during Welcome Week 2018 and collaborated with SWHAT the night of the concert. Historically, SWHAT has tried to maintain a presence throughout Welcome Week but has been hindered by a lack of available volunteers. Collaborating with the OCOR team to provide walk homes every night of welcome week could bridge the gap.
Difficulties:	Historically, walk homes provided by OCORs have lacked structure in the sense of not having anyone tracking outgoing walks. Introducing SWHAT walk and radio protocol to the OCOR team may require a special training workshop.
Partners:	SWHAT Coordinator, Off Campus Orientation Planner (Jillian Kew)
<b>Service Goal/Objective</b>	Inventory promotional material for school year. Map out promotions strategy before receiving PR training.
Why:	SWHAT promotions activity saw a decline in 2018-2019 compared to 2017-2018. Our Instagram and snapchat accounts have little to no activity. Twitter has less engagement. Facebook was used considerably over the past year.
Difficulties:	Communicating with my PR executives and coordinating a time that works for all of us to have those conversations in person or online.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive
<b>Service Goal/Objective</b>	Draft scripts for promotional videos and review details for shooting.
Why:	Non-binary Framework Video: Reviewing script with WGEN Coordinator to ensure it is inclusive and appropriate for the target audience. Discussing video logistics (Location, Actors, Narration, Subtitles, Single walking shot).  How to get a Walk Video: Reviewing script with SWHAT executive team to ensure succinctness. Discussing video details (Locations, Actors, Narration)
Difficulties:	Lack of available volunteers to be a part of the video
Partners:	SWHAT Coordinator, SWHAT Executive Team, WGEN Coordinator (Nealob Kakar), Communications Officer (Connor MacLean)
<b>Personal Goal</b>	Build more trust with and between my executive team.

JULY	
<b>Service Goal/Objective</b>	Contact Security Services about improvements to McMaster Safety App.
Why:	Security services released a new app to replace the previous MUSST app. Currently, the app has a page outlining support resources including SWHAT. The app allows users to call the SWHAT office to book a walk. I would like to add an option to allow users to access our website (therefore the online walk form) from the app as well as an option to email us. This would ensure people can access SWHAT even if they feel like they can't make a phone call at the moment. Additionally, asking for permission to promote this app to the McMaster community through our social media channels to expand outreach.

Difficulties:	Clarifying our intentions from the beginning: we do not wish to claim the app as SWHAT's intellectual property. This is just an opportunity to introduce the app to our audience and point to other on and off campus resources in the event that SWHAT cannot meet their requirements in the moment of crisis.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, McMaster Security Services Systems Analyst (Paul Ogunkoya)
<b>Service Goal/Objective</b>	Register for Horizons Success Fest and ClubsFest 2019.
Why:	Part of expanding SWHAT's outreach, and setting up the service for success during the school year.
Difficulties:	Limited exec/volunteer availability in the summer
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Clubs Administrator (Jenna Courage), Horizons Events Coordinators (Victoria DePaulo, Maryanne Oketch)
<b>Service Goal/Objective</b>	Review scripts for promotional videos.
Why:	To gain feedback and make edits before we move on to the filming stage of the videos.
Difficulties:	Limited availability of executive team.
Partners:	SWHAT Coordinator, SWHAT Executive Team, Communications Officer (Connor MacLean), WGEN Coordinator (Nealob Kakar)
<b>Personal Goal</b>	Figure out how I can be proactive in bringing my executive team's individual year plans to fruition. Learning to take a back seat and not micromanage.

## AUGUST

<b>Service Goal/Objective</b>	Shoot promotional videos (Non-binary framework and How to get a Walk)
Why:	These videos will be a part of our promotions strategy in the fall to dispel common misconceptions about SWHAT and encourage applications from and usage by non-binary folks in the McMaster community.
Difficulties:	Limited exec/volunteer availability in the summer to be a part of the videos
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, SWHAT Volunteer Team, Communications Officer (Connor MacLean)
<b>Service Goal/Objective</b>	Conduct Executive Training and Volunteer Training ahead of Welcome Week 2019.
Why:	Executive Training: I would like to have an in-person training with my executive team to ensure they are aware of their responsibilities as exec on shift. Additionally, I will train them how to perform the dispatcher position, should they have to fill in for a missing dispatcher. This training will also involve discussing ways to create a safe space in the office and navigating conflict resolution.  Walker Training: An in-person training with all walkers and dispatchers (especially newly hired volunteers) before we open for Welcome Week 2019. Followed by a board games social.
Difficulties:	Hopefully, all the execs will be able to attend the training, but we will have to make accommodations as needed (e.g. skype calls).

Partners:	SWHAT Coordinator, SWHAT Executive Team, SWHAT Volunteer Team
<b>Service Goal/Objective</b>	Send out Welcome Week 2019 availabilities.
Why:	This availability starts Welcome Week planning, additionally, this availability is separate from the September Availability. WW availability sheets will be sent out much earlier than September Availabilities.
Difficulties:	The worry is that not enough SWHAT walkers will be available for welcome week. I hope to have enough OCORs present to compensate for the lack of SWHAT volunteers.
Partners:	SWHAT Volunteer Logistics Executive, SWHAT Volunteer Team, Off Campus Orientation Representatives
<b>Service Goal/Objective</b>	Reviving social media channels (Instagram, Snapchat, Twitter) ahead of Welcome Week and school year.
Why:	Central to Fall promotions strategy.
Difficulties:	Low social media engagement during the summer
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Communications Officer (Connor MacLean), Marketing and Communications Director (Michael Wooder)
<b>Service Goal/Objective</b>	Collaborate with Hospitality Services to revitalize SWHAT Chocolate for November 2019.
Why:	For reasons unbeknown to me, SWHAT has tried to launch SWHAT Chocolate each year and failed. SWHAT Chocolate involves our public relations executives and volunteers holding a pop-up in front of campus every Wednesday starting in November. We distribute free hot chocolate, tea and promotional material such as pens and stickers. We usually have a good run for a few weeks and eventually get shut down by Hospitality Services. I strongly believe this is a great way of engaging with the McMaster community outside the SWHAT office while also facilitating bonding amongst volunteers.
Difficulties:	I would like support from the VP Admin in figuring out why this initiative has fallen through in the past and how we can navigate Hospitality Service policies to prevent that this year.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, VP Admin, Director of McMaster Hospitality Services (Chris Roberts)
<b>Service Goal/Objective</b>	Reach out to MSU Campus Events about collaborating during Homecoming in September.
Why:	SWHAT pop-up during homecoming fest on campus when the MSU is giving away swag. SWHAT pop-up outside the concert if it is in the evening. This would be a great way to attract attention to SWHAT in September.
Difficulties:	With budget cuts the MSU has suffered through provincial government policy, the scope of Homecoming celebrations may be drastically smaller than what

	they have been over the past few years. This could effectively eliminate the possibility of having any SWHAT involvement during homecoming.
Partners:	SWHAT Coordinator, MSU Campus Events
<b>Personal Goal</b>	Check in with myself about how I am feeling before the school year begins. It is important to be emotionally and logically prepared for SWHAT's opening.

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SEPTEMBER	
<b>Service Goal/Objective</b>	WHAT'S SWHAT? Campaign.
Why:	A non-binary framework for volunteer scheduling has been in effect since February 2019. In April 2019, we adopted a non-binary hiring framework i.e. for the first time in SWHAT's history, my executive team and I hired volunteers without explicitly attempting to maintain a 1:1 ratio of male-identifying walkers to female-identifying walkers. Selection was done solely based on raw application and interview score. However, the greater McMaster community is unaware of those changes. This campaign will help encourage applications from and service usage by non-binary folks who may have previously been discouraged. Releasing the non-binary framework video recorded earlier in the semester will be the centre of this campaign, followed by the how to get a walk video.
Difficulties:	First years are being bombarded with a lot of information at the beginning of the school year. Ensuring we remain respectful of their time and still get our point across to all students without overwhelming our social media channels.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Communications Officer (Connor MacLean), Underground
<b>Service Goal/Objective</b>	First year walker and dispatcher hiring
Why:	A way for first years to become involved with the service and increase SWHAT's general engagement with first years. While it will complete our volunteer team, it is also a way for us to make ourselves known to the first-year population.
Difficulties:	Historically, SWHAT hasn't received many applications from first years. This has prompted opening up applications to all years which extends the amount of time the service must run without a full team. Ensuring I am supporting my executive team through this time so they can support our volunteer team and prevent burnout at the beginning of the year.
Partners:	SWHAT Coordinator, SWHAT Executive Team, Operations Coordinator (Maddison Hampel)
<b>Service Goal/Objective</b>	SWHAT at SACHA's Take Back the Night
Why:	SWHAT is committed to student safety on and off campus. With security concerns in Westdale and the surrounding McMaster community over the past year, it is

	important for SWHAT to display its support for women and non-binary folks who may or may not have been targets of sexual violence, assault and harassment.
Difficulties:	Handling uneasiness about the topic amongst the volunteer team. Take Back the Night can trigger a range of different emotions and responses. Ensuring we validate those responses as normal and support one another before, during and after the event.
Partners:	SWHAT Volunteer Affairs Executive, SWHAT Volunteer Team
<b>Service Goal/Objective</b>	Contact walk-home services at other Ontario Universities and Colleges
Why:	Reach out to gauge interest in participating in a small-scale discussion on walk home services on different campuses and their respective operating policies.
Difficulties:	September is a busy time at all university student unions. This probably won't be the first priority.
Partners:	SWHAT Coordinator, VP Admin
<b>Personal Goal:</b>	Establish a schedule with executive team for bi-weekly meetings. Conduct individual check-ins online or in person with my executive team to gauge their comfort levels with the position.

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OCTOBER	
<b>Service Goal/Objective</b>	Anti-oppressive Practices Training
Why:	The SWHAT volunteer team engages with the diverse McMaster community nearly every day from September to April. It is important to be aware of anti-oppressive practices to best support our clientele and ensure they are comfortable accessing the service and being accompanied by its volunteers.
Difficulties:	Coordinating a time the entire team can be available for. I will need to figure out a way to accommodate individuals who cannot attend the training in person. Perhaps providing them with resources from MSU Diversity Services.
Partners:	SWHAT Coordinator, SWHAT Executive Team, MSU Diversity Services Director (Prarthna Sakhuja)
<b>Service Goal/Objective</b>	Homecoming Presence
Why:	Last year SWHAT tried to have a pop-up at the homecoming street festival in Westdale but we failed to recruit enough volunteers at the time to run the service efficiently, let alone pursue other avenues of promotions. SWHAT went into spring/summer 2019 with a solid number of volunteers. Assuming we don't lose too many before fall, I would like to collaborate with MSU Campus Events to increase SWHAT presence at most if not all homecoming events.  There is potential for a SWHAT pop-up on campus during homecoming fest when the MSU is giving out free swag. Additionally, having a pop-up at the concert

	venue if it is during the evening hours. Homecoming weekend has usually been a very busy night for SWHAT in the past years. Evaluate the need of an extension of hours on the Friday and Saturday of the weekend. If an extension of hours isn't feasible, try to schedule an extra walk team per shift i.e. 6 walkers on early shift and late shift each as opposed to 4 walkers per shift. Promote the service as needed.
Difficulties:	Lack of volunteer availability during peak hours/events. With budget cuts the MSU has suffered through provincial government policy, the scope of Homecoming celebrations may be drastically smaller than what they have been over the past few years. This could effectively eliminate the possibility of having any SWHAT involvement during homecoming.
Partners:	SWHAT Coordinator, SWHAT Executive Team, SWHAT Volunteer Team, MSU Campus Events
<b>Service Goal/Objective</b>	Halloween and Hallo-weekend Presence (October 31 <sup>st</sup> to November 3 <sup>rd</sup> )
Why:	Halloween falls on a Thursday this year. This will be a busy weekend. Evaluate the need of an extension of hours on the Friday and Saturday of the weekend. If an extension of hours isn't feasible, try to schedule an extra walk team per shift i.e. 6 walkers on early shift and late shift each as opposed to 4 walkers per shift. Promote the service as needed.
Difficulties:	Volunteers may not be available for extended hours.
Partners:	SWHAT Coordinator, SWHAT Volunteer Logistics Executive, SWHAT Public Relations Executive, Underground
<b>Service Goal/Objective</b>	Strategizing for November Walk-a-thon.
Why:	Identify the charity we would like to donate to. Map out promotions strategy (Facebook and Instagram giveaways) to engage the community during walk-a-thon month. Prepare graphics.
Difficulties:	This is a busy time where volunteers will be inundated with midterms, assignments and essays. Ensuring my Public Relations executives feel supported throughout the planning stages by maintaining open communication, clear expectations and delegating tasks.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Underground
<b>Service Goal/Objective</b>	Launch Humans of SWHAT Campaign
Why:	This campaign has the potential of gaining traction on our social media channels ahead of Walk-a-thon month. Each week, our social media channels will promote one of our volunteers' story.
Difficulties:	Availability of Public Relations Executive to take pictures and testimonials of volunteers at different locations across campus.
Partners:	SWHAT Public Relations Executive, SWHAT Volunteer Team

Service Goal/Objective	Begin brainstorming for Volunteer Uniforms (Volunteer Appreciation)
Why:	Each year our Volunteer Uniforms budget is used to provide the team with some sort of swag e.g. sweaters, hoodies, caps etcetera
Difficulties:	Finding something that fits within our budget
Partners:	SWHAT Coordinator, SWHAT Volunteer Affairs Executive
<b>Personal Goal</b>	Take a mental vacation during Fall Reading Week. Take time away from SWHAT, and encourage the rest of the executive team to do so as well.

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## NOVEMBER

Service Goal/Objective	Walk-a-thon month
Why:	The main event of the year for SWHAT. Historically, we've always received more walks in the November walk-a-thon compared to the March walk-a-thon. I would really like to go all out on promotions during this month to maximize service usage. SWHAT will donate a dollar to our selected charity for each walk we get during the month.
Difficulties:	Walk-a-thon month is very promo dependent. We have to ensure we revive our social media channels and have promo materials ready well in advance. A lot of planning will be needed in terms of mapping out a promotions schedule for the weeks leading up to November, as well as preparing a calendar for promotional activity during the month.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Underground
Service Goal/Objective	Launch SWHAT Chocolate
Why:	Assuming we get the green light from Hospitality Services, SWHAT will distribute hot chocolate, tea and promotional material outside Compass every Wednesday of the month. Discuss the possibility of baking cookies/brownies the night before (a great excuse for team bonding). Promote initiative as needed.
Difficulties:	This initiative has suffered in the past from our volatile relationship with Hospitality Services. Establishing a professional relationship and contract of sorts with Hospitality Services is vital to sustain the initiative.
Partners:	SWHAT Coordinator, VP Admin, SWHAT Public Relations Executive, Compass Manager (Debbie Good), Director of McMaster Hospitality Services (Chris Roberts), Underground
Service Goal/Objective	SWHAT Volunteer Coffeehouse (Volunteer Appreciation)
Why:	SWHAT coffeehouse is a staple and the biggest volunteer appreciation event with the largest turn out. Ensuring we prepare for a fun filled night of bonding and appreciation. SWHAT is a lot of time commitment for our volunteers

	(minimum of 16 hours a month). Showing the volunteers that their dedication to the service doesn't go unnoticed is important to boost morale and foster strong bonds between the team.
Difficulties:	Midterm season may hinder volunteer availability and turnout. Hopefully with enough notice and promo, it will be a successful event.
Partners:	SWHAT Coordinator, SWHAT Volunteer Affairs Executive, SWHAT Volunteer Team
<b>Service Goal/Objective</b>	Bundle up! (Volunteer Appreciation)
Why:	The weather is getting colder. I would like to have some winter gear such as scarves, mittens and earmuffs in the office for our walkers trudging outside in the cold without them!
Difficulties:	Fitting costs into our budget. I want to keep as much room in our budget as possible for Volunteer Uniforms which have been especially costly in past years.
Partners:	SWHAT Coordinator, VP Finance
<b>Service Goal/Objective</b>	Holding online video conferences with different walk home services across Ontario
Why:	Discussing best practices and introducing the idea of having a conference in Winter 2020
Difficulties:	November is an extremely busy time with midterms, essays and assignments. This might not be the priority for my executive team or other student unions.
Partners:	SWHAT Coordinator, SWHAT Executive Team, VP Admin
<b>Personal Goal</b>	Relax. Breathe a little before December exam season. I tend to allow my work to permeate every aspect of my life, leaving little time for mindfulness, personal relationships and academics. Prepare myself for exam season by pacing myself and tracking the hours I spend behind the scenes on SWHAT related tasks to prevent burnout.

DECEMBER	
<b>Service Goal/Objective</b>	Exam Season Library Pop-ups
Why:	Historically, SWHAT has had pop-ups in H.G. Thode Library when it switches over to 24-hour operation. Revitalizing this initiative
Difficulties:	Exam season is a stressful time for all volunteers and execs involved. Gauging interest in setting up a pop-up and ensuring we have volunteer availability is vital to the success of the initiative.

Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, SWHAT Volunteer Team, Underground, McMaster Library Services
<b>Service Goal/Objective</b>	SWHinter Socials and Holiday cards (Volunteer Appreciation)
Why:	Historically, each person on the SWHAT executive team has held a volunteer appreciation event in the days leading up to and during exam season. During our last executive meeting for the semester, we will be signing holiday cards for each SWHAT volunteer, and distribute the cards equally amongst the executive team so they can include a heartfelt message in the card for the respective volunteer.
Difficulties:	Due to this month being a very busy time, there will likely be a low volunteer turn out to most, if not all, volunteer appreciation events. Ensuring I prepare my executive team for a low turnout so they don't feel discouraged and internalize it as a personal shortcoming/failure.
Partners:	SWHAT Coordinator, SWHAT Executive Team
<b>Service Goal/Objective</b>	SWHuber Eats (Volunteer Appreciation)
Why:	During exam season, SWHAT books a room in MUSC to provide volunteers with a study/hangout spot to destress. We have snacks and executive team members also do snack deliveries to volunteers studying in libraries.
Difficulties:	Again, this is a busy time so we will likely have low turnout. I will ensure my Volunteer Affairs Executive doesn't feel discouraged by it.
Partners:	SWHAT Coordinator, SWHAT Volunteer Affairs Executive
<b>Service Goal/Objective</b>	Lobby with University to sponsor hosting a walk-home service conference at McMaster University in Winter 2020
Why:	Building connections with walk home teams at other universities, planning for sponsorship because it will definitely be over budget for SWHAT alone.
Difficulties:	December is a busy time considering exam season. Responding to something not vital to the university's functioning might not be a priority.
Partners:	SWHAT Coordinator, VP Admin, Dean of Students (Sean Van Koughnnett)
<b>Personal Goal</b>	Reflect on what worked and what didn't work over the past four months. Modify my leadership style accordingly.

## JANUARY

<b>Service Goal/Objective</b>	SWHAT TV
Why:	Fun Q&A style questions related to campus safety and SWHAT posed to students in MUSC. The goal is to help dispel misconceptions about the

	demographic accessing our service and clarifying the role of the service to students who aren't as aware about us. Film the video in the first few weeks of January when MUSC is teeming with students to maximize outreach.
Difficulties:	This is a busy time for all services gearing towards promotions at the beginning of the semester. Ensuring we communicate with the Communications Officer well in advance to assist in video-taping.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, SWHAT Volunteer Team, Communications Officer (Connor MacLean), Marketing and Communications Director (Michael Woorder)
<b>Personal Goal</b>	Check in with executive team on how they are doing in their roles. What worked for them the past semester and what didn't. Modifying my leadership style to best support my executive team.

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FEBRUARY	
<b>Service Goal/Objective</b>	Strategizing for March Walk-a-thon
Why:	Identify the charity we would like to donate to. Map out promotions strategy (Facebook and Instagram giveaways) to engage the community during walk-a-thon month. Prepare graphics.
Difficulties:	This is a short month especially due to reading week. Hammering out an effective promotions strategy for the upcoming month is vital for the campaign to be successful. Ensuring my Public Relations executives feel supported throughout the planning stages by maintaining open communication, clear expectations and delegating tasks.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Underground
<b>Service Goal/Objective</b>	Ontario Student Walk Home Services Conference
Why:	Bringing together executive teams from different campuses across the Greater Toronto and Hamilton Area
Difficulties:	Budgeting for a conference, balancing my own academic workload with the demands for planning a conference of this scale.
Partners:	SWHAT Coordinator, VP Admin, McMaster University
<b>Personal Goal</b>	Take a mental vacation during Winter Reading Week. Take time away from SWHAT, and encourage the rest of the executive team to do so as well.

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MARCH	
<b>Service Goal/Objective</b>	Walk-a-thon month
Why:	Historically, we've always received less walks in the March walk-a-thon compared to the November walk-a-thon. I would really like to go all out on

	promotions during this month to maximize service usage. SWHAT will donate a dollar to our selected charity for each walk we get during the month.
Difficulties:	Walk-a-thon month is very promo dependent. We have to ensure we revive our social media channels and have promo materials ready well in advance. A lot of planning will be needed in terms of mapping out a promotions schedule for the weeks leading up to November, as well as preparing a calendar for promotional activity during the month.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, Underground
<b>Service Goal/Objective</b>	Assist incoming SWHAT Coordinator in hiring the 2020-2021 Executive Team, followed by general walker and dispatcher hiring.
Why:	SWHAT needs a full team before September to ensure we are ready to function when classes start. This is the ideal time to hire our large team for the next academic year because people will be unavailable for interviews during the spring/summer.
Difficulties:	I had to hire the 2019-2020 Executive Team in multiple waves over the duration of a month due to very low applicant turnout. This put undue stress on me to finish volunteer hiring before April exam period like I had originally intended to in my schedule. Preparing the incoming coordinator for unexpected circumstances and having a flexible transition schedule is vital.
Partners:	SWHAT Coordinator, Incoming SWHAT Coordinator, Operations Coordinator (Maddison Hampel)
<b>Personal Goal</b>	This will be a very email heavy month for me. I will be relaying all communications between the incoming coordinator and the individuals applying to be a part of the incoming executive team, and walker/dispatcher team. In between walk-a-thon month, coming in to shift and coordinating my own executive team, I will have to budget the amount of time I devote to setting up SWHAT for the next year to ensure my own mental well-being and prevent burnout.

APRIL	
<b>Service Goal/Objective</b>	Exam Season Library Pop-ups
Why:	Continue depending on how this initiative runs in December
Difficulties:	Exam season is a stressful time for all volunteers and execs involved. Gauging interest in setting up a pop-up and ensuring we have volunteer availability is vital to the success of the initiative.
Partners:	SWHAT Coordinator, SWHAT Public Relations Executive, SWHAT Volunteer Team, Underground
<b>Service Goal/Objective</b>	SWHuber Eats (Volunteer Appreciation)

Why:	During exam season, SWHAT books a room in MUSC to provide volunteers with a study/hangout spot to destress. We have snacks and executive team members also do snack deliveries to volunteers studying in libraries.
Difficulties:	Again, this is a busy time so we will likely have low turnout. I will ensure my Volunteer Affairs Executive doesn't feel discouraged by it.
Partners:	SWHAT Coordinator, SWHAT Volunteer Affairs Executive
<b>Service Goal/Objective</b>	SWHAT Closing Ceremonies (Volunteer Appreciation)
Why:	The last event of the year to show gratitude for our volunteers for all the time and effort that they have put into the service. This is also a good time for sentimental goodbyes and distributing volunteer uniforms.
Difficulties:	Low turnout due to exam/essay season. Emotional time for everyone. Ensuring my executive team feels appreciated.
Partners:	SWHAT Coordinator, SWHAT Volunteer Affairs Executive, SWHAT Volunteer Team
<b>Service Goal/Objective</b>	Transition Reports and Transition Meeting for incoming Coordinator and Executive Team
Why:	Answering questions the incoming executive team may have. Set them up for success next year.
Difficulties:	Busy time with exams, assignments and essays. Completing transition reports will not be everyone's first priority. If reports aren't a possibility, holding a transition meeting near the end of exam season in person or online could be something to think about
Partners:	SWHAT Coordinator, SWHAT Executive Team, Incoming Coordinator and Executive Team
<b>Personal Goal</b>	Coming to terms with what I and my team have accomplished over the past year. Ensuring I end the year, and my undergraduate career, on a high note. How to say goodbye?

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## Long-term planning

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<b>Overarching Vision (<i>what is the ultimate goal?</i>)</b>	<b>Develop and implement a province-wide Walk-Home Service Conference</b>
Description	<p>Earlier in May, I had been contacted by Twan Dieker, Vice President of Programming and Services at Wilfrid Laurier University's Student Union. Their walk-home service, Foot Patrol, has suffered a considerable decline in service usage and volunteer numbers over the years. Twan had reached out to numerous campus walk-home services across Ontario to gain insight into how we function individually on our campuses. Moreover, Twan hoped to receive advice on how to revitalize Foot Patrol at WLU.</p> <p>I am aware that the idea of a province-wide coalition between walk-home services isn't entirely new. However, I hope to use this opportunity to build on foundations laid in the past.</p> <ul style="list-style-type: none"><li>• Collaborate with walk-home services at other Ontario Universities and Colleges in the hopes of improving our practices</li><li>• Develop a province-wide operating policy</li><li>• Host a weekend-long conference bringing together walk-home service executive teams from across Ontario</li><li>• Discuss popular misconceptions about walk-home services and strategies to raise awareness about campus safety</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Developing positive relationships with student unions across Ontario</li><li>• Standardizing our approach to walk-home programs and learning from one another to ensure optimal use of resources</li><li>• Forming a provincial coalition of walk-home programs which can advocate for more universities and colleges in Ontario to implement walk-home programs</li></ul>
Year 1 Goals	<ul style="list-style-type: none"><li>• Contact walk-home services at other Ontario Universities and Colleges</li><li>• Hold in-person and online meetings to discuss individual practices, challenges and achievements</li></ul>

	<ul style="list-style-type: none"> <li>• Lobby with University to sponsor hosting a conference at McMaster University</li> <li>• Begin planning a weekend long conference to be held at some point in February or March 2020, bringing together executive teams from different campuses across the Greater Toronto and Hamilton Area</li> </ul>
Year 2 Goals	<ul style="list-style-type: none"> <li>• Assuming the first conference is a success, extend invitations to campuses across Ontario with walk-home programs</li> <li>• Draft a policy paper outlining best practices</li> </ul>
Year 3 Goals	<ul style="list-style-type: none"> <li>• By now, hopefully all walk-home programs in Ontario can form a coalition</li> <li>• The coalition would be responsible for reviewing and updating our policies, have a joint emergency budget created from our individual budgets, and inter-team mixers</li> <li>• Lobbying to universities/colleges in Ontario without walk-home programs to implement them on their campuses</li> </ul>
Partners	SWHAT Coordinator, MSU VP Admin, MSU VP Education, Walk-Home Service Managers (Ontario Campuses), SWHAT Executive Team

# Monthly Breakdown

<b>May</b>	<ul style="list-style-type: none"><li>• Network Training</li><li>• Contact Communications Officer about video collaboration (How to get a walk Video and Non-binary framework video announcement)</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• Review executive team year plans</li><li>• Discuss collaboration with Off Campus Orientation Representatives for walk homes during Welcome Week 2019</li><li>• Inventory promotional material</li><li>• Draft scripts for promotional videos.</li></ul>
<b>July</b>	<ul style="list-style-type: none"><li>• Contact Security Services about improvements to McMaster Safety App</li><li>• Register for Horizons Success Fest and ClubsFest 2019</li><li>• Review video scripts with Communications Officer and WGEN Coordinator</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>• Executive Team Training and Volunteer Training</li><li>• Welcome Week 2019 Availabilities</li><li>• Collaborate with OCOR Team to provide walk homes each night of Welcome Week 2019</li><li>• Shoot promotional videos for upcoming school year</li><li>• Collaborate with MSU Campus Events to plan SWHAT presence at Homecoming in October 2019</li><li>• Collaborate with Hospitality Services to revitalize SWHAT Chocolate for November 2019</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>• What's SWHAT Campaign</li><li>• First year volunteer hiring</li><li>• SWHAT at SACHA's Take Back the Night</li><li>• Contact walk-home services at other Ontario universities and colleges.</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>• Homecoming and Halloween Weekend Presence</li><li>• Humans of SWHAT Campaign</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>• November Walk-a-thon</li><li>• SWHAT Chocolate</li><li>• SWHAT Coffeehouse</li><li>• Holding online video meetings with different walk home services across Ontario</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>• Library Pop-ups</li></ul>
<b>January</b>	<ul style="list-style-type: none"><li>• SWHAT TV</li></ul>

<b>February</b>	<ul style="list-style-type: none"><li>• Ontario Student Walk Home Services Conference</li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>• March Walk-a-thon</li></ul>
<b>April</b>	<ul style="list-style-type: none"><li>• Library pop-ups</li><li>• Closing ceremonies</li></ul>