



# REPORT

*From the office of the...*

## Spark Coordinator

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TO: Members of the Executive Board  
FROM: Anika Spasov  
SUBJECT: Spark Report 1  
DATE: July 18<sup>th</sup>, 2019

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### **YEARPLAN UPDATE**

Hello! I am extremely excited to be sharing my updates on Spark with you and am very confident in the direction the service is taking. Overall, I we are in a very good place and feel optimistic about the upcoming year!

### **SERVICE USAGE**

While our service is not active over the summer, we have already made huge strides in interacting with first years and answering their questions. At May@Mac we had over 50 students sign-up for our email list and continue to have students sign-up via our website. We have also been surpassing all of our social media goals! This year, we had plans on enhancing our Instagram presence as the incoming classes have been using this platform more. In June we had just over 300 followers with a plan to reach 500 by Welcome Week. We then changed our goal to 750, than 1000 and currently we have 1201 followers. I am also pleased to say that about 85% of these are incoming first years as we have been very targeted in who our audience is. I believe this will only continue to grow as we have Instagram takeovers with both McMaster University and Mac Admissions.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

This past weekend has been very packed! We completed interviews, our first ever First Year Livestream Q&A and the MSU's first ever online group interview.

This year, Spark had 152 applicants for 33 Team Leader positions. Of these applicants, 97 were offered an interview. I am pleased to say we had a greater representation of faculties in our applicants. Those offered an interview included: 9 from nursing, 7 from commerce, 7 from social sciences, 5 from engineering and 2 from humanities. In comparison to last year, we did not interview anyone from engineering or humanities, only 1 from commerce, 3 from social sciences and 1 from nursing.

Our First Year Livestream Q&A was a huge success, with much thanks to our Outreach and Engagement Coordinator! Over 1000 people have viewed it on Facebook so far and 348 viewed it on our Instagram live story. On our Instagram, our peak live views was 178. Before hand, we received over 50 questions submitted from first years and plan on making a document/segment on our website for those questions we did not have time to answer. Overall, it was a huge success and I believe was a great way to introduce students our service early one.

We ended our weekend with a first-ever online group interview. This year we began our hiring process much earlier in the summer. Due to this, a larger proportion of our applicants were unable to come to Hamilton for an in-person interview. Consequently, we had to find a way to interview online applicants in a quicker process. Using Google Hangouts we were able interview 21 applicants over 3 different group calls and then break into individual calls afterwards. Not only did this allow us to accommodate all these applicants, but we were able to gauge how they work in a group dynamic. Typically, online calls have been strictly one-to-one interviews, so it was great to see how they work with others and also allow our whole team to meet everyone. While we did run a little over time and I have some suggestions for the future, I believe overall it was successful and greatly improved our hiring process.

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

Throughout this summer, our Events Coordinators have been working extremely hard on the Spark First Year Formal. We have decided to go with the Scottish Rites this year as they are giving us an **incredible** deal on the venue and will likely break even (and even make a profit)!

We also have two Welcome Week events planned which have received funding from WWSTAPC. The first is our Canvas Painting event and the second is our Dog Therapy/Toy Making event. Given we've hired earlier this year, we hopefully will be able to schedule volunteers for roughly 30-60 minute shifts at a time. Through these events, we hope Spark Team Leaders will have the opportunity to make genuine connections with first years early on and introduce them to our mentorship program.

I have also been in works with Residence Life regarding their Residence Life Curriculum and creating Spark 'mini-sessions' in residence throughout the year. While this is still in the development stages, I look forward to the partnership!

### **BUDGET**

So far, our spending has only been on promoting Team Leader applications. However, we will be putting in our deposit for First Year Formal shortly. We will also need to buy a new Spark banner ASAP as ours officially broke during interviews this past weekend.

This year, Spark has begun new partnerships in receiving funding. As I had mentioned, we received roughly \$1250 combined from WWSTAPC for both of our Welcome Week events. Currently, we are creating our Sponsorship package and hope to begin pursuing sponsors later in August. We have also received some free gift cards from the Campus Store as a donation.

In terms of budget, our Events Coordinators have done an incredible job at budgeting our Formal. Currently, if we set ticket prices to \$26 and sell 292 (out of 300) we will break even. However, we are thinking of setting ticket prices to \$30, but we are waiting to hear back about the third party vendor for the MSU ticketing. This means, our events/workshops budget could greatly open up this year and allow us to provide more resources.

Costs			Funds (Option 1) - Lots of Profit		
Item	Amount	Total (\$)	Item	Amount	Total (\$)
<b>Venue Rental (Plus Tax)</b>			FYC		
Room Rental (6 hours)		592.5	Ticket Sales (\$26.00)	300	7800
<b>Beverages (Plus 10% Gratuity, 5% Club Fee, Tax)</b>			TLs (\$10)	15	150
Bartender (\$30/hour)	5	150	Spark		1050
Drink Tickets (2.25/ticket)	300	675	Total Funds:		10000
<b>Food (Plus 10% Gratuity, 5% Club Fee, Tax)</b>			<b>Funds (Option 2) - Limited Profit</b>		
Pasta Station (\$8.00/person)	300	2400	Item	Amount	Total (\$)
Up Charge for Vegan/Vegetarian Pasta (1/3 total quantity) (\$1.50/person)	80	120	FYC		1000
<b>Pizza</b>			Ticket Sales (\$24.00)	300	7200
(25 people/\$76.00/platter)	8 (200)	600	TLs (\$10)	15	150
Assorted Veggies and Dip (25 people/\$80.00/platter)	4 (100)	320	Spark		1050
Assorted Cupcakes and Sweets (25 people/\$85.00/platter)	6 (150)	390	Total Funds:		9400
Fruit Platter (25 people/\$65.00/platter)	6 (150)	670			
<b>Items Not Taxed</b>					
Security		180			
Stican Fee		75			
Projector		75			
<b>Scottish Rites Subtotal</b>					
Gratuity		522.5			
Club Fee		261.25			
HST		854.2625			
<b>Total Payment to Venue</b>		<b>7755.5125</b>			
<b>Other</b>					
Snapshot filter		32.52			
DJ		350			
Decor		400			
Photographer?					
Ticket Admin Fee?					
<b>Grand Total</b>		<b>8538.6325</b>			

## VOLUNTEERS

The Exec Team has been absolutely amazing and I am so proud and thankful for them all! It has been pretty easy to find regularly scheduled meetings and bi-weekly check-ins, and I feel like the team has really gotten to know each other! I'm excited to meet all our new Team Leaders shortly!

## CURRENT CHALLENGES

Current challenges have included our room bookings for sessions. While we technically have rooms booked in MUSC for the year, I don't entirely feel comfortable with how it was set-up. Sarah and I have been in discussions about this and feel like we may have found a solution by 'borrowing' BoD and other services' booking hours during the school year.

## SUCSESSES

I feel like Spark has already had many successes even just throughout the summer. Our online engagement has been skyrocketing and we already have received outside funding for our planned Welcome Week initiatives. We also met our goal of improving Faculty representation on the team and feel we will better be able to support all first year students. Given the success of last year, we have a great potential for making a profit on Formal, which would be amazing! Finally, on a personal note, I am incredibly lucky to have such an outstanding Executive Team to support myself and the service!