



REPORT

From the office of the...

Shinerama Campaign Coordinator

TO: Members of the Executive Board
FROM: Alexa Cerio
SUBJECT: Shinerama Report 5- FINAL
DATE: September 16, 2019

****This report will involve Welcome Week to current date****

YEARPLAN UPDATE

This month we have been focusing on finalizing Shine day detail (locations, booking spaces, bus rentals, speakers etc) and welcome week Fundraising plans. We accomplished this through meeting with each faculty's shine team and/or planners to re-iterate, outline and clarify Shine day plans. We have been doing a large push in terms of sponsorship this month, for Casino night and Shine Day. This month was focused on fundraising dollars through a larger number of events throughout welcome week for our own team and other faculties, especially shine day.

SERVICE USAGE

Average ~3k reach, weekly, on social media.

Facebook page alone averages about 950 views a week with over 90 engagements

Re-starting 'Shiner of the Week' on our MSU Facebook page

\$400 boost from MSU Shine fundraised dollars for team who has raised the most money during summer - **went to Commerce Faculty**

\$400 boost from MSU Shine fundraised dollars for team who has raised the most money during summer PER rep- **went to Nursing Faculty**

PAST EVENTS, PROJECTS & ACTIVITIES

Events:

Shinerama National Conference: myself plus three Executives attended the National Conference

Walk to Make CF History

23rd Annual McMasters Golf Tournament (waiting on/NEED donation amount of \$2000 from Campus Events)

Projects:

- Adding all Shine coordinators to the Shine FB page where I will give them information/updates -> this is complete, now we are organizing times to meet with each shine co to finalize shine day plans

- Released list/dates of summer shine events for our team of 30
- Mandatory participation/attendance at 3 summer events for all MSU shine reps
- We have had several shine events this month- mostly store front shining
- Meetings with every shine co/planner to finalize shine day- individual meetings with each faculty took place during welcome week to go over their Shine Day location package which outlined their shine day location/activity plans, transportation, expectations, start/end time, where to drop off money, etc.
- Bling Bling-bling bling is an event the shine team runs by holding buckets for each faculty- every time a dime is put in a bucket it ADDs 10 points to their faculty points total: any other type of coin/bill will DEDUCT points from their faculty total- the dollar amount from each bucket will go towards said faculties' Shine Total
- Throughout Welcome Week fundraising included: off-campus storefront shining, on campus water balloon toss, polaroid sales, merchandise sales, busking, sign making, hair braiding, button sales, face painting/tattoo markers, awareness table, etc.
- Residence will have a "Shine Games"- Games of dodge ball using a tier system to determine a winner; teams are made within residences and off-campus- each first year that attends will receive a point towards their residence. 1st, 2nd and 3rd place teams will then receive 15, 10 or 5 additional points.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Events:

1. Shine Team feedback forum
2. Transition Report- from myself and all exec members
3. Organizing of storage room
4. Recording all totals + expenses on spreadsheet

BUDGET

Budget:

Item	Actual Cost
Shine Day shirts	4350
Shine Day busses	1160
Shine Day Avtec	777
Shine Day Space - Sport Hall	750
Misc. Expenses (buttons)	100
Shine Photobooth Polaroids	200
TOTAL	\$7,337

****Splitting AVTEC and Sports Hall with Residence -**

Struggle: Trying to reduce all costs from last year as it came out of donations.

Sponsorship: We have secured around \$2,004 in in-kind sponsorship donations for the Golf Tournament.

Funds raised:

\$2000 from Golf Tournament

An additional \$600 online

An additional \$580 from storefront shining during summer

Around \$3000 from Welcome Week

GRAND TOTAL = SUM(
7790.94

SHINE DAY:

Breakfast sponsored by lift Church

Sports Hall- \$750- split with residence

AVTEK- around \$600

CF Speaker- Gift bag

Busses- around \$700

Shine T-Shirts- \$4, 350 (will get some money back from purchases of shirts by reps)

VOLUNTEERS

Successes: I have been regularly checking in with volunteers to see how they are feeling about their role, and whether or not they are being provided with the opportunities they expected, or how they would like to get more involved.

Challenges: Returning representatives, on average, have not been as engaged as expected, and in comparison to new representatives. I have determined that I needed to be much stricter (although understanding) with volunteer commitment during the summer months, thus I implemented a strike system. Online shining needs to improve

Opportunities: I have tried my best to provide volunteers with opportunities to get more involved and to play a larger role in the service. I have, with my events executives, created a summer events schedule specifically for the MSU Shine team, with each event being treated as a 'mini shine day'.

CURRENT CHALLENGES

Locked out of many documents from last year

With the new layout/programming of shine day, it has been confusing to faculty planners (and myself) what they need to submit versus shine (EX: EOHSS forms)

- *****Shine day totals took a hit of between \$15 and \$20 thousand due to the time cut this year
- The MSU Shine teams receives no funding from the MSU- can this be discussed? Even \$1000 would be helpful as every dollar spent comes out of donations.

- Many rep lanyards on my team (9) were never received.
- Even though we are an MSU service, Shine Day was not advertised on the MSU instagram account, which would have been helpful for many first years to know about the dodgeball tournament.
- One Faculty decided on the day of Shine Day to not participate- Arts Science
- Casino Night communication errors between Shine and Campus Events

SUCSESSES

Team Leadership: Sponsorship and events have demonstrated great leadership and drive so far, solidifying in-kind donations and planning summer fundraising and bonding events.

Community Engagement: We have been doing much better this year at connecting with the community, especially the Cystic Fibrosis Hamilton chapter

OTHER

N/A