



REPORT

From the office of the...

Spark Coordinator

TO: Members of the Executive Board
FROM: Anika Spasov
SUBJECT: Spark Report 5
DATE: December 2nd, 2019

YEARPLAN UPDATE

This past month we held our First Year Formal and it went great! We also collabed with other services to host the House Hunt, where first years could get more information on renting a house in Hamilton or other living options such as commuting and being a CA. Last night, we also had our Winter Team Social. The team has really been bonding a lot this year, with consistently over half the team showing up to all our socials and appreciation events! A big thank you goes out to all the Execs and Team Leaders for being so fantastic and really making Spark shine! This semester, I think we have really kept up the momentum from the summer. Our events and outreach have expanded so much this year, and its really exciting to see how the service has grown!

SERVICE USAGE

We had a serge in session attendance in the last week of sessions, with groups averaging at 6 students. The daytime sessions were almost full and one hosted a potluck while the other did a gingerbread house decorating contest. Throughout the semester we had 130-160 students consistently attend Sessions each week, with some weeks having higher retention (such as the cooking and housing session) and lower retention (if there was a Chem midterm). Last year, Sessions were averaging 2-3 students per group, with 40-60 students consistently attending each week.

Our Facebook page got 18 new likes this month and our posts reached 16,607 people. On Instagram, we reached 18,582 accounts and had 116,435 impressions on our posts. Our posts about housing tips and the Ontario Standard Lease were archived 164 times and forwarded to another account 161 times.

We sold 221 tickets to First Year Formal and 214 attended. Then, during our House Hunt event, we had over 200 attendees.

PAST EVENTS, PROJECTS & ACTIVITIES

On November 14th we hosted the First Year Formal, alongside FYC. It was a really great night with 214 students attending, plus 24 Spark volunteers and 8 FYC students. A huge shout-out goes to Esther and Heba for putting the night together! The students that came had so much fun and it was such a beautiful venue. It was also a real bonding opportunity for our TLs, who I think also had just as much fun with the students and stayed to help clean-up in record time! We had a carnival theme, with a popcorn machine, balloon art, and various carnival games that were rented out. The Scottish Rites Club was a really great venue and I would highly recommend using them again in the future. They were very accommodating and eager to help throughout the night. The

2-room set-up also worked very well, with a dance room and dinner in the ballroom, and carnival games and the candy bar in the other room. Next year, I would recommend adding a few more tables. It does mean a little less dance room, but I think it would work better. Their coat check was also super large, which was great because last year we struggled with that as many students come with large winter coats. We also used Eventbrite this year, which unfortunately meant we had to add ticket fees. All fees included between Compass and Eventbrite came to \$3.15, which ended up coming out of student pockets. This was more than I was originally quoted when given the ticket fee breakdown information, and there was something odd when we set up the event on Eventbrite where the fee would go up or down based on some settings. I would suggest the MSU looks into this, as it can make budgeting challenging, because we ended up reducing our ticket base price to accommodate this.

However, even with this challenge, we came under budget. We aimed to use no more than \$1050 of our budget for Formal. In total, we only spent \$963.68 directly from our budget. In comparison, last year, \$1625.38 of the Spark budget was used for Formal, even with it being completely sold-out. This is another reason why I would recommend Scottish Rites again. Even with not being completely sold-out, we were able to make some money back. Ticket sales can be hard to predict sometimes, as it can depend on dates of other formals and midterms. Having a venue which is more cost effective, helps mitigate this.

On November 27th, we also co-hosted the House Event. We had 7 of our volunteers go to help out with it and share their experiences. Over 200 students attended and we actually had to expand into the room next door to accommodate this. I think hosting this event in late November was a great idea, because that's when students are starting to think about housing. I also think our online outreach also helped drive up the attendance of the event. A big shout-out also goes to Grace, the FYC Coordinator, for organizing a lot of this!

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Upcoming, we have our Back to the Grind event with Macademics. It will be a small study session event in MUSC. One room is a silent study and the other will be a chill study room where there will be light music and students can chat. We are getting some fruit and snacks, plus lots of tea, coffee, juice and hot chocolate. Also, we going to run hot drinks to students if they comment on our Instagram/Facebook post and tell us where on-campus they are. Then, when we go and drop the drink off to them, we are also attaching a post-it note with a little motivational or self-care quote on it.

Next, we are also gearing up for our Winter Sessions. We have over 50 students pre-registered and we will have registration open throughout December and January. We are also running 11 sessions instead of 10 this time. This is because starting the first session later into the semester means there may be a midterm that week and students are less likely to attend. Plus, it helps lessen the gap between registration and sessions beginning. We are also doing the Meet n' Greet again, likely on January 10th. Also, we are offering daytime sessions every day. We will have 16 groups: two 1pm-2:30pm and two 6:30pm-8pm Mondays-Thursdays. Almost all the rooms are booked for the semester under other services names, but I am still waiting for 2 to send me back their confirmations of the bookings. Thanks to all the services and PTMs who offered up their bookings times to help us out!

In January, we are also collabing with FYC and Elections to host an event to help teach first years what the MSU does and what the President does. Then they will have the opportunity to talk to candidates. It will be run with some sort of canvas painting event to help entice students to come.

BUDGET

Here is my spending for Spark this far. We are still awaiting the WWSTAPC funding and we are meeting in-person with the Office of Community Engagement this Tuesday to discuss funding. We are also waiting to hear back from some faculties. Financially, we are in good shape and on-track. Additional funding we get will go towards volunteer appreciation and running another campaign in second semester through UG.

SPARK				
EXPENDITURE				
ACCOUNT CODE	ITEM	BUDGET / COST	PO SUBMITTED (DATE)	PO APPROVED
5003-0125	SPARK - OFFICE SUPPLIES	60.00		
	\$20 Clubsfest table	\$20.00	August 19, 2019	126583
	TOTAL SPENT IN LINE	\$20.00		
	REMAINING IN LINE	\$40.00		
6103-0125	SPARK - ANNUAL CAMPAIGNS	3,000.00		\$1,794.05
	SESSIONS - \$1450.00			\$664.63
	4x\$120 for Altitude Bonfire Pit - Invoice	\$480.00	June 26, 2019	PO006936
	Paint, Canvas and Paint Brushes - WWSTAPC (will be refunded after Welcome Week)	\$266.77	July 26, 2019	126524
	Parking pass for therapy dogs (will be refunded by WWSTAPC after Welcome Week)	\$18.00	August 12, 2019	WWSTAPC Owes:
	Parking passes for therapy dogs (will be refunded by WWSTAPC after Welcome Week) (2 x \$18)	\$36.00	August 20th, 2019	\$1,568.81
	10 cheese pizzas + 7 pepperoni pizzas from Pizza Pizza - Pizza Paint Night - will be refunded by WWSTAPC	\$397.84	August 27th, 2019	126611
	Walmart - Puppies, Popsicles and Peers - 7 x Banana Popsicles, Cooler, storage bin - will be refunded by WWSTAPC	\$4.68	August 12, 2019	126569 Revenue
	Walmart - Spark Sessions - 2 x rice bags, 5 x chip bags	\$12.32	August 12, 2019	126569
	Dollarama - Puppies, Popsicles and Peers - 5 x scissors - will be refunded by WWSTAPC	\$13.00	August 12, 2019	126569
	Dollarama - Pizza Paint Night - 3 x packages of plates, 8 x picture frames - will be refunded by WWSTAPC	\$29.49	August 12, 2019	126569
	Dollarama - Sessions - 27 x balloon packages, 7 x styrofoam balls, 7 x plastic spoon packages, 5 x pompom packages, 2 x manila envelope packages, 2 x toothpick package, 1 package envelopes, 6 x marshmallows	\$74.93	August 12, 2019	126569
	Dollarama - Sessions - 2 x pompoms, 2 x manila envelopes	\$5.71	August 12, 2019	126569
	Dollarama - Pizza Paint Night - 2 x kitchen funnels - will be refunded by WWSTAPC	\$2.88	August 12, 2019	126569
	Fortinos - Sessions - 1 x vegan marshmallows	\$7.90	August 12, 2019	126569
	Dollarama - Puppies, Popsicles and Peers - 4 x freezies - will be refunded by WWSTAPC	\$4.52	August 12, 2019	126569
	Complete RentAlls - Tables for Welcome Week events - 3 contracts combined (\$339 + \$351.43 + \$74.58) - will be refunded by WWSTAPC	\$765.01	August 22nd, 2019	16632
	Shoppers - extra popsicles for Puppies, Popsicles and Peers - 7 x popsicles - will be refunded by WWSTAPC	\$30.62	August 28th, 2019	
	\$20 per session group for Discover Your City (not all money used)	\$343.15	September 30th, 2019	
	Printing from Underground for Metamorphosis Pamphlets	\$223.74	September 13th, 2019	
	Food for Food Security Sessions	\$106.84	October 24th, 2019	
	Cookies and Consent Session	\$60.04	November 3rd, 2019	
	Alumni Sponsorship	\$300.00		
	President Sponsorship	\$350.00		

EVENTS - \$1450.00				\$1,093.92
Mills Plaza - Night Before Classes rental	\$35.00	August 28th, 2019	126633	
\$2000 Deposit to Scottish Rites (will make back through ticket sales)	\$2,000.00	July 25, 2019	PQ006993	
Final Deposit for Formal for Scottish Rites	\$5,842.47	November 1st, 2019		
FYC Formal Decorations	\$201.00	November 6th, 2019	126800	
Deposit for DJ	\$400.00	November 20, 2019		
Formal Revenue Total (Ticket Sales and FYC)	\$7,479.79			
Snacks for Closing Ceremonies	\$27.74	November 25th, 2019		
Coffee for Back to the Grind	\$37.50			
Snacks for Back to the Grind (may not all be used?)	\$30.00			
OUTREACH - \$100				\$35.50
Dollarama - Welcome Week Table - 3 x water jugs	\$10.50	August 12, 2019	126569	
Union Market Coffee for Meet n' Greet	\$25.00			
TOTAL SPENT IN LINE	\$1,794.05			
REMAINING IN LINE	\$1,205.95			

6501-0125 SPARK - ADV. & PROMOTION	2,600.00			
Underground Standing Order - \$1500 (all used up)	\$1,500.00	Jun 10, 2019	126444	
Instagram ads for Formal	\$60.00	November 3rd, 2019		
Uber Rides for Formal Promo	\$30.00	November 6th, 2019		
Underground Standing Order - \$900 (not all used up yet)	\$900.00	November 20th, 2019		
TOTAL SPENT IN LINE	\$2,490.00			
REMAINING IN LINE	\$110.00			

6802-0125 SPARK - LEADER TRAINING	750.00			
Pizza for Training	\$200.00			
Treats for End of Year Social	\$16.25	November 3rd, 2019		
Volunteer Gingerbread Houses x 3	\$32.97	November 20, 2019		
Volunteer Appreciation Gifts - Dollarama	\$96.33	November 15th, 2019		
TOTAL SPENT IN LINE	\$345.55			
REMAINING IN LINE	\$404.45			

TOTALS			
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,410.00	
TOTAL ACTUAL DISCRETIONARY SPENDING		\$4,649.60	
REMAINING DISCRETIONARY SPENDING		\$1,760.40	

Underground Standing Orders - 126444 (\$1500) & # (\$900)	\$2,400
Item	Amount Used
TL Hiring Promo	\$150.00
TL Banner - but will be paid for by Wooder account (not from	\$210.00
T-shirts	\$509.32
Stickers	\$164.00
Rave cards	\$53.04
Registration Promo	\$200.00
Promo for Night Before Classes	\$150.00
First Year Formal Promo	\$230.00
Hike n' Hangout Promo	\$150.00
Total Spent in Line	\$1,606.36
Remaining in Line	\$584

Formal Budget Breakdown:

Costs			Revenue		
Item	Amount	Total (\$)	Item	Amount	Total (\$)
Venue Rental (Plus Tax)			Ticket Sales		
Room Rental (6 hours)		\$562.50	Student Tickets (Compass and Eventbrite fees excluded)	221	\$6,319.79
Beverage (Plus 10% Gratuity, 5% Club Fee, Tax)			TL Tickets		\$160.00
2 Bartender (\$30/hour)	4	\$240.00	Other		
Drink Tickets (2.25/ticket)	320	\$720.00	FYC Contribution		\$1,000.00
Food (Plus 10% Gratuity, 5% Club Fee, Tax)			TOTAL REVENUE		\$7,479.79
Pasta Station (\$8.00/person)	300	\$2,400.00			
Up Charge for Vegan/Vegetarian Pasta (1/3 total quantity) (\$1.50/person)	50	\$75.00			
Pizza (25 people/\$75.00/platter)	8 (200)	\$600.00	2018 Actual Money Spent out of Spark Budget Line:		\$1,625.38
Assorted Veggies and Dip (25 people/\$80.00/platter)	4 (100)	\$320.00	2019 Goal Money Spent out of Spark Budget Line:		\$1,050.00
Assorted Cookies and Sweets (25 people/\$65.00/platter)	6 (150)	\$390.00	2019 Actual Money Spent out of Spark Budget Line:		\$963.68
Fruit Platter (25 people/\$95.00/platter)	6 (150)	\$570.00			
Items Not Taxed					
Security (5 hours)		\$150.00			
Socan Fee		\$75.00			
Projector		\$75.00			
Scottish Rites Subtotal					
Gratuity		\$531.50			
Club Fee		\$265.75			
HST		\$867.72			
Total Payment to Venue		\$7,842.47			
Other Costs					
DJ Payment	1	\$400.00			
Decorations		\$201.00			
TOTAL COST		\$8,443.47			

VOLUNTEERS

Spark has such a great team this year!!! Our volunteers are super engaged with the service and attending events. We took a picture with Santa in MUSC last Wednesday and over half our team came to Eggnog on Thursday. Yesterday we hosted our Winter Social and well-over half the team was there. We had a family-dinner potluck and strung up lights and played some music. Some volunteers even made lasagna and mac n' cheese for it! Then we played a game of no-cost Yankee swap. We also gave out our Volunteer Appreciation gifts which included a printed out team photo, a mug with a water-proof Spark sticker on it, adult colouring page, bubble wrap to pop, lots of candy and a homemade vegan cookie.

CURRENT CHALLENGES

Historically, second semester registration is a challenge. That's why we are trying to start registration in December and not just wait until January. Our room bookings have also been a challenge, however, we seem to have a solution by using other services room booking hours. Hopefully this does not overcomplicate key pick-up though. We also have a challenge with bag packing next semester. With the daytime sessions, our Sessions Coordinators are not able to fit bag packing in their schedule every day. Instead, we are splitting up bag packing amongst all the Execs next semester and will have a sign-up sheet closer to January once class schedules are more confirmed. We also have a number of team members who are joining campaign teams. While they do not need to take a LOA as volunteers, historically, this has been a challenge for the

service as Presidentials kick-off the same time as our sessions do. We will be having a discussion about election rules and such, similar to what we did last year with our volunteer team, and revisit expectations.

SUCSESSES

Formal was such a great success and our Events Coordinators would be so proud of themselves! Sessions attendance has also over doubled in comparison to last year. I'm hoping the daytime sessions set a strong foundation for the Mentorship Program, so next year the service can expand even more. We have also been offering more events this year. This semester alone we held 2 Welcome Week events, Night Before Classes, Hike n' Hangout, Movie Night, First Year Formal, House Hunt and Back to the Grind. That is 8 events, on top of our 20 weekly session groups. Last year, first semester hosted 4 events (Night Before Classes, Hike n' Hangout, Formal and Back to the Grind). We have doubled the number of events we hosted, and the attendance for 5 of them were over 200 students. Our online presence has also boomed this year – we started the summer with about 300 Instagram followers and now have over 2600. It has been such a thrill to see the service grow and continue to develop and I'm thankful for the dedication of our team, I could not do it without them!