



# YEARplan13

*Department:*  
MACgreen

*Date Submitted:* July 2, 2013

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*Date Revised:* July 28, 2013

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*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 2<sup>nd</sup>, 2013.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 29<sup>th</sup>, 2013.

The final copy will be submitted to the Executive Board for review and approval at the August 6<sup>th</sup> meeting.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

The mission of MACgreen for the 2013-2014 school year will primarily be to improve student knowledge and concern regarding environmental issues on campus and beyond. We will do this by developing a stronger MACgreen-to-student relationship through increasing education and improving events. We will be working closely with the Office of Sustainability, and together we will focus on waste diversion from landfills. They will be installing new recycling bins throughout MUSC and together, we will educate students about how to dispose waste properly, why proper waste disposal is key, then monitoring the changes MUSC experiences with its waste. This ongoing project will be achieved through monthly tabling in the student centre, obtaining student involvement by utilizing volunteers, and promotion through social media and events. Not only will we strive to improve the MACgreen-to-student relationship, we will also work hard to improve relationships with other MSU services and community groups. Collaborating with other groups for monthly events will be a priority for MACgreen this year. We will also continue and expand Used But Not Bruised Notebooks, Think Recycle, improve advertising and be open to new ideas and plans.

## ROLES that individuals play

List all positions found within or in relation to your department including full-time and part time staff, as well as one of a few general volunteer roles if applicable and how their role intersects with yours.

	Name of Individual	Role(s)
	MSU VP Admin	-boss
	MSU VP Finance	-budgeting and purchasing help
	MSU Student Development Coordinator	-promotions
	MSU Network Admin	-computer and MSU website help
	MSU Accounts Receivable	-purchasing order help
	Kate Whalen; Office of Sustainability	-partner for MUSC waste diversion project -key for sustainability help and knowledge
	Alex Pongetti; Underground Service Coordinator	-Used But Not Bruised contact
	Underground Designer	-help with advertising

	Teresa McKay; Facility Event Coordinator <a href="mailto:musc@msu.mcmaster.ca">/musc@msu.mcmaster.ca</a>	-arranges atrium booking
	Richard Cioci; Think Recycle	-Contact for Think Recycle
	MACgreen Exec Team	-help promote, plan and run events -educate students about the importance of environmental awareness (one exec will take on the Greenvine, another for Used But Not Bruised, and another for Think Recycle; we will each help with all other tasks)
	Student Volunteers	-create Used But Not Bruised Books -install new recycling bins -help run events, clean ups etc.

# OBJECTIVES step by step Copy and paste to add more objectives if required

Objective 1	- The Community Clean Up Event
Description	There is always a lot of waste and litter generated on and off campus throughout Welcome Week. This clean up would require our efforts and the efforts of volunteers, to clean up McMaster's surrounding area following Welcome Week. This event is primarily run by SCSN, but we will help with advertising and promotion, recruiting volunteers and providing giveaways to volunteers.
Benefits	This would be beneficial as it would get students physically involved in cleaning the grounds; they'd be able to see direct results from their efforts. This would also benefit people off campus, as the area would be made clean again.
Difficulties	-getting people to volunteer -not knowing how many people will attend
Long-term	If successful, we can help with this event after every Welcome Week.
How	-advertise through social media, Clubsfest, Welcome Day -arrange giveaways -prepare with SCSN -contact other collaborators for advertising help  -prep in summer and finished week after Welcome Week
Partners	-SCSN (primarily) -Maroons, Inter Residence Council, Shinerama (get them to advertise also, as they are key contributors to Welcome Week events)

Objective 2	- Fair Trade Brunch
Description	A brunch to promote importance of breakfast and fair trade.
Benefits	This is a good event because it promotes fair trade on campus, breakfast and we could also use this as a time to promote ourselves.
Difficulties	-costs -advertising -not knowing how many people will attend
Long-term	This has been a successful event in the past (free food is always appealing), and it would be great to continue this as a tradition.
How	-contact collaborators -purchase/order breakfast food -contact people who were involved last year to get an idea of the amount of food we need -advertise -location?  -begin prep in summer, completed early September

Partners	-OPIRG -Macycle, Global Village -maybe EWB or Farmstand/MTCG could provide local fruit
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Objective 3	- Bike To The Bay
Description	This is an event where as a group, students bike down to the bay. We can provide prizes to encourage people to get involved.
Benefits	This event encourages McMaster students to get off campus and see the surrounding environment. It also encourages modes of transportation that don't emit any waste.
Difficulties	-not knowing how many people will come
Long-term	This event encourages sustainable fun. It has been successful in the past and shall continue to be successful in the future.
How	-advertise through social media, Clubsfest, Welcome Day -arrange giveaways -prepare with OPIRG -contact other collaborators for advertising help  -prep in summer and finished in September
Partners	-OPIRG -Macycle?

Objective 4	- McMaster Day of Service
Description	This is an event ran by MacServe, which aims to get students from all aspects of McMaster, working together to promote community involvement. Jobs range from planting trees to painting worn buildings. Currently, we are waiting to hear from MacServe to determine which area we will be contributing to.
Benefits	This event encourages McMaster students to get off campus and help the Hamilton or Mississauga community.
Difficulties	-not knowing how many people will come -how can we make volunteering appeal to students
Long-term	This event has been going on for years. This allows for connections, awareness and hands on effort to be had.
How	-advertise through social media, Clubsfest, Welcome Day -arrange giveaways -prepare with MacServe -contact other collaborators for advertising help  -prep in summer and finished in September
Partners	- MacServe

Objective 5	- Bike In
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Description	While the weather is still nice, we can pick a location (ie. Park) and set up a projector and movie. Students can bike to the location for a night outside watching a movie.
Benefits	This teaches students that modes of transportation other than driving can be fun. It also reminds them about the importance of getting outside. It also encourages students to get off campus.
Difficulties	-location? -not knowing how many people will attend -where to borrow equipment from? -price? -bike theft?
Long-term	This could be a great way to start off every school year.
How	-determine where to get equipment and contact company to get it -talk with collaborating groups -research and book a place to hold event -advertise  -prep in summer/beginning of September, completed by end of October
Partners	-Macycle, SCSN -Womyn's Bike Collective

Objective 6	- Clothing Swap
Description	This is an event where student have the opportunity to exchange their unwanted clothes with other students. (In the past, we have just been involved with paying for the atrium and helping with promotion).
Benefits	This event shows students about the importance of reusing clothing and saving money.
Difficulties	-finding volunteers -advertising
Long-term	This has been an ongoing successful event. The goal is to continue this by executing our part very well (lots of promotion and advertisement).
How	-contact Threadwork and other collaborators -book atrium -advertise  -prep throughout September and October, completed by end of October
Partners	-Threadwork

Objective 7	- Campus Sustainability Fair
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Description	An event promoting sustainability, held in the atrium. (In the past, we were in charge of setting up a table educating about recycling).
Benefits	Students are able to learn about how they can live more environmentally friendly lives. We can also use this time to educate them about the new recycling bins, and promote the service.
Difficulties	-how can we make ourselves and our lessons appealing to the students?
Long-term	This will teach students lessons that they can hold onto forever. This is also an event that has been going on in past years, and will be great in years to come.
How	-plan a table and lessons, assign people to work the hours -brainstorm incentives for students
Partners	-Office of Sustainability

Objective 8	- Build a Boardwalk
Description	This is an opportunity for students to have their names engraved onto a boardwalk in Cootes Paradise for a cost of \$10.
Benefits	This is a beneficial project as students get to contribute to building the boardwalk, as well as getting to see their contribution with their names engraved.
Difficulties	-advertising -getting peoples' interest
Long-term	A boardwalk in Cootes will result. This event happened last year and was deemed unsuccessful; few people purchased a board, likely due to lack of advertising. This year, it is key for us to advertise better through social media and word of mouth at table times. If we can make this year a success, next year we can know that we can do something similar.
How	-contact collaborators -advertise -determine how to send out a mass email to graduating McMaster students, as this would be a great way for them to leave a mark on the community before they leave
Partners	-Wayne Terryberry

Objective 9	- Post Frost Week Clean Up
Description	There is always a lot of waste and litter generated off campus throughout Frost Week. This clean up would require our efforts and the efforts of volunteers (maybe we could give them prizes), to clean up McMaster's surrounding area. This event would shadow the Community Clean Up event that occurred following Welcome Week.
Benefits	This would be beneficial as it would get students physically involved in cleaning the school; they'd be able to see direct results from their efforts. This would also benefit people off campus, as the area would be made clean again.

Difficulties	-getting people to volunteer -not knowing how many people will attend -weather?
Long-term	If successful, we can do this again after every Frost Week.
How	-talk with custodial staff for support and supplies -determine incentives -advertise -prepare with SCSN -contact other collaborators for advertising help  -prep during Frost Week, execute following week
Partners	-SCSN -Maroons, Inter Residence Council, Shinerama (get them to advertise)

Objective 10	- Carrot Growing Workshop
Description	This is an event that teaches students how to grow their own food. v
Benefits	Students learn about the importance of eating locally, and how to grow their own food. They also leave with their own plant.
Difficulties	-costs -determining sign up
Long-term	Students benefit as they learn valuable information. If successful, maybe this can be done multiple times next year.
How	-purchase equipment -book room -advertise
Partners	-MTCG -Farmstand

Objective 11	- Tomato growing workshop
Description	This is an event that teaches students how to grow their own food.
Benefits	Students learn about the importance of eating locally, and how to grow their own food. They also leave with their own plant.
Difficulties	-costs -determining sign up
Long-term	Students benefit as they learn valuable information. If successful, maybe this can be done multiple times next year.
How	-purchase equipment -book room -advertise
Partners	-MTCG

Objective 12	- World Water Week
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Description	This is an event that promotes providing water to third world countries and being environmentally friendly when it comes to water consumption. This is done through table times throughout the week.
Benefits	-students learn valuable information -gives us an opportunity to network with students
Difficulties	-getting students interested
Long-term	Students learn valuable information from this event. If successful, it can continue to the next year, and maybe become something bigger.
How	-contact collaborators -book atrium -plan daily events and lessons -advertise
Partners	-WaterCan McMaster, Other?

Objective 13	- Cootes Clean Up
Description	This event is a clean up of the grounds of Cootes Paradise.
Benefits	This event is beneficial as students are working together to clean up the community. It gives an opportunity for students to get outside once the weather starts to get better.
Difficulties	-getting volunteers -weather
Long-term	A cleaner community will result, as well as students' long-term understanding of the need to play a part in the environment around them. This is something that has been done for a while, and with ongoing success, we can continue doing this in the future.
How	-contact collaborators -find equipment -advertise -determine incentives
Partners	-WaterCan McMaster -Stewards of Cootes Watershed

Objective 14	- Pangaea
Description	Pangaea is an awesome event. It does however, generate a lot of waste that can be avoided. It would be awesome to become involved with Pangaea, and help them to make the event more environmentally friendly. Maybe discounted tickets can be given to individuals who bring their own plate and cutlery.
Benefits	-less waste produced -Pangaea will develop a reputation for being environmentally friendly
Difficulties	-determining other, affordable options there are to disposable dish wear

Long-term	If successful, Pangaea can continue to become a more environmentally friendly event in future years.
How	-contact Diversity Services -brainstorm options for dish wear that is more environmentally friendly -advertise
Partners	-Diversity Services

Objective 15	- Celebration night for Earth Week with Waste Diversion information release (coffeehouse?)
Description	This event could be somewhat like a talent show, similar to the coffeehouse that was held last year. Ideally, it will take place in Bridges, snacks and drinks will be offered, and talent from McMaster students will be displayed. Here, we will release the results of benefits experienced from the new recycling bins in MUSC.
Benefits	This will be an opportunity for great collaboration and celebration of the year.
Difficulties	-booking spot -finding talent -getting attenders -costs of refreshments
Long-term	If this event is successful, this event can be repeated and upscaled in future years.
How	-contact collaborators -advertise/seek talent -purchase refreshments/hire Paradise Catering -gather information regarding recycling amounts -advertise
Partners	-Health and WellnessCentre -Office of Sustainability -QSCC -SHEC -OPIRG (get free trade food from the place that they got their food in September's brunch) -seek other clubs for talent

Objective 16	- Earth Day Event
Description	Unsure as to what this will entail. I am hoping that the incoming exec team will be able to help. Possible events include: Planet Earth movie screening, Cootes Hike.
Benefits	Raise awareness about Earth Day. Fun.
Difficulties	-deciding on goal -getting people excited about Earth Day

Long-term	This event can raise awareness about Earth Day and the importance of environmental sustainability.
How	Must determine with team and will depend on event.
Partners	Unsure -possibly Macycle

Objective 17	- Educational Table Times- with giveaways, information (monthly)
Description	This objective is simply to have members of MACgreen in MUSC every month, teaching lessons about the environment, and promoting our events.
Benefits	I often hear people commenting that they are unsure as to what MACgreen does. I want to ensure that people become more aware of what we do, and this would be a great solution. This would give us the opportunity to connect with more people, educate them, and promote our events.
Difficulties	-commitment from our members
Long-term	This would leave McMaster students more educated about the environment. It was also benefit all of our events in the future.
How	-book table times monthly -assign people to fill the hours -develop plan for each of the weeks
Partners	-no one

Objective 18	- Used But Not Bruised making workshops and increasing sales
Description	Used But Not Bruised books are awesome, but our objective for them for next year is to increase the amount of them that we have to sell, as well as increase the locations to sell them. Also, it would be great to see all MSU services and departments using them. A larger demand would require a larger amount of workshops to develop them.
Benefits	This would allow for much paper to be saved. Upsizing this would allow for us to reach more people.
Difficulties	-getting volunteers to make books -getting places on campus to sell the books
Long-term	This will save paper, raise awareness, and can carry on to next year.
How	-designate one exec as a leader -book room -advertise for volunteers -get incentives for volunteers -find more people to sell books
Partners	- Titles - Libraries (to give paper) - Underground - The Tank - MSU Services interested in getting books (talk to Anna for this)

Objective 19	- Think Recycle collections (monthly) and increase awareness and usage of bins.
Description	The objective of this is to give students a proper location for them to dispose of their electronic, printer and battery waste. This program ran in the past, but its usage has been low. I would like to increase awareness of the program through advertisement by word of mouth and social media.
Benefits	This is beneficial as it allows for proper waste disposal and awareness to students.
Difficulties	-finding someone to pick up waste -informing students -finding locations to put waste bin -getting more bins
Long-term	This would be beneficial in the long term as waste will be avoided from going in improper bins.
How	-designate one exec as a leader -contact collaborators -advertise -determine and contact bin supplier
Partners	-Think Recycle

## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Message other MSU services and clubs who we would like to collaborate with (especially groups with events for September)
- 2) Begin Exec Team hiring process (contact old members and have applications for new members posted on MSU website)
- 3) Have committee room space and email organized

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Carrot Growing Workshop
- 2) More awareness and usage of Think Recycle
- 3) Establish monthly MUSC education tabling routine

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Release of MUSC waste diversion results with celebration
- 2) Used But Not Bruised Books being used throughout MSU and sold at multiple locations
- 3) Work with Pangea to make it more environmentally friendly

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

At the end of the year, I would like to describe MACgreen as a tight-knit unit that made connections with lots of people. I hope that we will be able to look back and see large and specific numbers surrounding the amount of waste in MUSC diverted to recycling or compost rather than garbage. We will gain a reputation as a group that regularly educated students about different environmental concerns, through regular table times and fun, informative events. I hope to look back and see that we collaborated with all different types of clubs and services, especially through fun events that promote both of our causes. By the end of the year, I want people to regard MACgreen as a service that is significant to the McMaster community, who provides environmental education and memorable services and events. Overall, I hope to look back and see that the McMaster community is more excited about environmental sustainability.

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Prepare for Clubsfest</li> <li>- Contact all collaborators we plan to work with</li> <li>- Have solid plans for September events</li> <li>- Organize email and committee room</li> <li>- Determine exec position</li> </ul>
September	<ul style="list-style-type: none"> <li>- Clubsfest</li> <li>- Hire Exec and delegate positions</li> <li>- Community Cleanup Event</li> <li>- Fair Trade Brunch</li> <li>- Bike to the Bay</li> <li>- Mac Service Day of Learning</li> </ul>
October	<ul style="list-style-type: none"> <li>- Used But Not Bruised book making active and running with more locations selling notebooks</li> <li>- Bike In</li> <li>- Clothing Swap</li> <li>- Campus Sustainability Fair</li> </ul>
November	<ul style="list-style-type: none"> <li>- Think Recycle increase locations for disposal</li> <li>- Carrot Growing Workshop</li> </ul>
December	<ul style="list-style-type: none"> <li>- Build a Boardwalk</li> </ul>
January	<ul style="list-style-type: none"> <li>- Post Frost Week Clean Up</li> </ul>
February	<ul style="list-style-type: none"> <li>- Carrot Growing Workshop</li> </ul>
March	<ul style="list-style-type: none"> <li>- Tomato growing workshop</li> <li>- World Water Week</li> <li>- Cootes Clean Up</li> <li>- Clothing Swap</li> </ul>

April	<ul style="list-style-type: none"> <li>- Pangaea</li> <li>- Celebration night for Earth Week with Waste Diversion information release (coffeehouse?)</li> <li>- Earth Day Event</li> <li>- Fair Trade Brunch</li> </ul>
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On months when there is not much planned, I think it would be nice to do random giveaways. For example, one day we could give out reusable water bottles in MUSC. Prior to this day we could leave hints on social media to look out for MACgreen on campus.

Weekly	<ul style="list-style-type: none"> <li>- Educational Table Times- with giveaways, information (biweekly-monthly)</li> <li>- Used But Not Bruised making workshops</li> <li>- Think Recycle collections (biweekly-monthly)</li> <li>- Meetings</li> <li>- Greenvine Newsletter release (monthly)</li> </ul>
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## COLLABORATION within the MSU

- Post-Welcome Week Clean up
  - Maroons and Shinerama- These groups play a huge role in Welcome Week, therefore their collaboration with us to clean up the campus following the week would be awesome.
- Bike In
  - Macycle, SCSN, OPIRG- These groups would be great collaborators as the bike in would involve biking, going to a location off campus, and promoting environmentally friendly fun. (A bike in is like a drive in with bikes).

## FINAL COMMENTS leave nothing out

A big goal for MACgreen for the year is to do a good job with getting information out. Reviewing the transition plan from last year's MACgreen director, I was reminded that there were many events that took place. However, my memories of these events are vague, as the whole MACgreen committee did not take much part in the execution of these events. I plan to have weekly meetings, which will allow me to ensure that each member is well involved in each event. I also want to make each event and objective made widely known to the McMaster Community. Through social media, word of mouth through table times and more, I want all students to know about the goings on of MACgreen; all opportunities will be obvious and easy accessible for students to get involved. I would also like to frequently update the MACgreen display box in MUSC and look in to sending out mass emails to the McMaster emails of the student body. We will also always offer incentives where possible (this means ensuring that our budget is appropriately and completely used). I want for MACgreen to reach more students, therefore increasing environmental knowledge and benefit. Overall, I want MACgreen to be fun, informative, team-oriented, beneficial and well known to the McMaster community.

### Concerns:

Right now, one of my main concerns is for September. I'm a bit worried about this first month of work because it is so busy, and at this time I will not be fully comfortable into the position (I will still be a bit unsure about finances, how to get posters made, leading the group). These things, I feel, I will become easier with time, but since September is so busy, I worry that I won't have enough time at the start to get comfortable. Another thing that I want to ensure is that I develop a solid divide of work for the exec team. Last year, there was a very big imbalance for work division; the director ended up doing so much, while some of the exec did nothing at all. I obviously want to be very involved, but I also want the group to feel the same.