



YEARplan13

Department:
Teaching Awards Committee

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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 by July 2nd, 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 by July 29th, 2013.

The final copy will be submitted to the Executive Board for review and approval at the August 6th 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 MSU Teaching Awards Committee is designed to recognize and encourage excellence in teaching at McMaster University by awarding MSU Teaching Awards on behalf of all MSU members. Its purpose is not only to demonstrate the impact professors and teaching assistants can have on the education of students but also to give students an active voice in their learning. We will seek to increase and expand the promotion of the awards both before and during nominations and ensure that promotional efforts are equally as strong in both semesters using different mediums to promote them. We will also move to add the two new awards, the Pedagogical Award and Teaching Assistants Awards, into the MSU Teaching Awards Operating Policy. We will also re-examine the structure of the committee to increase volunteer activity and engagement.

ROLES that individuals play

	Name of Individual	Role(s)
1.	MUSC Admin Staff	Help with booking tables in MUSC during nominations.
2.	Elected SRA + Elected MSU Members	Be tasked with leading the sub-committees mentioned below and take a larger active role within the committee than regular volunteers.
3.	General Volunteers	Participate in sub-committees, nominations and promotions of the awards, campaigns, and ceremony.
4.	Underground	Design work and printing including but not limited to Posters, Facebook media, Invitations, Large pictures for MSU office/
5.	Union Market	Promotional Coffee Sleeves
6.	Michael Wooder	Support, Video Camera, MSU backdrop, etc.
7.	MSU Services	Help with advertising and promoting the nominations and ceremony either on the ground in the case of Maroons or Advocacy Street Team or through the people they interact with such as SWHAT.
9.	Residence Staff (Including CAs, Residence Managers, as well as Manager of Student Leadership and Learning, Brittany Gawley)	Promotion on TVs and in Floor Meetings, Newsletter
10.	Faculty Societies	Faculty Societies will be an excellent resource in communicating and promoting the nominations to the

		students within their faculty.
11.	MSU Social Media Coordinator	Aid with developing and executing a social media campaign.
12.	Pauline Taggart (Network Administrator)	Pauline will be a go-to resource regarding any needs regarding the MSU server/website, especially in helping to put the nomination surveys online.
13.	All SRA members	Help in promoting to their faculties.
14.	Centre for Leadership and Learning	Possible collaboration, aid in terms of education/teaching resources.
15.	Faculty Deans	Promoting the awards/nominations within their faculty
16.	CFMU	On air promotion
17.	Anna D'Angela	Help with any administrative inquiries, general services questions, or just motherly advice.
18.	Spencer Graham	Go-to for any questions, ideas, or concerns relating to the work related to the service including anything education and teaching related.
19.	Jeff Doucet	Help with the budget and finances of the service such as purchases.

OBJECTIVES step by step

Objective 1	Increase the number of nominations each semester, especially second semester through a multitude of innovative promotional tools.
Description	Over the past two years the number of nominations submitted by students has been increasing. In order to continue to improve on the service, we must aim to continue on this trend through various means.
Benefits	The Teaching Award service is one that connects students to faculty through the feedback of students. The only way for this connection to be strong and for the service to operate optimally is to receive the nominations and comments of as many students as we can. The more nominations received not only makes the awards more meaningful and valuable for the Professors receiving them but also helps to better promote the MSU.
Difficulties	The main difficulty in achieving this goal is actually getting students to nominate. With the process being online and simple, the main solution to this is PROMOTION. Merely sitting at a table in MUSC is not enough to get people to notice. Therefore, innovative and numerous promotional tools (which will be described below) need to be used to ensure students are aware and nominate.
Long-term	As mentioned above, the service should always be aiming to maximize the number of nominations and thus improving the job the service is doing. In addition I hope that some of the promotional tools created this year can either be continued or help inspire new future ideas.
How	<ul style="list-style-type: none"> - Ensure creative, eye catching Posters as well as Slogans. - A series of promotional videos including views from both the students side and professors side. - More highlighting of those nominated in advance to the award ceremony - Create a social media campaign. - Chances of winning prizes for nominating. - Collaborate with other services to help promote the awards.
Partners	<ul style="list-style-type: none"> - MSU services - Past winners - MSU Social Media Coordinator - Underground - Union Market

Objective 2	Increase Student/Volunteer Activity.
Description	The make-up of the Teaching Awards committee is elected SRA members, elected MSU members and volunteers. The volunteers play an important role in the work of the service and the more active volunteers contributing, the better the service will function.

Benefits	As a service that represents students whose goal is to reach as many students as possible, it is essential to have a large team of engaged volunteers to help the service function
Difficulties	One of the biggest difficulties in ensuring volunteer activity is making sure volunteers feel involved and active.
Long-term	By having a strong, engaged volunteer group, not only does it reflect positively on the service and the MSU but it also engages students and promotes future volunteering and activity.
How	<ol style="list-style-type: none"> 1. Get Volunteers <ul style="list-style-type: none"> - Horizons - Clubsfest - MSU Job board - Include Volunteer information on nomination forms. - Social Media - Facebook 2. Ensure volunteer engagement: <ul style="list-style-type: none"> - Ensure volunteers are being involved with tasks that fit their interests/skills. - Reward volunteers at the end of the semesters through volunteer appreciation events. 3. Re-evaluate the structure of the committee. <ul style="list-style-type: none"> - Introduce subcommittees. Subcommittees could include: Promotions and Advertising, Nominations, and Logistics.
Partners	<ul style="list-style-type: none"> - Horizons - MSU office

Objective 3	Increase Interest and Attendance at Awards Ceremony
Description	In the past the awards ceremony has been an excellently organized event. However, the attendance has been mainly limited to the faculty nominated and other volunteers. As the awards ceremony is the culmination of the service's work over the year, it is something that should be targeted to as many students as possible.
Benefits	The benefits of having a larger attendance at the Ceremony is both for students and professors. It allows students to show their support and admiration for those who have inspired them through their teaching, and it also shows the professors nominated that what they are doing matters and is appreciated by students.
Difficulties	Promoting the event as one valuable enough for students to take a few hours out of their evening sometimes during a very busy time in their schedule to attend.

Long-term	Having a large successful awards ceremony will continue to build on the success of the service and student interest within the service in the upcoming years.
How	<ul style="list-style-type: none"> - Unique, create promotion campaign - Create videos leading up highlighting the nominees. - Have a specific page on the website regarding the nominees and awards ceremony. - Get students excited about their professors being nominated - Free Food!
Partners	<ul style="list-style-type: none"> - Underground - Nominated Professors - Pauline Taggart - Faculty Societies

Objective 4	Increased emphasis on the second part of TAC's mission to "encourage excellence in teaching".
Description	The role of the Teaching Award Committee in not only recognizing teaching excellence but also encouraging it as well is often underappreciated. I want to increase this element by creating a campaign that ties what students want and value in teaching with the service thus not only increasing student voice and engagement but also having feedback to incorporate into the award process.
Benefits	As mentioned, by tying student opinion into the work of the service we are helping to raise student engagement while encouraging excellence in teaching.
Difficulties	<ul style="list-style-type: none"> -Collecting student opinions -Creating that connection between student feedback and the professors who are actually teaching.
Long-term	By continuing to use student feedback to encourage innovation and excellence within teaching, we are creating a more positive learning environment that fuels student growth and learning.
How	<ul style="list-style-type: none"> - Create a survey and campaign gathering student feedback about what their perfect learning environment, professor, would be like, what tools they would use, etc. - Work with Advocacy
Partners	<ul style="list-style-type: none"> -Various services and individuals to help promote. - Advocacy Street Team - Spencer - New AVP, Teaching and Learning, Dr. Arshad Ahmad

Objective 5	Solidify the two new awards, the Teaching Assistant award and the Pedagogical Innovation award, into the TAC operating policy.
Description	Last year my predecessor, Rebecca McDougall, saw a missing piece within the Teaching Awards and created two new awards. The awards

	address two vital pieces of a student's education, Teaching Assistants and Innovation. However, in order to ensure that these awards continue in the following years, they must be solidified in writing by editing the Teaching Awards operating policy.
Benefits	Ensures that these awards, which recognize vital factors in a student's education, continue for upcoming years.
Difficulties	As the operating policy is a binding document of the service which dictates how it runs, in order to add or edit it, one must go through a series of processes involving the SRA before it can get passed.
Long-term	As mentioned, by introducing these changes into the Operating Policy, we are ensuring the long-term continuation of the award.
How	I have already began communication with the new SRA Services Commissioner who has expressed interest in speaking further regarding the addition of these awards. The proposed changes would then go to the committee and discussed before reaching the SRA and getting voted on.
Partners	Jacob Brodka- SRA Services Commissioner SRA

GOALS to strive for

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

- 1) Have the website, Twitter, and Facebook ready for the year.
- 2) A communicated gameplan with the elected SRA and MSU members.
- 3) Have promotional material ready to be released.

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

- 1) Recruit an interested and active group of volunteers
- 2) Completed first term nominations.
- 3) Executed a successful promotional campaign.

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

- 1) Completed the second term nomination/evaluation period.
- 2) Increased the number of second term nominations
- 3) Carried out the award ceremony

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?

If I were to jump to the end of the term, rather than someone asking me what the highlights of my department was, I hope that they are saying I really enjoyed what you guys did this year. Teaching Awards has the ability to play such a strong role within our school, not only in providing a link between the students and the amazing professors that are teaching us, but also in encouraging students to become more active voices in their education. The service gives students a chance to give back to the professors who have aided in their development while also giving insight into the successful teaching tools these professors are using that can be employed by others in the future. Although McMaster has something that can appeal to everyone's interests whether it be clubs, teams, or meeting new people, ultimately we are all here for one main reason- to get an education.

How I hope to accomplish this is through an increase in promotion and student engagement within our service. TAC is a service that represents students, and therefore in order to be functioning at the best of our abilities, we must reach out to as many students as possible. We have to not only captivate their attention through continuous, creative, promotional tools but also encourage them to want to give their opinions and want to be involved. In today's world, sitting at a table and just putting up posters isn't enough to get people's attention, we have to be able to reach out to students in new ways.

Another highlight that I hope to achieve is the solidification of the two new awards created last year, the Teaching Assistant award and the Pedagogical Innovation award, into the operating policy of the service, thus ensuring they continue in future years. These two awards address important factors within our education and it is important that we as a service continue to allow students to recognize these individuals

MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> - Prepare for Clubsfest and Horizons Successfest - Update Website, Twitter and Facebook - Contact other services to discuss collaboration. - Contact and begin coordinating with elected members - Begin filming first round of promotions. - Begin recruiting volunteers -Book MUSC tables
September	<ul style="list-style-type: none"> - Create posters and design - Create detailed social media plan - Recruit Volunteers -Clubsfest - Finalize all nomination material and process.
October	<ul style="list-style-type: none"> - Begin promotions a few days prior to nominations (Posters,

	<p>Facebook, Service Collaboration, Videos, etc)</p> <ul style="list-style-type: none"> - Class Announcements - Email Professors, Faculty presidents and deans, SRA, Club heads, etc. to promote. -Book MUSC Tables
November	<ul style="list-style-type: none"> - 1st Semester Nominations. (NOVEMBER 4-15) - Organize Data - Evaluate Data/Comments with TAC members - Class evaluations -
December	<ul style="list-style-type: none"> - Plan for winter nominations - Volunteer appreciation event - Update promotional material - Film more promotional videos
January	<ul style="list-style-type: none"> - Winter Clubsfest - Jan 15th- Book tables for second semester nomination - Begin promoting -Begin planning of award ceremony -
February	<ul style="list-style-type: none"> - Winter nomination period (FEBRUARY 3-14) - Evaluate Data -Class Evaluations - Determine winners - Order awards - Speak to 1280/ Paradise Catering regarding catering for the ceremony - Send out invitations to all those nominated as well as speakers - Promote the ceremony (New posters, videos, etc.) -
March	<ul style="list-style-type: none"> - Awards Ceremony - Thank you notes - Final volunteer event -
April	<ul style="list-style-type: none"> - Transition report - Interviews for next years Coordinator - -
Weekly	<ul style="list-style-type: none"> - Check email - Bi-weekly meetings - Weekly updates - - -

COLLABORATION within the MSU

a) Advocacy- The Advocacy Street Team provides a great source of collaboration in a few different aspects. First, they have a large group of volunteers who are passionate about hearing student opinions and thoughts. Due to their numbers and mission, they could be an excellent aid in the promotion of the nominations and awards both online, physically, or through aiding with class talks. Additionally, some of Advocacy's thoughts for campaigns for the upcoming year ties in with my Education promotion as well.

b) Residence Life: I believe that Residence staff provides an amazing area of promotion as they connect to so many students through a variety of means. Not only do the residences have TVs inside of them available for promotions, they also communicate directly to students through bi/weekly meetings as well as monthly emailed newsletters. I believe by speaking to Residence staff we can reach out better to first year students and further engage them in the process

FINAL COMMENTS leave nothing out

I am really excited for the upcoming year with TAC. I believe that TAC plays such an important role within the University as it is a way of connecting students to their education and providing a tangible way of providing feedback. My goal is that through the service does this year, we will be able to connect and engage more students with their education, even if it is just something small such as filling out a survey, or saying "I liked this method of teaching".