



YEARplan13

Department:
Student Walk Home Attendant Team

Date Submitted:

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Date Revised:

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Date Approved:

MISSION an overview

Our mission is to continue to promote safety on and off campus while seeking to improve the service offered by SWHAT to the McMaster Community. We will seek to improve our exposure and usage by consulting with members of the McMaster Community and other Walk Home programs in order to determine what is most effective for the functioning of SWHAT. SWHAT’s three primary objectives for the year are to provide a more anonymous service for those getting walked, extend our hours, branch out into social media and to focus on volunteer recruitment.

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)
1.	Cherryl Doria	Director of Dispatch Operations, Main responsibility of training dispatchers, ensuring they are completing their role, and scheduling dispatcher shifts throughout the year Objectives 1-7
2.	Lisa Liu	Director of Volunteer Logistics, Main responsibility with helping in training new volunteers and scheduling volunteers shifts throughout the year Objectives 1-7
3.	Marie Kim	Director of Volunteer Logistics, Main responsibility with helping in training new volunteers and scheduling volunteers shifts throughout the year Objectives 1-7
4.	Arnav Agarwal	Director of Public Relations, Focus on social media Objectives 1-7
5.	Serena Arora	Director of Public Relations, Focus on off-campus Objectives 1-7
6.	Shyamal Pansuriya	Director of Public Relations, Focus on Res and other services Objectives 1-7
7.	Sasha Amiri	Director of Volunteer Affairs, Planning events for volunteers Objectives 1-7
8.	Catherine Truong	Director of Special Projects, In charge of volunteer appreciation prizes and special projects such as walk-a-thon throughout the year Objectives 1-7

9.	Anna D'Angela	Vice-President Administration Objectives 1 primarily
10.	Jeffrey Doucet	Vice-President Finance Objectives 7 primarily
11.	Pauline Taggart	Network Administrator Objectives 8
12.	Michael Wooder	Student Life Development Coordinator He will most likely help out with all of the projects in some way
13.	Cathy O'Donnell	Security
14.	Brian Hogg	Brian Hogg He hosted our shift sign-up website
15.	Laura Fox	EFRT

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

Objective 1	Increased Anonymity for those Being Walked by Removing SWHAT Uniform
Description	After observing Queens Walk Home program and receiving comments from people being walked home it appears that having an anonymous service is important for students. Volunteers on SWHAT and some students being walked have explained that many of their fellow McMaster peers think the idea of needing a walk home from SWHAT to be embarrassing as it is obvious to tell they are being walked when we wear our jackets.
Benefits	Students that were previously embarrassed about using SWHAT due to being noticed will now be able to be provided with a safe walk home from SWHAT.
Difficulties	A difficulty that will arise is that this provides our service with fewer promotions as other students cannot tell that it is SWHAT walking people home by just looking at us.
Long-term	Next year, this could be built upon with more advertising of it, and surveys to see how students responded throughout the year to SWHAT not wearing jackets/sweaters
How	<ol style="list-style-type: none"> 1. First we will put a survey up on the MSU website asking McMaster Students if they would walk more with SWHAT if we were a more anonymous service, promoting more on Facebook and Twitter to get people to use our service. 2. From our current knowledge, we assume that the McMaster students want this change and therefore if we get conformation with the survey, we will begin to strongly promote how SWHAT is an anonymous and confidential service to the McMaster community explaining that we no longer will be wearing uniforms, but still have name tags for the walkers identification and radios for safety. 3. However, it is important to still promote the service through our SWHAT jackets and sweater, thus we would still want walkers to wear them on patrols around campus, at any event promoting SWHAT, and for exec to

	wear them around the McMaster campus during the day.
Partners	VP Admin Michael Wooder

Objective 2	Update and Increase in Promotional Material
Description	This year it was found that the new brochures printed out last year had the wrong times on it, were too wordy, and did not follow the Visual Identity guide (no MSU logo). Furthermore, in an effort to increase presence within the McMaster Community we want to increase promotional material to not only include brochures, but SWHAT Swag as well.
Benefits	During Welcome Week incoming and current McMaster students often get swag and use things such as pens, lanyards and key chains throughout the year because they were free, useful, and represent McMaster. Thus, having our logo on swag students will use will hopefully increase the chances of them knowing about our service by having to come to our table to receive the swag as well as remembering it by keeping it throughout the year. This could help increase our walk numbers. The new brochures will be more visibly appealing thus easier for students to get information as well as providing them with correct information.
Difficulties	A primary issue will be budget constraints. Even though we have a budget of \$1900 for PR, we feel like Welcome Week is a key time for advertisement, but don't want to spend too much too soon. We hope by spending more money during Welcome Week we will have promotional material that can be used later in the year to continue to promote without having to make another order for swag or brochures.
Long-term	Knowing what promotional material swag to buy this year and seeing how it effects our walk numbers will help the coordinator next year know what to order as no swag was bought last year so it is a lot of buying new things this year. Also, redesigning the brochure this year will update it to its proper colours and advertising and that will make it so next year hopefully the coordinator just needs to order brochures and not redesign it.
How	1. Look at multiple websites prices on swag and email to get a quote. 2. Choose what swag to order and how much to order before the end of July. 3. Make sure to agree on a date of getting swag before September and brochures before August.
Partners	Director of Public Relations (x3) Underground – Dave Dedrick Michael Wooder

Objective 3	MUSST App
Description	The MUSST App is the new app made for security purposes, which has an automatic button to call SWHAT. We want to promote this as much as possible

Benefits	By promoting the MUSST App we will hopefully get more calls because people often say they do not know SWHAT's number and almost everybody has a smartphone.
Difficulties	A difficulty with the MUSST App is that it is new and somewhat slow, thus people may not like to have it on their phone.
Long-term	Hopefully, if the MUSST App does well this year so it could be included in news letters going out to incoming McMaster students next year. This would mean they would download it before coming and already have an idea about safety services on campus.
How	Work with Security and EFRT in promoting the MUSST App to students at events throughout Welcome Week (MAC QUEST, SOC's Olympics, etc.) by having the App open at the events and Clubsfest.
Partners	Security EFRT

Objective 4	Add an Interview and only 1 Training Session per Semester
Description	We want to add an interview for everyone new that is joining SWHAT. One training session a semester that is mandatory is important to make sure everyone is trained the same and understand the responsibility they have as a SWHAT volunteer. They can also sign their agreement there.
Benefits	We hope that this will make those volunteering for SWHAT take the commitment more seriously. In previous years, people could join whenever, were not always trained, and did not attend or act appropriately on certain shifts. This also allows us to put more into training by giving out name tags, having someone from Security come explain radio protocol, and taking photos of every volunteer for our shift management. We hope the interview will help us spot a volunteer that is not serious or does not truly understand the roles of SWHAT and the mandatory training session only occurring once a semester will hopefully ensure we have a more committed group.
Difficulties	A difficulty we may face is if volunteers, as they have in previous years, start taking on fewer shifts in October or March near midterms and the end of the semester.
Long-term	In the long term, we hope that this change will help volunteers take the responsibility of volunteering for SWHAT as a more serious commitment, as well as ensure every volunteer that comes into SWHAT is properly trained.
How	Applications are available online on our Facebook and MSU SWHAT webpage as well we will have a signup sheet to get an email with the application and more information for students at Clubsfest. The week after Welcome Week we will have the application due. Then, during the next week we will have interviews for everyone, including previous volunteers so everyone receives the same process. Last, in the 3 rd weekend in September we have booked a weekend to having training for incoming and previous volunteers with someone from Security to come explain radio use and the benefits of SWHAT for the McMaster community to them. This will also happen in January for a second opportunity during the year to join SWHAT.

Partners	SWHAT Executive Cathy O'Donnell
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Objective 5	Change to SWHAT Sign-Up Website
Description	A new system is need for volunteers to sign up for shifts and dispatchers to keep track of walk information during shift.
Benefits	A new system will bring benefits as the old software being used is dated and was having technical issues. This also allows us to structure the sign up differently to increase the chances all shifts will be filled. We are also looking into Google docs and free software, thus saving money.
Difficulties	Most of the executive and I have a lack of knowledge on this subject. Thus, it could be difficult for us to explore all of the options for a new system. As well, the change could be frustrating for old volunteers as they knew and liked the old system.
Long-term	Volunteers will hopefully adjust to the change, and in the future it will become the norm. With this change hopefully there will be less of an issue with filling shifts and we will not waste paper by printing dispatcher sheets.
How	With the changes we can make it so volunteers have to send their availabilities in to us and we schedule them for shifts. This allows us to fill shifts at the beginning of the month rather than finding people last minute, which is what often happened in previous years. We are looking into using Google Forms for the dispatcher logs and walker information, transferring that information into Google Calendar so all walk information is together, and using Excel files for scheduling. This adds more responsibility for executive members as well.
Partners	Director of Volunteer Logistics (x2) Director of Dispatch Operations

Objective 6	Changes to Volunteer Appreciation
Description	Last year, prizes were awarded to volunteers at the end of the month based on a draw, getting tickets by taking shifts last minute and winning games. However, this only benefited a small number of volunteers as they were big prizes. This year we want to give out small prizes immediately. As well, we want to provide more food on shift as people get hungry on the long shifts.
Benefits	This change will show appreciation to more volunteers as well as make people happy with snacks.
Difficulties	Not everyone may want/like the same types of food. As well, it requires a lot more planning for the month and budgeting so that there is an equal distribution though out the 8 months.
Long-term	If this works this year, we will have set what we spent every month on what items. Thus this could become the norm and less work from future years.
How	We plan on going to places like Costco to get bulk products like chocolate bars

	for little prizes as well we want to put a standing order at 1280 and make plans on what to order so it is staying within the MSU.
Partners	SWHAT Executive VP Finance (helping with budgeting)

Objective 7	Change in Shift Amount per Month
Description	We have increased walker shifts from 3 to 4 shifts a month (thus 12 to 16 hours a month) and dispatcher shifts from 4 to 6 shifts a month (thus 12 to 18 hours a month). The increase in dispatcher shifts is greater as it is see as a higher role and thus we thought should have more hours
Benefits	We would then need fewer volunteers as we normally did not have enough to fill shifts before.
Difficulties	Past volunteers may not want to come back as it is a change asking more from them. And some new volunteers may not want to join as there is a greater number of hours.
Long-term	Long term this will hopefully become the norm and since we need less volunteers we will have a full group and not have the difficulty of being short on shift as much.
How	We sent out an email asking for returning volunteers to email back informing them of the changes being made. Also advertised to incoming students the new hours as they would not have known the old hours. We think this is reasonable as many other MSU services ask even more hours a month from there volunteers (EFRT, SHEC)
Partners	SWHAT Executive

Objective 8	Request a Walk Online
Description	A Google form so students can request a walk online
Benefits	Some students may not want to call the office or want to book a walk in advance of our open hours, so this would allow them to do that.
Difficulties	We have to have a swhat.msu@gmail.com account made to get the notifications for Google forms when new forms arrive as we don't want to miss a online walk booking
Long-term	This could increase our number of walks long term as students can book walks in advance outside our operating hours
How	Form will be put on the MSU SWHAT webpage and the Facebook page. Student can fill out the form and we have an email automatically sent to the swhat.msu@gmail.com account when that happens. We also have it make a "bing" sound when an email arrives so even when we are on shift if not looking at the computer we will be notified of a walk.
Partners	SWHAT Executive Network Administrator

Objective 9	SWHAT Rep Suits
Description	SWHAT has gotten rep suits this year to promote our service during Welcome Week and at events.
Benefits	Rep suits are a “cool” thing to have during Welcome Week according to first years. By associating our self with it during Welcome Week we will be more noticed and get the attention of McMaster students
Difficulties	Ensuring that the reps act professional as a Service
Long-term	Hopefully this will be used in future years and the reps could become official reps. This is because the suits will be “SWHAT” suits and not personalized to a person but the service. Making each unique with different aspects of SWHAT, but not so much that they can be used year after year. As well, SWHAT will be written down one leg on each suit to identify who we are. As well, the SWHAT logo will be painted on the back and the MSU logo on the arm sleeve.
How	Painted our logo and SWHAT down the leg to ensure students know we are SWHAT reps. On one leg let SWHAT reps write there name, get to add a name every year so increases the community aspect of SWHAT. They will attend events such as MAC Quest, SOCS Olympics, walk home with SOCS reps at night with speaking points to promote SWHAT. It will be especially useful with the SOCS reps at night as we will both be wearing rep suits which will bring a popularity and advertisement to SWHAT with the off campus students.
Partners	SWHAT Executive – Sasha: Director of Volunteer Affairs Society of Off Campus Students

GOALS to strive for

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

- 1) Training booked
- 2) New website ready with the contact list cleaned up
- 3) Promo material ready for welcome week

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

- 1) Training for all volunteers
- 2) A first semester Walk-a-thon
- 3) Teach the new volunteers the new scheduling system

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

- 1) Keep up volunteer moral
- 2) Prepare the incoming coordinator
- 3) End of the year appreciation social

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?

SWHAT's primary goal is always to increase security on and off campus for members of the McMaster community. The change in uniform from sweaters to only wearing name tags for identification will hopefully encourage more students to feel comfortable walking with SWHAT as it increases there confidentially and thus increases there safety at night. As well, with our increase in promotions and promotional material hopefully mores students will hear about SWHAT and be interested in applying for SWHAT or walking with us. Including the interview and mandatory training this year will hopefully result in more dedicated and positive SWHAT volunteers for the year. By changing the scheduling sign up we will hopefully have full shifts every night, which helps our public image as a service and increases the chances of volunteers bonding. With the change in volunteer appreciation volunteers will get immediate rewards and food on shift which will hopefully show a greater amount of the volunteers appreciation compared to last years system. These changes will hopefully ensure volunteer numbers to stay up during the year and increase the number of walks we had from last year.

MASTER SUMMARY calendar and checklist

<p>Summer (preparation)</p>	<ul style="list-style-type: none"> - Prepare for volunteer interviews: book MUSC room, prepare scenarios, and plan supplies needed, ensure executive are available -Order rep-suits: make sure proper branding discussed with Michael Wooder and appropriate painting to suits - Meetings with various people (Cathy from Security, Dave from underground, exec) - Order promotional material (pens, post-its, brochures) and lanyards and name tags -Prepare Sept. training (book a room, get someone from security to come speak and someone about positive space training) - figure out new volunteer sign-up website format (new scheduling system) - Have 400 brochures ready for ISS - Clean out the office and redo appreciation wall -Make a new promotional board - Make an online booking walk form and dispatcher form - Figure out rail trail poster situation (from past coordinator) - Be at horizons and welcome day advertising to incoming students - Have a strong social media presence to incoming volunteers -Send new volunteer, dispatch and exec agreement to Jess for her to check it over -Have social media pages ready and start posting to get attention before school starts -Fill out PO forms for volunteer appreciation prizes
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	-Revamp applications
September	<ul style="list-style-type: none"> - Have certain volunteers where rep suits during welcome week at MAC Quest, SOC's Olympics, walking with SOC's at night, clubs fest - September 22nd mandatory training - Interviewing new volunteers -Getting applications from new volunteers - Have a get together with and old volunteers to get to know each other off shift -night class presentations - New scheduling system goes into effect after training so to train new and old volunteers on the change
October	<ul style="list-style-type: none"> -Prepare advertising and find a charity to donate to for next month SWHAT Walk-A-Thon - Games tournament for volunteers
November	<ul style="list-style-type: none"> -SWHAT Walk-A-Thon -advertise for SWHAT Walk-a-thon -SWHAT social event
December	<ul style="list-style-type: none"> -Put out application for next semester - Survey to see how students respond to the change of have lanyard and name tags compared to uniforms - Compare last years walk numbers to this point to this years -Survey to see how volunteers are liking the change in shift hours a month -Possibly reduce number of people on shift in December (for exams) depending on how busy we are throughout the semester. -Considering extending hours during exam period as people stay at school later studying
January	<ul style="list-style-type: none"> - Training for new volunteers - Getting new volunteer walker applications - Interviews for new volunteers - Look into different options for volunteer appreciation gift -SWHAT social welcoming everyone back for new year - night class presentations
February	<ul style="list-style-type: none"> - Decide on gift for volunteer appreciation (want to change from t-shirts people get every year) - reduce number of shifts needed this month as it is a short month with reading week
March	<ul style="list-style-type: none"> - Another SWHAT Walk-A-Thon if money permits (depending on how much many walks, and thus donate first semester - Preparing to help incoming SWHAT Coordinator transition so they can get the hang of how certain things before they start -Social Event – thanking volunteers for there year of dedication. Give our year gift - Start working on transition report
April	<ul style="list-style-type: none"> - Helping incoming SWHAT Coordinator transition so they can get the hang of how certain things before they start

	<ul style="list-style-type: none"> -Possibly reduce number of people on shift in April (for exams) depending on how busy we are throughout the semester. -Considering extending hours during exam period as people stay at school later studying -Finish transition report
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Weekly	<ul style="list-style-type: none"> - SWHAT Exec meetings (bi-weekly) -Ensure there are volunteer appreciation prizes - Plan for the food on shift during the week - Answer emails - Check taxi slips
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COLLABORATION within the MSU

- a) An MSU service that SWHAT hopes to collaborate this year with is EFRT. We are both services that look at providing safety to McMaster students. This year with the promotion of the MUSST App is a perfect example of how we will be collaborating. Both our services want the app to be well known and we have a different volunteer base to advertise to. By working together we can increase the amount of students that hear about the app and thus increase safety on campus. We will be working together during Welcome Week in MACQuest and the SOCS Olympics and SWHAT hopes to continue on projects throughout the year with them to promote our similar interest of safety on campus.

- b) A non-MSU service we plan on working with this year is the Society of Off Campus Students (SOCS). The majority of people that use the MSU service SWHAT is off campus students however not everyone knows about us or thinks to call us. Every year in Welcome Week the SOCS reps walk the first year off campus students home, thus a lot of them do not end up hearing about and using SWHAT. This year we are walking with the SOCS reps with our SWHAT reps to help promote our service to the off campus students so that once welcome week is done they know who they can call for a walk home at night. By working with the SOCS we hope to increase the number of walks throughout the year as this is a major promotional opportunity. This is a benefit for the SOCS as well as it is increasing the safety for the McMaster students by letting them know of different options at MAC.

FINAL COMMENTS leave nothing out

Creating a YEARplan for SWHAT was an interesting experience. Many ideas have been listed and more will arise throughout the year but in terms of problems we might face it's hard to predict. We often have a problem of low volunteer commitment, we hope with the changes made that will decrease, but it is still a possibility that we should be ready for. As well, with the changes made we will have to be flexible during the year and be prepared that things will change as it is a learning process for the new scheduling system. Overall, even with all the goals that have been set forth here SWHAT will continue to function as it always has, our primary concern is the safety of the McMaster Community and that will always come first.