



REPORT

From the office of the...

Spark Coordinator

TO: Members of the Executive Board
FROM: Jimmy Long
SUBJECT: Spark Report 1
DATE: July 31, 2014

UPDATE

Spark is off to a great start as we move closer to the end of the summer and the launch of the program. Hiring was completed around the end of June and we now have a full team of 20 team leaders, with the executive team being composed of four people from that pool.

SERVICE USAGE

Spark isn't actually up and running yet so our service usage is either 0% or 100% depending on whether you're a glass-half-full or glass-half-empty kind of person.

PAST EVENTS, PROJECTS & ACTIVITIES

Given that Spark is still entirely in the planning stage, work has been done in the three executive subdivisions of the program: promotions, volunteer management, and session creation. In terms of promotion we have finished launching our social media platform (Facebook and Twitter), and had a very strong presence at Welcome Day. Our two volunteer coordinators have been working on keeping the Team Leaders engaged over the summer and working to plan our big team training day. Our Sessions Coordinator has been (unsurprisingly) focused on creating the weekly sessions, brainstorming the big themes that should be covered and then fleshing out how to execute that delivery. So far our working list of session themes are self-awareness, goal setting, how to succeed on midterms, how to succeed on exams, time management, McMaster behind the scenes, stress management, wellness, balance, general study habits, discovering Hamilton (in the nearby community), and discovering Hamilton (outside of Westdale).

UPCOMING EVENTS, PROJECTS & ACTIVITIES

The rest of our summer schedule consists of promoting Spark at Horizons Successfest, holding our two-day volunteer training, opening registration for the program, and creating further promotional materials such as an introductory video. Beyond that, the entire Spark team will work to make the service extremely visible during Welcome Week by having a presence at Clubsfest and collaboration with various Welcome Week reps.

From there, our program is set to launch Opening Ceremonies and the first session on September 22nd.

BUDGET

<i>Budget Line</i>	Amount Allocated	Percentage Spent
<i>Special Projects</i>	\$2000.00	0%
<i>Adv. & Promo</i>	\$2000.00	5.7%
<i>Leader Training</i>	\$500.00	0%

CURRENT CHALLENGES

One issue we were facing was finding two consecutive days that could work for our volunteer training. This was difficult due to the nature of how involved all of our Team Leaders are, but while summer training was originally ideal we have now decided on having it take place at the beginning of September before the program launches.

SUCSESSES

So far reception to the program has been overwhelmingly positive from both university administration, faculty, existing students and incoming first-year students. This has manifested itself in the 60 applicants we had for Team Leader positions and the success we've seen so far on our social media accounts (445 likes and 68 followers as of July 28), as well as the positive feedback we received from incoming students on Welcome Day, leading to over 70 of them opting in to our mailing list. A final success would be how promising the volunteer team seems so far, with an incredibly engaged group of Team Leaders and a very cohesive and passionate executive team.