



REPORT

From the office of the...

MSU MAROONS

TO: Members of the Executive Board
FROM: Justin Korolyk
SUBJECT: MSU Maroons Report 1
DATE: Tuesday, October 9 2012

UPDATE

The busy period for the Maroons have come and gone, with Welcome Week and closing ceremonies out of the way, the Maroons will now focus on programming by it's three committees (Social, Promo, Athletics) and will be detailed below.

Our summer consisted of a rep camping trip, assistance in SSC summer programming, and a very successful Rep Training, which introduced the 'Maroons Mandate,' and trained the Reps on philosophies for Welcome Week, the MSU, and McMaster.

As for Welcome Week, I've been told that 'this has been the best and most organized Maroons team' from various individuals from Campus Events, the MSU, and fellow/former Maroons. Although the team was 30% smaller than it's traditionally been, the efficiency and effectiveness of this team was astounding. Besides a dislocated knee-cap, Welcome Week went off without a hitch.

The new Webpage has been updated and will continue to be updated as we establish programming. The Maroons Twitter and Facebook page has been active throughout the summer and the school year and has seen a gradual rise in likes and followers. Social media is now handled between myself and my PR Executive, Laura Macchiusi, and we will continue to engage the user base as much as possible. During the summer we also added 700+ emails to our mailing list and have begun sending out monthly 'Maroons Mail' to our 1200+ subscribers, informing them of monthly events, MSU information, and all things Maroons.

The rest of the year will focus on operating Ath & Rec programming, as well as collaborating with Campus Events, Alumni, and various MSU services and clubs. The Maroons seek to act as a promotional body for other groups on campus and try and get the student population as engaged as possible.

SERVICE USAGE

Our service usage is quite difficult to ascertain based on the fact that not every individual who uses this service comes out to every event. Based on my 3 years with the organization, I feel that there is a higher interest in the Maroons than previous years, that

being said, there is a dedicated group of students/ reps that tend to come out to every event, with random students becoming involved as programming increases. To add;

- The Maroons general mailing list has 1200+ individuals on it
- The Maroons FB page has 483 followers, with an average of 50 people talking about our posts, and a reach of 2,000 individuals per post.
- Our Twitter account has 255 followers, and is updated about 4 days a week.
- Our Youtube channel has 90 subscribers, of which 20+ followed after the 'Maroons Gangnam Style' (120,000 views) and 'Maroons Begin' (4,000 views) went live before welcome week.
- Each committee has their own mailing list that was established at Opening Ceremonies and is constantly growing.
 - These target specific interests of our volunteers
- Maroons Opening Ceremonies saw around 175 students come out, which is a record.
 - Attendance has been quite good for all events. Estimated numbers for each event has hit its mark besides intramurals, where we've often been short girls. We're focusing on more promotion for our games.

PAST EVENTS, PROJECTS & ACTIVITIES

- May@Mac
- Summer Orientation
- Maroons Camping Weekend
- Maroons Beach Day
- Welcome Day
- Two Day Maroons Training
- Welcome Week
- Maroons Opening Ceremonies
- Intramural Soccer & Inner Tube Water Polo
- Varsity Football Games
- Maroons Crash Western
- Social and Promo Committee First Meetings

UPCOMING EVENTS, PROJECTS & ACTIVITIES

- MSU Night Market
- Homecoming
- Campus Events Homecoming Concert
- First Maroon Rep General Assembly
- Continued Intramural Soccer & Water Polo
- Varsity Football
- Maroons Class Picture
- Midnight Madness
- Trick or Eat
- Pumpkin Hike (potentially)
- Continued Social and Promo Committee Meetings

BUDGET

Budget Lines with Percent Used

As of August 31, 2012 per Statements from Maggie

- Photocopying 1.4%
- Annual Campaigns 0.2%
- Recognition and Awards 0%
- Advertising and Promotions 10.3%
- Special Projects 0%
- Uniforms 142.1% (Bought Jerseys for the team instead of T-shirts for the Year)
- Member Training 0% (Should be accounted for in next statement)

Overall 55.6% (Revenues from uniforms/sales not yet accounted)

CURRENT CHALLENGES

A challenge that I know I will face this year is trying to maintain interest for students and reps. Welcome Week had every rep on deck and we functioned like a fine oiled machine, but this wanes as academics enter.

Myself and my exec team hope to address this by having Rep Socials once a month (PJ movie night + Potluck this month) and hold a Rep General Assembly to hopefully keep morale high on the team and get them all together.

My hope is by having a team on the same page, we can better present ourselves to the student body and increase engagement.

Challenges as always stand to be communication between myself and my team. They are pelted with constant information, I have tried to address this by making videos of myself explaining important information to the team, but suggestions on how to better my reach would be appreciative.

Student interest has been constant, the introduction of the 'MCard' – a Union Market type card that keeps track of students involvement in Maroons events – has gone off on the right foot and appears to incentivize student engagement. I'm still unsure how to reward students upon completion of 10 events on the card.

SUCSESSES

As stated throughout this document, the Maroons are following along the path that I set out for them quite swimmingly. The concerns I had of having a smaller rep team was completely washed away after the success of Welcome Week. The shift in organizational ideology to now stress 'First Years First' above all else, and having every rep buy into it made the team operate on a level I've never seen on the Maroons. I'm so pleased with the team dynamic as a whole.