



2013-2014 Executive Board Meeting

Topic: Executive Board Meeting 13-04
Date & Time: Tuesday, July 9, 2013
1:00 p.m.
Place: MSU Boardroom, MUSC room 201

Items:

1)	Adopt Agenda	
2)	Adopt Minutes EB 13-03	
3)	PTM Yearplans	D'Angela
4)	Capital Allocation & Expenditure – EFRT	Doucet
5)	Long-Term Goals	McGowan
6)		
7)		
8)		
9)		
10)		

Objectives

1)	Adopt Agenda
2)	Adopt Minutes
3)	Approval
4)	Approval
5)	Discussion
6)	
7)	
8)	
9)	
10)	
11)	Provide Information & Answer Questions
12)	Unfinished/Other Business
13)	Time of Next Meeting and Motion to Adjourn

Motions

3. **Moved** by D'Angela, **seconded** by ___ that the Executive Board approve the Yearplan of the EFRT Director, SCSN Director, Advocacy Director, Maroons Coordinator, and Farmstand Director.
4. a) **Moved** by Doucet, **seconded** by ___ that Executive Board approve the allocation of \$3,000 for EFRT to purchase a Noni Sp02/BP monitor along with the needed accessories.
- 4.b) **Moved** by Doucet, **seconded** by ___ that Executive Board approve the expenditure of \$3,000 for EFRT to purchase a Noni Sp02/BP monitor along with the needed accessories.

Executive Board Meeting 13-04
Tuesday, July 9, 2013 @ 1:00pm
MSU Main Boardroom, MUSC room 201

Call to order @ 1:06 p.m.

Present Campbell, D'Angela, Doucet, Milani, Wolwowitz

Late

Absent Cicchi, Graham, Leslie, Morrow

Others Present J. McGowan (General Manager), V. Scott (Recording Secretary), Josh Patel (SCSN Director), Matthew Bergen (Union Market Manager), Laura Fox (EFRT Director), Inemesit Etokudo (Maroons Coordinator),

1. Adopt Agenda

Moved by D'Angela, **seconded** by Milani that the Executive Board adopt the agenda as presented

Vote on Agenda

Passes by General Consent

2. Adopt Minutes

Moved by Wolwowitz, **seconded** by Campbell that the Executive Board adopt the minutes from Executive Board meeting 13-03 – June 25, 2013.

Passes by General Consent

3. PTM Year Plans

Maroons

- The Maroons Coordinator summarized her yearplan.

Questions

- Milani asked when the anti-oppression training was happening. D'Angela responded that they have had conversations about this with HRES, and that they will be finalizing plans soon.
- Doucet liked the idea of the mentorship program; he asked how it would be differentiated from the others that are on campus. Etokudo responded that it won't be encroaching on the education aspect, and that it will be MSU specific by promoting services and clubs.

EFRT

- The EFRT Director summarized her yearplan.

Questions

- McGowan asked if there was a capital plan for the replacement of assets. Fox responded that she didn't think there was. McGowan followed up by asking if she thought that it would be something valuable to have, and Fox agreed.

SCSN

- The SCSN Director summarized his yearplan.

Questions

- Doucet asked what the plan was for the 'Party Smart' campaign. Patel responded that it would have the same information as last year. They would be handing out pamphlets to students about how to run a safe and bylaw-abiding party.
- McGowan asked why the Off Campus Resource Centre won't be able to do the Welcome Week kits this year. Patel responded that they were overloaded with Welcome Week last year and SCSN helped out. He explained that OCRC won't be able to do it at all this year because they will be on vacation.
- McGowan asked if SCSN tracked complaints, and if there were any trends. Patel responded that they do track complaints but that he hasn't gone through past records yet. He did say that there were spikes in complaint levels during Welcome Week, Homecoming, and St. Patty's Day.

Moved by D'Angela, **seconded** by Milani that the Executive Board approve the Yearplan of the EFRT Director, SCSN Director, Advocacy Director, Maroons Coordinator, and Farmstand Director.

Passes Unanimously

4. Capital Allocation and Expenditure - EFRT

- Doucet ceded to Fox. Fox went over the memo with the Board.

Questions

- Campbell asked where they tested out the model. Fox responded that their sales representative brought it to the office, and they tried it out there.
- Campbell asked if this would change the EFRT budget lines. McGowan explained that this would be an increase to the bottom line. Doucet explained that this is a separate allocation and expenditure from what was already approved for Capital Requests.
- McGowan asked if they foresee anything else coming forward this year that would need to be replaced. Fox responded that she doesn't see any new equipment being needed, just general supplies.
- D'Angela asked how many they were purchasing. Fox responded that they were purchasing just the one, and that it would be kept in the senior packs.

a) Allocation

Moved by Doucet, **seconded** by Campbell that Executive Board approve the allocation of \$3,000 for EFRT to purchase a Nonin SpO2/BP monitor along with the needed accessories.

Passes Unanimously

b) Expenditure

Moved by Doucet, **seconded** by D'Angela that Executive Board approve the expenditure of \$3,000 for EFRT to purchase a Nonin SpO2/BP monitor along with the needed accessories.

Passes Unanimously

5. Long-Term Goals

Moved by Campbell, **seconded** by Doucet that the Executive Board move into Committee of the Whole.

Passes by General Consent

Moved by Campbell, **seconded** by D'Angela that the Executive Board move out of Committee of the Whole and to Rise and Report.

Passes by General Consent

Rise and Report

- Campbell reported that the Executive Board reviewed the goals and priorities set earlier in the summer. Moving forward, the Board plans to expand upon the long-term planning process carried out in past years, by using departmental SWOT analyses to review long-term departmental direction.

6. Information and Question Period

- Milani asked how the HSR document was going. Doucet responded that they are finalizing the document. They met with the HSR two weeks ago, asking for a document so they have been putting together recommendations of what the MSU would like the HSR to pursue.
- Doucet reported that the Communications Officer position closed on Sunday, and should be hired by August 1. Doucet added that the Silhouette is currently in the process of finding a web developer for their site, and it will be coming forward to the SRA to discuss.
- Milani asked if Joey Coleman would be continuing to live stream SRA meetings. Doucet responded that they are looking into the possibility of working with CFMU on this. Coleman was lending the equipment. Currently, this is not the first priority of the Silhouette.
- Wolwowicz reported that he has been working on Humanities stuff, and accepted a position on a committee for re-branding Humanities.
- Doucet added that Cicchi texted him earlier and apologized for missing the meeting. Doucet will be meeting with Ted McMeekin and the Minister of Growth and Trade about the new youth employment strategy.
- McGowan reported that renovations are slowly happening at Union Market, and that he is hoping that everything goes smoothly. He updated the Board that he hasn't heard back from MAPS about the matter of the part-time students. McGowan reported that the organization they use in charge of running national advertising has declared bankruptcy and that they have been dealing with that matter.
- D'Angela reported that the SRA retreat will be happening next weekend, and that details are being finalized.
- Campbell reported that he recently met with Rob Leone. He updated the Board on summer fees for next year, and that MAPS and Ath & Rec fees won't be collected for the summer of 2014. The issue about MAPS summer fees are still in the air. Campbell reported that Mills Library, as of the fall, will be closing at 10 pm. on Fridays instead of at 6 pm. Learning Commons will be open 24/5 after the fall break. Campbell updated the Board on his "Better Teaching" platform point: The focus of the two elements of this platform point has had to shift slightly. For TAs, mandatory training would likely require an adjustment to their collective agreement, which cannot happen for several years. Campbell and Graham are working with the University's MIETL (formerly CLL) in an attempt to expand upon current training, and to expand tracking of the effectiveness of training. For teaching-focused faculty, each faculty has a cap on the number of these positions they can hire, due to agreements with MUFA (the faculty association). Graham and Campbell are engaged in conversations with the University on the nature of these caps, and see how else the MSU can help foster best teaching practices. Campbell reported that things are going to take longer than thought with MUSC improvements. The plan is to try and get an expansion of plugs for September and look at completing other projects for the second semester.

7. Adjournment and Time of Next Meeting

Time of Next Meeting:

Tuesday, July 23, 2013

1:00 pm
MSU Boardroom, MUSC room 201

Moved by D'Angela, **seconded** by Wolwovicz that the meeting be adjourned.

Passes Unanimously

Meeting adjourned @ 2:22 p.m.

/vs



YEARplan13

Department:

Advocacy

Prepared by:

Rebecca McDougall

Administered by:

Anna D'Angela, VP Administration

vpadmin@msu.mcmaster.ca or 905.525.9140 ex. 23250

Date Submitted:

June 24, 2013

Date Revised:

June 28th, 2013

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 to 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

Over the past year, there has been lots of discussion regarding what role the Advocacy Street Team should serve within the MSU. This year, Advocacy has three main objectives. First, the Advocacy Street Team will seek to raise awareness on issues related to the student experience at McMaster. Secondly, the Advocacy Street Team will serve as a portal to gauge student opinion and provide a venue for students to discuss, critique and lobby on issues they are facing. Third, the Advocacy Street Team will liaise with the External and University Affairs Commissioners to help execute campaigns they may need assistance with.

Additionally, this year Advocacy aims to promote our campaigns through a variety of internal and external media outlets in order to raise local, provincial and federal awareness of our campaigns and students opinions and concerns surrounding their education.

Advocacy will also continue to play an integral role in OUSA and CASA. However, we will strive to further promote these groups and their efforts on campus to ensure students understand the value of being members of these organizations. This will be achieved through innovative campaigns, an increased social media presence and a monthly newsletter.

Overall, Advocacy will continue with old initiatives, while looking for new and creative ways to gauge student opinion and express these concerns and ideas to bodies of government who can have real and reactive solutions to issues on our campus.

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.	MUSC Admin Staff	MUSC Admin Staff will help with booking table space and banner space throughout MUSC
2.	Spencer Graham (VP Education)	The Vice-President Education will serve as a great resource when developing campaigns for this year. I have already begun discussions with Spencer prior to developing this year plan and we are content that our objectives and ideas are in sync leading into this year.
3.	Anna D'Angela (VP Administration)	The Vice-President Administration will be valuable resource for anything related to my role as a Part-Time Manager
4.	Advocacy Street Team	This year, I would like the AST to consist of approximately 20 dedicated volunteers who will act as the "(wo)man power" when executing certain campaigns and creating a presence on campus.

5.	Jacob Klugsberg (External Groups Coordinator)	The External Groups coordinator will serve as a member of the Advocacy executive. They will be responsible for staying current on OUSA and CASA's activities as well as facilitating campaigns related to these organizations.
6.	Tristan Paul (Campus Affairs Coordinator)	The Campus Affairs Coordinator will serve as a member of the Advocacy executive. Their main responsibility will be liaising with the External and University Affairs commissioners and staying current with activities occurring on campus related to PSE and the student experience.
7.	Jess Shoker (Communications Coordinator)	The Communications Coordinator will serve as a member of the Advocacy executive. Their main responsibility will be developing a social media strategy and increasing our online presence through Twitter and Facebook. They will also be responsible for facilitating the monthly newsletter.
8.	Jasmine Walia (Logistics Coordinator)	The Logistics Coordinator will serve as a member of the Advocacy executive. Their main responsibility will be assisting with the organization events. Their duties will include, booking tables, emailing volunteers and booking other space on campus.
9.	Jimmy Long (External Affairs Commissioner)	A strong working relationship will be developed with the External Affairs Commissioner to ensure that the Advocacy Street Team is assisting them with any initiatives they may have.
10.	Rodrigo Narro (University Affairs Commissioner)	A strong working relationship will be developed with the University Affairs Commissioner to ensure that the Advocacy Street Team is assisting them with any initiatives they may have.
11.	Mike Scott (Social Media Coordinator)	The Social Media Coordinator will serve as a valuable resource during our campaigns. Meetings will be held with this individual to ensure that we have a strong presence through the MSU Social Media outlets during these times.
12.	Michael Wooder (Student Life Development Coordinator)	Michael Wooder will be a great individual to meet with in regards to developing campaigns and seeing what resources the MSU may have available to us. He will also be contacted in regards to space on the MSU website and President's Page of the Silhouette
13.	MSU Communications Officer	Although a new position, the Communications Officer will be a great resource when it comes to executing our campaigns and developing interest with local media outlets.

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

Objective 1	Monthly Newsletter “ <i>The MSU Advocate</i> ”
Description	Advocacy will be publishing a monthly newsletter that will be made available through the MSU mailing system and through the MSU website and our social media outlets. The newsletter could also be sent out to those who sign up to receive the newsletter at tables and online throughout the year. I will meet with Pauline Taggart to discuss the possibilities of sending the newsletter to all MAC ID’s captured through our website. The newsletter will feature sections from OUSA, CASA, the VP Education and will feature our past and upcoming events.
Benefits	The newsletter will provide students with information regarding OUSA and CASA. Since they are members of these organizations it is important that they understand what these groups are doing to better the student experience. As well, the newsletter will serve as a great way to promote Advocacy’s activities and raise awareness on the issues we are focusing on.
Difficulties	Like all newsletters, it is possible that no one will read them. However, if we keep the information concise and visually appealing this will hopefully not be an issue.
Long-term	If this initiative is successful, it can continue next year which will help create consistency year to year.
How	We will consult the Underground to develop a template for the Newsletter. I will also consult individuals who will be contributing to the newsletter and set deadlines for their content to be submitted.
Partners	-Michael Wooder -The Underground -VP Education

Objective 2	Illegal Fees Campaign
Description	This campaign will be held from Monday, September 9 – Friday, September 13 . The focus of this campaign will be to promote the launch of a portal on the MSU website that will allow students to report if they are paying illegal fees to the University. The campaign will largely be an online push with catchy branding that will raise awareness of the potential of illegal fees and allow them to report these fees to the MSU for follow-up by the VP Education. Conversations will also be had this summer to see how we can implement this campaign into Welcome Week during the first few days of classes. Conversations will be had with Faculty planners to make them aware of the campaign and see how they can help with general awareness.
Benefits	Many students are not aware that paying certain fees for classes may in fact be illegal. By promoting the launch of the portal and providing them with a portal to report said fees, students will become more aware of the potential for this to occur and have tangible benefits if students are paying these fees.
Difficulties	Because this campaign occurs so early in September, it is unlikely that a solid

	base of volunteers will be available. However, the majority of the campaign will occur online.
Long-term	Once the portal is launched and created it can be a long-term fixture on the MSU website, allowing the Vice President Education to monitor this issue each semester.
How	Consultation with the Social Media Coordinator, Wooder and The Underground will occur to develop an eye-catching and effective online campaign.
Partners	-SMC -SLDC -Underground -Street Team

Objective 3	Forward With Integrity/ Experiential Education Campaign
Description	This campaign will be held from Monday, September 23 – Friday, September 27 . The purpose of this campaign will be multi-faceted. However, it aims to ask students what is currently missing in their education with a focus on experiential education.
Benefits	The government currently has money in reserve for experiential education centers on University campuses. We plan to run a post-card campaign that will demonstrate the need for this sort of development at McMaster. This campaign could also have tangible benefits if more was done to increase experiential education at McMaster.
Difficulties	It may be difficult to demonstrate the need for developments to experiential education at McMaster. However, if the Adocacy Street Team actively approaches people across campus and we develop some sort of online response to the question “what is lacking in your education” tangible results can still be achieved.
Long-term	Once again, this campaign may have tangible results as it is soliciting opinion from students that can be used to lobby the government and the university.
How	Discussion with the VP Education and Advocacy Executive will begin to solidify what shape this campaign will actually take.
Partners	-VP Ed -Underground -Street Team -EE Centres

Objective 4	Wall of Debt Campaign
Description	This campaign will be held from Monday, October 21- Friday October 25 . This campaign will have students writing the amount of debt they predict they will graduate with onto bricks created by the Street Team. These bricks will begin to develop a visual of the amount of debt students at McMaster will graduate with. This campaign will be held in the MUSC/Mills Plaza.
Benefits	This campaign will create an impressive and shocking visual. Hopefully, it

	will garner some media attention which will raise awareness that although a lot is done to alleviate student debt, that there are still gaps within the current system.
Difficulties	The Street Team will have to be proactive to ensure that we are getting students to fill out the bricks. If we fail to create a large enough wall, the campaign may not be as effective as we would hope.
Long-term	Once again this campaign could have some tangible results. By ensuring that we have a large media presence, we can raise awareness of the issues of student debt across Ontario.
How	In early September, we will book out the MUSC/Mills plaza and begin to prepare for the event through designing the bricks and deciding how the actual wall will look. We will use the Street Team to bring in students to sign the brick, as well as assemble the wall. The wall will be built in pieces so it can be transported over night. In addition to the wall, the campaign will also have a table or tent where volunteers will distribute handouts that will give information regarding student debt.
Partners	-Street Team -VP Ed -The Silhouette -Local media outlets

Objective 5	Food for Thought Campaign
Description	This campaign will be held from Monday, November 18 – Friday November 22 . The purpose of this campaign will also be multifaceted. First, it will aim to demonstrate that the OSAP amount for living expenses and food is not adequate by having prominent members from across campus live for a week on only the amount set by OSAP and having them complete vlogs and tweet about their experience. As well, the campaign may be used in conjunction with the University Affairs commissioner to raise awareness about the lack of healthy food options on campus and the need for a dietician. Food for Thought was a campaign that OUSA ran several years ago, so we will consult with them. Perhaps, this can become a cross-university campaign to raise awareness about the OSAP food allowance and how it effects students across the province. In addition, we will consult the organizers of the “Do The Math” campaign to gather feedback and ensure there is no overlap in our campaign.
Benefits	Hopefully this campaign can have some real benefits through garnering local and provincial media attention and awareness among University administration.
Difficulties	We will have to ensure that we gain lots of online media attention as this campaign will primarily occur online as well.
Long-term	Tangible benefits through lobbying for increases to OSAP funding and bringing a dietician to campus.
How	More discussion with the University Affairs Commissioner and VP Ed will be

	had to develop a thoughtful and comprehensive campaign.
Partners	-VP Ed -Student Wellness Centre -University Affairs Commissioner -Street Team -Local media outlets

Objective 6	Mental Health Campaign
Description	This campaign will be held from Monday, February 3- Friday, February 7. A lot was done on campus this year to reduce the stigma related to mental illness on campus. Lots of stakeholders were involved and many ran successful campaigns. This year, we would love to continue with the successes of last year with a focus on what resources are available on campus. However, this campaign would be most effective if we meet early in the year with various groups on campus to collaborate for a week long campaign. We will also consult those who planned the mental health initiatives during Welcome Week to ensure continuity and consistent branding. This campaign could also serve as a reminder of the campaigns that run throughout first semester.
Benefits	By promoting services that are available on campus, student will be more aware of what resources (Student Wellness Centre, SHEC, Peer Support Line) are available to them
Difficulties	Since there are several individuals involved with mental health on campus, I think that it may be difficult to get everyone on the same page regarding what route should be used next year.
Long-term	After a successful year with mental health awareness on campus, each year can continue to develop campaigns that will benefit students.
How	In first semester, a meeting will be held with various groups on campus to see what their plans are for the year and to collaborate on particular initiatives.
Partners	-VP Ed -University Affairs Commissioner -Student Wellness Centre -COPE -Peer Support Line -SHEC

Objective 7	Municipal Polling Station Campaign
Description	This campaign will be held from Monday, March 17 – Friday, March 21. The purpose of this campaign will be to demonstrate the need for a polling station on campus for the Municipal Election to be held in fall 2014. Through developing a petition to present to municipal officials, we will try to show that there is a need for this service at McMaster.
Benefits	Hopefully by demonstrating the need for a municipal election polling station,

	our call will be answered for the fall 2014 election.
Difficulties	Although we may demonstrate the need, local officials may be unresponsive to the campaign.
Long-term	If a polling station is brought to campus, the 14/15 Advocacy Coordinator can help promote the use of this station that fall.
How	AST members will walk around campus getting students to sign our petition. We will also create a catchy video that will be sent to local media outlets that will express student need for such a polling station and demonstrate our role in the community.
Partners	-VP Ed -SMC -Local media outlets -Communications Officer

GOALS to strive for

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

1) New promotional materials

-Over the summer, I will be revamping promotional materials such as display boards and information cards phasing out the “iAdvocate” branding

2) Campaign Plan

-I would like to have a plan for each campaign including dates for when media outlets should be contacted, when promotional material should be created and what roles volunteers and the executive will serve

3) Research

-I would like to research what campaigns other Universities and Student Unions have completed in order to gauge the strengths of different Advocacy initiatives across the province.

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

- 1) Develop a strong base of volunteers for the Advocacy Street Team
- 2) Complete the four campaigns scheduled for this semester
- 3) Have developed strategic plans for the winter term campaigns

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

- 1) Complete the campaigns scheduled for this semester
- 2) Help with the promotion of the General Assembly call for proposals process
- 3) Begin to lay the framework for the following year to ensure that some consistency is developed from year to year.

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 love for MSU Advocacy to have had some real successes. It would be great for our campaigns to gain local, provincial or even federal media coverage.

I would love for students to recognize Advocacy as a body on campus that represents their needs and serves as a venue for them to voice their concerns and opinions.

Ultimately, Advocacy is all about the students – so if our campaigns were successful and garnered a lot of interest I would be proud of our achievements throughout the year.

MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> - Prepare supplies for Clubsfest - Book tables and banner space for September campaigns -Prepare for September campaigns -Create promotional material for September campaigns -Launch summer newsletter
September	<ul style="list-style-type: none"> - Book tables and banner space for October campaigns - Illegal Fees and FWI campaign -Prepare for October campaigns -September newsletter -Book space for Wall of Debt Campaign
October	<ul style="list-style-type: none"> - Book tables and banner space for November campaigns -Wall of Debt Campaign -Prepare for November campaigns -Create promo material -October newsletter
November	<ul style="list-style-type: none"> - Book tables and banner space for December campaigns -Food for Thought campaign -Begin brainstorming and creating promotional material for January campaigns -November newsletter
December	<ul style="list-style-type: none"> - Book tables and banner space for January campaigns -December newsletter
January	<ul style="list-style-type: none"> - Book tables and banner space for February campaigns -Have meetings regarding Mental Health Campaign -Prepare for February campaigns -January newsletter
February	<ul style="list-style-type: none"> - Book tables and banner space for March campaigns -Mental Health campaign

	<ul style="list-style-type: none"> -Prepare for March campaign -Create promo material for March campaign -February newsletter
March	<ul style="list-style-type: none"> - Book tables and banner space for April campaigns -Polling Station campaign
April	<ul style="list-style-type: none"> - Begin transition
Weekly	<ul style="list-style-type: none"> - Ensure that material for the monthly newsletter is being created and gathered -Ensure that we are constantly tweeting and using the Facebook page -Ensure that the executive is aware of different campaigns around campus and across the province.

COLLABORATION within the MSU

I would love for Advocacy to collaborate with a variety of groups within the MSU. I will outline some of these relationships below

-External and University Affairs Commissioners

-Both of these MSU committees have similar ideas and initiatives to Advocacy. Collaborating with these individuals would reduce redundancies and ensure that all of our campaigns are as effective as possible.

-MSU Maroons

-The Maroons are a large group of dedicated volunteers who are passionate about raising awareness about MSU services. By getting Maroon representatives to come to volunteer with our campaigns, we will increase awareness.

-SHEC

-In the past, Advocacy has run Stress Week campaigns. SHEC holds similar events. Since Advocacy will not be carrying out this campaign this year, the AST could help SHEC by providing volunteers for their events.

-Underground

-Underground will be a great resource with developing promotional materials such as posters, banners, rave cards and our monthly newsletter

-PAC

-PAC will be essential when promoting our events around campus. They will help ensure that we have exposure campus wide.

FINAL COMMENTS leave nothing out

This year is going to be interesting. Over the past few years Advocacy has developed consistency and a reputation around campus. This year we are going to strive to use innovative campaign techniques to ensure our campaigns are getting the exposure they deserve. We will also foster relationships with our volunteers and various campus groups to ensure that we have a large group of people who can be used for our campaigns. I am incredibly excited for what Advocacy has in store, and I hope we can begin to develop an identity and objectives for Advocacy that can be followed in years to come.



YEARplan13

Department:
EFRT

Date Submitted:
June 7, 2013

Prepared by:
Laura Fox

Date Revised:
June 26, 2013

Administered by:
Anna D'Angela, VP Administration
vpadmin@msu.mcmaster.ca or 905.525.9140 ex. 23250

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 to 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.

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The final copy will be submitted to the Executive Board for review and approval at the July 9th 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

As director of EFRT, my mission for 2013-2014 is to increase the approachability of the team, both internally and externally.

Internally, approachability can be improved through team building activities such as participating in the ALTITUDE program at McMaster University, which can help to solidify the already beneficial “buddy” relationships for new members on the team. Increasing the confidence of senior responders through initiatives such as ride outs with Hamilton EMS and the Advanced Medical Life Support course will also help to ensure that responders are able to think critically at calls, and pass down relevant information to less experienced responders. This can lead to a greater teaching environment in the office.

Increasing approachability with the community outside of the team can be done by ensuring that everyone in the McMaster community knows how to contact EFRT. With the removal of residence phones, there is more uncertainty over how to call EFRT. The McMaster phone number must be dialed prior to dialing 88, which can lead to confusion in an emergency situation. Ensuring that everyone on campus knows this information is important, as it will increase our impact on the community. I would also like to implement an alcohol amnesty program, in order to ensure that students will not hesitate to call EFRT in a drug/alcohol emergency.

My goal is to see these initiatives carried through in the upcoming year, leading the EFRT to long-term improvements.

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.	MUSC Admin Staff	-Booking event space in the MUSC (eg. meetings, trainings)
2.	Accounting Staff	-Helping with First Aid courses payment and payrolls for instructors
3.	MSU VP Admin	-Assisting with project planning, problem solving, day to day operations
4.	MSU VP Finance	-Managing the budget, money allocation, capital budget requests
5.	Medical Director	-Supervising medical protocols. Allows team to use or administer certain treatments.

6.	Training & Orientation Coordinator	-Responsible for responders' training, testing, and orientation process of candidates in the fall
7.	Public Relations Coordinator	-Planning and running team recognition events. Ensures PR events are planned and attended by responders. Works to increase public awareness
8.	Team Coordinator	-Creates monthly schedule for responders, and execs. Liaise with MUSC Admin to book rooms for various events
9.	First Aid Coordinator	-Schedules First Aid courses and make sure they are run efficiently. Ensures medical supplies inventory are done monthly.
10.	Special Constables	Attend all calls and provide support for call related incidents. Occasionally help with training scenarios.
11.	Special Projects Coordinator	Help to maintain and optimize EFRT work place and equipment during the summer. Assisting other execs with team projects.
12.	EFRT Advisory Board Representative	Serves as a neutral mediator and advises the Director on a variety of issues related to team dynamics and executive selections. Acts as liaison between team and exec.
13.	EFRT Team Members	Run at least 6 shifts/month and help out with PR events, and tasks taken on by team members.
14.	MSU Network Coordinator	Helps team update website, currently helping with email lists and online first aid course registration/payment
16.	Canadian Red Cross	Agency through which responders are certified and provider of our first aid courses.
17.	ACERT	Association of campus response teams to which EFRT is a member. Links with other teams to share ideas/information.
18.	Security Services	Assist in responder safety at medical calls as well as collaborating on public safety initiatives and team trainings.

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

Objective 1	Reinstate ride outs with Hamilton EMS
Description	-the ability for our responders to run shifts with Hamilton EMS as observers
Benefits	-help to maintain and improve our relationship with Hamilton EMS, as we interact with them quite often. -get further insight into the appropriate time to call an ambulance for a patient, with experience from the paramedic point of view. -experience responding to more serious calls with professionals. -forge connections with professionals in the field to get more insight into how we respond and training ideas. -possible 'job shadow' for responders who are interested in paramedicine as a career.
Difficulties	-ensuring insurance is up to date to allow responders to observe with Hamilton EMS. -incorporating a fair system to allow members of the team the opportunity, while being careful not to overwhelm Hamilton EMS with observers. -ensuring responders are aware of the confidentiality rules in place, which are the same as those while on call for EFRT.
Long-term	-this could be something that will continue in the future for the long term, as long as future directors maintain contact with Grant Burse, our liaison.
How	-maintain contact with Grant Burse. -fill out the required observership forms. -set up a schedule, starting in the summer with the summer team to begin ride outs. Ensure that only those who are active responders and who complete the required Continuing Medical Education credits can participate, as it is a privilege.
Partners	-Grant Burse, superintendent for training and education with Hamilton EMS -John McGowan, to ensure that our insurance is up to date and applicable.

Objective 2	Incorporate new equipment (automatic blood pressure cuff and tourniquets) into packs.
Description	-current pulse oximeter has stopped working and we wish to improve our standard of care by updating with a newer model. -EMR standard has also been updated with newer treatments, such as tourniquets, which we would like to include in our packs.
Benefits	-benefit our students in an emergency, as it will ensure that they are getting the highest quality of care at the newest standards.
Difficulties	-ensuring that it is within our budget and that we are getting the best quality for a good price, with advice from alumni responders and our medical director on appropriate models and protocol changes. -training responders on the new equipment.
Long-term	-improves our standard of care overall. -allows us to be up to date with the new EMR guidelines.

	-helps us to make some of the tougher decisions we have to make at calls.
How	-research appropriate models of the equipment to ensure that we get the best equipment for the best price.
Partners	- VP Finance, to ensure items are within the budget. - Medical Director and Alumni, to ensure that proper protocol is written

Objective 3	Implement alcohol amnesty program for students in residence
Description	-students are often hesitant to call EFRT for drug/alcohol emergencies for fear of getting in trouble. -program would ensure that CA's would not get students in trouble when EFRT is called, and would help to inform students that security services will not charge students at an EFRT call.
Benefits	-helps to ensure that students will not hesitate to call EFRT in an emergency, allowing students to get the proper care that they need. -helps our calls run more smoothly, as students will be less likely to withhold information during an emergency.
Difficulties	-finding a solution that CA's and residence staff agree with.
Long-term	-over time this will hopefully increase our approachability to students on campus, particularly first years, which will in turn increase the overall safety of students on campus.
How	-meet with Resident Life staff and staff from the Student Conduct office to collaborate on a policy that works well for all parties involved. -meet with various parties from Residence Life and Student Conduct to collaborate on a proposal. -write a proposal that will be sent to Cathy O'Donnell, head of security services, to proofread, and then send to CA training supervisor.
Partners	-Cathy O'Donnell, head of security services. -Brandon Smith, Manager of Student Leadership/Learning and Laura Adamarczuk, Community Development Coordinator -Allison Drew-Hassling and Tim Cameron, Student Conduct Officers -Kevin Beatty, Residence Life Coordinator

Objective 4	Update scheduling program
Description	-incorporate a new way of scheduling to ensure that the schedule online and available to responders is always up to date with shift trades, and is easily accessible.
Benefits	-prevents confusion about who is supposed to be on call for a shift after shift trades, and ensures that all responders know who is on call at a time.
Difficulties	-finding an appropriate program or method that makes it easier for both the scheduling coordinator and responders looking at the schedule.
Long-term	-this will improve the overall organization and therefore professionalism of the team, and make the day to day running of the team much smoother.
How	-research different scheduling programs and experiment with them during the

	summer to determine whether they will work during the school year.
Partners	-previous scheduling coordinators and responders, to see which scheduling programs we have used in the past and why they didn't work. -current scheduling coordinator -Pauline Taggart, MSU Network Coordinator

Objective 5	Increase interactivity of first aid courses offered
Description	-ensure that the first aid courses we offer for students are professional and engaging for students. A common suggestion we get on our feedback forms for courses is to make them more interactive.
Benefits	-increase enrollment in first aid classes, and therefore revenue. -help students in the classes to better learn and remember the material, and therefore have a better idea of what to do in an emergency.
Difficulties	-engaging instructors and students to try out new initiatives. -finding room in the budget to increase supplies that would make our courses more interactive.
Long-term	-increase the quality of our courses and therefore increase enrollment in them. -improve the professional appearance of EFRT. -help to increase first aid knowledge throughout campus.
How	-purchase interactive materials, such as individual white boards, a projector, more trainer AED's, and mannequins with lungs. -create a powerpoint presentation, including videos and pictures. -run a mandatory workshop for instructors to help to standardize teaching methods.
Partners	-EFRT SFA coordinator, who is currently researching interactive aids available from the Red Cross, and working on creating a powerpoint presentation. -Red Cross, which needs to approve the powerpoint presentation.

Objective 6	Incorporate AMLS course into team training for dedicated seniors
Description	-send several senior responders once a year to an Advanced Medical Life Support course.
Benefits	-improve understanding of medical emergencies to ensure that appropriate decisions are made at calls.
Difficulties	-finding money in the training budget to send responders to this course. -ensuring that an appropriate number of seniors are sent to the course who will get the most out of learning the material.
Long-term	-will help to improve responders' skills and knowledge of protocol, as responders will rely even less on memorization of protocol and more on their understanding of medical emergencies.
How	-ensure that responders who attended the course in May spend time teaching others who did not attend. -ensure that younger responders and future training coordinator know the value of the course and continue planning it each year.

	-increase excitement for the course by showing the textbooks to less experienced responders and teaching them more in depth skills.
Partners	-Alumni and senior responders -Danielle Griswold, contact from AMLS course we attended in May

Objective 7	Increase teaching environment of EFRT office
Description	-continue progress of past several years to ensure that the EFRT office is a learning environment where skills are consistently practiced and calls are always experiences to be learned from.
Benefits	-improve our standard of care by ensuring that our skills are always up to date and that information is properly passed on between different responders.
Difficulties	-ensuring that responders complete CME credits and debrief properly after each call, as these are somewhat new initiatives
Long-term	-each year this can be built upon to ensure that the EFRT office is a space where responders feel comfortable asking any questions.
How	-ensure that CME credits are kept up to date for every responder by making them a team requirement and monitoring them to ensure that they are completed. -ensure that after each call, responders debrief both positive and negative aspects and are able to learn from these experiences. -emphasize both these requirements at trainings and team meetings.
Partners	-exec and senior responders, to lead by example and to spend time teaching the knowledge they have acquired to less experienced responders. -training coordinator, to ensure that CME's are completed and kept up to date.

GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) Incorporate new equipments into the packs with a full revision of the protocol.
- 2) Begin ride outs with Hamilton EMS.
- 3) Complete alcohol amnesty program for the beginning of Welcome Week.

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

- 1) Successfully retrain responders for school year.
- 2) Choose and train the new rookies to EMR standards.
- 3) Maintain a strong PR presence during Welcome Week, such as having Welcome Week reps and a PR table at Clubfest, to ensure that first years know who we are and how to contact us.

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

- 1) Complete mid-year evaluations of responders.
- 2) Prepare and send soph responders to ITLS training in Toronto.
- 3) Manage a well-organized and interactive PR week, including the collaboration between SHEC and EFRT.

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?

There are many things that I would like to accomplish this year. First of all, I would like to increase our presence and approachability with first years on campus, especially through advertising the direct line, 905-522-4135, since the removal of phones from residences make it more difficult for first years to contact us. For approachability, we are hoping to implement an alcohol amnesty program, ensuring that first years in residence and any other students do not ever hesitate to call us in a medical emergency for fear of getting in trouble from residence managers, community advisors, or special constables.

Another highlight of the upcoming year will be the Advanced Medical Life Support course offered to seniors on the team, which current seniors completed in May. This will improve the quality of our care and increase understanding of the medical emergencies on campus, ensuring that we are able to think critically at all calls.

Another highlight I would like to include would be the implementation of ride-outs with Hamilton EMS. This will also help to improve our perspective at medical emergencies and will be a great opportunity for our responders to learn more about professional emergency services.

Finally, I hope to update the equipment in the packs. Possibilities include a new SpO₂ monitor with an automatic blood pressure cuff to supplement our responder's skills and assist at the more emergent calls, and tourniquets to update with the new EMR standards.

MASTER SUMMARY calendar and checklist

<p>Summer (preparation)</p>	<ul style="list-style-type: none"> - Plan exec re-training and team re-training weekend - Order team supplies, such as new pulse oximeter - Update team protocol and Code of Conduct - Talk with WW planners/PR coordinator to make sure PR events are on track for WW - Begin planning Orientation by speaking with Orientation Committee to implement improvements - Talk with professors regarding speaking to first years in classes - Set up time for Medical Director to come in and do symptom relief or trauma training - Order all orientation equipment - Contact alumni to come in and run re-training/orientation weekends - Speak with CA's at CA training to ensure that they are familiar with our service and that they know when to call us - Implement new alcohol amnesty program
<p>September</p>	<ul style="list-style-type: none"> - Book radios for orientation weekend - Make sure all orientation documents are prepped and photocopied - Make sure all summer bills are paid for and POs are in at least 2 weeks in advance - Send summer expenses to secretary for VP Admin of the university - Oversee if PR events and orientation planning is well managed - Begin Orientation process with candidate interviews, CPR testing, and SFA testing
<p>October</p>	<ul style="list-style-type: none"> - Brief team members on Orientation weekends - Ensure Orientation weekends and practice sessions run smoothly - Order new clothing for new team members - Help out with rookie training weekend - Meet with exec members to discuss feedback from orientation - Ensure all paperwork is filled out for new team members
<p>November</p>	<ul style="list-style-type: none"> - Meet with exec members to discuss feedback from term evaluations - Help prep for MIXER conference - Support new team members transition into the team
<p>December</p>	<ul style="list-style-type: none"> - Recognize team for the work they have done through Holiday Party - Look into potential large purchases needed for next term/year - Make sure all first term bills and payments are completed - Complete budget review
<p>January</p>	<ul style="list-style-type: none"> - PR event during Frost Week - Help out with 2nd weekend of rookie training - Run mid-year evaluations with all team members, use performance to prepare February training - Send out posting information for exec positions for the following academic year. - Prepare soph responders for ITLS training weekend in Toronto

February	<ul style="list-style-type: none"> - Prepare for PR week for March - Plan for NCCER and NCEMSF conferences - Run make-up mid-year evaluations if need be
March	<ul style="list-style-type: none"> - PR week, set up schedule, help PR coordinator prepare supplies - Interview for Director and executive positions for the following year - Prepare transition manual and collect manuals from execs - Draft year-end report - Prepare preliminary budget for upcoming year
April	<ul style="list-style-type: none"> - Complete final year report - Meet with next year's executive team to transition, and as a group talk about the year - Finish up bill payments/purchase orders - Help plan year recognition night

Weekly	<ul style="list-style-type: none"> - PO/bill payment at the end of every week - Make sure shifts and exec radio are covered - Review call reports with execs and give feedback to responders - Prepare reports for MSU/SRA as needed - Meetings/check-in with execs - Help responders with optional trainings
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COLLABORATION within the MSU

[Please provide an example of where your service can collaborate with a) another MSU Service and b) non-MSU Service (e.g. SRA Caucus, Business Unit, Clubs, etc). Make sure to specify which MSU Service the example is relevant to, how the project or idea is better supported by this collaboration what each can gain from collaborating on the project or idea

The collaboration between SHEC and EFRT on the annual drunk driving simulation is something that I would love to continue. This takes place in March during EFRT's PR week. It involves obtaining a wrecked car and setting up a table for both EFRT and SHEC in the centre of campus. EFRT simulates responding to a drunk driving car accident, with volunteers from SHEC acting as patients. This helps to promote both EFRT and SHEC services, as it increases awareness for the dangers of alcohol, as well as for the emergencies that can happen if alcohol is abused.

A non-MSU service that we can collaborate with is the student sports medicine therapists that work at DBAC. The majority of our calls are musculoskeletal (MSK), and sports therapists are frequently at the calls we attend. We have begun an attempt to increase our awareness of each other's protocols to ensure that we can better work together at calls. This includes attending the sports therapist trainings and inviting them to attend ours. This allows us to obtain more

information from them on MSK specifics, and allows us to give them more information on emergency situations, such as if a patient goes into shock or has a head/neck/spinal injury.

FINAL COMMENTS leave nothing out

Finally, I would like to speak to the overall changes and improvements I would like to see implemented with the team this year. In the past year, continuing medical education credits (CME's) were implemented in the form of practice situations, checklists, and written assignments. This increased the teaching environment in the office and led to responders practicing their skills and teaching others more often. I would like to see these CME's continued and refined in the upcoming years. This will include building a reservoir of questionnaires, checklists, and practice situations, as well as improving recording methods and adding greater variety.

To go along with this idea, I would also like to see the improvement in debriefs after each call. This involves the responders sitting and talking about a call immediately afterwards to discuss what was done well and what could be improved upon. This is important for improving the skills of all responders, but it is especially important for new responders to receive feedback on how they respond at calls, as well as to have the opportunity to ask any questions they are concerned about.

Initiatives such as the AMLS course, ride outs with Hamilton EMS, and updating equipment in the packs will help to increase our knowledge and experience of emergency medicine, therefore increasing our ability to teach, learn, and respond to emergencies.



YEARplan13

Department:
MacFarmstand

Prepared by:
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Date Submitted:
June 4th 2013

Date Revised:
July 2nd 2013

Date Approved:

MISSION an overview

Our mission this year is to increase knowledge and accessibility of sustainable food options for McMaster's community. This means prioritizing local, organic foods grown using permacultural principals benefiting consumers, producers and the planet. (Permaculture is the development of agricultural ecosystems intended to be sustainable and self-sufficient.)

We will be working in close contact with our farmers, including several trips out to local farms (both our suppliers and others). Garnering a better understanding of our local food system will serve to increase our community's appreciation of the food we eat.

We will be also working in conjunction with a variety of MSU services to encourage and inspire the culinary spirit on campus. Enabling students to create versatile and healthful meals will increase our ability to live well and eat seasonally. In order to extend the consumption

season of our favourite crops, we're hoping to engage students with a variety of canning and preserving workshops.

In addition we hope to, on a regular basis, incorporate local artisans and musicians into the Farmstand market days. This should serve to increase the Farmstand's visibility and appeal while bringing in new patrons.

Through incorporating multiple sorts of local economy, improving student's abilities to cook creative and nutritious meals and making the connection back to our farmers we hope to further increase the sustainability of the Farmstand itself.

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.	Operations Coordinator	Manage the appearance and operation of the Farmstand once per week Assist CSRs in reaching maximum potential in terms of produce knowledge. Provide feedback and perspective at regular exec meetings. Engage customers with excellent knowledge and interest in preparation methods of various fruits and vegetables.
2.	Events Coordinator	Coordinate events (farm visits, workshops, welcome week) Work with Promotions and Operations Coordinator to ensure news of events reaches interested community members Provide feedback and perspective at regular exec meetings.
3.	Promotions Coordinator	Designing and carrying out promotional plans. Main person managing social media pages. Provide feedback and perspective at regular exec meetings.
4.	Customer Service Representative	Getting to know and assisting Farmstand customers Engaging with Operations Exec and Director (and perhaps even farmers) to get best possible info on produce. Bring passion and livelihood to the Farmstand everyday Assisting with the set up/take down for their shift. Providing feedback and perspective at general meetings

5.	Set-up/Take Down Volunteers	Lots of lifting, carrying and walking from refrigerator to Farmstand Location. Providing feedback and perspective at general meetings
6.	General Volunteer	Engaging with customers Fetching produce from fridge Providing feedback and perspective at general meetings
7.	Leigh Laidlaw	Source of a wealth of knowledge Reselling usable produce to Hospitality services on Thursday Providing a connection to Hospitality services for materials we may need to run the farm (tablecloths, hand sanitizer, serving utensils) Pays our farmers via invoice
8.	Christina Monacchino	Connection to MTCG Good source of collaboration for multiple events
9.	Anna D'Angela	MSU connection Great starting place for any problems.
10.	Kate Whalen	Invaluable connections within and outside the university

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

Objective 1	Makers Market
Description	In addition to selling produce many farmers markets display and sell work by local artisans. We hope to bring in local entrepreneurs to display their wares (soaps, jewelry, knitting etc).
Benefits	Providing a link to local artisans would allow students to spend their money on things that support local businesses. Instead of buying gifts from large generic chains, they could gift items that have a real story and are helping revive the entrepreneurial spirit in Hamilton. The addition of these types of materials would bring more people in to see our non-perishables and give us a chance to engage them with the Farmstand as well.
Difficulties	We will need to contact members of University Administration to discuss the feasibility of selling non-food products on campus. Since we will not be buying the items from the artisans and re-selling it will be a different kind of process and I'm sure there will have to be another way to go about it. There may be a charge to allow people to sell their products on campus, this may dissuade smaller companies from joining - defeating the entire purpose. Perhaps given that the events will not be held inside the MUSC market place, there will be some flexibility in the price of items.

Long-term	Through the availability of these makers, we hope to encourage a DIY spirit in the McMaster community. Many of these makers host workshops on how to improve your skill in their craft. My hope is that students will see DIY-ing and selling at the Farmstand as an opportunity to make a little money of their own on the side.
How	<p>Attending festivals and the art crawl to let makers know that we are putting in an effort to add a "makers market" element (continuously)</p> <p>Ask Alvand if he talked with anyone about the regulations surrounding getting artisans to sell their products at the Farmstand (today)</p> <p>Ask Anna who I should talk to about above regulations (Monday 24th)</p> <p>Talk to this person (Monday 24th/Tuesday 25th)</p> <p>Send an e-mail out to interested parties letting them know what I've learned</p> <p>Potentially go back to renegotiate if interested makers find charges too high.</p> <p>Host at most one maker on any given Farmstand week.</p> <p>Encourage makers to promote their workshops</p> <p>Encourage students to contact me if they make anything themselves and would like to sell on campus.</p>
Partners	<p>Anna will probably be invaluable- as a contact person with members of University Administration</p> <p>Potential Vendors.</p>

Objective 2	Enjoying the Season
Description	Weekly cooking events, Wednesday night where we use some of the produce we had trouble moving to make tasty, versatile dishes. More of the best dishes will be provided as samples at the next day's Farmstand. Copies of the recipe will be available next to the sample, ideally encouraging the sale of the associated items.
Benefits	<p>This event should serve to increase the popularity of some of our more obscure fare. It will simultaneously increase traffic to the stand as students know a few ways they can prepare Farmstand items that are simple and tasty.</p> <p>Increasing the culinary literacy of students would lead to a more healthful student body. Some of the items that students tend to avoid (dark leafy greens) can be most beneficial in keeping common student ailments at bay.</p> <p>Potential to sell a cookbook at the end of the year with all of our accumulated recipes inside or collaborate with the SHEC Cookbook.</p>

Difficulties	<p>Coming up with recipes on a weekly basis might be a challenge. We will probably end up remaking some similar items with changes in the seasonal vegetables.</p> <p>We'll need access to a cooking space, and some food handling and safety training. Seeing as Bridges isn't occupied during the summer we may be able to use this space. We may need to have a Hospitality Services chef present.</p> <p>We will doubtlessly need some extra ingredients to cook with, hopefully Leigh and help with that. We may be able to make some room in the promotions budget for some of this.</p> <p>We will have to keep in mind students have a limited budget, so that may impact the ingredients we can use - we'll have to focus on items that can be bought and stored for a long period of time.</p> <p>We could have volunteers "volunteer" to make recipes incorporating lots of that week's produce on the first day to bring in on the second? We could buy the staples (eg. Oils, vinegars, seasonings) in bulk so they don't have to provide that themselves. Recipes would be made primarily of our fresh produce and the provided pantry staples (nuts, dried fruits, grains etc). They would also get reimbursed for any items used that are not found in our "pantry".</p>
Long-term	<p>One of our potential executives for this year is interested in starting a cooking working group in the future. He was particularly excited by this idea. We could potentially work through them, providing our extra produce in exchange for their recipes and samplers for the following week.</p>
How	<p>Talk to Leigh about the possibility of using Bridges kitchen during the summer and getting access to the pantry basics. (June 30th)</p> <p>Researching recipe inspirations each week for the leftover produce.</p> <p>Promoting at the farmstand and via online media.</p>
Partners	<p>Hospitality Services OPIRG MacVeggie Club McMaster Community and Teaching Garden MacBread Bin</p>

Objective 3	Extending the Season
Description	Familiarizing students with preserving techniques (canning, freezing, pickling, drying Jamming, Jellying) through the use of regular workshops, and online resources

Benefits	<p>This will increase the accessibility of seasonal eating through the introduction of preserved foods as an off season substitute.</p> <p>It will also serve to increase culinary literacy and flexibility while decreasing the cost of eating healthfully to students. (Preserving your own foods when they are in season is far cheaper than purchasing them fresh when they are out of season.)</p> <p>Homemade preserves make excellent gifts – low cost and personal. This could do a lot to alleviate some of the financially related stress everyone experiences around the holidays.</p>
Difficulties	<p>We'll need access to a cooking space, and some food handling and safety training. Seeing as Bridges isn't occupied during the summer we may be able to use this space. We may need to have a Hospitality Services chef present.</p> <p>We will doubtlessly need some extra ingredients to cook with, hopefully Leigh and help with that. We may be able to make some room in the promotions budget for some of this, or find room somewhere else (contact Jeff for this).</p> <p>We will have to keep in mind students have a limited budget, so that may impact the ingredients we can use - we'll have to focus on items that can be bought and stored for a long period of time.</p> <p>Some methods of preserving require additional materials (mason jars, dehydrators). We will start with those requiring the least amount of supplementary materials and go forward with that. We may be able to buy mason jars at a bulk store for a discount.</p>
Long-term	<p>Depending on the training of our participants we may later be able to hold “preserving parties” and preserve a lot of seasonal produce for future sales at the Farmstand.</p> <p>Alternatively (if sale via the stand is impossible) we could donate some of the preserves to MacBread Bin.</p>
How	<p>Talk to Leigh about the possibility of using Bridges kitchen during the summer and getting access to the pantry basics. (June 30th)</p> <p>Researching preserving techniques and best methods for individual produce (Throughout the season, starting now)</p> <p>Promoting at the Farmstand and via online media.</p>
Partners	<p>Hospitality Services OPIRG MacVeggie Club McMaster Community and Teaching Garden MacBread Bin</p>

Objective 4	Making the Connection
Description	We will host regular trips out to work on our farms. This will allow students not only to connect with our farmers and better understand their lives, but to further connect with and appreciate the food on their plates. It will also allow us to build a better relationship with farmers, potentially allowing us to reduce the prices of our shares in future years.
Benefits	Students will appreciate a better understanding of a sustainable food system. Students will get in a good day's exercise and probably some great fresh food. Event will allow for great hands on opportunities for members of the McMaster Teaching and Community Garden to get involved with experienced farmers. This will further connect the MSU to our farmers and allow for the MTCG to have an excellent new resource of knowledge. The Farmstand with enhance our relationship to our farmers, keeping our farmers happy will increase the chances that they will want to work with us again.
Difficulties	It might be difficult to get people out for this it's a significant time commitment, and we might have to charge people for gas money. In order to combat this we would start promo early in order to make sure people have time to make the outing.
Long-term	Hopefully with regular enough visits to the farm we might be able to come to an agreement where our crop share is given to us at a discounted rate. This would make our fresh organic produce more accessible to students on a budget.
How	Contact our Farmers and see what days of the week will work for them (this week). Pick a first day and start promoting with at least 3 weeks notice. Ask students to confirm their attendance so that we can arrange for adequate transportation. Drive out and farm. Take lots of pictures for promotional use for future visits.
Partners	MTCG Manorun Organic Farm Samsara Fields Plan B Organic Farms

GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) Monthly trips to our farms
- 2) At least two workshops for both preserving and cooking
- 3) A database of recipes with seasonal ingredients for spring and summer

List 3 things you would like to have completed during the fall

- 1) A farm visit during welcome week
- 2) Monthly workshops on seasonal cooking
- 3) A database of recipes with seasonal ingredients for autumn and winter

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?

Fostering good relationships with 4 new farmers, willing to continue supplying us in a similar fashion for next season.
 Initiating cooking and preserving workshops that emphasize seasonal cuisine
 Providing students and staff of the university with lots of seasonal recipes to inspire their own home cooking.
 Encouraging an entrepreneurial spirit on campus through the makers markets and potential for student involvement
 Reducing the food waste of the Farmstand by incorporating a weekly donation to MacBread Bin into our business model.

MASTER SUMMARY calendar and checklist

May	<ul style="list-style-type: none"> - Finding Farmers - Amassing spring recipes - Hire executives, post all jobs - Contact top tier of Customer Service Rep applications for interviews - Becoming familiar with Farmstand system (how things are paid for, partners, etc)
June	<ul style="list-style-type: none"> - Grand Opening (June 19-20) - Starting Samplers and Recipe Posts - weekly Farmstand -
July	<ul style="list-style-type: none"> - Weekly Farmstand - First farm trip - Continuation of samplers and recipes (weekly)

August	<ul style="list-style-type: none"> -Weekly farmstands -First Cooking/Preserving Workshop -Continuation of samplers and recipes (weekly) -Info Table at McMaster Success Fest (August 4th) <li style="padding-left: 40px;">-Have promotional info for Septembers' events
September	<ul style="list-style-type: none"> -Weekly farmstands -Second Farm trip -Second Cooking/Preserving Workshop -Continuation of samplers and recipes (weekly) -Welcome Week Celebration -Tabling during welcome week
October	<ul style="list-style-type: none"> -Weekly farmstands -Third cooking/preserving workshop -Third Farm trip -Continuation of samplers and recipes (weekly) - Night Market Festival - Final Harvest Festival
November	<ul style="list-style-type: none"> - Winter cooking workshop -Continuation of seasonal recipes

Weekly	<ul style="list-style-type: none"> -Farmstand Markets - Samplers of underutilized produce -Recipes posted online
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COLLABORATION within the MSU

a) The Farmstand will be collaborating with the McMaster Teaching and Community Garden on a regular basis. We will be attending and promoting farm visit events together. They will also supply us with a good amount of produce once their harvest is ready. The increased promotion of the farm visits will allow for both of us to interact with students who might otherwise not be exposed to our service. The sale of produce from the MTCG to the Farmstand allows for an income to be had by the MTCG and for the Farmstand to be able to promote and sell ultralocal produce.

b) We collaborate on a weekly basis with our farmers, they bring us produce and we resell it and promote their farm. Our farmers are the bloodlife of the Farmstand, they provide us with the local, organic produce that the McMaster community is looking for. They are key in ensuring that our CSRs can provide our customers with the best info on their produce. By having regular farm trips out there, we will be able to better inform our customers on the methods of growth.

We will also be able to assist our farmers through the contribution of physical labour on the farm trips. This is an opportunity for them to entice your university students with farm internships over the summer.

FINAL COMMENTS leave nothing out

We're really trying to promote seasonal eating this year in the hope that exposure to this type of diet will make the Farmstand more accessible to students, and staff. Eating seasonally can seem intimidating and restricting if you are uninformed on the subject. No one needs to eat only local food, but encouraging a primarily seasonal diet is one of the tastiest ways to reduce your carbon footprint and increase the sustainability of your social system.

We would love to partner with SHEC in order to make some contributions to their yearly cookbook. We should have a large database of seasonal recipes by the end of the year. These recipes would be filled with lots of produce, making them healthful additions to the SHEC selection. Depending on when this is produced in the school year it may turn out to be a way to keep the Farmstand visible during the off season.

We're also hoping to find a way to partner with MacBreadBin. Every week there are items that we can't sell back to Hospitality services and that won't keep another week. These items should certainly be donated rather than being composted. I have Leigh's tentative approval for this and I will be approaching the MacBread Bin director to see how we might incorporate a Thursday donation of perishables into their current system.

Bringing students to the farms is a secondary part of increasing the sustainability of our system. We hope to show, through our farmers, that organic farming methods need not be a step back from conventional farming. Organic farming has the potential to nurture our planet, our food system and ourselves, this should become apparent through our farm visits.



YEARplan13

Department:
MSU Maroons

Date Submitted:
Friday, June 7th, 2013 – Draft 1

Prepared by:
Inemesit Etokudo
maroons@msu.mcmaster.ca or 9055259140 ex. 26575

Date Revised:
Friday, June 28th, 2013

Administered by:
Anna D'Angela, VP Administration
vpadmin@msu.mcmaster.ca or 905.525.9140 ex. 23250

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 to 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 June 7th, 2013.
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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 the MSU Maroons is to strive to unify the undergraduate community within McMaster, through the fostering of pride and increasing involvement within the MSU and the Hamilton community at large. This involvement will be facilitated through engaging activities, provided by the Maroons acting as an MSU service, which will lead to the undergraduate population being better exposed and educated about the MSU. In addition, the Maroons will help create a positive environment for incoming McMaster student, through their roles during Welcome Week, as well as work through out the year to involve undergraduate students at all academic levels. The Maroons will strive to continue the vision introduced during the past year while proposing new initiatives, still in line with the continuing vision, that will have a practical aspect and a general purpose. Finally, the Maroons will strive to uphold the keystone mission of the organization: to instill a culture of pride within McMaster's undergraduate students.

ROLES that individuals play

	Name of Individual	Role(s)
1.	Former Maroons Coordinator(s)	The former Coordinator(s) are always willing to give advice or will gladly help me to troubleshoot any issues I may have. They have been where I am and can hopefully be someone I can reach out to.
2.	David Campbell MSU President president@msu.mcmaster.ca	As the incoming President of the MSU, David MAY have some vision for the role of the Maroons in the MSU and have an idea of how the Maroons can best work with the MSU, and is a great person to share new ideas with. In addition, the Maroons can help in the progression of David's bigger Homecoming Platform Point. The Maroons participate each year in Homecoming; therefore, a collaboration between both parties could be beneficial.
3.	Ana D'Angela MSU VP Administration vpadmin@msu.mcmaster.ca	Along with being my direct supervisor, the VP Admin is the person I go to if I encounter staff issues and will chair all PTM meetings, organize PTM training and is the first person I approach if I am having any issues. Scheduling regular meetings with them, especially during the summer to get updates about WW, is an important part of the summer process. Including the Shinerama Coordinator in these meetings leading up to Welcome Week would increase the communication

		across all parties.
4.	Jeffrey Doucet MSU VP Finance vpfinance@msu.mcmaster.ca	If I am not sure which budget line a PO should be made from or if I have any questions about how to go about using my budget then the VP Finance is the person to talk to. I scheduled a meeting with Jeff in order to get a rundown of where they see PO's fitting in to my budget and to get an explanation of my final budget.
5.	Michael Wooder Student Life Development Coordinator sldc@msu.mcmaster.ca	Mr. Wooder is a great person to talk to if I have any issues or questions pertaining to maintaining a certain level of professionalism or anything pertaining to the branding of the MSU. Questions about the MSU website should also be directed to him. He also has the MSU camera in his office that can be borrowed if needed.
6.	Pauline Taggart Network Administrator ptaggart@msu.mcmaster.ca	Pauline is the go to person for any computer or network access issues and can answer any questions pertaining to the MSU website and managing the content that we want to put on it.
7.	Victoria Scott Administrative Assistant adminasst@msu.mcmaster.ca	Victoria is the person who handles access to the office (keys), or for telephone, long distance, or answering machine information.
8.	John McGowan MSU Business Manager bmgn@msu.mcmaster.ca	John is a great resource for MSU knowledge and can answer pretty much any general questions I may have and can provide great advice if I run into any problems or need help troubleshooting an issue or event.
9.	Al Legault Campus Events Director events@msu.mcmaster.ca	Al is very approachable, and knows exactly what it takes to plan and run a successful event. In addition, Al knows how to secure swag and giveaways, crucial for Maroons promotion.
10.	Lucas Canzona Campus Events Assistant Director eventsasst@msu.mcmaster.ca	Lucas has just been hired as Al's second hand man. He will be the planner and primary contact for much of the MSU WW programming, as well as the main contact for getting in touch with the Faculty WW Planners.
11.	Kyle Diab Shinerama Coordinator shinerama@msu.mcmaster.ca	Maintaining a close relationship Kyle will be helpful both in the execution of fundraising initiatives, and the sharing of the office space. Having worked with Kyle in the past, our working relationship is strong and we both have high hopes in terms of Maroon & Shinerama collaboration.

12.	Parrish Offer Athletics & Recreation Business Manager	Parrish will be your main contact in Athletics and Recreation for game day details, promotions, and giveaways
13.	Mark Alfano Athletics & Recreation Facilities Manager	Mark is my main contact in Athletics and Recreation for gym space rentals and bookings
14.	Lana DiFrancescomarino Athletics & Recreation Sponsorship & Marketing Coordinator & Interim Game Day Coordinator	The game day coordinator is responsible for planning and organizing game day events and half-time shows for varsity games, which sometimes involve the Maroons' volunteering efforts. The game day coordinator is to be hired by Lana in August. For the time being, we receive information from Lana with regards to game day logistics.
15.	Donna Watson Watson Engraving and Signage info@watsonsengraving.com	Watson engraving is where our award plaques are engraved, and Donna is our main contact there.
16.	Jay Flesher Festival Promotions jay@festival.net	Festival Promotions where we order our t-shirts for welcome week, and Jay is our main contact there.
17.	Sandra Harssar Kpromo SHarssar@astromarketing.ca	KPromo is where we ordered our Maroon jumpsuits for 2012. Sandra is our main contact there and went above and beyond for Justin last year. I have begun the process to get the 2013/2014 rep suits made by her.
18.	And Sew On info@andsewon.ca	Located on Main Street, I will be using them again this year to create the year-end patches.
19.	Mike Grover West Dale Sports mgrover@cogeco.ca	Located at the same plaza Kelsey's is on Main Street, Mike is my contact for getting the Rep Jersey's for this year.
20.	Dave Diedrick Underground Graphic Designer designer@msu.mcmaster.ca	Dave is invaluable for designing any Maroons material, from t-shirts to lanyards to promotional posters.
22.	Sandro Giordano Underground Media and Design Manager	Sandro has a wealth of knowledge about the MSU, and will be a great person to talk to about general advertising as well as promotional queries.
23.	Lori Diamond MUSC Administrative Director	Lori will be the person to speak with regarding any office space issues, or to clarify the rules and guidelines for hanging posters and banners in MUSC.
26.	MUSC Admin Staff	The Admin Staff helps with the booking of rooms in MUSC for meetings or interviews.

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

Objective 1	Raise the level of professionalism associated with the Maroons
Description	Allow the Maroons to be seen as more than just the spirit squad at McMaster. We are an organization that appeals to such a large demographic and as such, should be handled professionally. The Maroons are an MSU service, and the workings of the organization as a whole should be indicative of this fact.
Benefits	This objective will benefit the organization by streamlining processes and allowing for the development of structures that will lead for the smooth transition between coordinators as well as the improved perception of the Maroons in general.
Difficulties	The difficulties associated with this objective stem around the mental reconditioning of the organization as a whole. This is an objective that I will begin and foster the growth of after the coordinator term is over.
Long-term	This objective is one that if carried out correctly, will establish a foundation that can be carried on as the organization grows. Adding a sense of professionalism will both influence the organization from the inside out, as well as refine the image of the Maroons.
How	Maroon Connect – a program that will be set in place to connect the maroons to the rest of the MSU services and clubs – will be implemented as soon as the coordinator term begins. This will involve sending out introductory emails at the beginning of the year letting other services know that the Maroons are approachable and can be utilized to promote any of their events. Processes such as proper documentation asking for the help of the Maroons to promote an event, working with different campus groups such as Alumni services on their events, and having networking socials opened to the entire undergraduate population in which services are invited to promote and talk about their services, would achieve this objective across the board. The Maroons have already began talk with campus partner like Alumni services by being a part of the online Mission2Mac campaign, lending a voice to incoming first year students and answering their questions. Budget concerns and executive check-ups will be had on a monthly basis, with executive reports being handed in and being included in the PTM reports given to the VP Admin.
Partners	This objective will be undertaken primarily by myself as the coordinator along with the aide of the current executive team. The MSU board of directors will be a valuable resource as they would be knowledgeable of the operations of a professional organization as well as the operation of the Maroons as an MSU service.

Objective 2	Expand the collaboration between the Maroons and other MSU Services and Clubs
Description	This objective is focused on expanding the network of the MSU. Collaboration between the Maroons and the other MSU clubs and services would lead to the execution of events that would cater to a larger population than would have been reached if the events had been held separately. The Maroons could

	diversify immensely and would stress the idea that the MSU is there for the students.
Benefits	The building of a structured network would ensure that a larger student population is reached. This will lead to an increased awareness in the Maroons and the other MSU services and clubs.
Difficulties	The difficulties will lay in the coordination of all the PTMs and club presidents. Once the initial email is sent out, continual communication both ways will help to diminish this difficulty.
Long-term	This is an objective that has a long-term timeline. The foundation for this objective would be started by the current coordinator, and through the structures set up through the term, would be an objective that could be easily transitioned to future coordinators.
How	The process will begin by sending out an initial introductory email from the Maroons coordinator to the coordinators of other services and presidents of clubs in order to establish contact early. Throughout the year, these relationships would be fostered through constant communication. Maroons Connect will be integral to the completion of this objective. In addition, enforce the connection to the rep team by having PTMs of the services come to the training sessions and introduce themselves and their service to the team.
Partners	The VP Administration and clubs administrator would be the main partners for this goal. The involvement of the VP Admin would ensure the outreach to the MSU services while the partnership with the clubs administrator would grant us access to MSU clubs.

Objective 3	Continue the vision created by the past coordinator and executive team for the MSU Maroons
Description	This objective will be accomplished by setting standards and templates for running of the service in future years. Continuity is a major component of my vision for the Maroons. Rather than start anew with every new coordinator, the organization should flow, preserving the vision of the past coordinator, while simultaneously bringing in new ideas to develop the vision.
Benefits	The benefit of this objective is to create a holistic organizational structure within the Maroons. By providing the proper structure, continuity of a singular vision will lead to a sustainable branding of the Maroons.
Difficulties	I do not foresee any difficulties with this objective due to the internal approach. There will be structures put in place to ensure that the process is executed correctly. These structures include referring to past transition reports when planning events and keeping on track with the objectives outlined in the previous year. Once the current executive team executes this objective, future executive teams would be better prepared for bracing the difficulties that may arise as a result of this objective.
Long-term	The implementation of this objective will be introduced this year. With the help of the past coordinator and his executive team, the objective will be reached within a short-term timeline. Through the continuation of this objective in consecutive years, this objective will have a long-term benefit to

	the organization as a whole. This would create a longitudinal direction for the organization.
How	Transition documents will be updated monthly by both the coordinator and executive members. This will allow for the seamless transition of ideas between consecutive years and the recollection of important details surrounding events. The thorough education of the incoming coordinator and executive team by the current executive team will ensure that the new team will be well versed in the vision they are continuing. This will ensure that the new team is sufficiently prepared to lead the team.
Partners	Although a largely internal process, the involvement of the past Maroons coordinator will be instrumental to the long-term success of this goal. The past Maroons coordinator will play this role through the scheduling of one “checkpoint” meeting every 2 months in which questions, concerns or clarifications need to be discussed. In addition, Justin and myself know each other on a more personal, friendship basis therefore, having the ability to call or text him when I have a question is also possible.

Objective 4	Sustain rep interest in the organization after Welcome Week
Description	This objective will address the issue of attrition rates in rep attendance after Welcome Week ends. This includes involvement in all 3 aspects of the Maroons: social, promo and athletic events. Specifically, increase rep attendance to events outside of their own personal preference.
Benefits	Sustaining rep interest post Welcome Week will lead to increased enthusiasm during yearlong events. Committees would see rep attendance that stay high throughout the year and the general spirit of the Maroons that is so high during Welcome Week, would stay positive.
Difficulties	The difficulties with this objective will be a direct result of the initial problem itself. The lack of interest will make it hard to execute this objective. However, with the proper team building exercises and constant reaffirmation of the team, this objective can be reached and sustained.
Long-term	This is an objective that should be at the forefront of all future coordinators. It is long-term in the sense that it is relevant in every new rep team that is chosen. It will be implemented this year and returning reps can continue to foster the culture.
How	End of semester surveys to allow the reps to give feedback on major events. This will allow for accountability of the individual reps since they have contributed to the advancement and growth of the organization. Implementation of 2 General Assemblies in both semesters. These General Assemblies will act as both a discussion between the reps and the executive team in order to address issues and highlight the positives of the past semester, as well as a revitalization of the entire team. Increase team input and stress team bonding activities outside of camping and blue mountain. The building and fostering of a team-based organization will keep the interest raised.
Partners	This is an internal process that will not require the collaboration of any external partners. The current executive team will handle the planning and

	implementation of the General Assembly.
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Objective 5	The launch of the Maroons Mentorship Program
Description	The mentorship program would allow first years to get to know Maroon Reps on closer one-on-one basis. With programing scheduled through out the entire year, beginning with a Mentorship Café and ending with closing ceremonies, the program would be designed to keep first years engaged with events within the MSU while building up a mentee-mentorship relationship. The scheduling of monthly events will ensure that the mentors and mentees maintain their relationship. In addition, Maroons will be empowered to put together meetings and activities outside of the regularly scheduled ones to try strengthen the relationships.
Benefits	The Mentorship Program will benefit first year students through creating a comfortable environment where they can meet a diverse group of upper year students who can guide them through the ups and downs of their first year experience. I understand that there are mentorship programs already set-up within faculty societies; however, the Maroons Mentorship program would be unique in the sense that the mentors would actually be “social mentors” providing encouragement for first years to go out to different MSU events and inform them of the many MSU services.
Difficulties	The difficulties that come from this objective arise from the longevity of the program. Keeping first years students, who are also battling with the new experience, engaged and interested in coming out to monthly events will be difficult. However, through setting in place a promotion plan, as well as creating an environment in which relationships between Reps and first year students is fostered, this difficulty can be dealt with.
Long-term	This is an objective that should be at the forefront of all future coordinators. It is long-term in the sense that it is relevant in every new rep team that is chosen and is especially to first year student who would use the program as a means to be better connected to the MSU. It will be implemented this year and returning reps can continue to further the program.
How	In past years, the Maroons Mentorship Program has failed to have a long-term presence within the service. This year, a long-term plan is being set in place that will allow for the program to not only succeed this year, but will also allow for the coordinator and executive team next year to continue and build on the program. This long-term plan includes regular monthly checkpoints regarding the planning and the execution of the program, accounts from the mentors and feedback from the mentees. At the end of the year, a transition report specifically on the mentorship program will be made available or the incoming executive team.
Partners	This objective is a largely internal one, requiring the work of only the current executive team; however, at points during the year, the Maroons may reach out to other MSU Services and the board of Directors to hold workshops and information sessions for the first year students.

GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) Welcome Week Planned, including personalized daily volunteer schedules and rep training mandates
- 2) Open Ceremonies Planned, 1280 booked as avenue and Power Point presentation finalized
- 3) The completion, release and promotion of the Maroons promotional video

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

- 1) Maroons Formal
- 2) First term athletic committee inter-murals
- 3) Semester 1 Maroons General Assembly

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

- 1) Maroons Reunion Gala
- 2) Closing Ceremonies
- 3) Semester 2 Maroons General Assembly

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 could jump to the end of my term and was asked to tell someone the highlights of what the Maroons did over the course of the year, I would highlight two main points: the re-vamping of the Maroons Social and the launch of the Maroons mentorship program. These two highlighted events would encompass a general trend of increased services outreach within the MSU and continued rep participation during the academic school year that the Maroons are striving for during this academic year.

The Maroons Social will undergo a slight change. Although the concept will remain the same with regards to a sit-down meal open to first year students and facilitated by the Maroons, the structure and organization will be different. The invitation to the formal will be expanded to service PTMs and club presidents. This would create an environment where a diverse group of MSU individuals could provide outreach and knowledge to first years that may still be trying to find their niche at McMaster. In addition, this change will work towards strengthening the relationship with the Maroons and other MSU clubs and services. Providing first years and even upper year students with access to individuals knowledgeable within diverse facets of the MSU within a more social and comfortable setting, will hopefully

The launch of the Maroons Mentorship Program will revisit a program that the service use to provide, but will do so in a more structured and long-term manner. The mentorship program would allow first years to get to know Maroon Reps on closer one-on-one basis. With programing scheduled through out the entire year, beginning with a Mentorship Café and ending with closing ceremonies, the program would be designed to keep first years engaged with events within the MSU while building up a mentee-mentorship relationship. The scheduling of monthly events will ensure that the mentors and mentees maintain their relationship. In addition, Maroons will be empowered to put together meetings and activities

outside of the regularly scheduled ones to try strengthen the relationships.

MASTER SUMMARY calendar and checklist

May	<ul style="list-style-type: none"> • Plan camping and additional summer rep bonding events • Implement Maroon Connect • Establish schedule for rep attendance during summer events • Compile a yearlong event calendar • Begin the planning process for rep camping
June	<ul style="list-style-type: none"> • Creation of first Maroons Promotional video • Plan Welcome Week and create master rep schedule • Complete the planning process and execute rep camping • Contact local businesses for food donations for reps during Welcome Week
July	<ul style="list-style-type: none"> • Plan rep training • Begin rep scheduling and planning for Welcome Week • Plan Welcome Day activities • Plan logistics for the August 25th football game against Ottawa
August	<ul style="list-style-type: none"> • Plan opening ceremonies • Meet with VP Admin to go over Welcome Week scheduling • Finalize Welcome Week logistics
September	<ul style="list-style-type: none"> • Executive report templates completed • Organize and run intramurals • Begin Maroon Connect networking • Post-Welcome Week rep appreciation event • Opening Ceremonies
October	<ul style="list-style-type: none"> • Plan Homecoming with the aid of Alumni and Ath & Rec • Hamilton Outreach events: Pumpkin Hike and Carving event • Execute Trick-or-Eat with SCSN • Send out Rep Feedback Survey
November	<ul style="list-style-type: none"> • Begin the planning of Maroons Reunion Gala • Re-introduce Maroons Formal • General Assembly 1 • Completion of Rep Feedback Survey • Maroon Connect Roundtable Discussion 1
December	<ul style="list-style-type: none"> • Run Maroons Exam de-stress event with the aid of 1280 and the MSU • End of semester rep social • Implement Secret Santa • Begin application process for New Maroons Coordinator • End of Semester Executive Debrief

January	<ul style="list-style-type: none"> • General Assembly 2 • Aide in the promotion of Presidential Election Voting • Complete transition documents • Plan and execute Maroon Frost Week Event with IRC • Maroon application promotional video
February	<ul style="list-style-type: none"> • Transition incoming coordinator • Executive applications sent out • Interview and selection of new Executives • Promotion of Rep application
March	<ul style="list-style-type: none"> • Maroons & Alumni Reunion Gala • Determine Maroon Awards for closing ceremonies • St-Patrick's Day Social
April	<ul style="list-style-type: none"> • Closing Ceremonies • Thorough transitioning of new coordinator and executive team • Run Maroons Exam de-stress event with the aide of 1280 and the MSU • Maroon Connect Roundtable Discussion 2
Weekly	<ul style="list-style-type: none"> • Executive committee meetings • Executive meetings • Executive Office Hours • Maroon Connect updates • Maroon Website updates

COLLABORATION within the MSU

[Please provide an example of where your service can collaborate with a) another MSU Service and b) non-MSU Service (e.g. SRA Caucus, Business Unit, Clubs, etc) . Make sure to specify which MSU Service the example is relevant to, how the project or idea is better supported by this collaboration what each can gain from collaborating on the project or idea

- a) **McMaster Teaching and Community Garden** – as a relatively new service within the MSU, MTCG is looking to collaborate and partner with other services. The Maroons have a strong promotional component to our service and as a result, a joint promotional project with MTCG would create cross promotion for both services. By promoting the new service on the Maroons Facebook page, twitter and encouraging our followers to like and follow the MTCG social media outlets, we would be building their follower base. This would in turn create exposure for the Maroons to the followers that the MTCG would already have. This project would fit into my one goal of creating more MSU Service outreach within the Maroons. In addition, the coordinator of the MTCG is a Maroon; therefore continual collaboration would be possible.
- b) **1280** – in the past, 1280 and the Maroons have come together to plan events. A project that would be beneficial to both parties would be a Maroons themed 1280 night. This event would allow for first year students, as well as upper year students, who attend this event to get a better knowledge of the businesses that the MSU offers. At the same time, the Maroons as a service would be highlighted through the promotion of the event that would be handled on 1280s end. 1280 management would allow for their name to be on posters, Facebook banners and other promotional advertisements. As the Maroons we would bring in spirited individuals who would come out to varsity games and would love a chance to display their Marauder spirit. 1280 hosting the event would bring their regular 1280 event goers, creating a beneficial cross-promotional environment.

FINAL COMMENTS leave nothing out

My vision as the Maroons coordinator is one that encompasses tradition and professionalism. The Maroons as an organization has undergone a major re-examination under Mr. Korolyk in the past year. The vision he brought to the Maroons is one that emphasized tradition and revisiting the roots of the organization. I will strive to continue this vision, building upon the foundation already in place. Continuity will be key in the long-term advancement of the organization, as it will ensure that the vision of the prior executive team is carried through to completion. This will unify the organization under a single vision moving forward.

In addition, the piece I intend to bring to the organization is professionalism. The Maroons are an organization whose purpose is often shrouded in confusion. Although the steps taken this past year to revitalize the image of the Maroons took major strides, I believe that I can carry this

further and establish the Maroons as a professional service. Through the collaboration between other organizations involved in Welcome Week, such as faculty and residence reps as well as the Student Success Centre and Campus Events, a more holistic approach to the planning of that week would result. Through out the year, collaboration with other MSU Services and clubs would help build up the awareness and foster the growth of the organization. Producing events such as Caribbean Night with ACA or Awareness Seminars with SHEC would increase the population awareness as well as create a sense of connectedness within the MSU.

As coordinator, I will continue to implement the small rep team number in order to have the most committed team. Ensure that mandatory training for reps is structured so that it benefits the reps to the fullest extent. At this training, the expectations of the reps must be made visible, and the fact that each and every one of the reps is responsible for their actions should be stressed. I will pick an executive team to fill my weakness as a leader, as well as ensure that they are aware of the big picture and understand the appropriate steps needed to reach the goal.



YEARplan13

Department:
Student Community Support Network (SCSN)

Date Submitted:
7th June 2013

Prepared by:
Joshua Patel

Date Revised:
June 28th 2013

Administered by:
Anna D'Angela, VP Administration
vpadmin@msu.mcmaster.ca or 905.525.9140 ex. 23250

Date Approved:

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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

Our mission is to support students in the Hamilton community and help improve positive relations between students and community members at the same time. The SCSN will offer students the resources they need to get to know and get involved in their community. The SCSN will also try to highlight positive relations between students and community members as much as possible. Through the peer-to-peer program, Community Assistants will try to reach out to students to ensure that they are aware of their violations and try to mend these relations between students and local residents.

The SCSN will also work towards improving City outreach through its Get Cultured Program. This will help students to explore the City better and get involved in events happening around the City. This ties in to Dr. Patrick Deane's *Forward With Integrity* and will also help students feel more invested in their community.

Ultimately, the SCSN will put together programming and offer services to support students in the community and make them feel like they belong in Hamilton. The SCSN will also work towards getting rid of the negative stereotypes that surround students.

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.	MUSC Admin Staff	Help with booking event space in the MUSC
2.	Internal Coordinator	Supervise and manage Community Assistants and their weekly tasks. Help with programming and organizing events within the university.
3.	External Coordinator	Manage the Get Cultured service and organize programming. Attend community meetings with director.
4.	Promotions and Newsletter Coordinator	Responsible for the design, content and distribution of the newsletter. Also helps with promotional strategies and assists with managing Twitter and Facebook pages.
5.	Community Assistants	Resource to bridge gap between students and the community. Complete 2 hours of patrolling in assigned neighbourhoods weekly. Attend and organize community events. Carry out tasks assigned by Internal/External Coordinator/Director.
6.	Anna D'Angela	VP Admin. Supervises Director and operations of department. Also a great resource for the director and the

		staff.
7.	Jennifer Kleven	Manager of the Off-Campus Resource Centre. Jen has a great deal of resources and experience that are very useful to the department. Collaborating and communicating with her regularly is important.
8.	Dave Dedrick	Underground Designer. Help with any type of poster and media designs for campaigns and programming.
9.	Brian McHattie	City Councilor for Ward 1 which is the area that surrounds McMaster. Communicating students' ideas to him that can be passed on to City Council.
10.	Gord Arbeau	Director of Public and Community Relations. Also sits on PACCR. He can help get stories and campaigns onto Daily News page and publicize to local residents through newsletters.
11.	Pauline Taggart	Network Administrator. Helps with all technical/website related issues.
12.	Spencer Graham	VP Education. I hope to work with him on the My City – Hamilton project that Huzaifa (previous VP Ed) left behind. Also work with him on Community Clean Up.
14.	Jeff Doucet	VP Finance. Signs off POs and deals with any finance or budget issues
15.	Cathy O'Donnel	Security Manager at Security and Parking Services. I hope to work with her to improve the CycleSafe program.
16.	Inem Etokudo	Maroons Spirit Leader (Coordinator). Work with her to get the Maroons at events organized by the SCSN. This will help with promotions and get more students out to events.
17.	Jimmy Long	SRA External Affairs Commissioner. Work with Jimmy to communicate ideas and information to and from the SRA.
18.	Kelly Barnett	Municipal Law Enforcement Coordinator. Work with her to get CAs trained as well as stay updated on changes to by-laws and communicate this information to students.
19.	Sgt Gino Ciarmoli	Westdale Crime Manager. I hope to collaborate with him on reducing issues between students and residents.
20.	Teddy Saull	Res Life Orientation Planner. Working with Teddy and RLS to develop programs that help first years transition into off-campus life better.
21.	Sean Sears	SOCS President. Collaborating with him on events
22.	Shelli Eisenberg	Student liason for the AWWCA. Contact her about any events/concerns related to the AWWCA.

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

Objective 1	Increased awareness of the SCSN
Description	Increase SCSN's presence on and off-campus and on social media websites
Benefits	The more people know about SCSN and their presence, the easier it is to convey information and serve them.
Difficulties	<p>The services offered by the SCSN aren't really exciting to most of the student body. Things like by-law practices and community relations aren't topics that university students normally converse about or are interested in until they are impacted by these issues (e.g. a bylaw infraction).</p> <p>These difficulties can be addressed by tailoring/promoting material and services in a way that is more interesting to students. E.g. making posters more visually appealing to attract more attention. Another way to overcome this difficulty is by getting students involved with services through social media campaigns or competitions.</p>
Long-term	It will make it easier for the SCSN to communicate information and events to students in the future. It will also allow the SCSN to serve students better and get their feedback.
How	<ol style="list-style-type: none"> 1. Update weekly, the Facebook, Twitter and MSU Web Page 2. Work with MSU Social Coordinator to improve social media outreach 3. Promote all campaigns and programs through social media campaigns that run on all SCSN social media pages and the MSU social media pages. Managed by Newsletter and Promo Coordinator 4. Putting events on the MSU calendar 5. Getting the Maroons to attend and promote events 6. Collaborating with other MSU services and University departments that reach out to students often 7. Participating in major university events like Homecoming with campaigns like Party Smart 8. Attending a few SOCS events to make the SCSN's presence visible 9. Print T-shirts for staff to make SCSN's presence visible on campus 10. Making sure CAs engage with residents and off-campus students 11. Continue to write articles in the Sil about places to visit in Hamilton <p>How will you measure your success (aka know that you have reached more people?)</p>
Partners	The Underground, MSU Social Media Coordinator, The Sil, Public and Community Relations, Maroons

Objective 2	Hamilton City Outreach
Description	Run programming and campaigns through the Get Cultured program to encourage students to explore Hamilton and have fun outside the 'McMaster bubble'. Also make students aware of events going on around the City.

Benefits	Making students explore the City more will help them experience the City better and see how much it has to offer. It will also help with things like Youth Retention which is a key part of Dr. Patrick Deane's Forward with Integrity.
Difficulties	Some of the difficulties with this objective is getting students to actually leave the 'McMaster bubble' and explore the City. This can be overcome by organizing tour guides through the External Coordinator and the CAs.
Long-term	This can help in the long term by increasing youth retention in the City. It will also help the City get more people out to their local events.
How	<ol style="list-style-type: none"> 1. Hiring the External Coordinator who runs the Get Cultured program 2. Make sure External Coordinator is looking into events happening around the City and promote them 3. Contact Tourism Hamilton in the summer to get freebies and promotional material to hand out to students 4. Run a tour guide of waterfalls in September – try to use shuttle service that David Campbell is working on getting started. 5. Launch 'Discover Your City' campaign with VP Education during Welcome Week and include it in programming throughout the year. Hand out T-shirts and run a social media campaign. 6. Get students involved in talking about their favorite places around Hamilton through social media. Give out prizes for getting involved. 7. Passport Hamilton and Photography Contest to get students out into the City. 8. Collaborate with Student Success Centre on 'Pop the Bubble' program that helps encourage students to go into the City. 9. Constantly update students about events happening in the City through social media pages and posters 10. Collaborate with Res Life to take first year res students to events and places around City 11. Helping SOCS with their plans for trips to Art Crawl etc. 12. Collaborate with the Outdoor Club to run programming to get students out into the City
Partners	Spencer Graham (VP Education), David Campbell (President), Student Success Centre, Tourism Hamilton, Res Life, SOCS, Outdoor Club

Objective 3	Community Engagement
Description	Get students more involved in their community through campaigns and programming. Promote good neighbor relations and highlight these positive interactions. Find volunteer positions in the community for students and recruit students for these positions.
Benefits	Improve and strengthen positive student-community relations. Positive student-community relations will help improve the reputation of student's in the community and may reduce the number of issues between residents and students.
Difficulties	Some of the difficulties faced would be that the idea of community

	engagement doesn't really appease students, considering they already have so much to do. Marketing these programs the right way and targeting certain societies and groups on campus might be of great use.
Long-term	In the long run this can help improve McMaster's reputation with the community and make student's more approachable by the community. It will also help student's see the community in a better light and get them invested in their own community.
How	<ol style="list-style-type: none"> 1. Organize Community Clean Up and BBQ for Welcome Week 2. Run Good Neighbour campaign with David Campbell and Public Relations Office to highlight positive interactions between students and residents in the community. 3. Maintain communication with Mary Koziol to stay informed on community initiatives on and off campus – pass this information on to students. 4. Contact faculty societies to get their reps involved in community initiatives 5. Working with Res Life to advertise/organize events so that students have an opportunity to be involved in the Hamilton community as well 6. Contact MSU Clubs Administrator to contact clubs on getting involved in community initiatives 7. Continue to act as a committee member for Open Streets McMaster 8. Running events like Change Camp also gets students engaged in discussion about the Hamilton community and helps them drive change by reaching out to the right people. 9. Work with the AWWCA to improve community relations by doing peer-to-peer visits and addressing any concerns they may have about students.
Partners	David Campbell, Public Relations Office, Faculty Societies, Res Life, MSU Clubs Administrator, Mary Koziol, AWWCA

Objective 4	Increase By-Law Awareness
Description	Make students aware of by-laws in the community.
Benefits	Making students aware of by-laws will help reduce their violations and in turn prevent them from paying hefty fines. This will also help improve the university's reputation in the community.
Difficulties	By-laws are something that doesn't really interest students until they have to deal with infractions. It can be a challenge to get students out to these events but if promoted properly and through collaboration with the right services and groups on campus, this can be a major success.
Long-term	In the long term this will help keep students involved about by-law rules and reduce violations.
How	<ol style="list-style-type: none"> 1. Organize Party Smart campaign just before Homecoming Week. Collaborate with a lot of MSU Services including Maroons, Campus Events, SHEC, EFRT to advertise partying smart as well as get the Homecoming spirit going in MUSC. Ties in with David Campbell's

	<p>idea of a bigger Homecoming.</p> <ol style="list-style-type: none"> 2. Work with Security & Parking Services to improve Cycle Safe program. Have CAs distribute pamphlets to bike stands. Give out Cycle Safe swag. 3. Have Security Services staff train CAs for Cycle Safe program so that information can be communicated clearly to students. 4. Have a by-law officer train CAs to answer any questions students may have about by-laws. Also makes the CAs more alert towards by-law violations when patrolling.
Partners	David Campbell, Security & Parking Services, Maroons, SHEC, EFRT, Municipal Law Enforcement Coordinator

Objective 5	Ensure team is working to their full potential
Description	Ensure that exec and CAs are doing their job to the best of their abilities. Work with execs to keep records of CAs duties. Ensure that CAs are trained well for programs and are resourceful and approachable to students because that's part of what the SCSN's services are.
Benefits	It will benefit the service by making it more efficient and it will also make it more accessible to the student body.
Difficulties	Some of the difficulties may be logging hours and ensuring that the number of hours recorded were actually completed by the team. Some weeks have more work/tasks than other weeks so making sure that the number of hours balance out is important.
Long-term	This objective will help improve the service and allow it accomplish more in the long run if successful.
How	<ol style="list-style-type: none"> 1. Hire exec and CAs. Ensure that there is good team dynamic and creativity. Also ensure that Exec and CAs are approachable, friendly and resourceful. 2. Train team efficiently. Ensure that they have enough knowledge and training for the job by the end of the training session. 3. Assign 2 community assistants to each neighbourhood - Westdale South, Ainslie Wood East, and Ainslie Wood North. 4. Ensure that CAs are making peer-to-peer visits by asking them to write reports after these visits 5. More accountability through logging hours on sheet for office hours, event attendance or table hours. 6. Involve the CAs more in community engagement initiatives and give them a greater role in potentially planning and organizing. 7. Have T-shirts made for staff to make them more identifiable in the community. 8. Organize team bonding activities throughout the year by going out for dinner, visiting waterfalls together or even having a picnic instead of holding meetings in the office. This will help team dynamics and make sure that the team gets to know each other better.
Partners	Underground

Objective 7	Engage first year students
Description	Reach out to first year students living on residence. Educate them on their rights as future tenants and give them tips on finding housing and signing a lease.
Benefits	Helps students find better housing and educates them on their tenant rights. It will reduce the number of issues between students and landlords. It will also bring more awareness to the SCSN and the services it offers.
Difficulties	Some difficulties may be getting students' attention or gathering them to meet and attend the presentation. This can be dealt with by arranging these presentations to be made during Community meetings with CAs.
Long-term	This will help students find better housing and they'll know that if they ever have issues the SCSN is the place to visit.
How	<ol style="list-style-type: none"> 1. Talk to Res Life about organizing these presentations 2. Train CAs through Off-Campus Resource Centre to make presentations at first year community meetings at different residences 3. Get promotional material to handout to students from OCRC
Partners	Res Life, OCRC, SOCS

Do you want to include a goal about the Red Door program?

GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) Hiring/Training Exec Team and Community Assistants
- 2) Meet with community stakeholders and other MSU coordinators
- 3) Update details on MSU website/Facebook/Twitter pages

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

- 1) Waterfall tours
- 2) Party Smart Campaign
- 3) Good Neighbour Campaign

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

- 1) Run Passport to Hamilton campaign
- 2) Change Camp on Campus
- 3) Hire exec for next year

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?

My response would be:

The Student Community Support Network has managed to engage students across campus and in turn have engaged them in their community. Students look towards the SCSN to provide them with information on events happening around the City and how they can get involved. More students are filling in the roles for volunteer positions for programs such as Resident Buddy and Snow Angels.

First year students have been able to explore the City with SCSN Community Assistants and their ROAs without feeling like they're getting lost. They've also been exposed to cultural events events such as Art Crawl that take place monthly.

The SCSN has also visited residences and given tips to students to find better housing off-campus. They've also been made aware of their rights as future tenants.

The SCSN has managed to collaborate with many other MSU services and university departments to host successful community events.

The negative stereotype surrounding students has been reduced. Residents and students are now communicating to each other better regarding issues. Students are aware of by-law violations and try not to violate them creating a better community.

MASTER SUMMARY calendar and checklist

May	<ul style="list-style-type: none">- Update job descriptions- Contact key community stakeholders and set up meetings- Attend Town and Gown Association Symposium- Create year plan- Updated Facebook, Twitter and MSU Webpage
June	<ul style="list-style-type: none">- Hire executive staff- Review year plan with exec team- Welcome Week planning- Work on Change Camp Report- Work on 'Good Neighbour' Campaign

July	<ul style="list-style-type: none"> - Finish Change Camp Report - Collect ‘Good Neighbour’ stories - Hire community assistants - Gather pamphlets/promo material from City - Work on video journal of places to visit in Hamilton (tentative) - Welcome Week planning
August	<ul style="list-style-type: none"> - Welcome Week planning - Publish Change Camp Report in SCSN Newsletter - Train exec and community assistants - Organize welcome bags - Help organize <i>Hamilton Experience</i> with RLS to train CAs - Print T-Shirts - Run social media campaign for ‘Good Neighbour’ campaign
September	<ul style="list-style-type: none"> - Good Neighbour Campaign - Launch Discover Your City campaign - Waterfalls Tour - PJ Parade - Community Cleanup - Open Streets McMaster (tentative) - Supercrawl
October	<ul style="list-style-type: none"> - Party Smart campaign - Art Crawl Tour - Pumpkin Hike - Waterfalls Tour - ‘Boo’ Community Activity - MUSC Tables
November	<ul style="list-style-type: none"> - Change Camp Part 1 - Photography Competition - Visit Res students - Spread the love campaign (end of the month) - MUSC Tables - Art Crawl Tour
December	<ul style="list-style-type: none"> - Spread the love campaign (continued) - Staff Hangout - Carolling - Westdale - CA Mid-Year Evaluations - Art Crawl Tour
January	<ul style="list-style-type: none"> - Passport to Hamilton - Visit Res students - MUSC Tables - Art Crawl Tour
February	<ul style="list-style-type: none"> - Change Camp Part 2 - MUSC Tables - Art Crawl Tour
March	<ul style="list-style-type: none"> - Waterfalls/Harbour Tour - Hire exec for next year

	<ul style="list-style-type: none"> -MUSC Tables - Art Crawl Tour
April	<ul style="list-style-type: none"> - Staff Dinner -CA End of Year Evaluations - Transition
Weekly	<ul style="list-style-type: none"> - CA Patrol Reports - Exec Meetings - CA Meetings (Bi-weekly) - Look for events around Hamilton

COLLABORATION within the MSU

[Please provide an example of where your service can collaborate with a) another MSU Service and b) non-MSU Service (e.g. SRA Caucus, Business Unit, Clubs, etc) . Make sure to specify which MSU Service the example is relevant to, how the project or idea is better supported by this collaboration what each can gain from collaborating on the project or idea

- Collaborating with Maroons on programs like Community Cleanup, Pumpkin Hike and Party Smart to help improve promotions and bring more students out to events and campaigns.
- Collaboration with Maroons, SHEC, EFRT, Campus Events on Party Smart campaign before Homecoming will bring more people to the location + build Homecoming atmosphere at the same time making by-law learning fun.
- Collaborating with MSU Campus Events on PJ Parade and Party Smart. Providing the MSU Campus Events with solutions to students violating resident properties during the PJ Parade.
- Collaborating with MacGreen on Green Festival. Still up in the air but it will definitely be a way to advertise the SCSN and engage students with their community.
- Collaborating with the President's office on Open Streets McMaster. Acting as a committee member on the Open Streets McMaster – the SCSN can definitely bring a lot of knowledge and resources to the table. It's also a wonderful way for the MSU to collaborate with the President's office.
- Collaborate with Res Life Staff to provide programming to first year students and train CAs. The Res Life Staff have the resources to reach out to a wider audience with all the first years living on residence. This will help first year students and help the MSU and SCSN gain awareness around campus at the same time
- Collaborating with SOCS on their programming and events. The relationship between the SCSN and SOCS has severed over the past few years and I'm looking forward to rebuilding and further developing this relationship, because both the SOCS and SCSN are important to the Off-Campus Experience and can definitely accomplish great stuff together.

FINAL COMMENTS leave nothing out

The service's new management structure with the internal and external coordinator will definitely help things run a lot smoother for the department. I hope to see a lot more programming and events throughout the year as things will be a lot more organized with the external coordinator being paid. That being said – a lot of new ideas are always coming my way from meeting with new people so these ideas will definitely be added to my agenda as they come up.

I have high aspirations for this department to do a lot this year and be well known around campus. Most of my goals planned for the year are very realistic and can be achieved with proper planning and collaboration. I will definitely try and make use of the resources the MSU and University has to offer. I'm also looking forward to collaborating with many groups on campus to ensure that events receive a wide audience and reach out to as many people as possible. It's also a great way to make ourselves known around campus.

The new management structure will definitely help things in the department run a lot smoother. I'm expecting to see the Get Cultured program really kick off this year with a hired coordinator. Getting rid of some of the negative stereotype surrounding Hamilton is as important as getting rid of the negative stereotype surrounding students.

Team dynamics is definitely going to be important too and as the hiring process begins I'm going to look to build a very talented team to ensure that the department can be successful in everything it tries to accomplish – including being as approachable as possible to students whenever they need support from us.



Dear Executive Board:

This proposal is a request for a capital expenditure of \$2779.80 to purchase a Nonin SpO2/BP monitor along with accessories as shown below:

Product	Price
Nonin 2120 NIBP/SpO2 Monitor	\$2195.00
Carrying Case	\$125.00
Adult Blood Pressure Cuff	\$70.00
Pediatric Blood Pressure Cuff	\$70.00
Total	\$2460.00
Total with taxes	\$2779.80

Our current SpO2 monitor has been in service for more than 5 years and has recently stopped functioning. At this time we are using small fingertip devices that have limited accuracy and quality. Rather than replacing our current SpO2 monitor with a similar model (with a cost of over \$1000), we would like to purchase a machine with added capabilities that will serve to increase the already excellent level of care that the EFRT provides.

The proposed device not only has the ability to measure a patient's blood oxygen saturation (SpO2), but can also take automatic blood pressures. These vital signs both play a significant role in the decision making process at calls, such as deciding on the necessity of medication administration or ambulance transport for patients. With the added capability of automatic blood pressures, responders will be able to spend more time on critical decisions at these serious calls (approximately 24% of the calls in the 2012-2013 academic year), all while keeping them constantly updated with the patient's vital signs. Another benefit of this device is that it will enable responders to take automatic blood pressures in environments that would not allow for a manual blood pressure to be taken, such as in loud gyms or on windy days. Additionally, responders may be dispatched to two emergencies simultaneously. Normally the senior responder will end up alone at one of the calls, while the other responders go to the other. With the proposed device, the senior responder would be able to obtain sets of important vitals while still maintaining communication with the patient, something that is important for our quality of care and is difficult to do with our current equipment.

Not only would this device improve the EFRT's quality of care, but we also believe that this device will last well past its 5 year depreciation cycle. The EFRT has been using Nonin's products for quite some time and has noticed that other brands of SpO2 monitors have been less accurate and of



lower quality. Recently, I and several of the EFRT executive have had the opportunity to test out the Nonin 2120 and were pleased with the excellent quality and accuracy of the device.

Throughout the search for a new SpO2/BP monitor, other models from several brands and companies were looked at. The chart below outlines the other devices and the reasons why they do not fit our current need for a new device.

Product Name	Price (tax included, shipping not included)	Comparisons to 2120
EDAN M3	\$2617.1	<ul style="list-style-type: none"> • Not as portable as Nonin 2120 <ul style="list-style-type: none"> ○ M3 is 3 kg, 2120 is 1.3 kg ○ M3 is about 1.5 times the size of 2120 • M3 has unnecessary features and data
General Findings	N/A	<ul style="list-style-type: none"> • Other devices are of lower quality than 2120, and we have been advised by medical director and alumni to not purchase a cheap device, as accuracy will not be adequate • Some devices do not have Canadian Standards Association (CSA) approval • Many devices are designed for use in hospitals and are not portable and durable enough to be carried around in back packs

In conclusion, we strongly believe that the purchase of the Nonin 2120 SpO2/BP monitor will dramatically increase the level of the EFRT's patient care and will allow us to maintain these standards in a broader range of situations that have presented difficulty in the past. We also believe that the purchase of this device will result in long term savings due to the high reliability and build quality that the EFRT has experienced with Nonin's products and with the 2120 itself.

Thank you for your time and consideration,

Laura Fox
 Program Director MSU Emergency First Response Team