



2013-2014 Executive Board Meeting

Topic: Executive Board Meeting 13-07
Date & Time: Tuesday, August 20, 2013
1:00 p.m.
Place: MSU Boardroom, MUSC room 201

Items:

1)	Adopt Agenda	
2)	Adopt Minutes EB 13-06	
3)	Horizons Report	Paige Burgess
4)	Yearplan	D'Angela
5)	Peer Support Line Logo	Wooder
6)	Open Seat for SRA Member on Executive Board	Campbell
7)	Open Seat for EB Member on Sponsorship & Donations Committee	Doucet
8)	Student Affairs Committee Selection	D'Angela
9)	Closed Session – Employment	D'Angela
10)		

Objectives

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

Motions

4. **Moved** by D'Angela, **seconded** by ___ that the Executive Board approve the Yearplan of the TAC Coordinator.
5. **Moved** by ___, **seconded** by ___ that the Executive Board approve the changes to the logo of the Peer Support Line.
6. **Moved** by ___, **seconded** by ___ that the Executive Board open nominations for one (1) seat on the Executive Board, on behalf of the SRA.
7. **Moved** by ___, **seconded** by ___ that the Executive Board open nominations for one (1) Executive Board Member on the Sponsorship & Donations Committee.

Executive Board Meeting 13-07
Tuesday, August 20, 2013 @ 1:00pm
MSU Main Boardroom, MUSC room 201

Call to order @ 1:08 p.m.

Present Campbell , D'Angela, Doucet, Leslie, Morrow, Wolwowicz

Late

Absent Cicchi, Graham, Milani

Others Present J. McGowan (General Manager), V. Scott (Recording Secretary), M. Wooder (SLDC), Jacob Klugsberg (TAC Coordinator)

1. Adopt Agenda

Moved by Morrow, **seconded** by Wolwowicz that the Executive Board adopt the agenda as amended.

Amendments

- D'Angela – Add "MTCG Yearplan"
- D'Angela – Strike "Closed Session"

Vote on Agenda

Passed by General Consent

2. Adopt Minutes

Moved by Leslie, **seconded** by Morrow that the Executive Board adopt the minutes from Executive Board meeting 13-06 – August 6, 2013.

Passed by General Consent

3. Horizons Report

- Attached.

4. TAC Yearplan

Moved by D'Angela, **seconded** by Wolwowicz that the Executive Board approve the Yearplan of the TAC Coordinator.

- Klugsberg summarized his year plan.

Questions

- Campbell asked if he had contacted CUPE. Klugsberg explained that they ran into a problem last year with the awards being at different times, and that last year's Coordinator spoke to CUPE about the possibility of using the same promotions and survey but the timing didn't work out. Klugsberg explained that he will be in talks with CUPE this year to see if they could do joint promotions.
- Doucet asked how many people responded last year. Klugsberg responded that there were over 1200 nominations, but that there was a decrease in second semester due to a decrease in promotions. He added that he would like to increase the promotions and make sure they are equal for both semesters.

Vote on Motion

Passes Unanimously**5. Peer Support Line Logo**

Moved by Campbell, **seconded** by Doucet that the Executive Board approve the logo of the Peer Support Line.

- Wooder explained that since this was a new service they needed to come up with a logo. Wooder went over the memo with the Board.
- D'Angela asked about including the extension with the logo.
- Wooder explained that while the number isn't a part of the logo, it will be put in all advertisements.

Vote on Motion**Passes Unanimously****6. Open Seat on Executive Board**

Moved by Campbell, **seconded** by Morrow that the Executive Board open nominations for one (1) seat on the Executive Board, on behalf of the SRA.

- Campbell explained that a seat has opened up due to attendance.

Vote on Motion**Passes Unanimously****7. Open Seat on Sponsorship & Donations Committee**

Moved by D'Angela, **seconded** by Doucet that the Executive Board open nominations for one (1) Executive Board Member on the Sponsorship & Donations Committee.

- Doucet explained that since the member on this committee is no longer on the Board, they need to fill the seat.

Vote on Motion**Passes Unanimously****8. Student Affairs Committee Selection**

- D'Angela explained that this committee discusses issues concerning student life on campus.

Candidates

- Tristan Paul
- Daniel D'Angela
- Jacob Brodka
- Inem Etukodu
- Jyssika Russell
- Kyle Diab
- Rebecca McDougall
- Israa Ali

- Campbell drew the name: Tristan Paul

9. MTCG Yearplan

Moved by D'Angela, **seconded** by Wolwowitz that the Executive Board approve the Yearplan of the MTCG Coordinator.

- D'Angela explained that the Yearplan was circulated, and that the Service will be operational until the end of October.

Questions

- McGowan asked how it was going. D'Angela explained that the garden is doing fine. MTCG started introducing produce to Farmstand. They are working hard to make sure this is sustainable.

Vote on Motion

Passes Unanimously

10. Information & Question Period

- Morrow announced that Welcome Week would be in 11 days.
- Doucet announced that he wrote an op-ed for *The Spectator* about transit in Hamilton, that was published today. He reported that he had a meeting this morning with the HSR. They are trying to work towards an agreement with the HSR to get a feasible bus pass for the summer. The Ward 1 participatory budget will be online. They are trying to put together a MSU submission on behalf of students; individuals will be recognized for their contributions.
- D'Angela reported that all training sessions for the summer have been completed. PTM Training was successful. She reported that the SWG bags are in and that more items will be arriving soon. The hiring for the Promotions Coordinator is wrapping up. D'Angela reported that two job descriptions for MTCG were submitted after the deadline for executive positions. She explained that they would like to post these jobs so that they can operate in the two months left for the service. D'Angela reported that they will be circulated to the Board to be approved by email.
- Campbell reported that he met with the AVP Students and Learning today, and that there will be more official meetings this week. Campbell reported that they will be meeting with MPs this Friday; Chris Charlton, and David Christopherson. Campbell announced that they spoke with MAPS and had a meeting with them about the Institutional Analysis research and how 40% of MAPS budget comes from full-time students. Campbell reported that they were told by MAPS that this wasn't a concern for them, and that the financial health of their organization was more of a priority. Campbell announced that Homecoming planning is underway, and that there will be an expo section with different services and groups.

11. Adjournment and Time of Next Meeting

Time of Next Meeting:

**Thursday September 12, 2013
9:00 am
MSU Boardroom, MUSC room 201**

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

Passes Unanimously

Meeting adjourned @ 1:48 p.m.

/vs



REPORT

From the office of the...

Horizons Future Student Leaders Conference

TO: Members of the Executive Board
FROM: Paige Burgess, Conference Coordinator
SUBJECT: Horizons Future Student Leaders Conference Report #2



UPDATE

Horizons 2013 took place on campus from August 2nd-4th. The photo included above depicts the energy and enthusiasm displayed by delegates and staff throughout the conference weekend.

SERVICE USAGE

Horizons 2013 was enjoyed by **152 incoming McMaster students** (Commerce: 11, Engineering: 19, Health Science: 21, Humanities: 13, iSci: 2, Kinesiology: 7, Nursing: 10, Social Sciences: 14, Science: 55). All conference activities were facilitated by **62 upper level McMaster students**. Over **25 campus and community partners** participated in the Horizons SuccessFest (an information fair aimed at promoting MSU and campus services, along with community and campus involvement).

PAST EVENTS, PROJECTS & ACTIVITIES

- Staff team training (July 27 & 28)
- Conference (August 2, 3, 4)

UPCOMING EVENTS, PROJECTS & ACTIVITIES

- Transition preparation
- Updating website & social media accounts
- Finalizing all payments & fulfilling outstanding invoices

BUDGET

Although all invoiced are not yet paid, I estimate that the costs associated with Horizons 2013 will total well below (approximately \$4000) the outlined budget. Sponsorship efforts resulted in a total of \$6550 raised for the conference this year.

CURRENT CHALLENGES

- Mailing hard copies of conference promotion items (recommended to promote the conference entirely online for future years although this may bring about challenges for delegate recruitment)
- Charges associated with Conference & Event Services (recommended to negotiate a contract well in advance for future years - perhaps MSU administration could assist with this negotiation)

SUCSESSES

- Online delegate registration & payment (some glitches to work out in the server, but I highly recommend to proceed with this registration process in the future)
- Level of collaboration with campus and community partners (Successfest, Sessions facilitated by Athletics & Recreation, meals, events)
- Social media & online presence

Questions, comments or concerns can be forwarded to:
bargesps@gmail.com OR horizons@msu.mcmaster.ca



YEARplan13

Department:
McMaster Teaching & Community Garden
(MTCG)

Date Submitted:

Prepared by:
Christina Monachino

Date Revised:
August 18, 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 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 May 31st, 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 June 16th, 2013

The final copy will be submitted to the Executive Board for review and approval at the June 25th 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

Our mission with the MTCG is to promote sustainability on campus with the primary objective of facilitating local food production and providing teaching and learning opportunities to the community. We will strive to provide services to the McMaster and Hamilton community through workshops, presentations, information sessions and events. Through these different activities and effective promotion of the MTCG, I hope that this service will inform students on the importance of actively participating in sustainable living practices. In addition, I hope to work on collaborating with other MSU services, clubs and university courses on related projects to share our resources and attract a larger audience. I hope to achieve this primarily through collaboration of different services and groups through MTCG weekly workshops.

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.	Kate Whalen	Liaison for the Office of Sustainability, provide advice and resources when needed. Oversaw the MTCG last year, can provide feedback
2.	Carlos Figueria	Director of Facility Services, will assist in general grounds keeping and locating resources
3.	Leigh Laidlaw	Liaison for Hospitality Services
4.	Dr. Chad Harvey	Liaison for iSci
5.	Events Coordinator	Student position, will assist in planning and facilitating events related to the MTCG, including weekly workshops
6.	Promotions Coordinator	Student position, will assist in the promotion of the MTCG through social media and around campus
7.	Gardening volunteers	Student positions (5), will assist in the up-keep of the MTCG and provide assistance for MTCG related events
8.	Anna D'Angela	MSU VP Administration
9.	Zeinab Rahal	Sustainability Coordinator, Office of Sustainability. Worked on the MTCG last year, can provide resources

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

Objective 1	Creating an impact on campus
Description	This objective is to promote the MTCG to the McMaster community so that it will become a more recognized service and initiative of the university. This will be through social media promotion as well as on campus.
Benefits	This will provide learning and volunteering opportunities to students and members of the community. In addition, having the MTCG become better known will benefit the service so that it will be able to grow and reach more students.
Difficulties	Currently, there is not much of a social media presence online for the MTCG. I will overcome this by hiring an executive member with the purpose of managing the promotions of the MTCG as well as utilizing the Social Media coordinator within the MSU to assist in effective promotion
Long-term	If successful, next year will be much easier for the incoming coordinator to establish an online presence and promotion of the service through other means. There will already be an established foundation for this person to work off of.
How	<ul style="list-style-type: none"> - Create online social media accounts (Twitter, Facebook) - Frequently update the MSU website and promote this through social media accounts - Consistently promote these accounts through sharing articles and updates of events
Partners	<ul style="list-style-type: none"> - MSU Social Media coordinator will assist with this - Using other MSU services and related clubs to assist in events (ex. MacGreen, Mac Farmstand, the Office of Sustainability, OPIRG McMaster) <p>The Underground will be a great resource for posters/design.</p>

Objective 2	Creating a database of information
Description	Having a database on the MSU server of any information that is related to the MTCG. This will include detailed plans, contacts, timelines, advice, and transition reports of all aspects of the MTCG. This will also include centralizing all of the points of contact and resources of the MTCG.
Benefits	One of the largest difficulties coming into this position was the lack resources and information from last year's MTCG. In addition, the resources that were available to the service were not clearly established at the beginning of my work term, which resulted in a slow start. I will ensure that this is all resolved by having detailed and dated documents on the MSU service as a resource for future MTCG workers.
Difficulties	The main difficulty in this will be finding collecting all the pre-existing documents for the MTCG, and transferring them to one place to be accessed.

	For example, I will need to discover all documents that will benefit the coordinator position of this role, and transferring them to the MSU server (great place to follow-up with Kate/Zeinab). In addition, a large difficulty will be connecting all the different pages of information for the MTCG (in other words, having the MSU page, the Office of Sustainability page, iSci and other stakeholders of the MTCG convey the same information and be properly represented and managed.
Long-term	If successful, this will be beneficial in future years so that incoming MTCG workers will be able to experience a smooth transition and be able to access all the information to ensure a successful start to the year.
How	<ul style="list-style-type: none"> - First I will discover all the pages that currently exist regarding the MTCG and contact the appropriate individuals who manage these pages. - I will then work to update all information and have the MSU website & server act as the primary source of this information - I will then keep up to date files of everything MTCG related on the MSU server as well as a USB to back up this information
Partners	<ul style="list-style-type: none"> - Pauline Taggart - Individuals responsible for updating the Office of Sustainability website - Zeinab Rahal, Sustainability Coordinator will assist in finding existing documents etc.

Objective 3	Workshops & information sessions
Description	Weekly workshops or information sessions will be run to promote sustainability, gardening and the MTCG. Each week the same workshops or information session will be run twice at different times (one in conjunction with Farmstand hours, and one later in the week at an alternate time) to ensure maximum participation from the community.
Benefits	The purpose of this is to have a continual presence on campus while providing relevant opportunities for the community to become involved.
Difficulties	The largest difficulty will be having a variety of topics to discuss to keep students interested and educated on sustainability and food practices. In addition, I would like many of these sessions to be run by a variety of groups and services so that a wide range of topic may be covered.
Long-term	If up to date records are kept of these different sessions, it will be possible for next years MTCG to use these as a resource and inspiration for future opportunities to educate the community
How	<ul style="list-style-type: none"> - During a general meeting, different ideas will be discussed and thought of through brainstorming - Having monthly meetings to plan for upcoming sessions so that they are properly coordinated with a reasonable amount of time - Taking notes about each topic to see what is successful and what is not with these information sessions and workshops
Partners	<ul style="list-style-type: none"> - The Office of Sustainability - Related groups on campus and services that may be interested in running a

	workshop/ information session (e.g. Clubs, Services, etc)
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Objective 4	Garden & maintenance
Description	The objective garden & maintenance is to keep the garden running and growing throughout the growing season. In addition, it will be maintained and improved upon throughout the term. A more detailed account of this process will also be kept.
Benefits	This is perhaps one of the most important of the objectives because it will ensure that the garden remains visually appealing. This is probably the easiest way for one to see the importance and success of the garden and so it needs to be maintained consistently and properly.
Difficulties	It is hard to plan for this, as the garden is highly dependent on the weather and external conditions. One major difficulty will be managing the garden and ensuring that others do not damage the gardens reputation through taking plants or vandalizing the space.
Long-term	It is very important to have a successful growing season with the MTCG so that members of the community will see the importance of an initiative such as this. In addition, if this is to be successful, more people will be drawn to the MTCG due to the success and presence that it has on campus.
How	<ul style="list-style-type: none"> - The garden will be fully planted and decorated for the MTCG and Farmsands Grand Opening on June 19th, 2013 (with the exception of a portion of the garden that will be set aside for individuals to plant on the event day, and a portion to be used as the “volunteers garden” – where MTCG volunteers are free to plant what they like at their convenience) - The entire garden will be generally maintained on a daily basis by myself and garden volunteers - The garden will undergo a more detailed maintenance weekly to ensure that larger problems will be dealt with as they arise
Partners	- This will be done through the participation of all MTCG volunteers, and any individual who is interested in becoming involved

Objective 5	Year long presence
Description	This objective is to ensure the presence of the MTCG will exist event after the growing season has ended and into the second term. The difficulty in this will be ensuring that people will remain interested in the garden during months where it is not actually growing and harvesting. I hope to overcome this through continuing workshops and workshops at an alternative space that are also applicable to the respective time of year.
Benefits	The benefit of this is to ensure that the MTCG still has a presence on campus through events and activities that will promote this service throughout the year. Although events will be less frequent during this time, it is important that they still do exist to ensure that this service is being continually promoted and

	will continue to provide opportunities to students and community members
Difficulties	The difficulty in this Objective will be ensuring that people will still remain interested in the garden during months where it is not actually growing and being used as an outdoor space. I hope to overcome this through continuing promotion as well as running workshops and events that are applicable to that season (ex. How to eat locally/green during winter months, How to prepare for an upcoming season)
Long-term	If successful, this will create a greater presence for the MTCG on campus so that students and the community will better know it. Hopefully, by reaching out to students at a different time in the year at a different location will open up opportunity to expand on event ideas and information sessions as well as expand on the audience that we reach as a service.
How	<ul style="list-style-type: none"> - I will begin planning for this long before the growing season has ended and my work term comes to a close - I will have frequent executive meetings to plan for and promote these events - Weekly information sessions or workshops will be scaled back to having two each month
Partners	<ul style="list-style-type: none"> - MSU services and related groups on campus will assist with relevant events - All MTCG volunteers will be involved in the planning and implementing of this objective

Objective 6	MTCG Coordinator Journal
Description	I will keep a journal to log all progress of the MTCG this year. This may involve personal challenges that I will face as the Coordinator, and overcoming these. In addition, I will use this to keep track of meeting minutes, suggestions from the community and all expenses that go into the MTCG.
Benefits	The benefit of this is for the incoming MTCG Coordinator to have a better understanding of what goes into the MTCG. It will also help to anticipate challenges they may face, as well as provide a general timeline of activities and projects that they may want to follow.
Difficulties	The difficulty in this will be to keep up with the journal on a daily basis and ensure that all information logged is up to date and relevant.
Long-term	It will be an excellent resource for the incoming coordinator to look to when facing challenges. It will also provide suggestions and possible ideas
How	I will keep my journal with me as much as possible. It will be with me every day that I am on campus, even when I may not be physically visiting or working on the garden. I will also use it during meetings and keep it updated.
Partners	Chad Harvey will be a great resource to use to ensure the success of this objective as he initially suggested it to me

GOALS to strive for

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

- 1) Having a successful growing season
- 2) Improving promotion and social media presence
- 3) Creating a strong relationships with related MSU services and stakeholders of the MTCG

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

- 1) Promoting to students frequently
- 2) Having successful workshops and information sessions for the community to participate in
- 3) Have the location and purpose of the MTCG be known to incoming and current McMaster students

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

- 1) Ensuring that the presence of the MTCG remains strong during the winter months, when the garden space is not able to grow plants
- 2) Continuing workshops and events during the winter term
- 3) Begin to prepare plants for the incoming MTCG Coordinator in the greenhouse and ensure that these are properly cared for and labeled.

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?

Highlights would include having the MTCG become a more prominent service on campus and having members of the community become aware of the purpose and importance of the MTCG. In addition, I would be proud of the successful season that we had and the amount of vegetables that the garden was able to yield. I would also be very proud of the presence that we were able to create through promotion of the MTCG through social media. I would also mention the success of our scheduled information sessions and workshops for the MTCG.

One of the most important things that I would mention would be the success of the MTCG in general. I would be proud of the work that I put in to educate the McMaster community on the importance of sustainable living practices, particularly in the way that we look at food and our consumption in general. I would be proud of what the MTCG was able to share with the community and the fact that as a service we were able to inspire others to make changes in their lives. I would be proud of the amount of people that we were able to reach and that there was such a large interest in learning more about the MTCG and becoming more involved.

The MTCG would have spent the year promoting local food production and sustainable living practices in a very hand on way that will keep members of the community interested in the MTCG and what is to come in the future.

Finally, I would be proud of what we were able to accomplish from a more managerial perspective. I will be very proud of the fact that we were able to create an effective system of keeping information relevant and up to date so that a database can be built and improved upon

for future years to ensure the continual success of the MTCG.

MASTER SUMMARY calendar and checklist

May	<ul style="list-style-type: none"> - Prepare the garden for plants - Launch social media accounts (Twitter and Facebook) - Finish all training (networking & meeting with stakeholders)
June	<ul style="list-style-type: none"> - Finish planting the garden - Have a successful Garden Grand Opening on June 19th (Have over 100 attendees, 10-20 individuals interested in future volunteering) - Begin to sell produce at Mac Farmstand (keeping records of what we were able to yield through weight) - Work on building an effective social media campaign for the MTCG - Hire exec members and volunteers - Run volunteer meetings (first general meeting June 20th)
July	<ul style="list-style-type: none"> - Continue to work on social media and MTCG promotion - Continue to sell produce weekly at the Farmstand (keeping records of what is sold) - Attend PTM training and establish an effective working relationship with potential groups for collaborations - Run volunteer meetings
August	<ul style="list-style-type: none"> - Being to run weekly workshops/ information sessions - Continue to work of social media and MTCG promotion - Continue to weight & sell produce - Continue with volunteer meetings - Plan for September and the start of the school term
September	<ul style="list-style-type: none"> Continue to run weekly workshops/information sessions - Continue to work of social media and MTCG promotion - Continue to weight & sell produce - Continue with volunteer meetings - Run a larger scale event at the start of the school term
October	<ul style="list-style-type: none"> - Continue to run weekly workshops/information sessions - Continue to work of social media and MTCG promotion - Continue to weight & sell produce - Continue with volunteer meetings - Begin transition to running alternate workshops/ information sessions - Have a final event to celebrate the success of the season - Begin to move workshops to an alternative indoors space - Come up with a plan of action to continue to work for the MTCG as a volunteer once the work term has ended
Weekly	<ul style="list-style-type: none"> - Attend meetings with the Office of Sustainability/VP Admin (or submit a weekly report) - Facilitate volunteer meetings

	<ul style="list-style-type: none"> - Keep up to date records of progress of the garden - Run weekly workshops/information sessions - Work on social media and MTCG promotion - Stay up to date with e-mails and updating the MSU website - Maintain the garden
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COLLABORATION within the MSU

a) MSU Service: Mac Farmstand

Collaboration through weekly Farmstand sales where the MTCG will provide produce to sell as well as assistance in selling and offering information to customers and Farmstand workers.

b) MSU Service: Mac Green

Collaborate on promoting sustainability within the MSU and having Mac Green act as a means to assist in promoting MTCG and related events

c) MSU Service: SHEC

Collaborating with the SHEC cookbook, hopefully having a segment written by the MTCG to discuss gardening practices and how to create a healthy meal with produce that you can grow seasonally in your garden.

d) MSU Service: Mac Bread Bin

Running workshops with Mac Bread Bin on the topic of food availability (growing your own vegetables, eating healthy and locally on a budget, etc.) Making food donations to Mac Bread Bin.

Other points of collaboration outside of the MSU will include:

- the Office of Sustainability
- Facility Services
- Department of Integrated Science
- Hospitality Services
- SUSTAIN 2A03, SUSTAIN 3A03 & the herb sales

FINAL COMMENTS leave nothing out



YEARplan13

Department:
Teaching Awards Committee

Date Submitted: June 24th 2013

Prepared by:
Jacob Klugsberg

Date Revised: June 26th, 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 be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 2nd, 2013.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 29th, 2013.

The final copy will be submitted to the Executive Board for review and approval at the August 6th meeting.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

MISSION an overview

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

ROLES that individuals play

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

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

OBJECTIVES step by step

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

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

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

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

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

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

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

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

GOALS to strive for

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

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

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

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

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

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

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

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

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

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

MASTER SUMMARY calendar and checklist

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

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

COLLABORATION within the MSU

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

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

FINAL COMMENTS leave nothing out

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



To: Executive Board
From: Krista Carlin and Michael Wooder
Re: Peer Support Line logo creation and associated costs

As the Peer Support Line is newly created, it has no real promotional assets of which to speak. Therefore, there will be no replacement costs when adopting a new logo. The PSL Coordinator and the SLDC have met to discuss promotional strategies, product creation and budget. PSL has a healthy promotional allocation and is currently sourcing a variety of materials for Welcome Week / 1st semester marketing, including swag and print materials / pamphlets. Moving forward, PSL is planning to utilize approximately \$3000 of its \$5000 promo budget for the initial creation of materials.

Moreover, in addition to materials aimed to students, PSL will develop a separate run of promo literature geared towards referral based relationships. For example, messaging to Student Wellness staff, Security Service personnel, Welcome Week/Faculty reps and those in a position of leadership / high interaction with students is important to develop, so as to increase the campus awareness of the Peer Support Line and generate referrals.

Items such as door and directional signage are still yet to be determined, as there are concerns with reinforcing the anonymity of the line and the peer listeners. It may come to pass that PSL does not advertise its location, ever. It will simply highlight the phone extension and services offered. This particular point will be flushed out in more detail between the Coordinator, the MSU VP (Administration), Security Services and the Student Wellness Centre.

Sincerely,

Krista Carlin
Coordinator , MSU Peer Support Line

&

Michael Wooder
SLDC

