



# REPORT

*From the office of the...*

## MSU Maroons

TO: Members of the Executive Board  
 FROM: Nicole Vandenneuvel  
 SUBJECT: MSU Maroons Report 4  
 DATE: Thursday, October 22, 2015

### UPDATE

The Maroons have followed through off the success of Welcome Week and continue to have students interested and engaged with our service. Our Representatives have been nothing but stellar and are excited for upcoming events. Typically, attendance drops following Welcome Week, and although we have had a slight decline I believe a large reason is a busy academic schedule the past few weeks and Representatives have been responsive to emails to keep the Executive Team in the loop. A large focus in the coming months is our social meetings and Maroons Formal planning.

### SERVICE USAGE

We currently have 407 emails on our emailing list, and an increase in students engaging on our social media platforms.

#### Twitter Engagement (October 13):

28 day summary with change over previous period



#### Facebook Likes (October 19):

Total Page Likes as of Today: 1,826



On October 1<sup>st</sup>, we had our Opening Ceremonies, despite several room booking issues, we still managed to get a fair amount of students (approximately 100) out to the event to provide information about getting involved with the Maroons and get to know some of the Maroons Representatives. Our first Social Committee Meeting was October 8<sup>th</sup>, and we had approximately 20 students arrive and many messaged saying they were unable to make it due to midterms and the Blue Jays game, we have

anticipated for a larger audience this week due to continued promotion, email contact with students and a less busy academic week for students.

**PAST EVENTS, PROJECTS & ACTIVITIES**

Since our last report the Maroons have assisted with the LINK Conference, Terry Fox Run, Homecoming and the Homecoming Expo and Concert and the MacVotes campaigns throughout the month of October. This was in addition to carrying out our own events with our Opening Ceremonies, Intramural Games and Social Committee Meetings. We have also been actively involved with Athletics and Recreation through our varsity game attendance and have seen greater attendance at our Football games which I attribute to the partnership with Athletics and Recreation set place this year.

**UPCOMING EVENTS, PROJECTS & ACTIVITIES**

We have begun planning our annual Maroons Formal, which is currently scheduled for November 26<sup>th</sup> at a new location, the Scottish Rite Club. We are hoping to again look into partnerships with SCSN and FYC in order to get students out into the Hamilton community and integrate first years into the MSU. Other events we are assisting with on campus over the next several weeks are Pumpkin Hike (SCSN) on October 23<sup>rd</sup> and Trick or Eat (Mac BreadBin) on October 29<sup>th</sup>. We are also looking to host a small team bonding event on October 31<sup>st</sup> in order to bring the team together again outside of assisting with events and provide thanks to our volunteers.

**BUDGET**

Statement for August:

Budget Line	Amount	Products Purchased	% Spent	Anticipated Purchases Month of Oct/Nov
Office Supplies	\$74.94	Paint, paint supplies	58.00	Photo frames
Annual Campaigns	\$0	n/a	0	Formal items
Recognition Awards	\$0	n/a	0	n/a
Special Projects	\$0	n/a	0	Flag poles, Formal items
Advertising/Promo	\$327.53	Clubsfest, rave cards, bracelets, gift cards	21.84	Formal promo package (Underground) and window poster, gift cards
Uniforms	\$6941.31	Suits, jerseys, t-shirts	115	n/a
Uniform Revenue	\$2610	n/a	58	Continued collection
Member Training	\$811.84	Guidebooks, food	47.76	n/a

I have not received an updated financial statement for the month of September, however, I have not spent much since then. I set up a standing order with Union Market for our #MaroonMonday campaign prizes which have continued to grow with each week. Upon the completion of that standing order I will create a standing order with TwelvEighty for gift cards as incentives as well. I think it is important to help highlight our MSU business units as prizes. Ideally, in future years, I would suggest the Maroons Coordinator to try to set up a deal with the managers of TwelvEighty and Union Market to see if there would be any partnerships in terms of free gift cards as we are promoting their business through the campaign. This will be put within my transition report at the end of the year. I am continuing to collect money from the Maroons Representatives for jerseys and from the Shinerama Executive for their jerseys and suits.

## **VOLUNTEERS**

From my understanding last meeting our volunteers usage during concerts was questioned. Because of this I added a question to my monthly anonymous feedback form specifically discussing concerts and asking if reps enjoyed helping with them. As of October 15, 95% of responders said they enjoy helping and 5% did not respond to that question, 0% said that they would prefer not helping with concert facilitation. Ultimately, a majority of the volunteers enjoy helping and none have said otherwise, and there has been ample opportunity to vocalize (anonymously or not) a lack of interest in helping with concerts. I believe the team not only enjoys the experience, but also enjoys helping other students have a great experience here at McMaster which speaks to the character of the team we have formed this year.

As stated above we plan on hosting a team bonding event on the 31<sup>st</sup> of October and hope to provide appreciation to the team, furthermore, after events I verbally and virtually send thanks to the team for their assistance as none of what we do would be possible without their hardwork and passion.

Many representatives have come to me over the past several weeks in order to help them in preparing for interviews for other services and positions available on campus. Many have attributed their involvement in the Maroons as a confidence booster in applying for positions they would not have looked into prior to becoming a Maroon.

## **CURRENT CHALLENGES**

The biggest challenge I had since our last meeting was finalizing booking with Conference Services for our Opening Ceremonies. I began searching for locations in the beginning of September, however, there was a great deal of miscommunication resulting in multiple location changes. Ultimately, we dealt with the situation well and still ran a successful event. In the future, I recommend booking space for Opening Ceremonies in the summer months prior to Welcome Week (regardless of when you see the best timing in terms of committee meetings), I suggest the next Coordinator organize it during Welcome Week (if there is available space) or the week right afterwards.

## **SUCSESSES**

Maroons collaborated with Spark for the October 8<sup>th</sup> Football game to get first year students engaged in their sporting community at McMaster. Having met with FYC on October 18<sup>th</sup>, I am excited for our collaboration moving forward with First Year Fridays and the Maroons Formal. Our representatives have continued to be very eager to get involved with events on campus and continued to be a pleasure to work alongside.