

# YEAR PLAN

*MacSphere Coordinators*

*Sanjanaa Arunagiri, Juliann Nguyen, Harjot Sanghera*

McMaster Science Society

2023-2024

(submitted *September 14th 2023*)

**MCMASTER  
SCIENCE  
SOCIETY**





# 2023-2024 Year Plan

## Letter from the MacSphere Coordinators

Hello MacSphere Community! We are thrilled to introduce ourselves as the new MacSphere Coordinators, dedicated to capturing the vibrant spirit of the McMaster University's science community through captivating video content. Our mission is to shine a spotlight on science students, faculty and events, offering viewers a peek behind the scenes, insider updates and so much more!

At MacSphere, we recognize the importance of expanding our outreach and maintaining a consistent presence to continuously engage our viewers. Our aim is to create fun and engaging videos that bridge the gap between departments, fostering a sense of unity and collaboration across all disciplines. We are committed to promoting inclusivity and diversity by showcasing a wide range of backgrounds and perspectives within our content, ensuring that every voice is heard and represented.

We would like to extend our heartfelt thanks to our predecessors, for their hard work in paving the way for us. We are eager to build upon their legacy and elevate the MacSphere brand to new heights. We envision a sustainable future where MacSphere continues to thrive as a platform that connects, informs and inspires our community. This is an exciting new journey and we are embarking on a mission to create compelling content that brings all of McMaster closer together, strengthens our bonds and celebrates our diversity.

Kind Regards,

Sanjanaa Arunagiri

Juliann Nguyen

Harjot Kaur

McMaster Science Society MacSphere Coordinators

[macsphere@macsci.ca](mailto:macsphere@macsci.ca)



**TIMELINE**

Month	Objective/Project/Event/Goals
June	
July	<p>Events/Projects:</p> <ol style="list-style-type: none"> <li>1. making new MacSphere animation sequence</li> <li>2. planning MacSphere video ideas</li> </ol> <p>Things to complete:</p> <ol style="list-style-type: none"> <li>1. figure out summer meeting times</li> <li>2. brainstorm ideas for Welcome Week</li> <li>3. brainstorm video ideas for the year</li> </ol>
August	<p>Events/Projects</p> <ol style="list-style-type: none"> <li>1. Make MacSphere introduction post</li> <li>2. Welcome Week 2023 videos</li> <li>3. Collaborate with Sciclones</li> </ol> <p>Things to complete:</p> <ol style="list-style-type: none"> <li>1. film + edit MacSphere introduction post</li> <li>2. film + edit welcome week videos + Tiktoks</li> </ol>
September	<p>Events/Projects</p> <ol style="list-style-type: none"> <li>1. Welcome Week 2023 videos</li> <li>2. Start posting on the MacSci Tiktok page</li> </ol> <p>Things to complete:</p> <ol style="list-style-type: none"> <li>1. Post remaining Welcome Week posts/TikToks</li> <li>2. Finalize year plan</li> <li>3. Start emailing professors for future videos</li> </ol>
October	<p>Events/Projects</p> <ol style="list-style-type: none"> <li>1. MacSphere Halloween video</li> <li>2. MacSphere video (Science athlete?)</li> <li>3. 2 TikToks</li> </ol> <p>Things to complete:</p> <ol style="list-style-type: none"> <li>1. Email science professors for future videos</li> <li>2. Film for 2 October MacSphere videos</li> </ol>
November	<p>Events/Projects</p> <ol style="list-style-type: none"> <li>1. MacSphere Movember Video</li> </ol>



	<ul style="list-style-type: none"> <li>2. MacSphere exam related video</li> <li>3. 2 TikToks</li> </ul> <p>Things to complete:</p> <ul style="list-style-type: none"> <li>1. Film MacSphere videos and Tiktoks</li> <li>2. Start filming for Prof series</li> </ul>
December	<p>Events/Projects</p> <ul style="list-style-type: none"> <li>1. MacSphere Holidays Video <ul style="list-style-type: none"> <li>a. Who's the best BFF duo?</li> </ul> </li> <li>2. 2 Tikoks</li> </ul> <p>Things to complete:</p> <ul style="list-style-type: none"> <li>1. Film MacSphere videos and Tiktoks</li> <li>2. Start filming for Prof series</li> </ul>
January	<p>Events/Projects</p> <ul style="list-style-type: none"> <li>1. Formaldehyde MacSphere Video</li> <li>2. MacSphere Prof series (#1)</li> <li>3. 2 Tikoks</li> </ul> <p>Things to complete:</p> <ul style="list-style-type: none"> <li>1. Film MacSphere videos and Tiktoks</li> <li>2. Start filming for Prof series</li> </ul>
February	<p>Events/Projects</p> <ul style="list-style-type: none"> <li>1. Women in Stem Day Video</li> <li>2. Black History Month Video</li> <li>3. 2 Tikoks</li> </ul> <p>Things to complete:</p> <ul style="list-style-type: none"> <li>1. Film MacSphere videos and Tiktoks</li> <li>2. Film MacSci Musical BTS</li> </ul>
March	<p>Events/Projects</p> <ul style="list-style-type: none"> <li>1. MacSphere Prof series (#2)</li> <li>2. MacSci Musical BTS</li> <li>3. 2 Tikoks</li> </ul> <p>Things to complete:</p> <ul style="list-style-type: none"> <li>1. Film MacSphere videos and Tiktoks</li> <li>2. Film MacSci Musical BTS</li> </ul>
April	<p>Events/Projects</p> <ul style="list-style-type: none"> <li>1. MacSphere Prof series (#3)</li> </ul>



	<ul style="list-style-type: none"> <li>2. MacSphere end of year video recap</li> <li>3. 2 Tikoks</li> </ul> <p>Things to complete</p> <ul style="list-style-type: none"> <li>1. Film MacSphere videos and Tiktoks</li> </ul>
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**OBJECTIVES:**

Objective 1 : Improve interdepartmental relations	
Description/ Current State	<p>Our goal is to incorporate all departments within the Faculty of Science</p> <ul style="list-style-type: none"> <li>- Some of the departments like physics, mathematics tend to be left out from various videos and updates due to their smaller size</li> <li>- This has been seen and recognized from previous content produced and also while reflecting to create this document.</li> </ul>
Goal	<ul style="list-style-type: none"> <li>- We plan to get students from different locations in our videos like HH, BSB, ABB, LSB, Psych Building                             <ul style="list-style-type: none"> <li>- Can contribute to inclusivity and greater representation</li> </ul> </li> <li>- Increase outreach and connections within the community</li> </ul> <p>Strengths (how your strengths will help you reach your goal)</p> <ul style="list-style-type: none"> <li>- We are students taking courses from a wide variety of departments so we have a better range of professors and students to interact with for videos</li> </ul> <p>Weaknesses (how your weaknesses may get in the way and how you plan to overcome this)</p> <ul style="list-style-type: none"> <li>- We will work hard to not only represent as many departments as possible, but ensure that the representation is equally split</li> </ul>
Long Term Implications	<ul style="list-style-type: none"> <li>- Future Mac sphere coordinators will have a larger network to work with</li> <li>- The MSS will be more known and can expect more engagement in their activities</li> </ul>



	- Each department will have an idea of what the other is doing to create a holistic sense of the growth of the science community
Partners	- Professors and faculty from HH,ABB,BSB, LSB, Psych Building - MSS members (cinematography) and MacSphere team

Objective 2 : Improve diversity and inclusion	
Description/ Current State	<ul style="list-style-type: none"> <li>- Involve students from diverse cultural and educational backgrounds in our videos</li> <li>- Previously the videos have been more informative, but we aim to make the videos more engaging with focus on fun activities</li> </ul>
Goal	<p>What you hope to improve (<i>your vision for the improvement!</i>)</p> <ul style="list-style-type: none"> <li>- Create content videos with participation from various members of the diverse science community               <ul style="list-style-type: none"> <li>- Make sure everyone feels well-represented and included</li> </ul> </li> <li>- For longer planned videos, reach out to members beforehand to ensure as much participation as possible</li> </ul> <p>Strengths</p> <ul style="list-style-type: none"> <li>- We are a team of open-minded and accepting individuals which will make us more open to asking, hearing and sharing from everyone</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>- We will strive to put aside any societal and personal biases during the brain-storming and creation of content</li> </ul>
Long Term Implications	<ul style="list-style-type: none"> <li>- A greater portion of the science community may feel heard</li> <li>- The MSS will be upholding the positive values of EDI</li> <li>- Future MacSphere coordinators will have good examples</li> </ul>
Partners	<ul style="list-style-type: none"> <li>- More students from diverse backgrounds</li> <li>- MSS members (cinematography) and MacSphere team.</li> </ul>



Objective 3 : Improve student engagement	
Description/ Current State	<ul style="list-style-type: none"> <li>-</li> <li>- Previously the focus has been on longer videos; this team will try to make content in terms of reels and tiktoks</li> <li>- Videos will be made shorter in length combined with a new shorter intro to ensure student engagement</li> <li>- Various topics from academics, student life, science will be covered</li> </ul>
Goal	<ul style="list-style-type: none"> <li>- We will be making several shorter videos that can be shared on different platforms</li> <li>- Sharing on tiktok and Instagram to engage different audiences</li> <li>- Have meetings within the coordinators to discuss and brainstorm video plans for different platforms.</li> </ul> <p>Strengths</p> <ul style="list-style-type: none"> <li>- We are individuals who reflect; we are actively monitoring the response to previous content to improve it</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>- We may be biased towards creating more fun content so we will balance this with ensuring to create academic content as well</li> </ul>
Long Term Implications	<ul style="list-style-type: none"> <li>- Large MacSphere portfolio that could be re-used</li> <li>- A lot of data and information can be collected to analyze what the audience likes and dislikes</li> <li>- More engaged student body will create a larger and more open community</li> </ul>
Partners	<ul style="list-style-type: none"> <li>- More students in the Science community</li> <li>- Intensive research for the MacSphere team</li> </ul> <p>- intensive research for the mac sphere team.</p>

**EVENTS & PROJECTS**

Name of Event/Project: MacSphere Video Series	
DATE	August - April



PURPOSE	Promote and gain exposure for the MSS and events available for students while also producing entertaining content
PROCEDURE	<ul style="list-style-type: none"> <li>- brainstorm possible video idea             <ul style="list-style-type: none"> <li>- plan out what to say (intro/outro/script)</li> <li>-</li> <li>- reach out to other people if necessary</li> <li>- get supplies/materials if needed</li> </ul> </li> <li>- contact cinematographers for availability</li> <li>- film and edit video</li>   <li>- post video             <ul style="list-style-type: none"> <li>- post on both Instagram and TikTok</li> <li>- promote on individual stories and interact with post</li> </ul> </li> </ul>
DIFFICULTIES	<ul style="list-style-type: none"> <li>- filming or editing delays</li> <li>- posting schedule getting delayed</li> <li>- unable to get professors that are willing to film for us</li> </ul>
PARTNERS	Cinematographers <ul style="list-style-type: none"> <li>- Ella Zhao (cinematography@macsci.ca)</li> <li>- Noha Loy (cinematography@macsci.ca)</li> <li>- Tyler Kwan (cinematography@macsci.ca)</li> </ul>
PROJECTED OUTREACH	McMaster science students of all years
BUDGET	NA