

YEAR PLAN

Musical Director

Sarah Menezes

McMaster Science Society

2023-2024

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MCMASTER
SCIENCE
SOCIETY



2023-2024 Year Plan

For many McMaster students, the arts are a way to express themselves, take a creative break from their school work, and connect with others with similar interests. This musical is that opportunity for McMaster's science students! The 9th Annual MacSci Musical is set to inspire and relate to McMaster science students in hope of bridging the gap between science and the arts. The show is set to connect students and the greater Hamilton community, while appreciating everything that the science faculty has to offer. Building upon the positive growth seen for the musical in past years, we aim to connect with *all* MacSci students through the arts, whether it be by gaining their assistance and involvement in the show, or simply as an audience member or fundraiser attendee. This year's show aims to show that the growth students have while at McMaster and the connections made in the science faculty will last a lifetime, even after undergrad and the musical comes to an end.

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TIMELINE

Month	Objective/Project/Event/Goals
June	Events/Projects: 1. Create musical Things to complete: 1. Prepare and post exec team applications 2. Hire exec team
July	Events/Projects: 1. Create musical Things to complete: 1. Finalize exec team 2. Have exec team meeting 3. Start to work on script and music 4. Weekly check-ins with execs, schedule meetings on an as need basis
August	Events/Projects: 1. Create musical Things to complete:

	<ol style="list-style-type: none"> 1. Finish script and lyrics by the end of the month 2. Continue to make progress on music and vocal arrangements 3. Prepare promotional material for auditions 4. EOHSS and room bookings for auditions and callbacks 5. Prepare material for auditions and callbacks 6. Choose a charity and start sponsorship package
September	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus <p>Things to complete:</p> <ol style="list-style-type: none"> 1. September 5th to 17th: promotions for cast and orchestra auditions, including sign-ups during this time 2. Early September: Reach out to the Robbie and book venue 3. September 18th to 22nd: orchestra and cast auditions 4. September 24th: callback workshop, final decisions 5. End of September: promotions for crew interviews 6. September 25th to 27th: send out responses to cast and orchestra applicants 7. Give the rough script to Producer and other execs for feedback
October	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus 3. Fundraisers <p>Things to complete:</p> <ol style="list-style-type: none"> 1. October 1st: cast table read and introductions 2. Weekly rehearsals with cast, executives and orchestra begins every Sunday 3. Soon after crew will also begin to meet and assemble set and props 4. Fundraising efforts begin, with the goal to carry out one fundraiser every other month

	<ol style="list-style-type: none"> 5. Post photos and clips from rehearsal on social media to raise interest in the show
November	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus 3. Fundraisers <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Weekly rehearsals (cast, orchestra, crew) 2. Monthly executive meeting 3. Post photos and clips from rehearsal on social media to raise interest in the show
December	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus 3. Fundraisers <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Weekly rehearsals 2. Monthly executive meeting 3. Fundraiser #1 4. Post photos and clips from rehearsal on social media to raise interest in the show 5. Begin to rehearse with orchestra where possible
January	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus 3. Fundraisers 4. Collaborate with other campus musicals on large fundraiser <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Cast off-book date in mid-January 2. Design programmes and promotional art, as well as organize printing 3. Monthly Executive meeting 4. Fundraiser #2 5. Post photos and clips from rehearsal on social media to raise interest in the show 6. Bring orchestra and cast together to rehearse by mid- to late-January

February	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus 3. Fundraisers <p>Things to complete:</p> <ul style="list-style-type: none"> - Finish teaching all necessary choreography, staging and vocals to the cast by early-February and polish - Headshots and promotional material created in collaboration with the MSS Executive Team - Run-throughs of the entire show including costumes towards mid-February - Critique of performance by MSS Executive Team volunteers and other leaders from faculty musicals - Monthly Executive meeting - Fundraiser #3
March	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Create musical 2. Promote musical/increase its presence on campus 3. Perform musical <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Rent technical equipment for show 2. Tech rehearsals: first/second week of March (depends on discussion with the Robbie) 3. Show dates: second weekend of march (depends on discussion with the Robbie)
April	<ul style="list-style-type: none"> - Hire incoming MacSci Musical Director with the incoming VP Student Affairs

OBJECTIVES:

Objective 1: Creating an Engaging and Impactful Musical Performance	
Description/ Current State	<p>Last year, the MacSci Musical:</p> <ul style="list-style-type: none"> - Wrote and produced an original musical tailored towards the MacSci audience - Filmed, edited and premiered in a completely virtual setting - Performed for an audience of around 200 people
Goal	Next year, we hope to:

	<ul style="list-style-type: none"> - Continue the legacy of the musical and create a captivating show for the McMaster Science community - Create a production that entertains, inspires, and impacts the McMaster community, with a message that resonates, encourages, and uplifts - Incorporate unique staging, set design, and storytelling strategies to enrich the original script
Barriers to Success	<ul style="list-style-type: none"> - Delivery of the main ideas needs to be done creatively, yet in a way that is appropriate for an undergrad science audience - Volunteer basis of show
How?	<ul style="list-style-type: none"> - Strengths: The MacSci Musical Executive Team has historically been filled with creative and skilled individuals, and can also respond to criticism and feedback from external sources to make improvements to the show. - Weaknesses: for a fully volunteer based show, people are also often busy with many commitments and may not be able to dedicate their time - Opportunities: Regular full team meetings, as well as check-in points, can help facilitate conversation to give individuals creative control over their domains. A schedule will be created for the musical to stay on track throughout the year and so everybody knows what will happen when to avoid surprises. - Threats: Given a variety of backgrounds, ideas may be interpreted differently by audience members. The messaging of the show needs to be clear so everyone leaves with a positive experience of the show.
Long Term Implications	<ul style="list-style-type: none"> - The production will resonate with students, which may be a memorable experience and encourage them to attend or even participate in future MacSci Musicals - Open doorways for future musical directors to continue innovating and improving the show
Partners	<ul style="list-style-type: none"> - Musical exec team - MSS exec team - Cast, orchestra, and musical crew - Robinson Memorial Theatre - Partnering charity

Objective 2: Increasing Presence in the McMaster Community

Description/ Current State	<p>Last year, the MacSci Musical:</p> <ul style="list-style-type: none"> - Performed four shows over two days for a collective audience of around 400 individuals - Raised money for the Canadian Cancer Association
Goal	<p>Next year, we hope to:</p> <ul style="list-style-type: none"> - Increase the number of audience members that are able to watch the show in a safe manner, allowing them to connect with the MacSci community via the arts - Engage and involve more MacSci students in the musical - Institute a new "livestream" ticket to reach out to students that may not be in the Hamilton area - Make the MacSci Musical a more widely recognizable presence on campus
Barriers to Success	<ul style="list-style-type: none"> - It is difficult to connect with students and make our presence known through online and social media activities alone
How?	<ul style="list-style-type: none"> - Strengths: The MacSci Musical Executive Team is highly dedicated to reaching the widest range of individuals possible. We have a social media director to help engage students online, and plan to hold in-person fundraisers to engage students first-hand. - Weaknesses: Advertising and size of theatre are also limited by amount and availability of funds. - Opportunities: We added a Social Media and Graphics Coordinator to the executive team, who will work on outreach initiatives. This new member can also work on increasing our social media presence. There are also additional passive or smaller scale opportunities to spread the word, such as selling stickers and other merchandise through RedBubble. - Threats: Competition with other student groups on campus, to raise funds and secure sponsorships, may divert attention from the musical.
Long Term Implications	<ul style="list-style-type: none"> - We can create a brand for the musical as a source for great theatre within the McMaster community, encouraging more people to attend and join the show - Future Musical Directors will have an easier time advertising MacSci Musical events and activities with a larger built-in audience via social media following
Partners	<ul style="list-style-type: none"> - MacSci Musical Executive Team

	- MSS Executive Team
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Objective 3: Build and Further Connections in the Hamilton Community	
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Description/ Current State	Last year, the MacSci Musical: <ul style="list-style-type: none"> - Raised around \$3000 to donate to the Canadian Cancer Society
Goal	Next year, we hope to: <ul style="list-style-type: none"> - Continue the work of past musicals by reaching out to business partners for their support of the show - Search and identify local charities to donate the proceeds to - Bring back the community outreach project, such as connecting with an elementary school classroom to host a theatre workshop for a day
Barriers to Success	<ul style="list-style-type: none"> - Scheduling difficulties can occur when planning with any potential candidates for a community outreach project - Many businesses and schools in past have been unable to work with the musical
How?	<ul style="list-style-type: none"> - Strengths: we have a great team dedicated to building relationships with community businesses - Weaknesses: many businesses are not willing to partner with small musicals - Opportunities: Revamping our sponsorship package may help encourage businesses to assist and we will also be able to offer better advertising for them with the new Social Media and Graphics Coordinator position. - Threats: Other student groups often turn to similar businesses for financial support.
Long Term Implications	<ul style="list-style-type: none"> - Future Musical Directors will have a group of businesses with a strong rapport and history of working with the musical successfully and effectively - Members of the external Hamilton community may gain more awareness of the musical and come to look forward to its activities and final show - Community members may gain a stronger appreciation for the performing arts through the community outreach project
Partners	<ul style="list-style-type: none"> - MacSci Musical Executive Team - MSS Executive Team - Local businesses TBD

EVENTS & PROJECTS

Name of Event/Project: 9th Annual MacSci Musical	
DATE	TBD (goal is the second weekend in March)
PURPOSE	To create a creative, engaging, relatable, and impactful show for the McMaster Science community, and other students, that will provide a positive environment for its members and audience to experience and express themselves through the arts.
PROCEDURE	<ul style="list-style-type: none"> - Apply the scripting and blocking learned throughout the year on stage - Tech Week: spend one week preparing for performance on stage in the venue with sets, costumes, music, and more! - Show Day(s)!
DIFFICULTIES	<ul style="list-style-type: none"> - Finding a theatre venue that will meet our needs, is accessible to campus and will fit within the budget - It may be difficult to secure sponsors, especially given the economy and difficulty finding them last year
PARTNERS	<ul style="list-style-type: none"> - Patrick Brennan <ul style="list-style-type: none"> - Operations and Production Manager, School of the Arts - Venue for the 2023 MacSci Musical - pbrenna@mcmaster.ca - MacSci Musical Executive Team - MSS Executive Team
PROJECTED OUTREACH	<ul style="list-style-type: none"> - Prior audiences ranged from 200-400 people. We hope to increase this to 500-600 by offering more show times, an online ticket, and by increasing fundraising. - We aim to work with a local theater as well as business sponsorship partners in order to fund and perform the 9th annual MacSci Musical. We hope to run at least one community outreach initiative in order to connect with Hamilton through the arts and strengthen the community presence of the musical. We strive to continue being the biggest non-profit initiative for the MSS and donate the proceeds from the show to a local charity.
BUDGET	TBD

Name of Event/Project: Fundraisers in Support of the MacSci Musical

DATE	Around 3 fundraisers throughout the year
PURPOSE	To help fund the musical, increase the proceeds that can be donated to a local charity, and reach more students in the McMaster and greater Hamilton community
PROCEDURE	<ul style="list-style-type: none"> - Collaborate with the Musical's Fundraising and Finance Executives and the MSS Fundraising and Sponsorship executives to plan fundraisers - Fill out EOHSS forms and safety checks - Contact potential vendors and sponsors for supplies - Gather volunteers to staff fundraisers from the cast, orchestra and executive team - Promote fundraiser with assistance from the Social Media and Graphics Coordinator
DIFFICULTIES	<ul style="list-style-type: none"> - We would be competing with other student groups holding fundraisers in very similar ways - It is difficult to estimate how successful a given idea will be, since we only have a sense of what has worked based on past experience - Need to get a large portion of the musical team on-board to donate their time in addition to rehearsals
PARTNERS	<ul style="list-style-type: none"> - MacSci Musical Executive Team - MSS Executive Team - IAHS, BSB and JHE Facility Services
PROJECTED OUTREACH	<ul style="list-style-type: none"> - TBD (dependent on the specific fundraiser)
BUDGET	TBD