YEAR PLAN

VP Communications

Daisy Pham

McMaster Science Society

2023-2024

(submitted *INSERT DATE HERE*)

2023-2024 Year Plan

Hey MacSci!

My name is Daisy Pham and I am the VP Communications for the 2023-2024 school year. This is my second year in this role on MSS, which makes me excited to be back to refine and improve initiatives started last year.

My ultimate goal is to strengthen the MSS brand for the Faculty of Science students - a brand that is inclusive and makes students feel seen and fairly represented. The forefront of this includes the MSS platforms which includes Instagram, Facebook, Discord, and Tik Tok. Ensuring that all media content created honors MSS's promise to Equity, Diversity, and Inclusion is an integral aspect of my role. In addition to this, I strive to provide accessible resources (on the MSS website, external links on social media i.e. Zaap) to all students in all programs under the Faculty of Science while embracing the individuality of each student.

MacSphere was one of the biggest projects last year and this year I am eager to establish the series even more. The aim is to capture a lot of high energy and be as interactive as possible! The goal of content has been to highlight the beauty of MacSci student life and capture student engagement. Near the end of the last term, we got into more collaborative content with MacSci profs. This year we would like to do even more collaborations directly with students and profs. Part of this is highlighting the internal workings of MSS and showcase the vibrant personalities of executive members in each role. This is in hopes to garner more attention on MSS and create a demand for students to want to be involved internally with MSS - alleviating struggles that we have had with hiring in the past few years.

Ultimately, the years students spend at McMaster are years that are to be treasured forever. Thus creating mementos and resources to guide the success of students in science is something I am honored to take part in.

Daisy Pham

VP Communications
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TIMELINE

Month	Objective/Project/Event/Goals
June	**Events/Projects:** 1. Transitioning executives 2. Communication Team training 3. 2SLGBTQIA+ Figures in STEM Miniseries 4. New Comms request form submission policy 5. MSS Branding: New Colour Palette **Things to complete:** 1. Condense and distribute all MacSci exec emails to accommodate Google Workspace budget 2. Training call with all comms exec members and also 1on1 meetings to aid transition 3. Organize the posting schedule with Social Media Directors and review the drafts written by Directors for each figure so that Graphic Designer could input the information into the template. 4. Amend MSS policy to add a strike system 5. Meet with graphic designers to establish a colour coding system for each portfolio
July	**Events/Projects:** 1. Comms request form 2. MSS Donations Page 3. Welcome Week MSS Bucket Hats 4. Cinematography role restructure 5. Welcome Week MacSphere planning 6. Round 1 exec headshots 7. Execs "About Me" page for all MSS execs **Things to complete:** 1. Divide the comms request by role 2. Collect and organize information on all MSS charitable efforts with the help of VP Finance → Relay this information to Webmasters 3. Contact 4imprint and submit Graphic Designer's design for embroidered bucket hat

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	4. Eliminate Director of Photography and condensed to Director of Cinematography → Transition previous photographers into the cinematography role 5. Meet with MacSphere coordinators to plan out WW content and post schedule
August	Events/Projects: 1. Comms request form 2. MSS Official Merch 3. Revamp MSS About Page 4. BIPOC in STEM 5. LinkTree to Zaap transition 6. MacSphere Introduction Sequence finalization and introduction video 7. Sell Merch during WW 8. Combined the photography and cinematography role Things to complete: 1. Divide the comms request by role 2. Meet with Graphic Designers to choose a design for general merch and merch specific for Women in Stem → Place order 3. Aid Webmasters by collecting information of MSS history for the About page and focus on creating an overview for students who are new and unfamiliar with MSS 4. Plan the BIPOC in STEM post schedule with Social Media directors and prepare the research on figures in advance for Graphic Designers 5. Meet with Social Media directors to transition links and modify the design of Zaap to release on official platforms 6. Take a full inventory of media equipment and purchase new equipment as needed
September	Events/Projects: 1. Comms request form

	2. Round 2 exec headshots + exec intro video clips 3. Re-open merchandise shop 4. BIPOC in STEM Fall post roll out 5. Webmaster's scavenger hunt on macsci.ca 6. Fall theme on website 7. Release of WW videos [MacSphere] 8. MacSphere National Day for Truth and Reconciliation Things to complete: 1. Divide the comms request by role 2. Assist Directors of Cinematography with organizing and communication to execs 3. Arrange in person pick-up schedules to align with MSS Office hours 4. BIPOC Resources page on website - reaching out to clubs 5. Reaching to subsocities 6. Filming for exec video introductions + headshots 7. MacSphere reach out to Mac Science profs for filming
October	Events/Projects: 1. Comms request form 2. Cinematography Workshop 3. Official activation of the BIPOC Resources webpage 4. MacSphere Halloween video Things to complete: 1. Divide the comms request by role 2. Filming for exec video introduction 3. MacSphere reach out to Mac Science profs for filming
November	Events/Projects: 1. Comms request form 2. Release of the Exec video introductions 3. MacSphere Movember video

	4. MacSphere Exam related video
	5. Cinematography Workshop
	Things to complete:
	  1. Divide the comms request by role
	  2. MacSphere reach out to Mac Science profs for filming

December	Events/Projects:
	  1. Comms request form
	  2. Close MSS Shop
	Things to complete:
	  1. Divide the comms request by role
	  2. Winter website theme
	  3. MSCAF Course Review - promote to get responses from more students (distribute to sub societies)
	  4. MacSphere reach out to Mac Science profs for filming

January	Events/Projects:
	  1. Comms request form
	  2. BIPOC in STEM Winter post roll out
	  3. Graphic Design Workshop
	  4. Reopen MSS Shop
	  5. Welcome back MacSphere video
	Things to complete:
	  1.
	  2.
	  3. Sticker making + hot chocolate event
	  4. Post MacSphere Prof series

February	Events/Projects:
	  1. Comms request form
	  2. Women in Stem Day Video
	  3. Black History Month Video
	Things to complete:
	  1. Divide the comms request by role
	  2. Post MacSphere Prof series

March	Events/Projects:

	1. Comms request form
	2. MacSphere end of year video recap
	3. Cinematography Workshop
	Things to complete:
	    1. Divide the comms request by role
	    2. Post MacSphere Prof series

April	Events/Projects:
	    1. Comms request form
	    2. Transition new VP Comms
	Things to complete:
	    1. Divide the comms request by role
	    2. Transfer of all banking information and track the renewal/subscriptions
	    3. Post MacSphere Prof series

OBJECTIVES:

Objective 1: Provide a better overview of MSS on the official website macsci.ca	
Description/ Current State	- Currently, the MSS website lacks a landing page that includes an overview of what MSS is and what we have to offer. The old website used to have one so we hope to bring this back.
Goal	- Through the hard work and skill of webmasters, we hope to implement the MSS overview and include statistics on the MSS (number of executive members, number of students the faculty of science really covers, when MSS was established) Strengths: - Very useful for first years who are unfamiliar with MSS Weakness: - Could come across as overwhelming so making sure that information is concise and clear is very important
Long Term Implications	Increasing the familiarity of MSS and providing upfront information without forcing students to dig could result in increased interest in being an MSS executive down the line.
Partners	MSS Comms Webmasters Dima Traboulsi (webmaster@macsci.ca)

	Rohan Jadhav (webmaster@macsci.ca)

Objective 2: Improve the organization on the MSS feed	
Description/ Current State	The branding is already pretty cohesive. All posts follow a pastel theme however the colour scheme is pretty diverse. Each post has a different colour.
Goal	Under the work of the Graphic Designers we intend to implement a colour coded organization system. Each portfolio will be assigned a colour that way all events/initiatives are more organized. This will tie into the new and updated brand manual.
Long Term Implications	Future graphic designers will have a very useful brand manual that will give them some more structure and organization while still leaving from creativity. Strength: - More organization Weakness: - Events that don't correlate to any portfolio would have to be assigned a different colour
Partners	<u>Graphic Designers</u> Fiona Chung (graphicdesigner@macsci.ca) Katey Kwan (graphicdesigner@macsci.ca) Aeris Wong (graphicdesigner@macsci.ca) <u>Social Media Directors</u> Runisan Natheeswaran (socialmedia@macsci.ca) Twinkle Prajapati (socialmedia@macsci.ca)

Objective 3: Garner more attention on Comms Workshops	
Description/ Current State	- We tend to have a low turnout for photography/cinematography workshops
Goal	- Promote the workshop earlier on and using an incentive such as a gift/giveaway

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Long Term Implications	- More student involvement is always good - Creative outlet for MacSci students that otherwise gets neglected
Partners	<u>Cinematographers</u> Ella Zhao (cinematography@macsci.ca) Noha Loy (cinematography@macsci.ca) Tyler Kwan (cinematography@macsci.ca)

EVENTS & PROJECTS

Name of Event/Project: Cinematography/Photography Combined Workshop	
DATE	TBD (fall + winter)
PURPOSE	Interactive workshop led by the Cinematographers to allow students to learn how to take photos/videos and edit.
PROCEDURE	1. Plan the workshop schedule 2. Book room 3. Retrieve feedback on the workshop with an online survey
DIFFICULTIES	Turnout
PARTNERS	<u>Cinematographers</u> Ella Zhao (cinematography@macsci.ca) Noha Loy (cinematography@macsci.ca) Tyler Kwan (cinematography@macsci.ca) <u>Graphic Designers</u> Fiona Chung (graphicdesigner@macsci.ca) Katey Kwan (graphicdesigner@macsci.ca) Aeris Wong (graphicdesigner@macsci.ca) <u>Social Media Directors</u> Runisan Natheeswaran (socialmedia@macsci.ca) Twinkle Prajapati (socialmedia@macsci.ca)
PROJECTED OUTREACH	IN-PERSON: approximately 15-30 people
BUDGET	TBD, based on the prize selected ($100)