YEAR PLAN

Webmasters
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McMaster Science Society
2023-2024

(submitted August 30th, 2023)
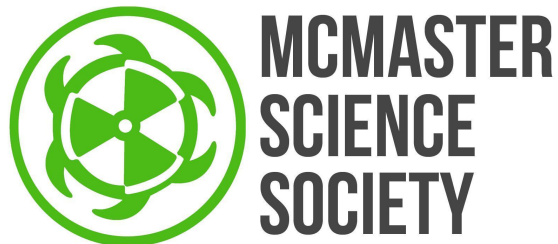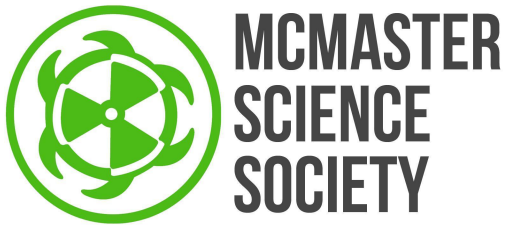
2023-2024 Year Plan

Letter from the Position

Hello MSS members! We are your webmasters for 2023-2024 and we are extremely excited to be in this role. Coming off on the heels of the 2022-2023 year, where we revamped macsci.ca and decommissioned the old mcmastersciencesociety.com website, we have some big things in store for you guys.

Overall, we are aiming to refine the macsci.ca website and further improve the mscaf.ca website. For the homepage macsci.ca, we aim to add more depth, more resources, and easier functionality to make you all comfortable with the change and see it as a resource to peruse. Updated web pages, more life, and more consistent branding.

For the mscaf.ca website, we aim to increase the traffic so that more people give fruitful reviews, further improving the site as a haven of information about courses for you. In addition to that, increasing the amount of upper year courses there with reviews will make the site useful for more than just life science first years.

Overall, we have many small but impactful changes coming your way this year, and if you have any ideas/complaints/questions/comments, feel free to email us and we would be happy to chat!

Dima Traboulsi and Rohan Jadhav

Webmasters

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TIMELINE

Month	Objective/Project/Event/Goals
June	Events/Projects: 1. Donations Page 2. About Me Form (for exec intake) Things to complete: 1. 1 on 1 calls with VP Comms to aid transition 2. Transition effectively, familiarize with previous year's projects
July	Events/Projects: 1. Finish Donations Page 3. Update Exec About Me Sections 4. Mentorship Promotion on Website 5. BIPOC Page Rough Draft Things to complete: 3. MSCAF reviews, rolling basis
August	Events/Projects: 6. About Us MSS Page 7. BIPOC Page in progress 8. Quantum Leap page Things to complete: 4. Year Plan for 2023-2024 5. Cinematography role fix 6. Accrue information and history about MSS for the About MSS page
September	Events/Projects: 9. Re-open merch shop 10. Scavenger Hunt on macsci.ca 11. Fall Theme

	Things to complete:
	   7. Reach out to Program Societies
	   8. Reach out to relevant clubs for BIPOC resources
	   9. mscaf.ca reviews, rolling basis

October	Events/Projects:
	   12. BIPOC Resources Webpage Release
	
	Things to complete:
	   10. mscaf.ca reviews, rolling basis

November	Events/Projects:
	   13. Winter Theme
	
	Things to complete:
	   11. mscaf.ca reviews, rolling basis

December	Events/Projects:
	   14. Close mss shop
	   15. Promote mscaf.ca to increase reviews as Fall semester closes
	
	Things to complete:
	   12. mscaf.ca reviews, rolling basis

January	Events/Projects:
	   16. Reopen MSS shop
	
	Things to complete:
	   13. mscaf.ca reviews, rolling basis

February	Events/Projects: Things to complete: 14. mscaf.ca reviews, rolling basis

March	Events/Projects:
	    17. Spring Theme
	
	Things to complete:
	    15. mscaf.ca reviews, rolling basis

April	Events/Projects:
	    18. Transition new Webmasters
	
	Things to complete:
	    16. mscaf.ca reviews, rolling basis

OBJECTIVES:

Finetune macsci.ca	
Description/ Current State	- macsci.ca has been officially transitioned - however, much remains in terms of consistent branding, consistent functionality, and overall professionalism
Goal	- hope to relate all visual aspects for a coherent experience between webpages - fix functionality (all links go to a valid webpage, no loose ends, no glitches, all widgets work) - will make the experience look better and function better for all MSS students
Long Term Implications	- future impact is a more user-friendly website that hopefully gains more traction and attention, becoming a vital resource in a science student's toolkit as the information and resources the webpage provides is both useful, easy to access, and is visually appealing
Partners	All members are in MSS executive teams - VP Comms - Graphic Designers

	- Various portfolios and executives relevant to specific webpages (musicals, internal etc)

Promote mscaf.ca as a viable resource	
Description/ Current State	- last year, mscaf.ca also got revamped - however, the inherent system of reviews isn't the greatest, coupled with the fact that we are lacking reviews from upper year courses and having an abundance of first year course reviews - much remains in terms of making it more useful and accessible to more students in the science faculty
Goal	- improvements will include: - 1) refining the UI to be more easier to use, making organization simpler and finding a specific course easier - 2) popularize the webpage, get increased traffic to increase awareness of it, received feedback about its operations and hopefully more people make reviews - 3) get upper years especially to leave reviews for more niche courses, thereby rounding out the courses we offer reviews for and offering something for everyone in the science faculty - 4) give an incentive for people to leave a review, increasing the amount of reviews and hopefully making it a useful database
Long Term Implications	- impact will be a functioning course review website that is easy to access, caters to all science students, and is easy on the eyes - this will directly benefit all science students in the faculty as they can make more informed decisions on course selections, rather than going to reddit and asking "thoughts on Course 1X03?"
Partners	All members are in MSS executive teams - VP Comms - Graphic Designers if graphics are needed - Social Media Director to popularize the website when we announce it

	- Year Reps as they review the raw reviews and filter out malign form submissions

EVENTS & PROJECTS

Name of Event/Project: Donations Page	
DATE	July/August
PURPOSE	To provide a history of the donations the MSS has done throughout the years, for both awareness and transparency reasons
PROCEDURE	- accrue donations history of the MSS - make webpage - release webpage
DIFFICULTIES	history is hard to find fix: financial team and VP comms pulled through and gave us a nice concise document
PARTNERS	- VP Comms - VP Finance
PROJECTED OUTREACH	everyone
BUDGET	n/a

Name of Event/Project: About the MSS Page	
DATE	August/September
PURPOSE	To provide a concise summary of what the MSS is and it's history and what you can expect here on the website
PROCEDURE	- accrue information and history about the MSS - make webpage - release webpage
DIFFICULTIES	history is a bit hard to find fix: no fix, just deeper search for specific numbers and statistics
PARTNERS	- VP Comms - Presidents
PROJECTED OUTREACH	everyone
BUDGET	n/a

Name of Event/Project: Scavenger Hunt on macsci.ca	
DATE	September
PURPOSE	To increase traffic to macsci.ca by hosting a competition
PROCEDURE	- ensure that macsci.ca is "completed" - set up different riddles/easter eggs throughout the website - create some sort of link between them so its usable - create a form for the final step to log participants who successfully competed it - announce to social media
DIFFICULTIES	Big project, lots of moving parts, reliant on a lot of people fix: plan it out step by step well and ensure everyone knows the plan, double check links and posts and test run everything before releasing to public
PARTNERS	- VP Comms - Graphics - Social Media
PROJECTED OUTREACH	everyone, ideally
BUDGET	TBD, whatever the incentive is behind it that will be the cost. For example, "first 10 people to complete it get a $10 Amazon Gift Card", would cost 100 dollars

Name of Event/Project: Fall/Winter/Spring Theme Website Takeovers	
DATE	Variable
PURPOSE	To increase student morale and show off webmaster skills
PROCEDURE	- design theme - release webpage
DIFFICULTIES	technical limitations to what we can actually do as a "theme" without messing up the branding and functionality fix: get creative, also don't think too big even a small change can reflect the season and be a nice touch
PARTNERS	- Graphics, if needed

PROJECTED OUTREACH	everyone
BUDGET	n/a

Name of Event/Project: mscaf.ca Promotion	
DATE	December
PURPOSE	To increase the functionality behind mscaf.ca by increasing awareness and asking for reviews
PROCEDURE	- raise awareness through Program Societies, emails, website, social media of mscaf.ca and request students to leave reviews
DIFFICULTIES	Hard to get the word out and hard to get people to leave reviews fix: Communicate on every single platform available, if possible, get profs to announce it on avenue2learn. In addition, perhaps consider incentivizing review creation, MSS loyalty points or a discount or anything, it'll help drive people to leave a review
PARTNERS	- VP Comms - Year Reps - Social Media Director - Graphics
PROJECTED OUTREACH	everyone, ideally
BUDGET	n/a if no incentive, if incentive is given as a monetary item or reward than whatever the cost