

# YEAR PLAN

*MacSci Minutes Coordinators*

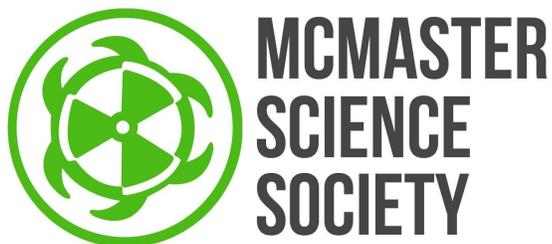
*Tina Alda, Devon McAlpine,*

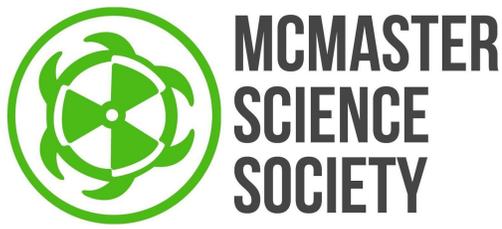
*Sohnia Sansanwal, Lee-Ran Goodman*

McMaster Science Society

2020-2021

(Second draft submitted June 25 2020)





1280 Main St. West  
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905-525-9140 Ext: 23322  
Burke Science Building (BSB), B108

# 2020-2021 Year Plan

Letter from the MacSci Minutes Coordinators

Dear McMaster Science,

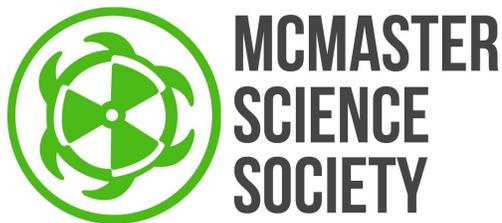
We are very excited for the opportunity to be your MacSci Minutes Coordinators for the 2020-2021 school year. This role has grown significantly in the past two years and has gathered more attention by the MacSci community. We hope to continue to grow this role by helping to make the MSS more accessible and transparent. We want MacSci Minutes to become a more pervasive means of communication that MacSci students are able to continuously rely upon for updates, information, and entertainment. Since these are still relatively new positions, we're excited about the creative freedom we've been afforded and the opportunity to grow and expand our viewership.

The MacSci Minutes team gained more attention in the past two years by creating videos on a more consistent basis, with content that was relevant and relatable to general MSS members and the general McMaster community. We want to make more contact with general MSS members so we can get their feedback and input on videos.

We are a service created to enhance communication between the MSS executives and general members and to increase student engagement with the MSS. For this reason, we want to create video content that appeals to a wide audience. We hope to increase participation from our viewers in our videos and output content that they have requested.

Following in the tracks of previous years, we wish to create videos utilizing interviews of students and staff. However, this will only comprise a limited portion of our video content. We also intend to create videos that inform the science student body about any events or announcements made by the MSS or SRA Science. It is our goal to establish MacSci Minutes as a fun and entertaining way for students to enjoy a quick study break between schoolwork.

We hope that MacSci Minutes videos will provide common ground from which McMaster science students can start conversations and feel connected to their faculty. Partly inspired by videos such as *Buzzfeed* and *NowThis!*, we want to create shorter



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videos which will be aired frequently and consistently. We also wish to include more graphics and closed captions, so that they are fun and easy to watch. We will also dedicate a part of the video for announcements on behalf of the MSS or SRA Science.

Finally, this year there are four (4) MacSci Minutes hosts, similar to the setup we implemented last year. We were hired in two teams-- Sohnia and Lee-Ran and Tina and Devon. We intend to make some collaborative videos, but we will also be creating a majority of the videos as two separate teams. In light of this, we want to ensure there is consistency among all the videos by establishing an overarching tone for all videos, no matter who the hosts are.

Once again, we are looking forward to being the voice of the MSS to the student body. Thank you for taking the time to read our plans for this upcoming year.

Sincerely,

Tina Alda, Devon McAlpine, Sohnia Sansanwal and Lee-Ran Goodman

[macsciminutes@mcmastersciencesociety.com](mailto:macsciminutes@mcmastersciencesociety.com) (Lee-Ran and Sohnia)

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**OBJECTIVES:**

Attracting the Interest of Science Students	
Description/ Current State	MacSci Minutes is the video channel for the MSS. As coordinators, we pitch ideas for videos, write scripts if necessary, and we also host the videos. In the past two years, most videos were unscripted, making them seem less formal and more interactive. Despite this, all videos were prepared for and structured with specific ideas and a clear vision. <ul style="list-style-type: none"> <li>- Reasonable view count (1K~2K views)</li> <li>- Content primarily had interviews and audience interaction</li> </ul>
Goal	We want to increase our viewership and increase student engagement within the McMaster community. We want to reach a broader audience and create content that appeals to the masses and has themes and topics that appeal to a variety of audiences.
Barriers to Success	One barrier to success will be tunnel vision. The hosts as individuals have their own areas of interest and senses of humour, so it might be difficult to take a step away from that. It will be important to consider



	<p>what people who are unlike ourselves might want to see in a video and what humour might appeal to them. That being said, in order to produce genuine and engaging content, we will also need to have a personal interest in it and desire to create it. Thus, it might be difficult to strike a happy medium in this area.</p> <p>Communication may be another barrier to success. In order to implement this initiative effectively we will have to reach out to third parties and gain information about their interests and what they would like to see in the videos. It will also be necessary for us to effectively communicate within our own team of MSM hosts, so that we're all on the same page about what we're creating and why.</p> <p>Finally, creativity may also be a barrier to success. Two years ago, the MSM channel was revamped and we created a lot of new videos with many different topics and themes. Most of these videos were popular and well-received. This year, it may be difficult to come up with new and creative ideas that are different from the past 2 years, but equally, if not more, successful.</p> <p>We anticipate that COVID-19 will amplify these challenges. It is important to consider how we will maintain effective communication in order to make fun and creative content. We aim to mitigate these challenges by keeping in touch with the MSS team and students through social media posts. The semester being online in the Fall will likely affect the way students interact with us especially with filming our videos. We will need to find new and creative ways to incorporate students into our videos. Some examples may include having them send in videos they film themselves, or on video chats to ensure that we still have student involvement in our videos.</p>
How?	<ul style="list-style-type: none"><li>• Have regular meetings with all of the MSM hosts and try to brainstorm new ideas</li><li>• Send out Google Forms to the public to see if they have any suggestions for videos</li><li>• Reach out to the entire MSS team and see if they have any video ideas</li></ul>

	<ul style="list-style-type: none"> <li>• While interviewing people for other videos, take a minute to talk to them in person about what they might like to see in future MSM videos</li> <li>• Put out a feedback form that is open to anyone in the McMaster community to fill out. To ensure that this form will help our videos reach a wider audience, we can work with the VP Comms and incorporate input other MSS execs think would be beneficial to include. To get the maximal amount of students to fill out the form, we can work with the VP Comms, Social Media Director and Webmaster to advertise the form on social media, have it permanently on the website, and promote it at the end of each MSM episode.</li> </ul>
Long Term Implications	If we are able to connect with a larger audience, we will help MSM gain attention and recognition as an appealing and helpful tool. Ideally, this will help create a well-informed student body that is knowledgeable about the affairs of the MSS as well as other activities happening on campus and in the general science community. This will also help increase transparency and accountability within the MSS and increase student engagement.
Partners	<p>Julia and Lisa - Cinematographers (<a href="mailto:cinematography1@mcmastersciencesociety.com">cinematography1@mcmastersciencesociety.com</a> &amp; <a href="mailto:cinematography2@mcmastersciencesociety.com">cinematography2@mcmastersciencesociety.com</a>)</p> <p>Nathale - VP Communications (<a href="mailto:vpcomm@mcmastersciencesociety.com">vpcomm@mcmastersciencesociety.com</a>)</p> <p>Rameen - Social Media Director (<a href="mailto:socialmedia@mcmastersciencesociety.com">socialmedia@mcmastersciencesociety.com</a>)</p> <p>Webmaster - (<a href="mailto:webmaster@mcmastersciencesociety.com">webmaster@mcmastersciencesociety.com</a>)</p>

Increasing Student Involvement	
Description/ Current State	In the past year, most of the MacSci Minutes videos had interviews and audience participation. The statistics around our viewership revealed that the videos that contained interviews of random students, especially in busy locations (such as Thode Library) had more consistent viewers than videos without audience participation.
Goal	We want to create more videos based on student input! The purpose of this service is to effectively communicate to the general MSS

	<p>community. For this reason, we should be creating videos with topics that they have asked for. In order to accommodate this, we can:</p> <ul style="list-style-type: none"> <li>- Send out feedback forms</li> <li>- Ask them to email us</li> <li>- Invite them to MSS meetings</li> <li>- Invite them to meet with us</li> <li>- Create a small contest to be an MSM host/guest for a day</li> </ul> <p>Achieving this goal will allow students of the MSS to destress in the midst of dealing with their academic workloads. It will also allow students to identify more with the McMaster Science community, and perceive the McMaster Science Society as an approachable organization. MacSci Minutes videos will allow science students to start conversations and bond with each other. Furthermore, MacSci Minutes videos will keep McMaster science students up-to-date with the current activities and upcoming events within the community, such as Formaldehyde and I Love Science Day.</p> <p>Thorough planning of MacSci Minutes videos and punctual communication with the MSS cinematographers will allow the achievement of this goal.</p>
<p><b>Barriers to Success</b></p>	<p>One of our biggest barriers to success will be communication. We will need to plan proactively and effectively. We'll have to coordinate with each other to assign video ideas to avoid overlap. We'll also have to communicate with the cinematographers to schedule times to film.</p> <p>We will directly increase student involvement with the implementation of an online semester due to COVID-19 using the following strategies:</p> <p>Things to consider:</p> <ul style="list-style-type: none"> <li>-Schedule filming with cinematographers</li> <li>-If there's a specific release date for the videos, ensure the cinematographer has enough time after filming to edit the video</li> <li>-Communicate with social media director to ensure the intended date of video release doesn't conflict with anything</li> </ul>

	<p>We anticipate that these strategies will enable us to continuously deliver quality content. The quality of the content we deliver will be gauged using the number of views, likes, and comments made available per post.</p>
How?	<p>We will have to be proactive in our communication. We'll have to schedule meetings, filming, and video content ahead of time and stick to our schedule. We will keep lines of communication open between all MacSci Minutes Hosts and also the cinematographers, as well as all executive members of the MSS.</p> <p>We will use tools such as:</p> <ul style="list-style-type: none"> <li>-Slack (General MSS and Comms)</li> <li>-Facebook</li> <li>-Google Calendar</li> <li>-Email</li> <li>-Google Documents</li> </ul> <p>We will be able to measure student engagement through the views, likes and comments on our videos as well as if we see increases in attendance to events and increase in resource usage that we promote in our videos.</p> <p>We will overcome the difficulties that COVID-19 has brought up by effectively communicating with other execs to help advertise our platform. Through effective communication, we hope to grow our online presence and engage students throughout our faculty.</p>
Long Term Implications	<p>We want to establish a more transparent relationship between general MacSci members and the MSS. By becoming a point of contact for MacSci members, we can start to bridge the gap between the MSS executives and general members. We also want to help the MSS gain a better reputation as a more relatable and approachable group that cares about the same thing as the general members and can provide fun and relevant entertainment for viewers.</p>

Partners	<p>Julia and Lisa - Cinematographers (<a href="mailto:cinematography1@mcmastersciencesociety.com">cinematography1@mcmastersciencesociety.com</a> &amp; <a href="mailto:cinematography2@mcmastersciencesociety.com">cinematography2@mcmastersciencesociety.com</a>)</p> <p>Nathale - VP Communications (<a href="mailto:vpcomm@mcmastersciencesociety.com">vpcomm@mcmastersciencesociety.com</a>)</p> <p>Rameen - Social Media Director (<a href="mailto:socialmedia@mcmastersciencesociety.com">socialmedia@mcmastersciencesociety.com</a>)</p>
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Increasing Awareness of MSS Affairs	
Description/ Current State	<p>Previous MacSci Minutes videos were separate from other operations within the MSS, such as the MacSci Musical or Formaldehyde.</p> <ul style="list-style-type: none"> <li>- Videos revolved around holidays instead (e.g. New Year's Day, Halloween)</li> <li>- Videos sometimes included scientific explanations to various phenomena</li> </ul>
Goal	<p>To increase awareness of various MSS events/activities and opportunities for involvement with the MSS</p> <ul style="list-style-type: none"> <li>- At the end of each MacSci Minutes Video, dedicate a section of the video to inform students of current MSS news</li> <li>- Raise awareness for MSS elections, Formaldehyde, MacSci Musical, I Love Science Day, SRA Science Updates, MSS resources etc.</li> <li>- If possible, ask the relevant MSS executive/SRA Science member to star in the video</li> </ul> <p>Effective communication between the MacSci Minutes team, the MSS Executive Team and the Student Representative Assembly (Science) will allow the achievement of the goal.</p>
Barriers to Success	<p>A barrier to success would be the MacSci Minutes team not being completely aware of the internal operations and events running within the MSS at any given time.</p> <p>Another barrier to success would be the inability of the MSS Executives that are relevant to the event/announcement to partake in the MacSci Minutes video. (Although it is expected that not all individuals that we ask to star in our video will be able to do so, especially considering COVID-19 for the fall of 2020 and potentially winter of 2021 terms.)</p>

How?	<p>The first barrier may be overcome by ensuring that the MacSci Minutes team attend the biweekly MSS meetings and stay updated on what to put on the videos regarding any relevant, upcoming events. We can also regularly ask the MSS execs in the slack for upcoming events as well as be consistent in checking the MSS Comms request form to see what events/resources/services are being promoted and require social media postings).</p> <p>The second barrier may be overcome by either having a MacSci Minutes Coordinator talk about the event/announcement in question themselves or have the relevant MSS Executive member/SRA Science Member talk about it through a recorded video separate from the production of the MacSci Minutes video and ensure that they follow the filming guidelines set by the cinematographers.</p>
Long Term Implications	This goal will increase overall turnout of science students to events, voting, auditions and applications. It will also give students knowledge on any important policy the Student Representative Assembly wishes to advocate.
Partners	The MSS Executive Member relevant to the event/announcement being made

## EVENTS & PROJECTS

MacSci Minutes videos	
DATE	Biweekly for each pair of MSM coordinators, from September to April
PURPOSE	To provide McMaster science students with entertaining, relatable content on a regular basis, and to provide a cohesive public image of the MSS.
PROCEDURE	<ul style="list-style-type: none"> <li>- Discuss ideas</li> <li>- Generate storyboard (and script, if necessary)</li> <li>- Meet/message with cinematographers to outline production, schedule filming times</li> <li>- Film the video</li> <li>- Collaborate with the cinematographers to edit and finalize the video</li> <li>- Communicate with graphic designers for necessary graphics</li> </ul>

	<ul style="list-style-type: none"> <li>- Release the video on youtube. Share via MSS facebook page and website, and in various McMaster Science facebook groups</li> <li>- Ask all MSS members to share and promote the videos</li> <li>- Rinse and repeat</li> </ul>
DIFFICULTIES	<ul style="list-style-type: none"> <li>- Finding meeting times that will work for everyone</li> <li>- Completing the project without any tangible deadlines - we must be very self-motivated and set internal deadlines</li> <li>- Coming up with new and creative content</li> </ul>
PARTNERS	<p>Julia and Lisa - Cinematographers (<a href="mailto:cinematography1@mcmastersciencesociety.com">cinematography1@mcmastersciencesociety.com</a> &amp; <a href="mailto:cinematography2@mcmastersciencesociety.com">cinematography2@mcmastersciencesociety.com</a>)</p> <p>Nathale - VP Communications (<a href="mailto:vpcomm@mcmastersciencesociety.com">vpcomm@mcmastersciencesociety.com</a>)</p> <p>Rameen - Social Media Director (<a href="mailto:socialmedia@mcmastersciencesociety.com">socialmedia@mcmastersciencesociety.com</a>)</p>
PROJECTED OUTREACH	The McMaster Science Community
BUDGET	\$300

## GOALS TO STRIVE FOR

5 things that you wish to have prepared for the beginning of September:

1. Have at least one pilot episode produced
2. Have plans/storyboards for future episodes
3. Formulate a tentative schedule for release and filming times
4. Maintain a good working relationship with the cinematographers
5. Review year plans of the Student Representative Assembly and the MSS executive, and identify events/information that require advocacy through the MacSci Minutes videos

5 things to be completed during the fall term (1<sup>st</sup>):

1. Have several individual and collaboration episodes released (6-8 episodes total)
2. Release an informal survey to evaluate responses to current MacSci Minutes content and to receive suggestions for future content

3. Apply survey feedback into future content
4. Incorporate the Formaldehyde Coordinator, VP Internal (First Year Rep elections), musical coordinator, Special Events Planner, Arts Director, Athletics & Wellness Director, SIF Coordinator and Student Representative Assembly into videos
5. Establish relationships with the executive members of the MSS and gain a better understanding of their roles and responsibilities. This will better enable us to help promote their events and initiatives.

5 things to be completed during the winter term (2<sup>nd</sup>):

1. Even more individual and collaboration episodes released (6-8 episodes total)
2. Incorporate Quantum Leap Coordinator, Musical Coordinator and Student Representative Assembly into videos
3. Promote MSS Graduation Scholarships
4. Complete transition reports for the incoming MacSci Minutes team
5. Produce a "bloopers" video

**TIMELINE**

Month	Videos
May	- Plan and release season 3 pilot video (Devon and Tina's intro video)
June	- Tips for surviving school (social distant style) - Sohnia and Lee-Ran - Adventure around campus - Devon and Tina - Science Experiments - Sohnia and Lee-Ran
July	- switch to a monthly schedule (for each pair of coordinators) for the remainder of the summer - release 1 or 2 videos - plan on how to approach the year (online)
August	- Hype up Welcome Week - Promote Mentorship sign-up
September	- Weekly videos - ILSD



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October	<ul style="list-style-type: none"><li>- Weekly videos</li><li>- midterm video</li></ul>
November	<ul style="list-style-type: none"><li>- Weekly videos</li></ul>
December	<ul style="list-style-type: none"><li>- Weekly videos</li><li>- promote Formaldehyde</li></ul>
January	<ul style="list-style-type: none"><li>- Weekly videos</li><li>- Video at Formaldehyde (if occurring now)</li></ul>
February	<ul style="list-style-type: none"><li>- Weekly videos</li><li>- Promote Quantum Leap</li><li>- Promote What To Do in Level II</li><li>- Release Midterm Season Video</li></ul>
March	<ul style="list-style-type: none"><li>- Weekly videos</li></ul>
April	<ul style="list-style-type: none"><li>- Weekly videos</li><li>- Release Exam Season Video</li><li>- Help the next MacSci Minutes Team transition</li></ul>