

# YEAR PLAN

*VP Communications*

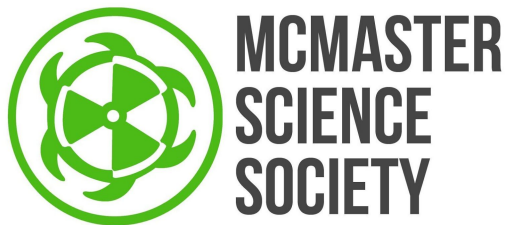
*Nathale Pulla Abasto*

McMaster Science Society

2020-2021

(submitted June 12, 2020)





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# 2020-2021 Year Plan

## Letter from the Position

Hi everyone! My name is Nathale Pulla Abasto and I'm the Vice President - Communications for this year. For the last two years I have been the graphic designer for the MSS and I am very excited to be taking on this role. Every year, the MSS puts out a lot of content for various reasons. Whether it be for promotion, outreach to our community, or just for fun, the role of VP Communications has always been to moderate this content and hold it to a high standard that our general membership would expect from their student representatives.

Last year, the communications team made great content, posted frequently and made MacSci minutes a popular and consistent web series. This upcoming year, my focus is on bringing the communications portfolio together so that we can accomplish more than we ever have before. This involves working alongside other portfolios to increase our transparency and accountability to students, while still expanding what we can do for the MacSci community especially during Covid-19.

While you can read more about them in the rest of this document, some of my ideas include the increasing the usage of our anonymous feedback form, improving our MSS Shop (the MSS online store) with more promotion, better designs, and a design-your-own contest for the MSS Shop as well as other ideas.

We want to make sure your voice is heard, that you're getting the best we have to offer, and most of all, that you feel like a part of the MacSci community especially during times such as these. While all the entire MSS works hard, we wouldn't be able to do so without the MacSci Community, which is you. I just want to thank you for your support and resilience during this year and the years to come. Stay safe and stay strong MacSci and I look forward to seeing you all soon.

Nathale Pulla Abasto

VP Communications

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OBJECTIVES:

Anonymous Feedback Forum	
Description/ Current State	Last year, we made an anonymous feedback forum so that students could tell us what they thought about our services, events or anything else MSS related. While it is a great idea, interaction with the forum as well as awareness is lacking. As well it is only found on the MSS Website, which is great though there is not too much traffic there.
Goal	1) To get people to use the forum so that we can improve the MSS and have people actually be aware of the forum. Expand the link to Instagram as well.
Barriers to Success	- During Covid-19 it might be hard to get people to fill out forums or even get their attention.
How?	We shall make promotional graphics, ask students for their feedback (perhaps have a giveaway). When asking for feedback we can ask how our services/events etc. can be improved during the Fall term or what they would like to see in the Winter term.
Long Term Implications	<ul style="list-style-type: none"> <li>- We are able to see how students outside of the MSS perceive us</li> <li>- Able to improve the MSS as a whole</li> <li>- Can see what students like and don't like about certain events/services</li> <li>- We can get back honest feedback for what we provide and how students think it can be improved (more heads are better than one)</li> </ul>
Partners	Communications Team, President ( <a href="mailto:president@mcmastersciencesociety.com">president@mcmastersciencesociety.com</a> ), Core Execs (All VP's & Year Reps) MacSci Community

MacSci Shop	
Description/ Current State	We currently have an online shop all set up on our website! It was set up last year and people placed some orders in the beginning of the term, though after that nothing else was ordered. There is currently a lot of merchandise that is not selling.
Goal	<ol style="list-style-type: none"> <li>1) To get the MacSci Shop to receive orders every term, especially for Welcome Week, I Love Science Day, and the end of the year.</li> <li>2) Get new merchandise that is minimalistic so that students could wear it on a everyday basis</li> <li>3) Host a design-it-yourself contest to have students feature their artwork in the MacSci Shop</li> </ol>
Barriers to Success	<ul style="list-style-type: none"> <li>- During Covid-19, we won't be having a Welcome Week so students might not want to buy merch</li> <li>- During Covid-19 students cannot/ will not be on campus to pick up their orders (Fall Term). If so, we would have to ensure sanitation and 6-feet distance when handing them their items.</li> <li>- There is currently no delivery service for the MacSci Shop</li> </ul>
How?	We could work with Welcome Week planners to make some Welcome to MacSci shirts and sell them to students and an older design (at a cost). If we can find an effective and safe way to deliver merch to students we could still have them engaged with the Shop. As for the design-it-yourself contest, promote it to the MacSci Community in the best way possible!
Long Term Implications	<ul style="list-style-type: none"> <li>- The MacSci Shop could be very popular</li> <li>- Have people wearing and showing their MacSci Pride</li> <li>- During these times we can make the MacSci Community feel connected with each other and with the MSS.</li> </ul>
Partners	Graphic Designers ( <a href="mailto:graphicdesigner1@mcmastersciencesociety.com">graphicdesigner1@mcmastersciencesociety.com</a> & <a href="mailto:graphicdesigner2@mcmastersciencesociety.com">graphicdesigner2@mcmastersciencesociety.com</a> ), Webmasters ( <a href="mailto:webmaster@mcmastersciencesociety.com">webmaster@mcmastersciencesociety.com</a> ), Social Media Director ( <a href="mailto:socialmedia@mcmastersciencesociety.com">socialmedia@mcmastersciencesociety.com</a> ) President ( <a href="mailto:president@mcmastersciencesociety.com">president@mcmastersciencesociety.com</a> ), VP Finance ( <a href="mailto:finance@mcmastersciencesociety.com">finance@mcmastersciencesociety.com</a> )

Graphic Design/Photography/Cinematography Workshops	
Description/ Current State	We have only hosted one graphic design workshop (Fall term 2019). Students were taught how to use Adobe Illustrator and all the basic tools.
Goal	<ol style="list-style-type: none"> <li>1) To teach students about graphic design</li> <li>2) Have students learn about how we create our content</li> </ol>
Barriers to Success	<ul style="list-style-type: none"> <li>- Covid-19 has made the fall term online</li> <li>- No access to Lyons New Media center means students cannot access Adobe programs (for free)</li> <li>- No hands on explanation</li> <li>- Videos made to teach students (Fall term) will have to be basic and cannot get as complex as some students may be looking for</li> </ul>
How?	We will plan a webinar for each position only being 5-6mins long explaining the basics. Perhaps the online workshop could span 2-3 days to give students a chance to learn, ask questions, and then share their work on the MSS Social Media.
Long Term Implications	<ul style="list-style-type: none"> <li>- Will teach students what the Communications portfolio does</li> <li>- Give students a chance to learn new skills that isn't taught at the University</li> <li>- Provides students a new way to engage with the Communications portfolio</li> </ul>
Partners	Graphic Designers ( <a href="mailto:graphicdesigner1@mcmastersciencesociety.com">graphicdesigner1@mcmastersciencesociety.com</a> & <a href="mailto:graphicdesigner2@mcmastersciencesociety.com">graphicdesigner2@mcmastersciencesociety.com</a> ), Cinematographers ( <a href="mailto:cinematography1@mcmastersciencesociety.com">cinematography1@mcmastersciencesociety.com</a> & <a href="mailto:cinematography2@mcmastersciencesociety.com">cinematography2@mcmastersciencesociety.com</a> ), Photographers ( <a href="mailto:photography1@mcmastersciencesociety.com">photography1@mcmastersciencesociety.com</a> & <a href="mailto:photography2@mcmastersciencesociety.com">photography2@mcmastersciencesociety.com</a> ), Social Media Director ( <a href="mailto:socialmedia@mcmastersciencesociety.com">socialmedia@mcmastersciencesociety.com</a> )

Accessibility	
Description/ Current State	We currently only have accessibility considered for one of the positions within the Communications portfolio, which is graphic design. The graphic designers have a Brand Manual which currently consists of the

	official MSS Logo, colours, accessible fonts and resources to simulate colour-blindness.
Goal	<ol style="list-style-type: none"> <li>1) To create an accessibility manual for all Cinematography &amp; photography</li> <li>2) Improve the graphic design Brand Manual</li> </ol>
Barriers to Success	<ul style="list-style-type: none"> <li>- Will be a lot of work for cinematography</li> <li>- Covid-19 has made the Fall term online, which means that accessibility is really important for everything we post</li> <li>- Ensuring accessibility for all will be difficult to do, especially since this is the first time it is being done</li> </ul>
How?	Will do research about media accessibility and also look at the McMaster Brand Manual (for cinematography, photography & cinematography). Discuss with each of the positions to see how it can be implemented into the position.
Long Term Implications	<ul style="list-style-type: none"> <li>- All the MSS media can be accessible to all students</li> <li>- Can become second nature to each position and will be considered for each post</li> </ul>
Partners	Graphic Designers ( <a href="mailto:graphicdesigner1@mcmastersciencesociety.com">graphicdesigner1@mcmastersciencesociety.com</a> & <a href="mailto:graphicdesigner2@mcmastersciencesociety.com">graphicdesigner2@mcmastersciencesociety.com</a> ), Cinematographers ( <a href="mailto:cinematography1@mcmastersciencesociety.com">cinematography1@mcmastersciencesociety.com</a> & <a href="mailto:cinematography2@mcmastersciencesociety.com">cinematography2@mcmastersciencesociety.com</a> ), Photographers ( <a href="mailto:photography1@mcmastersciencesociety.com">photography1@mcmastersciencesociety.com</a> & <a href="mailto:photography2@mcmastersciencesociety.com">photography2@mcmastersciencesociety.com</a> ), Social Media Director ( <a href="mailto:socialmedia@mcmastersciencesociety.com">socialmedia@mcmastersciencesociety.com</a> ), President ( <a href="mailto:president@mcmastersciencesociety.com">president@mcmastersciencesociety.com</a> )

## GOALS TO STRIVE FOR

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

1. Comms Request Form
2. The New MSCAF website basics done
3. Team fully comfortable with their softwares & positions
4. Promotions Timeline/Calendar Complete

5. Brand Manual Updated

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

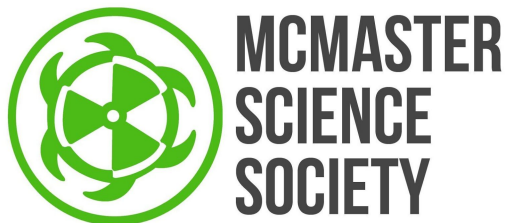
1. Weekly MacSci Minutes videos (with more students)
2. New MacSci Shop Designs
3. Online Workshops for students to learn graphic design/photography/cinematography basics
4. Formaldehyde promotion campaign
5. Weekly Scientists at Mac posts

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

1. MSCAF Website Done (just before winter term starts)
2. Communications Workshop
3. MacSci Shop engagement
4. Election nominations promotion campaign
5. Transition next VP Communications

**TIMELINE**

Month	Objective/Project/Event/Goals
June	<ul style="list-style-type: none"> <li>- Class of 2024 page set up</li> <li>- MSS TikTok Account set up</li> <li>- Start Accessibility Guideline for video &amp; graphics</li> <li>- Comms Training</li> <li>- MSM Season three started (2 videos/month)</li> <li>- Promo Calender Done</li> <li>- Welcome Home Class of 2024 video</li> </ul>
July	<ul style="list-style-type: none"> <li>- Hire another Webmaster (early July)</li> <li>- Plan Welcome Week Promotion</li> </ul>
August	<ul style="list-style-type: none"> <li>- Obtain and edit Welcome Week media (as requested)</li> <li>- Promo Welcome Week</li> </ul>
September	<ul style="list-style-type: none"> <li>- Regular MacSci Minutes Videos Begin (1 video/week)</li> <li>- Basics of MSCAF Website complete</li> <li>- Promo anonymous feedback forum</li> </ul>



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October	<ul style="list-style-type: none"><li>- Graphic Design/Photography/cinematography workshop (online)</li><li>- Promo anonymous feedback forum</li></ul>
November	<ul style="list-style-type: none"><li>- Promo anonymous feedback forum</li></ul>
December	<ul style="list-style-type: none"><li>- Formaldehyde promotional campaign begins (assuming January date)</li><li>- Review all Anonymous Feedback forum responses (as a whole)</li></ul>
January	<ul style="list-style-type: none"><li>- MacSci Musical promo campaign begins</li><li>- MSCAF Website</li><li>- Formaldehyde promotional campaign begins (assuming March date)</li></ul>
February	<ul style="list-style-type: none"><li>- Graphic Design/Photography/cinematography workshop (in-person if permitting)</li></ul>
March	<ul style="list-style-type: none"><li>- Elections promotional campaign begins (President &amp; Core Exec)</li></ul>
April	<ul style="list-style-type: none"><li>- Communications Workshop</li><li>- Transition new VP Communications</li><li>- Assist with peripheral hiring promotional campaign</li></ul>