

YEAR PLAN

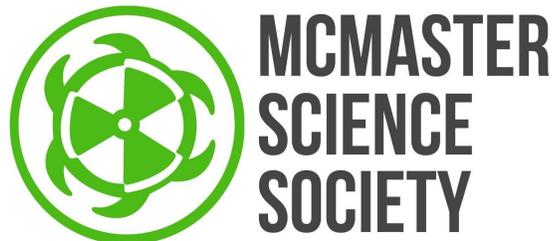
Directors of Photography

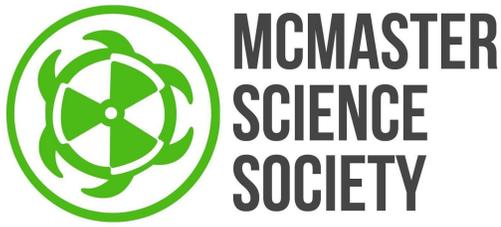
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McMaster Science Society

2020-2021

(submitted *July 4th, 2020*)





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2020-2021 Year Plan

Letter from the Photographers,

Hello MacSci! We are your MSS photographers for the 2020-2021 school year, Reta and Brittany. We are super excited to begin capturing some great McMaster Science moments in the year to come, albeit in a slightly altered format. Through our positions we hope to showcase the true fabric of McMaster Science, which is the students (you) and allow for a greater flow of visual communication throughout all science program societies and McMaster as a whole!

Last year's Directors of Photography Sahil Karnani and Alexis Chacon worked hard on new initiatives such as Scientists at McMaster, and continued ones such as LinkedIn Photoshoots and Humans of Thode while also capturing memories from various MSS events that were held. Their projects allowed for fostering a greater sense of community in the faculty, which we hope to continue and expand upon.

Firstly, we aim to continue the Scientists at McMaster project (in a virtual format for first semester) with regular posts occurring bi-weekly. In regard to LinkedIn photoshoots most likely occurring in the second semester, we hope to strategize ways to increase their accessibility and participation so that as many students as possible can use the service. Lastly, we aim to hold one photography workshop per semester, allowing for greater insight into photography, whether one is using a phone camera or DSLR.

Overall, in our positions we hope to connect with as many McMaster Science students as possible, and create engaging services to take part in. By continuing and expanding upon certain previously-instated initiatives, we hope to really showcase you all, and the unique community that McMaster Science is.

Reta Meng and Brittany Mascarenhas
Directors of Photography

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OBJECTIVES:

Scientists of McMaster	
Description/ Current State	<p>This is a photo series showcasing different scientists (students) at McMaster in a variety of fields, disciplines and science programs.</p> <ul style="list-style-type: none"> - Each photo would show the scientist and a caption to provide some information on their area of research and any additional thoughts.
Goal	<ul style="list-style-type: none"> - We hope to make these posts more regular (bi-weekly) which will be achieved through advanced scheduling and planning - We hope to reach a larger audience in order to create a better sense of community and awareness in the faculty - Encourage the sharing of stories and advice straight from science students in order to promote reaching out for support and finding ways to balance school while minimizing stress - We hope to focus on undergraduate science students rather than faculty in order to better gear our posts to a younger target audience - These posts will hopefully increase engagement in different career paths, involvement in the Mac community, and increased scientific communication <p>Strengths:</p> <ul style="list-style-type: none"> - Organization will help us keep a regular flow of posts - Strong communication between photography is key, and will help us reach our goals
Barriers to Success	<ul style="list-style-type: none"> - COVID may alter the ease of getting in person photoshoots in first semester. Thus we will have to plan for a virtual headshot format - Timing may be difficult once classes resume in person as posts depend on the availability of us, the scientist, lab times, class schedules etc
How?	<ul style="list-style-type: none"> - We plan on figuring out virtual ways to get headshots and information from interested scientists while keeping all the

	<p>photos consistent. We plan on completing many of these in advance of the school year to have a stream of posts ready for the fall. These will be completed in advance through creating a Scientists at Mac google form which will allow students to quickly sign-up, provide the necessary info about their work and provide a headshot for themselves (in the online portion). We will release this form roughly at the start of August.</p> <ul style="list-style-type: none"> - We will reach out to program societies who may help promote this initiative to students in their programs - Maintaining constant contact with prospective scientists will allow for plans to be more concrete - Maintaining a posting schedule will keep everything organized in terms of planning posts
Long Term Implications	<ul style="list-style-type: none"> - Connecting different program societies and increasing flow of communication between them - Give more insight into research fields and career paths - Increase faculty engagement
Partners	<ul style="list-style-type: none"> - McMaster Science students - Nathalie Abasto (VP Communications) - Rameen Jamil (Social Media Coordinator)

Photography Workshops	
Description/ Current State	<ul style="list-style-type: none"> - This is a new initiative, aimed at creating a more niche workshop for students interested in expanding/practicing their photography skills - We aim to run one workshop per semester in case students missed one/want to attend in the next semester
Goal	<ul style="list-style-type: none"> - To better engage and interact with students - To show that photography is a pastime anyone can pick up regardless of their level of experience or tools at their disposal - We hope to go through methods using a variety of tools, such as phone cameras and DSLRs

	<p>Strengths:</p> <ul style="list-style-type: none"> - We both will be able to impart any tips and useful information about photography and our roles
Barriers to Success	<ul style="list-style-type: none"> - COVID will change the format of the fall workshop to a virtual one which may be more difficult in conveying information/interacting with students
How?	<ul style="list-style-type: none"> - We will plan for both workshops well in advance in order to iron out logistics (if online) and to host it on a date that is most available for everyone
Long Term Implications	<ul style="list-style-type: none"> - Increase interest in photography in general and possibly our roles on the MSS for anyone interested in applying - This serves as a great break from school and a possible outlet for any stressors that students may face
Partners	<ul style="list-style-type: none"> - McMaster Science students - Nathalie Abasto (VP Communications) - Communications team - Rameen Jamil (Social Media Coordinator)

LinkedIn Photoshoots	
Description/ Current State	<ul style="list-style-type: none"> - Providing high quality headshots for students, as a service of the MSS
Goal	<ul style="list-style-type: none"> - Increase engagement in this service and promotion of it so that as many students can take part in it as possible
Barriers to Success	<ul style="list-style-type: none"> - COVID will limit our capacity to provide this service in first semester - High volumes of students may want headshots in the second semester
How?	<ul style="list-style-type: none"> - Planning in advance will allow for better promotion and accommodation of high volumes of participants - Brainstorm ways to still offer this service (in limited capacity) in first semester if possible - Promote scheduled photoshoots in advance on social media platforms

	<ul style="list-style-type: none"> - Create a google sheet for students to sign-up for photo slots - When in person we will aim to host photoshoots over a week to allow for more opportunities for engagement and alignment with students' differing schedules
Long Term Implications	<ul style="list-style-type: none"> - Make this service a go-to option for students looking for headshots
Partners	<ul style="list-style-type: none"> - McMaster Science students - Nathalie Abasto (VP Communications) - Rameen Jamil (Social Media Coordinator)

GOALS TO STRIVE FOR

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

1. Completed MSS exec headshots
2. Familiarized with all photography related equipments and softwares and proficiency in event and portrait photography for the school year
3. Logistical planning of Scientists at Mac for the upcoming year
4. Understand our duty and establish strong communication within and outside of the team
5. Understand what to expect for larger events such as Formaldehyde

5 things to be completed during the fall term (1st):

1. Initiated Scientists at Mac through virtual means
2. Host the first online photography workshop
3. Scout out favourable locations for potential photoshoots that is safe for social distancing to compensate for everything being virtual
4. Purchase any missing equipment as necessary
5. Be available to photograph MSS and Program Society events as needed

5 things to be completed during the winter term (2nd):

1. Continue Scientists at Mac for the second semester
2. Host the second photography workshop, this time in person
3. Start hosting LinkedIn photoshoots if we have capacity to take everything in person
4. Plan for and take photos at Formaldehyde
5. Be available to photograph MSS and Program Society events as needed

TIMELINE

Month	Objective/Project/Event/Goals
June	<ul style="list-style-type: none"> - Complete exec headshots - Complete year plan - Attend executive training - Complete equipment training with Comms team
July	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - start initial logistical planning <ul style="list-style-type: none"> - first semester will be virtual - draft up google form to be sent out - coordinate with social media director to agree upon social media posting deadline - LinkedIn Photoshoots <ul style="list-style-type: none"> - start brainstorming how to best provide this service, likely only available for second semester - Photography Workshop <ul style="list-style-type: none"> - start initial stages of logistical planning - coordinate with Comms team + VP Comms - decide on topics to be covered - Equipment training <ul style="list-style-type: none"> - become familiarized with any necessary software and materials - Adobe Lightroom, Photoshop, softboxes, cameras, tripods, etc.
August	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - Release google forms to plan for virtual photoshoots - research on labs and gage interest from different research groups and departments - complete 1-2 profiles for release in September - Photography workshop

	<ul style="list-style-type: none"> - plan for platforms to host online - finalize on topics to be covered - determine time, date, target audience - contact graphic designers and social media coordinator for promotional material
September	<ul style="list-style-type: none"> - Photography workshop <ul style="list-style-type: none"> - hopefully host this early-mid September - will be virtual - advertise ahead of time on all social media platforms - Scientists at Mac <ul style="list-style-type: none"> - Release first profile - continue to advertise and increase interest - continue to contact professors, labs, and individuals who may be interested
October	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos
November	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos
December	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos - advertise for second semester potential in person photoshoots - LinkedIn Photoshoots <ul style="list-style-type: none"> - begin to determine whether this can now be offered to students in person depending on situation in second semester - Photography workshop <ul style="list-style-type: none"> - finalize logistics of location, time, and target audience - determine material to be covered, how the content varies from the first workshop in semester 1, etc.

	<ul style="list-style-type: none"> - contact graphic designers and social media coordinator for promotional material - Complete mid-year report
January	<ul style="list-style-type: none"> - Formaldehyde <ul style="list-style-type: none"> - take photos - Photography workshop <ul style="list-style-type: none"> - hoping to host in person - advertise ahead of time - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos
February	<ul style="list-style-type: none"> - Quantum Leap <ul style="list-style-type: none"> - take photos - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos
March	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos
April	<ul style="list-style-type: none"> - Scientists at Mac <ul style="list-style-type: none"> - regular posts - continue with interviews + photos - Complete transition report - transition new execs and answer any questions if there are any