YEAR PLAN

Arts Director
Sandy Brassel
McMaster Science Society
2020-2021

(submitted *July 6, 2020*)
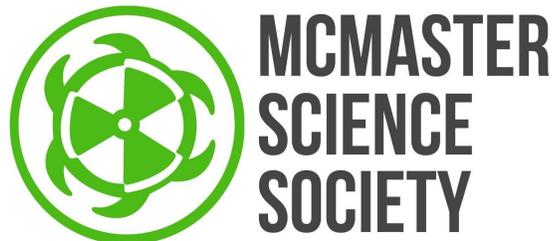
2020-2021 Year Plan

Letter from the Arts Director

Hi MacSci! My name is Sandy Brassel, and I am currently a fourth year Biology & PNB student. Over the course of my undergraduate career, I have learned how to think critically as a scientist and as a researcher. Perhaps less expected is the large role that art has played in my university experience. As a first year Life Sciences student, I applied to the MSS Arts Committee on a whim. I crafted, painted, and planned, and overall, it truly enriched my first year on an unfamiliar campus with unfamiliar people. It also exposed me to the McMaster Science Society and all that it offers, from tutoring and mentorship to Formaldehyde and the MacSci Musical. After three years on the team, I'm back again! This time around, I'm thrilled to be your Arts Director for the 2020-2021 academic term.

This year, things are looking a little different as we kick off with an online fall semester. I'm looking forward to working with Alexis, our VP Student Affairs, and the rest of the Student Affairs portfolio to imagine new ways to bring an artistic perspective to the McMaster Science Society! MacSci favourites like the Bob Ross Paint Night are returning with a social-distancing twist, and new destressor events are in the works as well. Later on, an online coffeehouse event will showcase some of the amazing talent that we have at McMaster. One of the best things is that these performances can be enjoyed from the comfort of your own home!

In the winter term, the Ultimate Arts Show takes center stage. Over the years, this event has allowed McMaster's young scientists to express their creativity in programs that don't traditionally highlight artistic ability. Areeba, last year's Arts Director, introduced new ideas and elements that made this event a huge success. This year, I would like to explore new venues, with the possibility of returning the show to its roots at Bridges Café. I'd also like to continue with the interactive DIY component of the Ultimate Arts Show. After all, it's one thing to admire art, but it's an extra "something special" when you make it your own.

With that said, let's make this year something special.

Sandy Brassel
McMaster Science Society Arts Director
arts@mcmastersciencesociety.com

OBJECTIVES:

The organized and equitable hiring of an enthusiastic Arts Committee	
Description/ Current State	Currently, the hiring process is composed of: - A written application via Google Forms - An interview (with input from VP Student Affairs) The Arts Committee aids the Arts Director with planning, advertising, and executing the year's events.

Goal	Earlier finalization of the Arts Committee
	- Plan a detailed schedule for application release, interview sessions, and corresponding reviews
	  - <u>Week 1-2</u>: application forms open
	  - <u>Week 3</u>: applications are blinded and assessed by Arts Director and VP Student Affairs
	    - Interview invitations are emailed
	    - Scheduling done via Doodle Poll
	  - <u>Week 4</u>: interviews held remotely (e.g. via Zoom), with Arts Director and VP Student Affairs as interviewers
	    - Interview decisions made collaboratively
	  - Interview decisions released last week of September or first week of October
	- Stick to general schedule, but allow for a little leeway if necessary
	- Allows the Committee to begin planning events sooner, and allows the Arts Director to stay on schedule for the year
	- <u>Strengths</u>: previous experience with this process; cognizant of how this can push all timelines back if it is not completed promptly; can use past application materials from previous years
	- <u>Weaknesses</u>: in the event that there is insufficient interest, application due dates may need to be extended past scheduled time
	  - Must anticipate potential difficulties and increase promotion through novel avenues
	
	Hiring committed and enthusiastic volunteers

	- Want all committee volunteers to *want* to be there, with genuine interest for ensuring that events run smoothly
	- Brainstorm with VP Student Affairs about what green flags look like, what red flags should be avoided
	   - Discuss with VP Student Affairs about the role of the committee, so that our hiring objectives are clear
	- <u>Strengths</u>: prior experience on hiring team; familiar with roles as a committee member; setting guidelines could make grading easier and reduce bias
	- <u>Weaknesses</u>: need to be careful about making hiring guidelines *too* strict; must assess application holistically as well
	
	Keep committee members updated and included
	- Conduct bi-weekly meetings, even if they're brief
	   - Write meeting minutes for each meeting, and make them accessible via email or a Google Drive
	- Ensure that members remain accountable by expecting attendance at meetings, and absences must be accounted for
	   - Promote open yet confidential communication with Arts Director to explain absences and issues which may arise
	   - Potential to implement strike system if unexcused absences become an issue
	- Create a Facebook group or group chat, depending on committee preferences
	- Inform committee members about upcoming meetings with MSS exec (e.g. with MacSci Musical Director or Formaldehyde Coordinator), and ask for questions to pass on
	- Promotes inclusion in MSS-related matters and gives committee members a voice
	- <u>Strengths</u>: working through an online medium makes this straightforward, as communication can be in the form of a message or post
	- <u>Weaknesses</u>: volunteers might not check their email or social media often, causing them to lose out on updates

Barriers to Success	Insufficient interest in Arts Committee applications <u>Strengths</u>

- By recognizing this potential issue ahead of time, we can implement an action plan and make this a priority
- Familiar with current modes of promotion

Weaknesses
- It can be especially difficult to reach MacSci students during the online Fall semester
- Harder to attract first year students, since they might not know about the MSS
  - Lack of in-person events that would promote awareness

Opportunities
- Prioritize promotion and think of novel methods to get the word out
  - Ask MSS exec to help spread the word
  - Submit graphics and promo requests well in advance
  - Explore new platforms (e.g. Instagram, TikTok)
  - Reach out to groups which might be interested, or that can help advertise (e.g. MSS mentorship emails, Archway Mentors, Sciclones, program societies)
  - Make a joint Student Affairs application for September committee hiring
    - E.g. Formaldehyde, Athletics & Wellness, Arts
    - Reduces the amount of forms that are floating around at one time

Threats
- With the lack of the normal in-person student experience, students might be less willing to commit to this role
  - It can be hard to stay accountable when everything is online, and interest in volunteering may reflect this
  - Must implement scheduled meeting times and proper, frequent communication to ensure that volunteers remain interested and involved

Committee members do not communicate or attend online meetings
Strengths
- Able to empathize with volunteers, can understand there are many reasons why this might happen

- Willing to reach out and prioritize volunteers' wellbeing
- Can provide meeting minutes and other materials to bring volunteers up to speed with what they might have missed

Weaknesses
- Issues might arise when scheduling meetings when considering different time zones, different schedules, volunteers' home life, etc.
- Need to confirm that all volunteers are able to meet remotely

Opportunities
- Use scheduling and meeting programs to effectively coordinate availability and accessibility
    - E.g. Doodle polls, Google Calendar
    - E.g. Zoom, Google Meet
- Promote open communication by encouraging direct emails or Facebook messages to Arts Director if a problem arises
- Ask for feedback and preferences on mode of communication
    - E.g. Facebook, email, Slack
- Adjust meeting frequency and committee work during midterms and exam periods

Threats
- External factors may affect the ability of committee members to stay in contact, especially as students stay home for Fall semester
    - E.g. reliable access to the Internet, family commitments

Poor engagement during online meetings
Strengths
- Prior experience with hosting Zoom calls to address a committee
- Familiar with creating Zoom meetings and Doodle Polls for scheduling
- Helpful to start making meeting notes ahead of the meeting, and add to them during discussions

Weaknesses
- Can be difficult to jump-start conversations
- Can also be challenging to ensure all committee members comfortable with talking in a group, especially on Zoom

	<u>Opportunities</u>
	- Have a committee social shortly after hiring to introduce volunteers to each other
	    - Include online games like Scribbl.io, which is particularly relevant as we are an arts-based group
	- Promote direct communication with Arts Director if speaking up in a group is intimidating
	- Prioritize introducing a topic, then *asking* for input and ideas
	    - Include committee members in the decision-making by posting polls with options
	<u>Threats</u>
	- Members who are more introverted could experience persisting issues with speaking up
	    - More extroverted individuals have the potential to dominate conversations
	    - Must make it a point to *ask* for input, and provide encouragement and positive feedback whenever anyone contributes to the conversation
	- Not providing enough opportunities for input can make members feel disconnected from events and the Arts Committee as a whole

How?	<u>Barrier</u>: Insufficient interest in Arts Committee applications
	<u>Solution</u>: during the online Fall semester, it is vital to think of new ways to advertise applications on social media
	- Make a joint Student Affairs application for September committee hiring
	    - Applications for the Formaldehyde Planning Team, Athletics & Wellness Committee, and the Arts Committee are scheduled to be released in September
	    - Reduces clutter on social media
	    - Enables a more streamlined process of blinded application grading and interviewing, as much of the portfolio will be completing it together
	    - Increased outreach - interest in one position would result in accessing a form for the other two committees
	- Explore new platforms

- With every year of incoming students, fewer are using Facebook
- Increase promotion on websites like Instagram and TikTok
- Ask for promotions by affiliated groups, and groups with audiences that might be interested
    - E.g. MSS mentorship emails, Archway mentors, Sciclones, program societies

Barrier: Committee members do not communicate or attend online meetings
Solution: encourage open communication by frequently asking for input
- Use resources like Doodle Poll to effectively coordinate availability, and assess the accessibility of programs like Zoom for remote meetings
- Promote open communication directly to the Arts Director if a problem arises
    - Make email, Facebook, and phone number available
    - Create a positive and welcoming environment to encourage committee members to reach out
- Ask for feedback and preferences on mode of communication
    - E.g. Facebook, email, Slack
- Establish a regular meeting schedule, but minimize meeting frequency during midterms and exams
    - Ask about availability changes during these periods

Barrier: Poor engagement during online meetings
Solution: create a welcoming environment and opportunities for questions, ideas, and comments
- Conduct a committee social in October so that members can get to know each other for the year ahead
    - Include low-stress multiplayer games, like Scribbl.io, to break down reservations and barriers
- Encourage communication with Arts Director outside of meetings if members have something to add
- Ensure that there is an environment of collaboration

	- As the Arts Director, should consistently ask for input and approval on ideas
Long Term Implications	- Future Arts Directors and Arts Committees are able to build upon and improve the events that are offered this year - The Arts Committee will be an outlet for students who are majoring in the sciences, but have a passion for art
Partners	Alexis Chacon (VP Student Affairs) - vpstudentaffairs@mcmastersciencesociety.com Nathale Pulla Abasto (VP Communications) - vpcomm@mcmastersciencesociety.com Devena Mahabir (Special Events Coordinator) - specialevents@mcmastersciencesociety.com Keira Mattook (Formaldehyde Coordinator) - formaldehyde@mcmastersciencesociety.com Khoi Hoang (MacSci Musical Director) - musical@mcmastersciencesociety.com Raika Bourmand (Athletics & Wellness Director) - athleticsandwellness@mcmastersciencesociety.com

Destressor Events	
Description/ Current State	Destressor events are fun, art-related activities attended by Science students - They allow students to relax and enjoy themselves amid stressful academic periods, such as midterm season - Previous destressors have included the popular Bob Ross Paint Night, making paint chip calendars, and a coffeehouse event
Goal	Strong student engagement via remote destressors - Though the Fall semester is online, there will still be destressor events offered to students living around the campus - Brainstorm with Arts Committee, Student Affairs portfolio, and other MSS exec on how to make engaging, attractive events - E.g. what kind of things would *you* be interested in doing? What methods are most convenient? - <u>Strengths</u>: through discussion with VP Student Affairs, a rough plan for student access to events has been established

	- Receptive to others' input and suggestions, including that of the future Arts Committee
	- Able to empathize with the issues that students face during the pandemic (e.g. concerns with social distancing)
	- Prior experience with using Zoom and Google Meet for meetings
	   - Weaknesses: unfamiliar with leading large-scale events (e.g. livestreams) on an online platform
	      - Destressors have never been run online, so prior experience and past Arts Directors' suggestions are less applicable to this situation

Barriers to Success	Fewer students living in Hamilton causes reduction in attendance
	Strengths
	- Recognize that now more than ever, new methods are needed to attract the interest of students at home
	- Familiar with current modes of promotion, and willing to think outside the normal methods for these circumstances
	
	Weaknesses
	- Difficult to gauge interest in destressor events ahead of time
	   - Cannot base attendance on prior years, since conditions were very different
	Opportunities
	- Advertise destressor events well in advance so students know to stay in Hamilton if they are interested in it
	- Offer alternate methods of taking part in activities if students are not in Hamilton
	   - E.g. Bob Ross livestream is free to join remotely if students have their own painting supplies
	   - E.g. students can upload pictures of their carved pumpkins as entries to the contest, but they must obtain their own pumpkin
	Threats
	- Without in-person classes, it can be easy for students to just stay at home without motivation to take part in extracurriculars

How?	<u>Barrier</u>: Fewer students living in Hamilton causes reduction in attendance
	<u>Solution</u>: ensure that students do not need to be in Hamilton to participate
	- Offer drop-in options and alternate opportunities for participation, especially if students can obtain their own supplies
	    - Promotes a sense of community, despite their distance from the campus
	- If students would like supplies, ensure that relevant dates are advertised in advance
	    - This is so that students know to be in Hamilton for that date!

Long Term Implications	- Students are able to use art to reduce stress and promote wellness during periods of increased academic pressure - Destressor events promote awareness and student engagement with the MSS

Partners	- Raika Bourmand (Athletics & Wellness Director)
	    - athleticsandwellness@mcmastersciencesociety.com
	- Alexis Chacon (VP Student Affairs)
	    - vpstudentaffairs@mcmastersciencesociety.com
	- Nathale Pulla Abasto (VP Communications)
	    - vpcomm@mcmastersciencesociety.com
	- Rameen Jamil (Social Media Director)
	    - socialmedia@mcmastersciencesociety.com

The Ultimate Arts Show (UAS)	
Description/ Current State	Currently, the UAS is an art showcase that occurs in late January - It includes art and photography submissions as well as musical and dance performances - For the past two years, the venue has been the MUSC Atrium - In its inaugural year, the UAS was held in Bridges Café
Goal	Explore the relocation of the UAS to Bridges Café - Get in contact with staff at Bridges to discuss logistics (e.g. venue cost, early access for set up) - As a backup, consider LR Wilson

- Tour the venue to assess how well it will fit with my vision
- Upon booking of the venue, develop a floor plan for exhibits, performances, etc.
- Strengths: helped with setup during the UAS at Bridges in 2018; can borrow from the layout and execution of the event from that year
    - Bridges is a strong choice for venue because it is split into multiple sections
        - Perimeter of the venue for art submissions
        - Seating areas separate from the main room for film pieces or DIY components
        - Staircase for fashion show
        - Main area with seating for performances and catering
        - Balcony railings for decor
        - Upper level for storage and prep work
- Weaknesses: not as many resources regarding Arts Director position and UAS in that year; two years have passed and the UAS has been held at a different venue since then
    - Must be proactive and reach out to appropriate staff to seek answers independently

Revamp the fashion show
- Need to place greater emphasis on planning if we decide to retain the fashion show aspect of the event
- Allocate specific Arts Committee members to oversee the fashion show
    - E.g. choosing roughly three themes, recruitment of models, developing outfits
        - Past themes: cultures of the world, recycling, science attire, Sciclones
            - More than happy to bring these back!
- Recruit models early
    - If student interest is low, seek out volunteers from within the MSS (e.g. Sciclones, execs) or fashion clubs (e.g. To the Nines)

	- Market the fashion show as a fun aspect of the event, not serious and stuffy
	 - Encourage models to have fun and make it their own performance
	- <u>Strengths</u>: clear vision of how the atmosphere should be changed; cognizant of the surprising amount of effort that is needed to run this part of the event
	- <u>Weaknesses</u>: no background in fashion design; played relatively small role in fashion show aspect of UAS over the years
	   - Must hire Arts Committee volunteers who are knowledgeable about fashion, or interested in it
	   - Give volunteers the room to make decisions while providing general guidelines

Barriers to Success	Issues with event planning and execution as a result of COVID-19
	<u>Strengths</u>
	- Destressors will be run remotely during the Fall semester
	   - Provides insight on how student engagement and promotion changes as a result of the pandemic
	      - The UAS programming can then change as a result of findings from the Fall semester
	- Prior experience with running the UAS for the past three years
	   - Can form realistic visions and expectations for the event, and tweak them to suit the novel student experience during the pandemic
	<u>Weaknesses</u>
	- Uncertainty regarding the state of the Winter semester (i.e. online or in-person) makes it hard to plan the UAS too far in advance
	   - Unclear how the planning timeline will be shifted
	   - Uncertain if a venue should be booked, given that the state of the Winter semester is unknown
	- Potential requirement for social distancing
	<u>Opportunities</u>
	- While in the planning stage, create two plans for how the UAS might happen

- Consider what needs to be done if the UAS is in person, and how it can be changed if it needs to be online
  - Remain receptive to comments and suggestions from the Arts Committee and the MSS exec team
  - Reach out to campus organizations (e.g. Bridges staff, AVTEK) to find out how their services are impacted by the pandemic

Threats
  - In the event that the UAS must be held online, new and unexpected issues may arise (e.g. outreach, engagement)
  - If the Winter term is in person, there is a potential for social distancing requirements
  - News about the state of the Winter term may come relatively late in the year, pushing back our planning timeline
    - This can affect actions that must be done far in advance (e.g. venue booking)

Poor outreach during event due to closed venue (e.g. Bridges)
Strengths
  - Familiar with the promotion of similar large events
  - Willing to reach out to peers and collaborators to request promotion and/or attendance

Weaknesses
  - Lack of first years living on campus and around Bridges makes attendance less convenient, especially since event is at night

Opportunities
  - Emphasize the promotion of the UAS leading up to the event
    - Explore new avenues of promotion (e.g. email newsletters, collaboration with clubs, etc.)
    - Potential for a promo video? Share pictures of past UAS?
  - Focus on bringing students to Bridges so that they stay, rather than relying on passerby as an audience (like when MUSC Atrium was the venue)
    - A closed venue focuses on the event, rather than a busy setting like MUSC
  - Promote this event to first years, emphasize exploration of campus especially after online Fall semester

Threats
- Even if the Winter semester is in-person, there will likely be fewer students who decide to return to Hamilton
    - Possibility of school running in-person, with an option for online schooling (e.g. for students who cannot make arrangements for Winter)
    - This will affect attendance
- Persisting social distancing requirements can pose an issue, especially if attendees are to sit in close proximity in an enclosed area

Shortage of performers/submissions/models
Strengths
- Cognizant of the fact that this has been an issue in the past
- Prepared to place greater emphasis on recruitment of performers and art
- Familiar with artistically-minded Science students who might be interested in providing submissions
    - E.g. Sciclones in Art/Choreo/Media Subcommittees
Weaknesses
- Need to think of other ways to promote the signup form than social media promotion
    - Social media alone is insufficient
Opportunities
- Proactively reach out to MSU clubs based on art, fashion, music, drama, etc. rather than only relying on form submissions from similarly minded individual students
    - Ask Arts Committee for input and suggestions on who to contact, as some clubs are smaller and may not be as well known
- Encourage committee members to contact friends who may be interested in contributing
- Showcase some of the results of destressors that were run during the Fall term
Threats

	- Fewer students on campus during the Winter term makes it more difficult than before to seek out volunteers

How?	Barrier: Issues with event planning and execution as a result of COVID-19
	 Solution: plan accordingly for the possibility of an online or an in-person Winter semester
	     - Plan with the assumption that the event will be in-person
	         - But, develop a backup plan (e.g. prioritize an online UAS over a similar destressor, the online coffeehouse)
	     - Reach out to campus organizations (e.g. Bridges staff, AVTEK) to find out how their services are impacted by the pandemic
	         - Use this information to gauge how our event will be affected, and how we can modify the event to accommodate these changes
	     - Remain open to suggestions and collaboration with Arts Committee and MSS exec
	
	 Barrier: Poor outreach during event due to closed venue
	 Solution: emphasize promotion ahead of the UAS rather than relying on passerby to stop and attend the event
	     - Improve MacSci's knowledge about the event through promo videos and throwback photographs from previous years
	         - Provides background on a lesser-known event
	     - Encourage first years to attend, as they might not be familiar with buildings and restaurants on campus
	         - Even when students live on residence, Bridges is less popular than Centro or Keyes food locations
	     - Emphasize promotion via outlets other than social media
	         - E.g. collaboration with program societies, clubs, other student organizations
	
	 Barrier: Shortage of performers/submissions/models
	 Solution: do research and proactively contact interested individuals
	     - Reach out to clubs dedicated to visual art, music, dance, etc.
	         - View signup forms as a supplement to club performances

	- These signup forms are perfect for individual performers, etc., but they can be more difficult to recruit - Showcase art from our previous destressor activities
Long Term Implications	- Large scale events such as the UAS emphasize the presence of art and the MSS on campus - Provides an opportunity for artists within the Faculty of Science to get involved and showcase their talents

Partners	- MSU Clubs - for performances
	   - Last year: MacBeat, McMaster Guitar Club, McMaster Pops Orchestra, Absolute Pitch, Macafellas
	- AVTEK - for equipment rentals
	- Paradise Catering - for snacks
	- Alexis Chacon (VP Student Affairs)
	   - vpstudentaffairs@mcmastersciencesociety.com
	- Nathale Pulla Abasto (VP Communications)
	   - vpcomm@mcmastersciencesociety.com
	- Leah Kogan (VP Finance)
	   - vpfinance@mcmastersciencesociety.com

EVENTS & PROJECTS

Pumpkin Carving Destressor/Contest	
DATE	- Late October
PURPOSE	- Promote MSS engagement during online Fall semester - Encourage and incentivize students to take some time for themselves and destress with art, especially before midterms start

PROCEDURE	- Reach out to potential collaborators to discuss funding and logistics
	- Release graphics and MSS promotion for pumpkin carving contest, categories, associated prizes
	- Release signup form for pumpkin delivery
	   - We buy pumpkins, students eTransfer us a set amount, and we deliver it to their houses in the McMaster neighbourhood
	   - Need to set distance boundaries for delivery

	- Possibly offer different sizes of pumpkins for different prices
	- Contest is released as an event page on Facebook
	  - Entrants do not need to use a pumpkin purchased from MSS
	  - Entrants email their carved pumpkin photos to a designated email, MSS account publishes them to the event page (tagging their category)
	    - Send at least one pic with their name written on a piece of paper in the frame?
	  - Entries are graded either by likes or by Arts Committee grading
	- Prizes are released for each category winner
	  - Winners need to be able to go to Mac to pick up their prize; must be stated beforehand

DIFFICULTIES	- Must coordinate *contactless* delivery of pumpkins
	- Could require a cap on pumpkin delivery if it's popular
	  - First come, first served access to pumpkins
	- Inclusion of written name in picture ensures that the pumpkin carving is student's own submission, not one from the Internet
	  - Must think of potential better ways to ensure students' own work, while respecting privacy (e.g. no student cards)
	- Possible lack of interest in event

PARTNERS	- Alexis Chacon (VP Student Affairs)
	  - vpstudentaffairs@mcmastersciencesociety.com
	- Nathale Pulla Abasto (VP Communications)
	  - vpcomm@mcmastersciencesociety.com
	- Rameen Jamil (Social Media Director)
	  - socialmedia@mcmastersciencesociety.com
	- Potential collaboration with program societies or Student Affairs exec (e.g. Special Events or Athletics & Wellness)
	  - Pool funding to buy pumpkins, prizes, etc.

PROJECTED OUTREACH	- TBD; contest will be offered in online format

	- The number of offered pumpkins may vary depending on demand and/or availability at grocery stores
BUDGET	- TBD; need to establish Arts Committee budget as well as potential for collaboration

Bob Ross Paint Night	
DATE	- Late November
PURPOSE	- The return of a MacSci-favourite event, especially during these stressful times - Encourages mindfulness and socialization as exams approach, and education is conducted remotely

PROCEDURE	- Release graphics and MSS promotion for signup form, explanation of this year's iteration of the event
	- Use signup form to gauge interest in event
	    - May need to cap responses to form if interest is high enough
	    - Form must be advertised through as many avenues as possible (e.g. social media sharing, Science newsletter, MSS services)
	- Purchase canvases, paint, brushes, palettes*
	    - If not palettes, then some way to portion out paint
	    - May be better to do black and white paintings
	- Deliver art materials to students' houses in the McMaster neighbourhood
	    - Need to set distance boundaries for delivery
	- Conduct a livestream of selected Bob Ross tutorial
	    - Zoom call: screen share the tutorial
	        - The MSS has a premium Zoom account; audience capacity and time limit for calls is much longer
	    - Twitch: stream the tutorial, discussion in chat
	- Need a livestream platform where audience can request a pause in the video to rest or catch up

DIFFICULTIES	- Must coordinate *contactless* delivery of art materials - Possible lack of interest due to poor outreach, etc. - Possible high interest → shortage on materials

	- Could require a cap on art material delivery
	- Must discuss avenue of Bob Ross tutorial stream
	   - A Zoom call could be too crowded if people wanted to chat
	      - Are breakout rooms a viable option? How would livestreaming work? Designate one Arts Committee volunteer per room to screen share and run the tutorial video?
	   - A Twitch stream chat might make it difficult to express when audience wants the video paused to catch up
	      - Less interactive than a Zoom call, but message chatting versus video chatting might be more appealing to the audience

PARTNERS	- Raika Bourmand (Athletics & Wellness Director)
	   - athleticsandwellness@mcmastersciencesociety.com
	- Alexis Chacon (VP Student Affairs)
	   - vpstudentaffairs@mcmastersciencesociety.com
	- Nathale Pulla Abasto (VP Communications)
	   - vpcomm@mcmastersciencesociety.com
	- Rameen Jamil (Social Media Director)
	   - socialmedia@mcmastersciencesociety.com

PROJECTED OUTREACH	- TBD; capped a certain number (dependent on budget and tutorial streaming medium)
BUDGET	- TBD; need to establish Arts Committee budget as well as potential for collaboration

Online Coffeehouse	
DATE	December/January
PURPOSE	- Promote MSS engagement - Encourage students to take some time to destress - Allows for socialization with peers during quarantine - Gives students a platform to perform to an audience
PROCEDURE	- Release graphics and MSS promotion for performer signups - Reach out to McMaster clubs and programs (if applicable) to ask if they would like to perform

	- Would like performance by MacSci Musical ahead of the real musical date
	- Create a list to establish the order of performances
	    - List will be posted in Zoom chat for easy access
	- Conduct a rehearsal via Zoom, along with Arts Committee
	- Hold the real online coffeehouse on Zoom
	    - Post the Zoom link on MSS social media at scheduled time (capacity: 100 people)

DIFFICULTIES	- Potential lack of performers
	- Potential lack of audience
	    - If there is collaboration with Mentorship, can invite mentors and mentees
	    - If there is collaboration with program society, encourage them to advertise to program
	- Issues with Zoom (e.g. cap on audience capacity, 40 minute time limit)
	- If UAS is also online during winter term, this could be a big overlap

PARTNERS	- Alexis Chacon (VP Student Affairs)
	    - vpstudentaffairs@mcmastersciencesociety.com
	- Nathale Pulla Abasto (VP Communications)
	    - vpcomm@mcmastersciencesociety.com
	- Rameen Jamil (Social Media Director)
	    - socialmedia@mcmastersciencesociety.com
	- Potential collaboration with program societies or MSS exec (e.g. Musical Director, Mentorship Coordinator)
	    - Increase outreach and promotion

PROJECTED OUTREACH	- TBD; event will be conducted in online format - Dependent on interest of performers and audience
BUDGET	- $0

Formaldehyde Prop Assistance	
DATE	- Typically mid-January - TBD given social distancing guidelines
PURPOSE	- Create custom decor and props according to the Formaldehyde theme

	- Items are created as requested by the Formaldehyde Coordinator
PROCEDURE	- Reach out to Keira, the Formaldehyde Coordinator, to discuss her vision for the formal and this year's theme - Design props with Arts Committee, and delegate roles - Purchase materials as needed
DIFFICULTIES	- Require clear communication between the Formaldehyde Coordinator and the Arts Committee to ensure that props are made as requested - Need to schedule prop-making around planning for destressors and the UAS

PARTNERS	- Alexis Chacon (VP Student Affairs)
	    - vpstudentaffairs@mcmastersciencesociety.com
	- Keira Mattook (Formaldehyde Coordinator)
	    - formaldehyde@mcmastersciencesociety.com

PROJECTED OUTREACH	- Formaldehyde attendees - ~700 people last year, subject to change
BUDGET	- TBD; need to establish the budget of the Arts Committee and the Formaldehyde Planning Committee

The Ultimate Arts Show (UAS)	
DATE	- Late January or Early February
PURPOSE	- Allow McMaster students to showcase their artistic talents, whether they be singing, dancing, poetry, or visual art - Emphasize that science students are multifaceted, and that many have a passion for art

PROCEDURE	- Submit EOHSS forms and book venue
	    - Consider looking into Bridges or LR Wilson as alternatives to MUSC
	- Contact AVTEK about renting microphones, speakers, etc.
	- Consider Paradise Catering, ask about prices
	- With the Arts Committee, brainstorm and decide on theme
	    - Create/purchase props and decor as necessary
	    - Brainstorm parallel programming

	- Release graphics and MSS promotion for performer/model signups and art submissions
	   - Reach out to MSU Clubs to recruit performers
	   - If time permits, conduct rehearsals for performances
	- Designate roles to Arts Committee members during UAS
	   - Last year, roles included: photography, mural (parallel programming), host, check-in, stage hands, catering
	- Give attendees opportunity to give feedback to improve next year's show

DIFFICULTIES	- The current planning is under the assumption that Winter term is in-person
	   - If the situation only improves later, we can consider holding the event later in February or March
	- New planning is necessary if the Winter term is online
	   - Zoom link for performances (could overlap with Coffeehouse), event page for art submissions
	- Lack of attendance (either in-person or online)

PARTNERS	- MSU Clubs - for performances
	   - Last year: MacBeat, McMaster Guitar Club, McMaster Pops Orchestra, Absolute Pitch, Macafellas
	   - Khoi Hoang (MacSci Musical Director)
	      - musical@mcmastersciencesociety.com
	- AVTEK - for equipment rentals
	- Paradise Catering - for snacks
	- Alexis Chacon (VP Student Affairs)
	   - vpstudentaffairs@mcmastersciencesociety.com
	- Nathale Pulla Abasto (VP Communications)
	   - vpcomm@mcmastersciencesociety.com
	- Leah Kogan (VP Finance)
	   - vpfinance@mcmastersciencesociety.com

PROJECTED OUTREACH	- ~100 people
BUDGET	- TBD; need to establish Arts Committee budget

MacSci Musical Prop Assistance	
DATE	- Early March

	- TBD given social distancing guidelines
PURPOSE	- Create custom decor and props for the MacSci Musical, as requested by the Director
PROCEDURE	- Reach out to Khoi, the Musical Director, to discuss his show and what items he needs us to create - Design props with Arts Committee, and delegate roles - Purchase materials as needed
DIFFICULTIES	- Require clear communication between the MacSci Musical Director and the Arts Committee to ensure that props are made as requested

PARTNERS	- Alexis Chacon (VP Student Affairs)
	   - vpstudentaffairs@mcmastersciencesociety.com
	- Khoi Hoang (MacSci Musical Director)
	   - musical@mcmastersciencesociety.com

PROJECTED OUTREACH	- MacSci Musical attendees and cast - ~400 people last year, subject to change
BUDGET	- TBD; need to establish the budget of the Arts Committee and the Musical Planning Committee

GOALS TO STRIVE FOR

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

1. Seek out opportunities to help with Formaldehyde, ILSD, MacSci Musical, etc.
2. Design alternate means of holding events via remote platforms
3. Modify existing Arts Committee forms for this year's round of applications
4. Create promotional plan for Arts Committee applications
5. Develop at least one more destressor for winter semester

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

1. Hiring of the Arts Committee
2. Arts Committee Social (e.g. on Zoom)
3. October Destressor (e.g. pumpkin carving)
4. Bob Ross Paint Night in collaboration with the Athletics & Wellness team
5. Secure programming and art submissions for UAS

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

1. Decorate Nucleus/MSS office door (if in-person classes resume)
2. The Ultimate Arts Show
3. Create props for the MacSci Musical and/or Formaldehyde
4. Winter term destressor(s)
5. Complete transition report for next year's Arts Director

TIMELINE

Month	Objective/Project/Event/Goals
June	- Considering alternate event plans for online semester/year
July	- Reach out to Devena (Special Events Coordinator), Khoi (MacSci Musical Director), and Keira (Formaldehyde Coordinator) to discuss their vision for their events and how the Arts Committee can help - Reach out to program societies and/or Student Affairs exec about collaboration on destressors - E.g. pumpkin carving contest
August	- Submit promotions & graphics requests for Arts Committee applications (early Aug.) - Spread the word among MSS exec about application promotion beginning in September
September	- Art Committee applications released (early Sept.) - Applications close (mid-Sept.) - Blinded grading of applications, interview invitations sent out (mid-Sept.) - Interviews conducted remotely (mid-Sept.) - Committee invitations emailed (late Sept./early Oct.)
October	- Arts Committee social held on Zoom (mid-Oct.) - Submit promotions & graphics requests for UAS performers/art submissions/models (mid-Oct.) - Pumpkin carving destressor and contest (late Oct.) - Start discussing UAS themes with committee

	- Bi-weekly meetings with Arts Committee
November	- Start promoting UAS applications (mid-Nov.) - Bob Ross Paint Night (late Nov.) - Brainstorm parallel programming for UAS - Bi-weekly meetings with Arts Committee - Designate roles for UAS
December	- Reach out to Mac clubs about performing at UAS - Complete and/or order parallel programming activities
January	- Confirm performances and submissions for UAS (early Jan.) - Formaldehyde (mid-Jan.) - Rehearsals for UAS (mid-Jan.) - Ultimate Arts Show (late Jan.)
February	- Destressor (TBD)
March	- MacSci Musical - Destressor (potentially)
April	- Create transition report for the role of Arts Director