

# Vice-President of Internal Affairs

## Report to the General Assembly

Presented by: J. Daniel Chaim



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# INTRODUCTION

- **My Name:** Jacob Daniel Chaim
- **Born:** Toronto, Ontario
- **Faculty & Program:** 5<sup>th</sup> Year; Faculty of Arts
  - Major in Economics, Minor in Management & Minor Computer Science



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# ORIENTATION



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# ORIENTATION: INTRODUCTION

- **Orientation Week** is a 9-day period encompassing all the different events for incoming students hosted by a number of groups. The purpose being to give students a warm welcome into McGill and show them the ropes.
- **Frosh** is a 4-day event coordinated by either a club, group, or undergraduate Faculty student association and is primarily comprised of social activities. Frosh is part of the larger Orientation Week.
- Frosh is a completely student-run event, organized by over 90 different “Coordinators” across the Students’ Society of McGill University (SSMU), 12 undergraduate faculty, departmental, or school associations (“Faculty Frosh”), and 5 organizing committees made up of different interest groups (“Non-Faculty Frosh”), with support from staff at Student Service’s Campus Life & Engagement unit (formerly First-Year Office). Close to 700 student volunteers act as Leaders throughout the week and the events are supported logistically by approximately 300 Operations Staff (O-Staff).



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# ORIENTATION: PLANNING

- Planning began in May and extended until the end of August
- **Orientation Week** programming was planned collaboratively by SSMU, Faculties and Student Services
- **Faculty-specific** programming was done by Faculty Frosh Committees (4-15 members)
- **SSMU-specific** programming was done by SSMU Coordinators
- **Goals & Initiatives** were created by **Faculty & SSMU Coordinators** and were enacted by **SSMU, Faculties and Student Services**.
- Orientation Planning was done in two ways:



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# ORIENTATION: COLLABORATIVE PLANNING



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# ORIENTATION: WHAT WAS NEW THIS YEAR?

## Community Relations Taskforce – Dan and Amina

- Created to be **proactive about the Milton Parc Community** issues that have arisen in past Froshes. Pushed by McGill Admin and the Milton Parc Citizens Committee
- Made a commitment to the MPCC to **shorten time between day events and night events** (less time for pre-drinks), **provide street teams** to roam around the community and keep students and the community safe, and **a phone line** that community residents could call if there were any problems.
- Result: **HUGELY SUCCESSFUL!** The **Dean of Students** (Andre Costopolous), the **Deputy Provost of the Student Life and Learning** (Olivier Dyens), and **Helene Brisson** (MPCC member) were very impressed and have commended the coordinators for their hard work
- **SPVM** were also very impressed. Two representatives even came to our leader training and were shocked (in a good way).
  - The chief of police sent the coordinators a letter thanking them for their commitment to the community



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# ORIENTATION: WHAT WAS NEW THIS YEAR?

- Standardized Harm Reduction Teams and Chill Zones
  - Goal: to **provide water, sunscreen, condoms, and snacks to all students**
  - Harm reduction teams roamed around all events assessing students level of intoxication and provided assistance when needed.
  - **Chill zones** were set up under tents, near M-SERT for any student that needed to take a break from the event.
  - These existed last year (as a trial) and were very successful so we standardized them across all froshes.
  - We expanded last years efforts by providing more of safety nets at more times in a greater capacity



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# ORIENTATION: WHAT WAS NEW THIS YEAR?

- Leader and O-Staff Training
  - This year, instead of hired facilitators who were not involved in the frosh planning, the **coordinators performed the training sessions for all leaders and o-staff**
  - The coordinators are recognizable faces and had much more power than facilitators during frosh, they could also answer commonly asked questions much more appropriately than the facilitators. **Thus the message being conveyed was much more successful than ever before.**
  - The coordinators focused on educating them on why rather than tell them that it is.
  - This year we **added much content about consent, sexual assault and community relations**
  - "Leaving the campus last night, a group of froshies were also walking out. I overheard the leader telling them. 'Ok, now it's the ghetto and we'll all keep quiet'. Made my day!" – Olivier Dyens, Deputy Provost; Student Life and Learning, Thursday, August 28<sup>th</sup> (sent morning after first day of frosh)



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# ORIENTATION 2013: GOALS

- Ownership of Culture Change among organizers and volunteers
- Continued development of Inclusive & Innovative Programming
- Collaboration & Integration by Organizers
- Eliminating perpetual incidents
- Lessening impact of Orientation activities to Non-participants (Students, Staff & Community Members)
- Ensuring long-term sustainability of Orientation Week



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# ORIENTATION 2014: GOALS

- Ensuring long-term sustainability of Orientation Week
- Educating the Leaders and O-Staff
- Continued development of Inclusive & Innovative Programming
- Collaboration & Integration by Organizers
- Including smaller Faculties for the first time (Mac Campus and Music)
- Eliminating perpetual incidents and lessening impact of Orientation activities to Non-participants (Students, Staff & Community Members)



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# ORIENTATION 2014: INITIATIVES

- Much improved “*MyWeek Gateway*”
  - UI improvements for admin and users, payments system integration, and more
- Faculty-specific training to reflect Culture Change
- Improved and restructured training for Operations Staff and Leaders
- “Chill Zone” and “Harm Reduction Team” Standardization
- Commitment to Community



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# ORIENTATION: INITIATIVES CONTINUED

- All-Ages & Inter-Faculty Events
- Custom Cloth Bracelets with Aluminum clasp
- Serial-numbered bracelets
- Frosh Training Videos
- Frosh & Community Tips Posters: <http://mcgillorientation.imgur.com/>
- “How to Frosh” Guide: <http://www.mcgill.ca/firstyear/leadertraining/orientation-facilitator/orientation-manual/>
- Frosh Booklets
- Coordinator (frosh specific) equity training



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# ORIENTATION: REFLECTIONS- POSITIVE

- **Security Services** claimed this Frosh was the best executed Frosh that they have seen with regards to On-Campus Activities
- **SPVM** said general incidents were lower than previous years
- **Media** have portrayed the event in a positive light and all interviews & comments were done in an attempt to showcase the positivity of this year's Orientation (especially in light of "Frosh Week" in current Canadian context)



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# ORIENTATION: REFLECTIONS- POSITIVE CONTINUED

- **New Initiatives from last year** were implemented in a much larger capacity (didn't need to add this year, rather than made what was there before better).
- Succeeded in removing almost all obscenities from Frosh Shirts
- “**Beach Day Buses**” system (created in 2013) implemented again and was extremely successful
- **Most inter-faculty collaborated and all-ages events** in history
- **Inter-Faculty Collaboration** now standard



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# ORIENTATION: REFLECTIONS- POSITIVE CONTINUED

- **Community Relations:** Received VERY positive feedback from MPCC
  - No loud cheering in MILPA
  - No crowds gathering on sidewalks or outside of houses
- **MSERT** had full support on all nights of Frosh & were able to distribute water as they wished
  - Support from Kathleen, Courtney and Stefan made a huge difference
- **Incidents** at an all time low
  - There will always be incidents at Frosh, many incoming students are enjoying their freedom for the first time
  - This year with M-SERT, Street Teams, Coordinators, Leaders, O-staff and Harm Reduction teams we saw the least incidents in recent history.



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# ORIENTATION: REFLECTIONS- NEGATIVE

- No planning for **composting initiative** (2013)
  - Wasn't successful in 2013, didn't happen in 2014
- **Beverage tent** is too big, too costly and not profitable enough
  - My recommendation may have to be to get rid of it, although I don't want to brake the tradition, it needs to change or eventually it will be more harm then good
- **Bracelet issues**
  - Trying to get more faculties involved created issues with who was allowed to show up to SSMU events. Would like to push for RFID for 2015
- **Needed to start earlier**
  - It's very difficult to plan an event like this in 3 months with no mold set. Need to start planning Frosh a lot earlier.



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# ORIENTATION: BY THE NUMBERS

- 5,233 people registered on MyWeek
- **Faculty Frosh Registration:**
  - Eng. Frosh: 503/498 spaces filled (101%)
  - Sci. Frosh: 975/1000 spaces filled (97.5%)
  - Music Frosh: 73/85 spaces filled (85.9%)
  - Arts Frosh: 1377/1400 spaces filled (98.4%)
  - Mgmt Frosh: 557/550 spaces filled (101.3%)
    - (cap raised by 50 during registration)
  - Mac Frosh: 160/160 spaces filled (100%)
  - Educ. Frosh : 123/160 spaces filled (76.9%)



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# ORIENTATION: BY THE NUMBERS

- **Non-Faculty Frosh Registration:**
  - Outdoors Frosh: 178/172 spaces filled (103.5%)
    - Canoeing option: 39/40 spaces filled (97.5%)
    - Cycling option: 14/12 spaces filled (116.7%)
    - Hiking option: 20/20 spaces filled (100%)
    - House option: 61/60 spaces filled (101.7%)
    - In-Montreal option: 34/30 spaces filled (113.3%)
    - White-water kayaking option: 10/10 spaces filled (100%)
  - Fish Frosh: 77 (no cap)
  - Jewish Frosh: 22/75 spaces filled (29.3%)
  - MSA Frosh: 17/60 spaces filled (28.3%)
  - Rad Frosh: 29/250 spaces filled (38.8%)



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# ORIENTATION: BY THE NUMBERS

- **SSMU Events**

- Beach Day

- 2013: approx. 3300
- **2014: approx. 3975**

- Forum

- Approx. 1500

- Concert

- 2013: 2500
- **2014: 3500!!!**



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# COMMUNICATIONS & PUBLICATIONS



Old McGill  
2013 - 2014



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# COMMUNICATIONS: GUIDES

- Project of VP Internal & Communications and IT Director
- Goal of outlining the Communication standards and best practices of the Society in tangible form
- Goal is to replicate the qualification of Communications Guide to other Executive portfolios and other relevant areas of Society's Operations
- **Style Guide**
- **Communications Guide**
- **Communications Plan**



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# COMMUNICATIONS: GUIDES

- **SSMU Style Guide:**
  - Outlines the Style & Design standards of the Society
  - Describes standards & protocols for digital and print media of SSMU (colors, fonts, graphics etc.)
- **SSMU Communications Guide:**
  - Outlines the digital and print Communications of the Society
  - Describes best practices & protocols for Building, Advertising, Tabling, Marketing, Digital & Print Communications etc.
- **SSMU Communications Plan:**
  - Communications Strategy for the SSMU
  - Outlines all Communication-related goals, benchmarks and strategies for upcoming year
  - Describes Goals and timelines for SSMU Communications
  - Bi-Annual Revision & Annual re-drafting



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# COMMUNICATIONS: WEBSITE

- Website updates completed through “Plank”
- Simple changes to Home Page
- Currently discussing re-organization of Website (External Affairs, Marketplace etc.)
- Ensuring all content is translated
- SoapBox removed



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# COMMUNICATIONS: LISTSERV

- Seeking to create more interesting and engaging weekly listservs
  - The new layout was launched in this weeks email
  - Looking to add more functionality for submission module
  - Looking to add section of the website that will show case all submission as there are too many to include every week.
  - If you have any suggestions on how to improve the listserv, email me!
- Note:
  - If a student/group wants to submit link is <http://ssmu.mcgill.ca/about-us/listserv/>
  - If a student wants to unsubscribe, the “Unsubscribe Button” is located at the bottom of the email



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# PUBLICATIONS: YEARBOOK

- Needs new strategy
- Old McGill 2012-2013 was large disappointment from a logistical, design and financial perspective.
  - 2013-2014 was much better
- Revamp of the staffing and management of Old McGill outlined in Communication Guide from 2013/14 was good, but not profitable
- Large amount of research done on the design, stylistic and content of Old McGill and publications from other Universities



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# PUBLICATIONS: YEARBOOK CONTINUED

- Best practices researched through consultations and reviewing internal and external publications
- Marketing & Advertising strategy developed and outlined in the Communications Plan
- Commitment to:
  - Higher design standards
  - Photo-centric content
  - Expansion of Yearbook sections
  - Increased Promotions & Marketing of Old McGill
  - Better distribution & sales strategy
  - Balancing low price point with high quality production



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# PUBLICATIONS: HANDBOOK

- Largely under the portfolio of the President
- Very successful from design & logistics standpoint
- Investigating variations of Handbook design for future years



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# EVENTS



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# EVENTS: GENERAL

- Maintenance of typical SSMU Events
- Restructuring SSPN to give more opportunities for students to plan events and gain experience
- Presence of Equity & Sustainability on SSPN and integrated into general event planning process
- Collaborate with other Executive Portfolios & groups at McGill to produce multi-faceted events
  - Especially internals from faculty societies



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# EVENTS: FOUR FLOORS

- **Thursday, October 30<sup>th</sup>, 2014 (NEXT THURSDAY!!)**
- **SSMU's annual Halloween party.**
- Work with Equity & Sustainability Commissioners throughout planning process
  - Collaborate with VP University Affairs to launch first ever Costume Awareness campaign
- Tickets are on sale tomorrow and Friday on Lower Field starting at 3pm!
- Adding programming during the day on lower field and improving event with strategic planning



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# EVENTS: WEEK 101

- **Date: January 5-9**
- **Week 101 is a week of themed night events at Gerts during the first week back in January to get ready for the Winter Semester**



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# EVENTS: FACULTY OLYMPICS

- **Date: TENTATIVE: February 19-21**
- Work with faculty VP Internal (or equivalent) to create a more competitive inter-faculty event
  - Want to work with faculties to find captains early and try and keep teams of participants from only one faculty, not mixed
- Create more inclusive programming
- Give opportunity for SSPN committee to plan an event throughout Montreal and Campus



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# EVENT: GRAD FROSH

## A.K.A. RED AND WHITE WEEK

- 2014 was inaugural year
  - Last year included last chance lectures, panel discussions from professionals, CV advice, and more
- This year I want to split it into two events
  - The first is the same as last years. Academic and professional
  - The second, last chance to frosh, one last beach day and a concert



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# EVENT: AWARDS NIGHT

- SSMU awards ceremony is held every year where SSMU recognizes individuals and groups for their extraordinary efforts throughout the year
- Using SSMU Ballroom was huge success last year
- Focus needs to be a “Ceremony” not “Social Event”
- Should involve more of McGill Community



Our first exec picture



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# COMMITTEES



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# COMMITTEES: SSPN

- The Students' Society Programming Network is the event planning committee under the VP Internal portfolio
- This year I want SSPN to be also about mentoring
- Re-structured SSPN to have volunteers run the events, not the VP Internal
  - Having 2 co-chairs for each event and have the rest of the committee be the coordinators (give everyone a chance to lead and follow)
- All coordinators to have equity in mind always
- Going to create Communications Team within SSPN for the year
- I want to bring back TedX to McGill (likely for 2016) so I hope I can get SSPN to take charge and plan it for next year
- Want to start “SSPN Nights at Gerts” where SSPN will plan a weekly event at Gerts
  - First SSPN Night (tentative) on Friday, November 14th



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# PROJECTS: EXAM WELLNESS

- Bringing back the awesome therapy dogs
- Working with group to bring in de-stress yoga activities
- Working with Knots to offer cheap chair massages



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# Thanks for listening!



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