## **YEAR PLAN**

### *Arts Director*

### *Areeba Sharafuddin*

### **McMaster Science Society**

### 2019-2020

(submitted *TBD*)

2019-2020 Year Plan

**Letter from the Arts Director**

To all artists of the MacSci community (yes, I’m talking about *all* of you):

I remember being told that art is a form of expressing one’s thoughts, emotions, feelings, and desires in ways which words cannot. Though this particular definition may be up for debate, there is no denying that art is a powerful medium capable of uniting many fronts. I would like to introduce myself as Areeba, a third year biology student, and your new Arts Director for the McMaster Science Society. When I’m not reading countless journal articles, or extracting and analyzing DNA, I am singing and dancing to lots of throwback songs in the most unconventional places. I’ve been involved with the arts for as long as I can remember, whether it be in talent shows, musical/theatrical productions, or McMaster’s show choir, and I am thrilled to share my love and passion for the arts with the MacSci community. I am a huge advocate for the arts, and I strongly believe that every person has the ability to be an artist given the right tools and creative outlet. Whether you’re an experienced artist of any sort, or taking your creativity out for a test drive, I would like to provide you with a platform to freely express yourself.

 The most notable event for myself this year is the Ultimate Art Show, and last year, Angela had incredible success planning, organizing, and executing it. My goal this year is to build off of her ideas for a diverse and inclusive show, as well as adding a DIY station so participants are able to bring home a little piece of art with them as a reminder that their creativity holds no bounds. I am equally thrilled to get the opportunity to work alongside fellow execs of the Student Affairs portfolio: I’ll be working with the MacSci Musical Director, Caitlin, to assist in set/prop design, as well as the Special Events Planner, Shil, to run an arts-themed booth at I Love Science Day. I would like to add to this role by implementing a few smaller-scaled events hosted by myself and my fellow Arts Committee to allow MacSci students to explore the arts in a fun and engaging way, whether it be through the incredibly popular Bob Ross Paint Night from last year, or showcasing the talents of MacSci students through Sci-Artists of McMaster.

 My main goal as Arts Director is to advocate for the arts in the science community, where arts and science may seem to repel one another more than water and the hydrophobic interior of a phospholipid. I want to provide opportunities for students to explore their creativity and artistic freedom, while still remaining a scientist at heart.

Here’s to a year filled with paint splatters, jazz hands, and dance moves I don’t know the names of.

Areeba Sharafuddin
McMaster Science Society Arts Director
arts@mcmastersciencesociety.com

**OBJECTIVES:**

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| **The Ultimate Art Show (UAS)** |
| **Description/Current State** | * The Ultimate Art Show was successful for the last two years, and I plan on expanding it for greater success
	+ Change of venue to the MUSC atrium increased overall space for the event
	+ Having diverse art forms presented at the show to showcase a variety of art forms to break the misconceptions of what can and cannot be classified as art
	+ Overall, would like to increase attendance and participating this year, as this was slightly lacking last year, especially with the upgraded venue
 |
| **Goal** | * **Ensuring inclusivity and equitable access for all**
	+ Showcase a wide variety of art mediums

*Including, but not limited to: visual arts, dance, drama, music, photography, spoken word** + Holding the event in a location that is accessible to everyone interested in participating in the event
	+ Allows for freedom of expression through art
	+ End goal: showing that art has no barriers or exclusivities and is a uniting front
	+ Strength: open to changes and improvements to accessibility from previous years
	+ Weakness: contacting Maccess and other accessibility services to gain understanding and awareness about inclusivity and inclusive spaces on campus
* **Involve more arts-related groups within the McMaster community to provide them with a platform to showcase their talent**
	+ Communicating with various groups and clubs across campus to see their interest in presenting their art form at the Ultimate Art Show
	+ MSS able to foster stronger connections with clubs outside of science
	+ Strength: strong connections to clubs outside of the MSS that are affiliated with the arts
	+ Weakness: scheduling a time where various clubs and organizations are able to participate in the event; having an open line of communication with clubs
* **Provide participants and audiences with a more interactive experience for a long-lasting impression**
	+ Creating a DIY or interactive station to produce a final art piece that participants are able to take home with them
	+ Belief that every person is capable of being an artist is displayed
		- Goal: develop creativity and expression of thought in participants
	+ Further bridging the gap between the sciences and the arts to break down any stigma and misconceptions
	+ Strength: having a team of exceptional individuals in the Arts Committee to help come up with one (1) or more various interactive art stations
	+ Weakness: finding the appropriate budget and interest for the stations; talking to VP Finance and financial team about whether or not these stations will fit into the budget of the event as a whole
 |
| **Barriers to Success** | **Booking a venue to accommodate for size of event, number of participants, availability of audio/visual system, etc.**Strengths: * Having contact information of MSU Campus Events, as well as availability to book various venues across campus
* Begin planning ahead of time and contacting potential on-campus venues at the beginning of the year

Weaknesses:* Finding alternative sources for AV equipment if the venue does not offer it – potentially cost more money
* Being appropriately trained for AV equipment
* First time booking large venue to run such a large-scale event

Opportunities:* Working closely with the VP Student Affairs, as well as the Arts Committee to not have to do everything alone
* Provided with contact information for the person(s) responsible for event/space bookings on campus
* Look into booking MUSC Atrium once again because this was a great space to utilize for last year’s show

Threats:* Timeline to book the venue as soon as possible
* Finding a date to host the show that works for many people without conflicting events
	+ Difficult to do this so early on in the year because many events have not yet been decided on or publicly announced
* Cost of venue and equipment may exceed what was planned
	+ Budget was created in accordance to information provided from last year’s budget

**Attracting potential participants and attendees to events**Strengths:* Having strong communications with VP Communications and the Communications Team to push for promotions ahead of time
* Communicating with the Student Affairs portfolio, and other members of the MSS to push for promotions through their personal social media accounts if they are comfortable doing so

Weaknesses:* Finding a way to effectively communicate and engage audiences with promotional posts
* Finding a time/date that does not conflict with other events during the school year

Opportunities:* Working closely with the Communications Team to plan for promotions, taking their opinions and advice into account
* Talking to various MSU clubs affiliated with the arts to perform at the event
* Opening the venue to McMaster students to showcase their talents, whether it be in performance or in their visual artwork
* Advertising the event at various MSS events

*General Assembly, MacSci Minutes, etc.*Threats:* Conflicts with other events and/or programs occurring during that day and/or time

**Having an interactive component for attendees to participate in**Strengths:* Provide participants with a take-home memorabilia from the event
* Emphasizing my belief that each person has the ability to be an artist

Weaknesses:* Finding appropriate funding for the station(s) in the already-allocated budget
* Finding interest in participants for the events

Opportunities:* Advertising this during general promotional push for the event to see interest of potential attendees
* Consulting with the Arts Committee for their advice on ideas for this interactive station

Threats:* Budget could go over because of supplies required for this station
* Overall lack of interest in the event would lead to a deficit
 |
| **How?** | Barrier: **Booking a venue to accommodate for size of event, number of participants, availability of audio/visual system, etc.**Overcome this barrier by:* Booking venue ahead of time
* Creating an in-depth schedule of exactly when bookings, registrations and planning should take place
* Discussing with VP Student Affairs about turn out of event last year, so we can accommodate for at least that number of attendees
* Filling out the necessary paperwork and forms ahead of time (EHOSS, MSU space rentals/event bookings, audio/visual rentals) and contacting appropriate persons

Barrier: **Attracting potential participants and attendees to events**Overcome this barrier by:* Creating a schedule of when promotions for the event should begin rolling in
* Meeting with the Communications Team and VP Communications ahead of time and filling out the appropriate forms for promotions
* Talking to VP Student Affairs about potential events that will hinder the event’s attendance during various times throughout the year
* Contacting various arts-related groups in the McMaster community about potential performance opportunities

*Including, but not limited to: Absolute Pitch, Macapella, McMaster Women’s Choir, Mac Dance*Barrier: **Having an interactive component for attendees to participate in**Overcome this barrier by:* Discussing with VP Student Affairs and VP Finance about the budget for the Ultimate Art Show to create an appropriate event that fits the desired budget
* Discuss with Arts Committee potential interactive components that will be enjoyable and engaging to the participants
* Analyzing interest for potential attendees to event by pushing for promotion for the interactive component when promoting the show itself
 |
| **Long Term Implications** | * Bridging the gap between science and the arts
* Advocating for the importance of artistic expression, creativity, and freedom
* Showing that the MSS supports and advocates for scientists and artists alike
* Providing next year’s Ultimate Art Show with changes and improvements based on this year’s experience
* End goal: showcasing that everyone is an artist and has the ability to showcase their artistic abilities and interests through the MSS
 |
| **Partners** | * Sam Marchetti: VP Communications (vpcomm@mcmastersciencesociety.com) and the Communications Team in the MSS
* AVTEK Services
* MSU Clubs
* Clubs and groups within the McMaster community interested in participating in UAS
	+ Exact groups TBD
	+ Includes members of the McMaster community not involved in a particular club – open sign-ups and registrations
* Sarah Scott: VP Student Affairs (vpstudentaffairs@mcmastersciencesociety.com) and the Student Affairs team in the MSS
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| **The Arts Committee** |
| **Description/Current State** | The Arts Committee will be recruited through an application and interview process to assist the Arts Director with hosting, planning, and executing events |
| **Goal** | * Having an inclusive hiring process for all applicants
	+ Step 1: having the Arts Committee application available and accessible on all MSS platforms for those that may not have access to one platform in particular
	+ Step 2: blinding applications before receiving them to ensure fair and equitable hiring
		- Will be marked by myself, as well as the VP Student Affairs
	+ Step 3: inviting candidates for interviews conducted by myself and the VP Student Affairs
	+ Keeping in mind inclusive and equitable interviewing and hiring process, as outlined by the MSS hiring policy, which can be found here: <https://docs.wixstatic.com/ugd/63f287_a15233c49c114d3ebacf8fb9711bceae.pdf>
	+ Strength: having VP Student Affairs to support me during the hiring process and being able to bounce ideas, lists of pros/cons off of
	+ Weakness: finding a common ground between ideas that I am not particularly interested in, and ideas that are different from what I envisioned, but could be great in the long-run
* As suggested by the previous Arts Director, “quality over quantity” when it comes to creating a team
	+ Strength: choosing members that share a passion for the arts, but also display commitment throughout the year and bring forth new ideas and initiatives
	+ Weakness: having to choose between individuals that are passionate for the Arts Committee, but do not have the ability to commit to a year-long program
* Look into hiring an assistant director for additional support to the team
	+ Overall interest and passion for advocating for the arts in the science committee, rather than experience
	+ Strength: able to determine interest and passion through in-person interviews and application questions
	+ Weakness: ensuring individuals that are hired are dedicated to their role
* Working with the committee to plan and facilitate arts-related de-stressor events, as well as assisting the MacSci Musical, I Love Science Day, and Formaldehyde\* with any arts-related projects
	+ \*Formaldehyde assistance TBD
	+ MacSci Musical projects may include: set decoration, props decoration, poster/paint design, etc.
	+ Working closely with the MacSci Musical Director, Set Designer, and the rest of the Musical Team to ensure their vision is brought to life
	+ Strength: previous experience in set/prop design, and ability to assist individuals in Arts Committee that do not have this experience
	+ Weakness: a previous lack of communication between MacSci Musical Team and Arts Committee on their vision has existed, so a clear line of communication, or a system should be set in place for guaranteed results this year
 |
| **Barriers to Success** | **Lack of attendance or commitment from members**Strengths: * Experience in planning for scheduling meetings and events using various softwares and planning tools
* Understanding that individuals have last-minute changes and emergencies come up
* Able to have firm and constructive discussions with individuals showing an obvious lack of commitment

Weaknesses: * Hiring individuals that are genuinely interested in being in the committee, but have issues due to scheduling
* Coordinating an available time for members in different years, with different schedules, different commitments (i.e. academics, extra-curricular, personal)

Opportunities:* Utilizing various software to schedule meetings where most members are available
* Having a predetermined set meeting day that everyone is able to attend

*Example: First Monday of every month** Continuing to implement the strike system

Threats:* Members not taking the role seriously, or slacking off
* Members not communicating any changes made to their schedule that does not allow them to attend meetings/commit to the Arts Committee
* Members taking advantage of the strike and rewards system

**Lack of communication, or miscommunication from the committee**Strengths:* Experience in various social media and communication platforms
	+ Open to trying out new ones as well
	+ Having a platform that is accessible to everyone
* Able to provide weekly updates for Arts Committee members and frequent check-ins to see progress of their work
* Ensuring that I am as approachable as possible so members are able to ask me directly if anything was miscommunicated to them

Weaknesses:* If I ever get overwhelmed with work and don’t get a chance to communicate something to the Arts Committee
* If someone on the committee forgets to communicate something to me

Opportunities:* Creating a systematic order for communication and raising concerns
* Utilizing a social platform accessible to all members
* Introducing them to members of the MSS (i.e. assistant director, VP Student Affairs) for other streams of communication

Threats:* Miscommunication on my part to the committee, OR vice versa
* Important messages get lost in chats
* Infrequent checking of social media platform for messaging

**Deciding on which events in particular to facilitate, and which to scrap** *(NOTE: these are potential ideas for de-stressor, and/or other events, not the events that are included in the role description, like UAS, or helping with MacSci Musical)*Strengths:* Able to play ‘devil’s advocate’ when proposing event ideas
* Having an open mind when it comes to different events that members propose

Weaknesses:* Liking too many events that members propose
	+ Inability to decide on events because many of them sound good

Opportunities:* Run events by VP Student Affairs for their take, and to keep them in the loop of what the Arts Committee is planning
* Discussing with committee that not all events can be facilitated
* Having members suggest potential events they would like to see implemented by the Arts Committee during their application and/or interview process

Threats:* Insufficient budget to run multiple events that members suggest
* Members not providing event suggestions
 |
| **How?** | Barrier: **Lack of attendance or commitment from members**Overcome this barrier by:* Utilizing software to help schedule team meetings, and seeing availabilities of each member, including, but not limited to:
	+ Google Calendar
	+ Slack
	+ Calendly
* Having a situational question in the written application, as well as the interview to determine how a person would tackle tough conflicting schedules

*Example: You have a midterm coming up soon, and the UAS still requires a lot of work before the big show day...** Ensuring the potential applicant is aware that this is a year-long commitment during the interview process
	+ Ask them about potential conflicts they may have throughout the year (i.e. academic, extra-curricular, personal)
	+ Ask them about whether they would be able to commit to the year-long role in the Arts Committee
* Continuing the strike system, but also implementing a reward system for members to look forward to
	+ Maximum 3 absences per semester without valid reasoning (valid reasons TBD)
	+ Potentially having a certification or some reward system in place to motivate individuals to attend meetings (TBD)

Barrier: **Lack of communication, or miscommunication from the committee**Overcome this barrier by:* Implementing communication through an accessible social media platform

*Example: Facebook Messenger, Instagram, Slack, iMessage, WhatsApp, email** + Creating an accessible calendar for all members to keep them posted about upcoming events, meetings, and deadlines ahead of time
* A streamlined communication system for all members of the Arts Committee:
	+ Members → assistant director OR myself
	+ Members concerned about assistant director → myself
	+ Members concerned about myself → myself OR VP Student Affairs
	+ Any other communication that needs to occur will be implemented by myself, and I will indicate which individuals need to contact whom
* Ensuring that I keep members updated, and members keep me updated – open communication is very important, whether something goes right or wrong
* Sharing phone numbers during the very first meeting to have each other as contacts if social media does not work
* Weekly check-ins on progress, and monthly or bi-monthly meetings on progress of events
	+ Implementing a system that allows individuals to ‘confirm’ they have read my message/email in full, and they have responded

Barrier: **Deciding on which events in particular to facilitate, and which to scrap**Overcome this barrier by:* Creating a calendar of all events that will be implemented per semester
* Having mandatory meetings to discuss which events will occur and which will not – implementing a pros and cons list
* Ensuring budget is finalized before beginning the brainstorming process so I know exactly how many events are able to run
* Being open minded about ideas and thoughts of members proposing ideas
* Being as inclusive, and as approachable as possible to members that are interested in running an event or idea
* Giving members the choice of choosing which events they would like to work on in particular, as long as there are enough numbers for each event
 |
| **Long Term Implications** | * Creating an inclusive and welcoming space for individuals in the committee to advocate for the arts and express their artistic side
* Create a strong foundation for next year’s Arts Director and Arts Committee
* Bringing arts events to the MSS and the science community at McMaster
 |
| **Partners** | * Sam Marchetti: VP Communications (vpcomm@mcmastersciencesociety.com) and the Communications Team in the MSS
* Sarah Scott: VP Student Affairs

(vpstudentaffairs@mcmastersciencesociety.com) * Assistant director (if hired)
* Caitlin McAllister: MacSci Musical Director

(musical@mcmastersciencesociety.com) * Samantha Luciani: Formaldehyde Coordinator\*

(formaldehyde@mcmastersciencesociety.com) * Shil Gandhi: Special Events Planner

(specialevents@mcmastersciencesociety.com)  |

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| **De-stressor events that are accessible to all**  |
| **Description/Current State** | * De-stressor events hosted by Arts Committee last year were very successful, but eventually become ‘too successful’ – could not accommodate for individuals that signed up
 |
| **Goal** | * Ensure accessibility for event to participants interested
	+ Bob Ross Paint Night was a huge success last year, but some were left disappointed because they were unable to attend
	+ If turn out is similar to last year’s, I plan on splitting the event up into 2 dates: one in the Fall semester, and one during the winter
* Goal: host two (2) de-stressor events, one per semester
	+ Interested in hosting more smaller-scaled events, subjected to budget availability
	+ Strength: many ideas in mind when it comes to de-stressor events to host, along with already-popular Bob Ross Paint Night
	+ Weakness: budget may run low due to unforeseen costs, resulting in my inability to run more than 2 events
* Allow students the ability to de-stress during midterm and exam season through the medium of art
	+ Strength: able to come up with various de-stressor ideas and run by VP Student Affairs and Arts Committee to see which one would be more accessible
	+ Weakness: having an underwhelming attendance number; will need to promote the events intensely beforehand on all MSS social media platforms
* Having post-event surveys to assess how successful the event was
	+ Strength: able to handle constructive criticism, and feedback will be very beneficial for next year’s director and committee
	+ Weakness: lack of feedback may not give us an accurate understanding of what to improve on
 |
| **Barriers to Success** | **Attendance to events can be overwhelming OR underwhelming**Strengths:* Transition report from previous events outlined exactly what went wrong and how to improve overwhelming turn-out of Bob Ross Paint Night
* Strong communication with the VP Communications and the communications team to effectively promote the events ahead of time

Weaknesses: * Many ideas about de-stressor events, but can only host a limited number
* Arts Committee may not be interested in hosting the events that I might be – finding a compromise
* Overwhelming or underwhelming turnout to event may result in some last-minute changes

Opportunities:* Working with the communications team to highlight ALL important information regarding event so individuals are not left unsatisfied
* Promoting the events ahead of time
* Planning the event(s) at a time where students are able to attend without major commitments conflicting (i.e. major faculty-related events, major midterms, trips, formals)

Threats:* Underwhelming attendance due to major events concurring on the same date/time
	+ De-stressors take place during some of the busiest times for students, which can hinder the turnout of the event
 |
| **How?** | Barrier: **Attendance to events can be overwhelming OR underwhelming**Overcome this barrier by:* Outlining in promotional material whether this event is a drop-in or pre-registration basis
	+ Outlining this very *clearly* in promotions
	+ Pre-registrations help to plan out exactly how much of the supplies we need to purchase for the event and how successful it will be
* Having a post-event survey in a Google Form after each event to:
	+ Receive feedback about the event
	+ Ways to improve
	+ Ways in which the event was successful
* Promoting the event on every social media platform of the MSS to ensure all individuals have access to events should they choose to attend
* Collaborating with program societies to:
	+ Foster stronger relationship with them and the MSS
	+ Have more engagement and greater turn-out
 |
| **Long Term Implications** | * Arts-related de-stressor events provide students with a way to take care of themselves during the stressful midterm seasons, while also taking the time to explore their creativity
* Personal goal of advocating for the arts more through these events
* Getting to help students take care of themselves and their mental health
 |
| **Partners** | * Program societies (TBD)
* Sam Marchetti: VP Communications (vpcomm@mcmastersciencesociety.com) and the Communications Team in the MSS
* Sarah Scott: VP Student Affairs

(vpstudentaffairs@mcmastersciencesociety.com) * Arts Committee (TBD)
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**EVENTS & PROJECTS**

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| **The Ultimate Art Show (UAS)** |
| **DATE** | TBD; some time in late January |
| **PURPOSE** | * Providing a platform for artists in the McMaster community to showcase their art forms and celebrate artistic freedom and expression
* Bridging the gap and misconceptions behind the sciences and the arts
 |
| **PROCEDURE** | * Filling out the necessary forms (EHOSS, venue booking) to ensure event will take place
* Booking AVTEK and other necessary equipment for show
* Contacting clubs and groups within the McMaster community interested in performing at the show
* Open-call to students interested in submitting their artwork to the show
	+ Advertised on ALL social media platforms that the MSS is affiliated with
 |
| **DIFFICULTIES** | * Lack of attendance due to academic/extracurricular/personal conflict, lack of interest, scheduling conflicts, etc.
* Not enough budget
* Accommodating various art mediums in a venue
* Conflicts and issues that may arise last minute with bookings, forms, EHOSS, etc.
 |
| **PARTNERS** | MSU Clubs (TBD)AVTEK MaccessSam Marchetti: VP Communications (vpcomm@mcmastersciencesociety.com) and the Communications Team in the MSSSarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com) and the Student Affairs Team in the MSSJordan Germann: VP Finance(vpfinance@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | 100 guests, including passing-by individuals wishing to observe  |
| **BUDGET** | TBD; estimated between $1250 – $1400 |

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| **Bob Ross Paint Night** |
| **DATE** | TBD; some time in October OR early February |
| **PURPOSE** | * Potential de-stressor events for students in the McMaster community
* Advocate for the arts and the importance of mental health in university
 |
| **PROCEDURE** | * Filling out all necessary documentation (EHOSS, booking a room within campus)
* Setting up online form to determine expected number of attendees and the amount of equipment needed to purchase
	+ Capping the number at a certain number of individuals
* Purchasing the equipment needed (i.e. paint, easels, brushes)
* Sourcing a good Bob Ross video from online for students to follow along to
 |
| **DIFFICULTIES** | * Overwhelming turn out (similar to last year) OR underwhelming turn out
* Lack of supplies – should not be an issue if the expected number of attendees is predetermined
* Make it very clear on promotional media that this is a pre-registration event only
 |
| **PARTNERS** | Sarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | 50-75 participants (TBD; capped at a certain number, depending on the budget for the event |
| **BUDGET** | TBD; estimated between $400 – $550 (for all events, not including UAS) |

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| **Carve-O-Pumpkin** |
| **DATE** | TBD; late October |
| **PURPOSE** | * Potential small de-stressor event in the spirit of Halloween
* Allows participants to explore their creative side while carving pumpkins before Halloween
* This event is a BYOP: bring-your-own-pumpkin – we will, however, provide the carving utensils and location
 |
| **PROCEDURE** | * Fill out all necessary forms (EHOSS, room booking)
* Send out promotional material, outlining clearly that it is a BYOP event
* Purchase all of the utensils needed for the event
 |
| **DIFFICULTIES** | * Lack of interest → underwhelming turnout
* Finding an appropriate time to host the event because October is a busy time for midterms to roll around
 |
| **PARTNERS** | Sarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | 25-50 participants |
| **BUDGET** | TBD; estimated between $400 – $550 (for all events, not including UAS) |

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| **I Love Science Day (ILSD)** |
| **DATE** | TBD; sometime within September |
| **PURPOSE** | * Allowing students to show their science pride and enjoying immersing themselves in science during the first few weeks of classes
* Showcasing the MSS and everything the faculty of science has to offer
 |
| **PROCEDURE** | * Consulting the Special Events Planner on any assistance they may need on planning and implementation of the event
* Create an arts booth for a DIY craft that students are able to make and take home with them
 |
| **DIFFICULTIES** | * Purchasing too much of the supplies, with not enough turn out
* Weather-permitted, as this is usually an outdoor event
 |
| **PARTNERS** | Shil Gandi: Special Events Planner(specialevents@mcmastersciencesociety.com)Sarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | Varies; accessible to all students, usually in faculty of science |
| **BUDGET** | TBD; determined by Special Events Planner  |

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| **Sci-Artists of McMaster** |
| **DATE** | Throughout the year |
| **PURPOSE** | * Showcasing the talented artists of McMaster on the MSS social media, or another separate social media platform
* Sharing the stories of scientists that are artists to help bridge the gap between science and the arts, as well as breaking misconceptions of what is and isn’t art
* In the style of ‘Humans of New York’
 |
| **PROCEDURE** | * Possibly working with the photographers and social media directors of the MSS Communications Team to help post stories on social media
* Creating a Google Form to seek out individuals interested in participating
* Posts will be in the form of photographs, and a blurb of the individual(s) stories
* Hoping to roll out a few stories each month on a regular basis
	+ Depending on number of submissions received
 |
| **DIFFICULTIES** | * Lack of submissions
* Lack of interest in the blog posts
 |
| **PARTNERS** | Sam Marchetti: VP Communications (vpcomm@mcmastersciencesociety.com) Nicole Wong: Social Media Director(socialmedia@mcmastersciencesociety.com) Sahil Karnani and Alexis Chacon: Photographers(photography1@mcmastersciencesociety.com)(photography2@mcmastersciencesociety.com) Sarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | Varies; accessible to all faculty of science students wishing to share their stories |
| **BUDGET** | $0 |

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| **MacSci Musical** |
| **DATE** | March 6-7, 2020 |
| **PURPOSE** | * Creating a performance to engage the MacSci community
* Further bridging the gap between science and the arts, but allowing for creative expression of students in the faculty of science
 |
| **PROCEDURE** | * Consulting the MacSci Musical Director and Set Designer about assistance in set design and/or prop design
* Ensure their vision comes to life when creating set/prop pieces, while providing solicited assistance and advice
 |
| **DIFFICULTIES** | * Scheduling difficulties with the Arts Committee because we are planning several events throughout the year
 |
| **PARTNERS** | Caitlin McAllister: MacSci Musical Director(musical@mcmastersciencesociety.com) MacSci Musical Set Designer (TBD)Sarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | TBD; around 400 audience members (according to last year’s results) |
| **BUDGET** | TBD; determined by MacSci Musical Director |

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| **Karaoke Night** |
| **DATE** | TBD; sometime in late February |
| **PURPOSE** | * Another potential destressor event to help students take care of themselves during stressful midterms, while enjoying a night of singing with friends
* Helping promote the importance of arts and musical appreciation in the MacSci community
 |
| **PROCEDURE** | * Filling out all necessary forms (EHOSS, room bookings)
* Booking equipment (possible karaoke machine)
* Promoting the event through all MacSci social media platforms with the help of the communications team
 |
| **DIFFICULTIES** | * Lack of interest and/or attendance due to timing of event
* Lack of adequate space should the room exceed maximum capacity
	+ Also a lack of appropriate space as many rooms are used in the evening for midterms
 |
| **PARTNERS** | Sam Marchetti: VP Communications (vpcomm@mcmastersciencesociety.com) and the Communications Team in the MSSSarah Scott: VP Student Affairs(vpstudentaffairs@mcmastersciencesociety.com)  |
| **PROJECTED OUTREACH** | ~100 students |
| **BUDGET** | TBD; estimated between $400 – $550 (for all events, not including UAS) |

**GOALS TO STRIVE FOR**

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

1. Finish decorating the MSS office door, as well as the Science Lounge door
2. Push for promotions for the Arts Committee applications, and have an application process prepared
3. Restock the arts bin in the MSS office for future need
4. Work with the Special Events Planner to create an arts station for I Love Science Day
5. Have a venue booked for the Ultimate Art Show

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

1. Hiring an Arts Committee for planning and implementing events
2. Destressor #1: TBD
3. Having a setlist of performers and finalizing all details for the Ultimate Art Show
4. One of the smaller events outlined above
5. Hosting an arts booth at I Love Science Day

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

1. Ultimate Art Show, and post-event feedback
2. Finishing set/prop decorations for the MacSci Musical
3. Destressor #2: TBD
4. Creating transition report, and assist in hiring the incoming Arts Director
5. One of the smaller events outlined above

**TIMELINE**

|  |  |
| --- | --- |
| **Month** | **Objective/Project/Event/Goals** |
| June | * Work on creating rough outline of MSS door decoration, and the Science Lounge door decoration
 |
| July | * Speak to Special Events Planner about what they envision for I Love Science Day
* Speak to MacSci Musical Director about the role of the Arts Committee in the MacSci Musical
 |
| August | * Door decoration completed (between August 24-28)
* Begin promotions for Arts Committee applications (late August)
 |
| September | * ILSD programming
* Begin application and interview process for Arts Committee
	+ Application due date: TBD
	+ Interviews: late September
	+ Send out result emails: late September – early October
* First meeting of Arts Committee (can possibly be pushed later, depending on timeline of events)
* Begin planning for first de-stressor event
* Booking AVTEK/AV equipment for UAS
 |
| October | * Start up promotions for Sci-Artists of McMaster
	+ Call for individuals interested in being showcased with a story to tell
	+ Begin rolling out posts (mid-late October)
* Destressor #1: TBD
* Calling for artists and fashion show models interested in participating in the UAS
	+ Begin heavy push for promotions
* Bi-weekly meetings with Arts Committee
 |
| November | * Meet with UAS performers to run their performance once (late November)
* Calling for artists and fashion show models interested in participating in the UAS
	+ Continue heavy push for promotions
* Bi-weekly meetings with Arts Committee
* Begin making decorations for UAS (early November)
 |
| December | * Finalize venue and AV bookings and details for UAS
* Contact clubs and groups within the McMaster community to see if they are interested in performing at UAS (early December)
 |
| January | * Run through entire set-list once (if possible) of UAS (mid-January)
* Confirm performers and performance pieces for the UAS (early January)
* The Ultimate Art Show (late January)
* Begin planning for second de-stressor event (late January)
 |
| February | * De-stressor #2: TBD
 |
| March | * The MacSci Musical (March 6-7)
 |
| April | * Creating a transition report for next year’s Arts Director
* Help next year’s Arts Director transition into the role (i.e. in-person meeting, messaging over social media)
 |