



ACTION PLAN

**VICE PRESIDENT, COMMUNICATIONS
2021-2022**

GENERAL INITIATIVES

ADVERTISING

- Assign social media + website roles:
 - ⇒ Set up rotation;; [FB, IG, LinkTree] -> [Website] -> [Snapchat + LinkedIn]
 - ⇒ Have only one person in each role at a time to avoid overlap
 - ⇒ Rotate to give everyone experience
- Include more interactive components; polls, question features, countdown
- Increase transparency between the MES and the student body:
 - ⇒ Post + advertise action plans
 - ⇒ Post + advertise accountability presentations from SAGM II
 - ⇒ Interact directly with students through social media platforms via Story takeovers and more frequent executive update posts
- Host Instagram story takeovers;
 - ⇒ Executive introductions and updates at least once per semester on the story
 - ⇒ Look into more feasible/reasonable/useful opportunities for this
- Ensure website and LinkTree updated before or at the same time as the social media platforms
- During elections, spotlight each candidate on the MES Instagram account
 - ⇒ This will draw more attention to each candidate and result in better turnout for voting
- Implement “Week at a Glance” posts to summarize the upcoming week’s events and application deadlines
- Invest in paid advertising on Instagram to gain more exposure
 - ⇒ Use paid promotion for the “Week at a Glance” posts
 - ⇒ 5 days of promotion per post
- Keep track of Instagram insights monthly to analyze the impact of new initiatives and optimize engagement

PUBLICATIONS

- Order an Adobe Cloud subscription for the Handbook editors
- Work on general advertising campaigns for both Frequency and Plumblin
- Handbook:
 - ⇒ Work closely with the Faculty to ensure the Handbook meets requirements and gets sent out in this year’s First Year Mail-out
 - ⇒ Consider distribution to second year students since they did not receive a Handbook last year

- Frequency:
 - ⇒ Highlight past Frequency editions in between this year's new editions
 - ⇒ Change how the Frequency is currently hosted on the website:
 - One menu tab for the Frequency
 - Individual pages for each edition
 - Within each individual edition page, scroll for multiple articles
- Plumblne:
 - ⇒ A lot more advertising
 - ⇒ Consider the idea of doing more than just written publications
 - Have videos, memes, etc. to boost engagement
 - ⇒ Use snippets of last year's plumblne to advertise for this year
 - Allow for last year's publication to get more exposure
 - Build excitement for this year's publication

INTERNAL AFFAIRS

- Personal goals:
 - ⇒ Provide structure to the role
 - ⇒ Throughout the year, keep in mind how this role could be changed in the future
 - i.e. change in responsibilities, shifted to a different portfolio, or removed altogether
- Consider implementing a texting service in addition to the email blast
- Restructure: Split into two sub-roles:
 - ⇒ Communications (1 person):
 - Rotate this responsibility through the coordinators each month
 - MESsenger:
 - ⇒ Ensure one email gets sent out every month
 - ⇒ Send out one Summer edition
 - ⇒ Increase access to subscription form
 - Include on Website home page
 - Include in LinkTree
 - ⇒ Increase advertising:
 - Advertise heavily during Welcome Week
 - Dedicated posts on social media platforms
 - Presentations during first week of classes
 - ⇒ Look into implementing a weekly, opt-in SMS service
 - Website calendar updates:
 - ⇒ Two calendars: "MES Events" and "MES Office Hours + Council Meetings"

- ⇒ To be updated each time an advertising request is received
- ⇒ External Events + Charity Initiatives:
 - All 3 coordinators to work jointly on these initiatives
 - Events include (but are not limited to):
 - ⇒ National Engineering Month (with VP External)
 - ⇒ December 6th Memorial (with VP External)
 - ⇒ Pi Day
 - ⇒ Santa Hog Caroling
 - ⇒ Santa Claus Parade
 - ⇒ Movember
 - Encourage new initiatives to be led this year

GENERAL INITIATIVES

- Create LinkTree
- Create branded google form banners
- Create branded email signatures
- Restructure the ad + website update request form(s):
 - ⇒ Combine internal/external, and combine ad/website all into one universal form for ease of access
 - ⇒ Automate the response sheet for ease of use for advertising team
- Reach out to appropriate coordinators to update existing website pages:
 - ⇒ MacLab
 - ⇒ NEM
 - ⇒ MES Committees
 - ⇒ Department + Program societies
 - ⇒ Wellness + Resources
 - ⇒ Conferences

ACCESSIBILITY + INCLUSIVITY

- Advertising:
 - ⇒ Include alt-text in Instagram posts
- Publications:
 - ⇒ Text-to-speech consideration for Plumblin as issues have arose in the past with the PDF format
- Different backgrounds/colour schemes for different sensory specifications
- Consider colour blindness in choice of colour palettes
- Include submissions from different programs for inclusive perspectives
 - ⇒ Ask program and department reps to advertise submission forms

- Consideration for people who haven't been on campus
 - ⇒ "Intro to campus" article in the Frequency
 - ⇒ Being considerate of student's varying experiences (or lack thereof) with in-person learning in the wording and phrasing of publications

TIMELINE FOR THE 2021-2022 ACADEMIC YEAR

SPRING 2021

- Transition into role
- Advertising for by-elections (and by-elections)
- Appointed position selections (round #1)

SUMMER 2021

- General:
 - ⇒ Big Team Meeting presentations
 - ⇒ Appointed position selections (round #2)
 - ⇒ Year at a glance/Action plan & MES Board of Advisors meeting
 - ⇒ Our Team 2021-22 website overhaul and Instagram initiative
 - ⇒ Overhaul updates to existing website pages
 - ⇒ Create + submit budget for the 2021-22 academic year
 - ⇒ Form the Newsletter committee
 - ⇒ Form the Editorial Review committee
 - ⇒ Branding for governing documents and 2020-2021 data survey
 - ⇒ Work with coOCs and Faculty for First Year mail-out
- Orientation for all overseen roles:
 - ⇒ Personal goals:
 - Ensure each member not only has a good idea of their own role, but also how their role interacts with others
 - Form bonds between all members of each sub-team
 - Have check-in/de-stress hangouts with each sub-team once per term to foster a sense of community
 - Encourage further involvement outside of their current role
 - ⇒ Advertising Committee:
 - Personal goals:
 - ⇒ Make sure everything is set up right away to avoid any hiccups, including social media platform logins and notifications for ad request sheet
 - ⇒ Ensure each member is getting the most out of the role and gaining experience with every platform
 - Accomplish this by implementing a rotation
 - ⇒ Intro meeting: May 18th (GDs + SMWs)
 - ⇒ Photoshop workshop: May 27th (GDs)

- Frequency transition meeting: mid-July
- Plumblin transition meeting: mid-June
- ⇒ Internal Affairs:
 - Transition meeting: early June
- Handbook:
 - ⇒ Personal goal:
 - Work closely with the faculty to ensure guidelines are met
 - Distribute physical copies to all first year students
 - ⇒ Faculty meeting: May 26th
 - ⇒ Faculty check-in meeting: June 22nd
 - ⇒ Have handbook fully complete for printing in early July
 - ⇒ Have physical copies ready for distribution by mid-late July
 - ⇒ Consider distribution to second year students

FALL 2021

- Welcome Week
- ENG 101 week/B2S Week
- SAGM I: Action plan presentation
- Publish two editions of the Frequency
- Publish one edition of the Plumblin

WINTER 2022

- Frost Week
- SAGM II: Accountability presentation
- MES Elections
- Publish two editions of the Frequency
- Publish one edition of the Plumblin
- Transition the 2022-2023 incoming VP Communications