



**MCMASTER  
ENGINEERING  
SOCIETY**

# **MES ACTION PLAN**

## **2021-2022**

## MAJOR PLANS IMPACTING EACH PILLAR

As part of the MES Long Term Plan (LTP), the Executive is required to outline how their plans for the year will be impacting the pillars and strategic pathways to achieve the MES's vision. This year's action plan has four sections of concern for the 2021-2022 exec:

- Further response to Covid-19 implications
- Navigating the interim transition of the President role
- Plans for Pathways Identified in the LTP
- Other Plans that Support the LTP Pillars.

The notations beside each bullet point indicate which pillar is affected:

1. Increasing Student Engagement.
2. Fostering Unity.
3. Improving the Public Image of the MES.

## FURTHER RESPONSE TO COVID-19 IMPLICATIONS

The COVID-19 pandemic has affected many of the functions of the MES, particularly with the closure of campus buildings and the prevention of in-person activities. In addition to the challenges of maintaining community and core services faced in the 2020-2021 year, the challenge of transitioning back to in-person operations with little knowledge of the university's plans also faces our executive team. The response of the MES to the COVID-19 pandemic implications will involve all of the following:

- VP Finance will further investigate and develop a plan for the use of electronic services to process all or most council/club/team/affiliate expenses, which may include piloting of new banking infrastructure with different MES divisions (3).
- VP Student Life and AVP Events will endeavour to anticipate our return to in-person events and assemble two event plans for the year: one in an in-person environment, and one in an online environment. Online parallel programming will be implemented for all in-person events, wherever possible (1, 2).
- VP Student Life will develop a number of events that will focus on helping students get to know each other and develop connections (1, 2).
- VP Academic optimizing our academic advocacy channels to improve efficiency and impact of the MES in student academics (1).
- VP Academic informing the MES and student body on the responses of the faculty, as well as liaise student concerns (1, 2).

- Working with the CoOC's and faculty to organize the distribution of faculty merchandise, the Handbook, and other paraphernalia through in-person, drive-through, or mail-out options (1, 2, 3).
- VP Finance working with Drain Coordinators to increase the presence of the Drain this year and make more inventory/sales (including leather jackets if possible) available to the student community (1, 2).
- Coordinate a more comprehensive set of transition documents/meetings to ensure that future MES leadership can recover from lack of in-person experience (3).

## **NAVIGATING THE INTERIM TRANSITION OF THE PRESIDENT ROLE**

The ability of the current President to serve the entirety of their role this year has changed. This change will challenge the MES in several ways, including the need to redistribute/reallocate the roles/responsibilities of one or more members of the MES executive team, maintaining our core operations and student services, and upholding the image/approachability of the MES to general members. Bylaws that describe best practices and procedures in the event of the permanent absence of the president have yet to be established. Navigating the interim transition of the president role will involve the following:

- The acting president will work with the CRO to determine a suitable course of action that adheres to current policies wherever possible, and acts in the best interest of the MES. Steps will include:
  - ⇒ The appointment/election of an existing VP to the role of president. Appointment will be made on the basis of a unanimous decision amongst the MES executive team, or the majority vote of the MES council if consensus amongst the exec team is not reached.
  - ⇒ The by-election of a general member to the vacant VP role. A considerable effort will be made by the MES team to advertise the election to MES members, including email blasts, social media posts, and word-of-mouth.
  - ⇒ The transition of the new president by the beginning of August.
  - ⇒ The transition of the new VP by mid-August.
- The planning phase of the above roles will be complete by the end of the transition period and is the responsibility of the current position holder.
- The acting MES President and Vice President will remain the figurehead of their respective position until the end of the transition period, or until a time mutually agreed upon by incoming and outgoing position holders.
- The official end-date/start-date of the outgoing/incoming MES President and Vice President will coincide with SAGM 1, upon ratification by the general member student body.

- involved in cases of emergency.
- The MES Bylaws will be augmented to include best practices and courses of action in the permanent absence of a president or vice-president (as mentioned above).
  - ⇒ Meetings will be held with the CRO and each executive position to identify position-specific challenges posed by a change in executive team leadership.
  - ⇒ The most important bylaws for the given circumstances will be presented at the mid-summer MES council meeting, followed by a second brief meeting the following day for the formal motion and vote.
- A public statement will be made by the MES executive team to announce the absence of the President—as well as the presence of a plan to maintain our leadership and services.
- The outgoing president will remain an advisor to the MES executive team and council upon request, and at regularly scheduled Board of Advisors Meetings.

## **PLANS FOR PATHWAYS IDENTIFIED IN THE LTP**

### **WELCOME WEEK**

- Encouraging the adoption of more inclusive, equitable, and accessible programming throughout welcome week under the advisement of the Equity and Inclusion Officer, including events that are not run by the Engineering Welcome Week team (1, 2, 3).
- Supporting the EMBER bridge program through provision of resources, including student ambassadors, club/team lists, presentation, etc (1, 2, 3).
- Assisting the faculty with the organization of MES swag/merchandise for in-person/residence deliveries, drive-thru deliveries, and/or mailouts as permitted by public health guidelines (1, 3).

### **STUDENT SPACES**

- Expanding the presence of the MES to Discord, the preferred method of communication amongst newer generations of students (1, 2, 3).
- Working with the faculty and considering allocation of surplus funds towards the purchase of new equipment for the Hatch Centre machine shop (1, 3)

### **EXTERNAL BODY RELATIONSHIPS**

- The VP External will continue efforts made in April 2021 to motion the inclusion of B.Tech and Computer Science students in the Ontario Engineering Competition (1, 2).
- Defining the overlap and distinguishing features of EMBER connect and the MES Back2School Week (2).

## **INTERNET PRESENCE**

- Allocating monetary resources to MES advertising (and more advertising in general) to improve our outreach on our most successful media platforms (1, 3).
- Revitalizing the MESsenger as an opt-in, SMS text-and Email-based platform—under the role of the Internal Affairs Coordinators—to improve outreach and overcome barriers posed by email fatigue and social media algorithms (1, 2, 3).
- Advertising team will include more interactive content (e.g. polls, questions, countdowns) on social media (1, 2, 3).
- Social media takeovers with different positions of the council (e.g. exec's and AVPs) to increase exposure to community (1, 3).

## **MES WEBSITE**

- Creating an MES LinkTree to make resources and web-pages more easily accessible to students (1).
- Adding/revamping *MacLAB*, *National Engineering Month*, *MES Committees*, *Department + Program Societies*, *Professional Development*, and *Wellness* pages, as well as a *Resources* tab on the MES website to further showcase and increase access to different components of the MES (1, 2, 3).
- Evaluating the accessibility of our website, publications, and branding guidelines to student groups with different needs, including colour blindness, dyslexia, specific sensory needs, etc.—and adjusting the guidelines as needed (2, 3).

## **DEVELOPMENT OF ACADEMIC SUPPORT**

- Continuing work to establish a new tutoring and potentially mentorship program with a suitable software partner/company, having this solution vetted and ready to be piloted by the Fall (1, 2, 3).
- Work with engineering faculty to establish incentives for being involved in the McMaster Engineering Community and/or developing engineering skills through seminars, workshops, and competitions (1).
- VP Academic spearheading the "soft-skill" initiative with the Leadership Development Coordinators and AVP Academic Resources (1).
- VP Academic working to include more students/perspectives (e.g. department/program reps) in Engineering Undergraduate Curriculum Policy meetings (1, 2, 3).

## **TRANSPARENT BUDGET ALLOCATION**

- Highlight last year's MacLAB budget allocations on the website and over social media platforms (3).
- VP Finance beginning the budget allocation process earlier in the summer to make communication with MES divisions more clear and well-paced (3).

## **ACTION PLANS**

- The MES Executive team will endeavour to review the NSBE Action Plan and Long-Term Plan to evaluate areas of improvement and revision. Action plans and their revisions will be made available on the MES Website and communicated over social media (2, 3).
- The MES Executive team will endeavour to identify best practices for responding to community crises in a supportive, equitable, and inclusive way (1, 2, 3).

## **OTHER PLANS THAT SUPPORT THE LTP PILLARS**

- VP External will implement and oversee a third leadership development coordinator position, which will specifically oversee the revitalization of the leadership Development Conference in Winter 2022 (1, 3).
- VP External will work with Data Coordinators to collect feedback on conference awareness as part of the annual MES survey, and use it to inform further conference awareness efforts (1).
- Creating the Online Event Moderator position to enhance the quality of online MES events and ensure that they run smoothly (3).
- Encouraging a sense of belonging and inclusion for MES members that do not regularly attend council meetings through the creation of MES meeting resources that teach students how council meetings work and how to participate (1, 2, 3).
- Creation of an all-in-one advertisement form to improve ease of use and eliminate confusions with advertisement requests (2, 3).
- Continue efforts to recognize student achievements in the community on our website and social medias (1, 2, 3).
- Commit to supporting marginalized groups and communities by partnering with them for the MES Card and featuring their businesses on our website (2, 3).
- Collaborating with the faculty to develop the Iron Pin Ceremony, which will book-end the engineering degree path with the Kipling Ceremony to foster integrity and commitment to engineering practice (1, 2, 3).
- Creating more data-driven feedback loops by more closely monitoring social media analytics and insights (1).
- Extending the rebranding initiative to include word document templates, email signatures, google forms, etc. (3).
- Organizing the internal MES shared drive to increase availability of resources to future MES leadership (3).