

The McMaster Engineering Society Long Term Plan

Preamble

The long term plan is a document which outlines the MES' guiding principles and long term goals, which is subject to change by each executive. The long term plan was conceived in 2014 when it became clear that the MES was enabling an unsustainable and detrimental culture. Its purpose is to initiate long term organizational change to ensure that the organization serves all of its members to the best of its ability.

The plan is based on three pillars which are necessary for the success of the society. If these pillars were met, the MES would be the ideal student society. The purpose of these pillars is to find a value proposition so that all of its members can and will use services which are of value to them.

Vision

All MES members will thrive throughout their time as a McMaster undergraduate student and will be set up for success by the time they leave the university.

Mission Statement

The McMaster Engineering Society will foster the development of well rounded undergraduate engineering students through accessible support of academics, athletics, and recreational and professional activities, while maintaining the integrity and unique traditions of our faculty society.

Three Pillars For Long-Term Success

The pillars act as the spirit of the document.

Pillar 1: Increasing Student Engagement

The McMaster Engineering Society represents over 5000 undergraduate students, and only a fraction can be considered engaged in the society.

There are 5 major groups of students the MES must target to increase student engagement. The first is first year students who are not yet aware of what the society does. The second is upper year students who have had negative experiences with the society. The third is academic-focused students who perceive the MES as a social club. Our fourth group is commuters and our fifth group is international students.

Motivation: The MES is able to engage all students.

Pillar 2: Fostering Unity

The MES and its clubs, teams, groups and affiliates operate without synergy.

It is important to have unity within our organization and students, as it allows the MES to operate effectively and it builds the feeling of community within the faculty. This cooperation needs to be fostered on multiple levels: the students of the MES, the engineering programs (iBioMed, Computer Science, Bachelor of Technology, Engineering), the clubs and teams affiliated with the MES, the engineering departments, the engineering SRA caucus, and the students who hold positions within the MES.

Motivation: The students, clubs, teams, and members of the MES feel unified, included, and represented by the MES and each other.

Pillar 3: The Brand

How the community perceives the MES shapes what it will become.

The MES has often been perceived by the McMaster community as an exclusive social club. The MES must improve its positive visibility and external reputation to be an organization of student leaders working for the benefit of the community on and off campus, with a focus on incorporating the needs and perspectives of students that have previously felt that the MES has not represented them.

Motivation: The MES is perceived as the ideal student run organization.

Metrics for Success

Throughout the year the MES executive will compile and report the following metrics to gauge the success of the long term plan.

Pillar 1: Increasing Student Engagement

Outbound Engagement:

Each year the MES will keep track of the total number of attendees to its social, academic, and professional development events.

Inbound Engagement

Additionally, each year the MES will keep track of the total number of active students on the MES Council and all MES clubs, teams and affiliates, with a focus on the diversity of engaged students.

Voter Turnout

Percentage of eligible electors who participate in the general MES election.

MES Service Summary

As a part of each transition report for a service coordinator there must be an assigned metric of overall engagement - publication issues printed, tutoring vouchers distributed, number of trailer rentals, etc. to have a record of year-to-year use of services.

Pillar 2: Fostering Unity

Big Team Meeting

Each year the MES will keep track of the number of clubs, teams and affiliates attending the Big Team Meeting.

Conflict and Resource Survey

Clubs, Teams, and Affiliates will be sent a survey regarding internal and external sources of conflict they've experienced.

Event Collaboration

Keep track of all of the multifaceted events between department clubs and programs, MES Clubs and Teams.

Department Representation

Gathering information on the number of students that attend department and program club events to determine how well the MES fosters departmental representation of students.

Pillar 3: The Brand

Members' Survey

The MES will send a survey to it's members regarding their perceptions of the society and their experience in their programs.

MES in the News

The MES will collect and present all associated news articles.

Summary of Community Interactions

The MES will track the community building and charity events they participate in within Hamilton.

Inter-Faculty Relationships

The MES will track the number of collaborative events that they hold with other faculties and the MSU.

Long Term Plan Implementation Pathways for the MES

Welcome Week

Welcome Week is the first experience students have with the McMaster Engineering Society. In order to ensure a successful welcome week the McMaster Engineering Society will operate under the following strategic priorities.

Diversity of Opportunity and Inclusivity

The MES must ensure welcome week activities target a larger portion of the student body. This includes running parallel events, not secondary events for students with different interests. No event, service or tradition should make a student feel unwelcome based on their gender, race, socioeconomic standing, sexual orientation or disability.

Long Term Engagement

Welcome Week should have a long term focus which engages students beyond the classroom after the week. The MES will work to make incoming students aware of it's clubs, teams, groups and affiliates and how to get involved with them.

Developing Community Leaders

We must develop MES members to be students that serve the community and benefit the world. The old narrative of arrogance must continue to be eliminated in place of humble but confident leadership.

Interfaculty Relationships

Continue to build on current interfaculty Welcome Week relationships and events, and encourage lasting relationships to continue past the end of Welcome Week.

Student Spaces

Student spaces are key in the perception of the society to external observers. As the MES transitions to a more centralized student space, *The Gerald Hatch Centre for Engineering Experiential Learning (GHC)*, it must ensure the space emphasizes the following principles.

A Welcoming Community

GHC must be welcoming to all students. All spaces frequently used by the MES must be kept clean and tidy. Furthermore, all spaces used by the MES should foster a culture which is not harmful towards fellow individuals using the space. Students volunteering at the Drain and students in the Office must realize they are representing the MES when they are in these locations.

Workplace Safety Culture

In order to develop our students as responsible engineers and keep them safe, GHC should emphasize workplace Safety Culture defined as the attitude, beliefs, perceptions and values that students share in relation to safety in the workplace.

External Body Relationships

The McMaster Engineering Society stands to be a voice for engineering students at McMaster in a variety of issues. Through an expansion of its relationships with the following external bodies, the MES may increase its advocacy for all its members, and increase the value and credibility of its brand, being seen as more valuable by both engaged and unengaged members and becoming an attractive avenue for political student involvement.

McMaster Student Union (MSU)

The MES has increasingly become more closely involved in the business of the MSU. While recognizing that the SRA Engineering Caucus is the official voice of engineering students for the MSU, the MES can also exert influence in the interest of engineering students. A united stance on referenda and greater cooperation with our SRA Representatives will help foster the MES as an influential organization on campus and be able to better influence MSU policies to be equitable, accessible and valuable to engineering students.

Engineering Graduate Society (EGS)

The MES should improve relationships with the EGS to increase advocacy for upper year students looking to pursue a graduate degree, as well as providing mentoring and support for undergraduate engineering students.

Health Science Society (HSS)

Students in the IBEHS program within the MES will benefit from a strong relationship with the HSS, both for advocacy reasons, and for a strong social relationship.

Degroote Commerce Society (DCS)

Students in the Management stream will require a stronger relationship with the DCS to improve the advocacy for changes affecting the program.

Engineering Students Societies Council of Ontario (ESSCO) & Canadian Federation of Engineering Students (CFES)

Improving relationships with both ESSCO and CFES can improve MES membership's view of the society through better advocating on behalf of the students to the organizations, and an increase in the number and quality of services provided to students through the help of the organizations.

Engineering Coop and Career Services (ECCS)

The ECCS provides important services to help MES members in the development of their careers. Working with the ECCS to incorporate student voices into the continued enhancement of the services, as well as increasing student awareness of the services offered will help ensure that the services are effective in their intended purposes.

Professional Engineers of Ontario (PEO) & Ontario Society of Professional Engineers (OSPE)

PEO and OSPE offer support to engineering students and invest in activities that improve the skills of students. The MES should work to create partnerships with these organizations to benefit its members.

MES Website

The MES website is often the first point of contact with students and members of external communities. The following should be done to improve the MES Website:

1. Improve the use of the website as an information hub to inform the student body of the ongoings of the MES.
2. Ensure all clubs, teams and affiliates are properly represented on the website.
3. Work to keep all information from becoming outdated.

The MES needs to develop a long term strategy of keeping the website up to date.

Commuting Students Engagement

The MES faces issues with engaging its members who do not live in the immediate area around McMaster's campus. A goal of the society is to increase the number of students in this demographic who use MES services.

Big Team Meeting

The Big Team Meeting is an annual event at the end of the academic year organized by the outgoing VP Student Life and serves to foster relationships between the MES and its clubs and teams, encourage the use of MES services, improve the transitions of the incoming MES council and clubs & teams, and improve council bonding and engagement.

Innovation and Society Living & Learning Community

The innovation and society living learning community (LLC) has a heavy influence on a large number of first year engineering students. Fostering a close relationship between the MES and the LLC through integrated events and resources provided to the students of the LLC will help to increase awareness of the value provided by the MES to its members, as well as result in additional pathways for providing value to incoming MES members.

Development of Academic Support

The MES prides itself in the number and quality of academic supports and resources that it provides students with. Academic support will be developed further through regular meetings with the VP Academics of department clubs, improving the structure of feedback towards academic change fostered by the MES, improving academic relationships with external student

bodies (See Advocacy), increasing the quality of academic services provided to MES members, and further developing the MES mentorship program.

Transparent Budget Allocation

Financial transparency is key since the MES collects mandatory student fees from all of its members who have the right to know where their money is being spent. Information should be regularly supplied to the entire membership body regarding how much they are being charged as well as where that money is going. There are three main components of where the money is allocated; these are: the co-op fee being sent to ECCS, the Mac-Lab fee and the 'MES operation' fee.

Co-op fee to ECCS

A portion of the student fees collected go to ECCS; and with it they are able to provide valuable resources to help MES members advance their careers during their studies. That being said there are some members of the MES who aren't aware of the value that ECCS provides them, and because of this they don't appreciate this portion of their student fees. To reduce student apathy towards the ECCS it will be important to work with ECCS to provide a breakdown of where student fees are being spent and work with them to increase awareness of the resources that they provide and.

Mac-Lab Fee

The Mac-Lab fee is a donation that all MES members pay with their student fees that helps keep our labs up to date and well maintained. Further it provides students a voice in deciding what new equipment to invest in. With that being said, it's the MES' and faculty's duty to ensure that they advertise the fee to students to ensure they are aware of what the money is being allocated to and of the fact that they can opt-out of the fee.

MES Operation fee

The MES operation fee is the portion of the student fees that the MES regularly uses for expenditures so it is the fee that the MES should primarily be held accountable for. All pertinent information about the way this fee is allocated should be supplied regularly so the entire membership body can be informed and raise any issues if they come up. Further, Our teams and groups all bid for money prior to the start of each academic year with the allocation decision being done by the VP Finance and Administration as well as the AVP Clubs and Teams. The reasoning behind these decisions should be made public to the entire membership body so the process is transparent and the decision makers can be held accountable.

Action Plans

Each executive team is required to create an action plan for the coming academic year. The action plans should reflect the long term strategies above, and how each member will accomplish goals as laid out in the long term plan. The number of strategies taken on by the executive is at their discretion. Action plans must be completed by July 1st of each year and should be worked on at the executive retreat. The President will compile all Executive Action plans into a general action plan for that year and present it at the first Board of Advisors meeting and Council meeting of that term. The general action plan will also be made available for public viewing.