

# The McMaster Engineering Society

## Long-Term Plan

### **Introductory Statement**

The concept for the McMaster Engineering Society long term came from the 2014-2015 MES Executive. It was formalized by the 2016-2017 MES Council and then prepared by the 2018-2019 Executive for the public.

The McMaster Engineering Society recognizes that McMaster University occupies the traditional territory shared between the Haudenosaunee confederacy and the Anishinaabe nations, which is acknowledged in the Dish with One Spoon wampum belt. This wampum uses the dish to represent the territory, and one spoon to represent that the people are to share the resources of the land and to only take what they need.

Students, throughout their entire university careers, remain people that have needs past academics. It is vital that we recognize this and promote equity and inclusion in engineering. The first step towards any kind of reconciliation or progress is admitting that inequality persists. This comes from looking at the treatment of marginalized people historically, and presently. Creating equality is a restorative process, that seeks to break down systemic barriers and promote lasting change.

The MES works to ensure that students can see themselves reflected in our policies and programming, and to give every student an equal opportunity to succeed and thrive while at McMaster. The MES was founded to foster the development of well-rounded undergraduate engineering students by providing them with accessible academic, professional, and social support. The society has always prioritized innovation and responsibility, and it is with these principles in mind that the MES continues to evolve to best represent the multifaceted needs of the student body.

#### 2018-2019 Editing Timeline

First review from Equity and Inclusion Officer in May 2018.

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ECCS statement reviewed by Kathryn Leistner June 2018.

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## Preamble

The Long-Term Plan (LTP) is a document which outlines the MES' guiding principles and long-term goals. The LTP was conceived in 2014. Its purpose is to initiate long-term organizational change, guide executive goal setting, and foster consistency between executive teams. In this way the LTP will help the MES to better realize its mission statement.

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 perfect student society. The purpose of these pillars is to find a value proposition so that all its members can find value in their membership.

The last major revision of the LTP was conducted by the 2018-2019 executive, who released the document for public viewing and revision. The plan was made with the expectation that it would receive another major revision by the 2023 - 2024 Executive team to ensure that the LTP still accurately represents the needs and expectations of the MES membership.



## Action Plans

Each executive team is required to create an action plan for their term in office. The action plans should reflect the long-term strategies detailed in this document, and how each member will accomplish goals as laid out in the LTP. 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. Action plans will be presented at the first Board of Advisors meeting and Council meeting of that term and made available for public viewing.

## Vision

All MES members will thrive throughout their time as a McMaster Undergraduate Engineering Student and be set up for success upon graduation.

## 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

### Pillar 1: Increasing Student Engagement

*Brief: To increase student involvement of all members of the MES*

**Purpose:** The vision of the McMaster Engineering Society calls for all MES members to thrive throughout their time as a McMaster Undergraduate Engineering Student; the MES should aim to engage a larger, and more diverse proportion of its membership to work towards fulfilling this aspect of its vision statement. The membership of the MES includes over 5000 students; 5 major groups of students are identified for the MES to 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. The fourth group is commuting students whose engagement is limited due to living far from campus. The fifth group is International Students who have historically experienced less engagement than other student groups.

**Ideal Future Scenario:** The MES engages all students.



## Pillar 2: Fostering Unity

*Brief: To unify the clubs, teams, groups, affiliates, and students of the MES.*

**Purpose:** Unity is vital within the MES and between its membership, as it allows the MES to operate effectively and builds a feeling of community within the faculty. This cooperation needs to be fostered on multiple levels: the students of the MES; the engineering programs (i-BioMed, Computer Science, Bachelor of Technology, Bachelor of Engineering); the clubs and teams affiliated with the MES; the engineering departments; and the students who hold positions within the MES. Part of achieving unity is ensuring all students and groups feel included in and represented by the MES. This requires acknowledging the needs and perspectives of students that have previously felt that the MES has not represented them.

**Ideal Future Scenario:** All students, clubs, teams, and members of the MES are unified and support one another, creating a strong sense of community.

## Pillar 3: Improving the Public Image of the MES

*Brief: To make the MES be known as a valuable, effective, and committed student organization.*

**Purpose:** The quality of the brand of an organization can allow it to better provide for its internal members through valuable community relationships. The MES should work to improve the perception of the MES brand to showcase the valuable services the MES provides and the strong and supportive community within McMaster Engineering.

**Ideal Future Scenario:** The MES is perceived as a valuable addition to the McMaster and local communities to which it belongs.



# Long Term Plan Implementation Pathways for the MES

## Welcome Week

Welcome Week is often 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 proportion of the MES student body. To better target a larger proportion of the MES student body, parallel events should be run for a wide range of interests to be represented. No event, service, or tradition should make a student feel unwelcome based on their gender, race, culture, faith, socioeconomic standing, sexual orientation, or disability.

### Long Term Engagement

Welcome Week should have a long-term focus which encourages continued engagement in the engineering community beyond the end of Welcome Week. The MES will work to make incoming students aware of its clubs, teams, groups and affiliates and encourage involvement with them.

### Developing Community Leaders

The MES must develop the narrative that engineering students serve to improve the community and the world around them. Humble, confident leadership must be encouraged through the events and engineering representatives present throughout Welcome Week.

### Interfaculty Relationships

To increase the understanding of the MES's value and to engage students in the broader McMaster community the MES should build on current interfaculty Welcome Week relationships and events and encourage lasting external relationships to continue throughout their undergraduate career.

### Academic Preparedness

To increase the first-year student body's preparedness by ensuring they know how to find Academic Advising, ECCS and other resources to set them up for a successful first year on a professional and academic basis.



## Student Spaces

Student spaces are an excellent way to improve current student experience, welcome new members, and showcase the value of the MES. The MES should ensure the student spaces used regularly by its members, including The Gerald Hatch Centre for Engineering Experiential Learning (GHC), operate under the following strategic priorities:

### A Welcoming Community

Student spaces governed by the MES should foster a culture which is respectful towards fellow individuals. Students volunteering at the Drain and MES Office must realize they are representing the MES when they are in these locations and must act accordingly to the MES's values and beliefs.

### A Welcoming Environment

Student Spaces must be welcoming to all students. All spaces under the purview of the MES must be kept clean and tidy. Furthermore, the intended use of these spaces should be clearly known, and the space must be accessible to all students for its intended purpose.

### 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 McMaster engineering students on a variety of issues. Through an expansion of its relationships with the following external bodies, the MES can increase its advocacy for all its members and increase the value and credibility of its public image.

### McMaster Students' Union (MSU) & Student Representative Assembly (SRA)

The SRA Engineering Caucus is the official voice of engineering students for the MSU. Developing a stronger relationship between the MES, the SRA, and by proxy, the MSU will allow all three organizations to better represent McMaster's engineering students through policy changes, events, and initiatives under their respective portfolios.



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### Engineering Graduate Society (EGS)

The MES should improve relationships with the EGS to provide avenues to increase advocacy for upper year students looking into pursuing a graduate program after graduation, as well as mentoring and offering support for undergraduate engineering students.

### Health Science Society (HSS)

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

### DeGroot Commerce Society (DCS)

Students in the Management stream will benefit from a strong relationship with the DCS, both for advocacy reasons, and for a strong social relationship.

### Engineering Coop and Career Services (ECCS)

ECCS provides important services to help MES members in the development of their careers. Working with 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.

### Innovation and Society Living & Learning Community (LLC)

The Innovation and Society 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. This will result in additional pathways for providing value to incoming MES members.

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

Improving relationships with both ESSCO and CFES can allow the MES to better advocate on behalf of its membership due to the provincial and national reach of the organizations. The quality of services provided to MES members can also be improved through the help of the organizations by sharing best practices with engineering student societies from across the country.



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### 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; focusing on professional development and advocacy.

### Internet Presence

Increasingly, the members of the MES communicate most efficiently through use of the internet. The MES should use the internet to showcase its activities, advertise its events and services to its members, and provide information on its policies to the student body to communicate effectively with its membership base.

### MES Website

The MES website should be a welcoming page for non-engaged students, new students, and members of external communities. It should also be a hub of up-to-date information for students looking to gain information on the activities of the MES, or ways to be involved in the MES. Clubs, teams and affiliates of the MES should also be accurately represented on the MES website for proper communication with its members.

### Social Media

Having a presence on a variety of social media platforms should be encouraged to ensure students know what activities and services are being offered by the MES, and in what ways students can get involved in said activities. The MES should make sure that social media use is consistent and reaches as many students as possible.

### Commuting Students Engagement

The MES faces issues with engaging its members who do not live in the immediate area around McMaster's campus. The MES should create events that are accessible to commuting students and ensure that services are offered at times that allow them to be accessible to commuting students.

### Transitions

Effective transitions between executives and councils are a way to ensure consistency in the vision of the MES, and that the work of previous years is continually improved upon.



## Council Training

The MES should ensure that new council members are well trained in their duties, so they can effectively represent their student groups and push the MES further in its mission. Council training is also an avenue through which council bonding can occur, unifying the council.

## Big Team Meeting (BTM)

BTM serves to foster unity and share best practices between MES sub-organizations as well as acquaint newer clubs, affiliates or teams with the operating procedures expected by the MES, the Faculty of Engineering and McMaster University. The MES should continue to develop BTM to encourage the use of MES services, improve the transition of incoming leaders of the MES and MES affiliated clubs and teams, and to increase council engagement.

## Development of Academic Support

The MES is an organization representing individuals pursuing an academic career at McMaster University. It is paramount for the MES to recognize this shared value among its membership by providing adequate academic support and representation for its membership.

## Academic Support Feedback

The MES provides academic representation to its members to increase the quality of the education provided to the membership. More effective feedback systems will allow the MES to represent its students to the highest standard possible.

## Relationships with External Academic Bodies

The MES works closely with the Faculty of Engineering at McMaster University and the McMaster Students' Union to adequately represent its membership on academic matters. The MES should continue to develop strong, yet independent relationships with these bodies to assist in improving the ability of the MES to represent its membership to these bodies. In addition, the MES should continue to reach out for new relationships where applicable to find new avenues for academic support for its membership.

## Quality of Academic Services

In addition to academic representation, the MES provides academic resources and support for its membership. The MES should aim to continually improve the quality of the services provided to its membership to better help its members in their academic pursuits.



## Transparent Budget Allocation

Financial transparency is key since the MES collects mandatory student fees from all 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 Operations fee.

### Co-op Fee to ECCS

A portion of the student fees collected go to ECCS; with it they can provide valuable resources to help MES members advance their careers during their studies. There are some members of the MES who are not aware of the value that ECCS provides them, and because of this they do not appreciate this portion of their student fees. The MES should work with ECCS to provide a breakdown of where student fees are being spent and increase awareness of the resources that they provide.

### 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. Furthermore, students have a voice in deciding what new equipment is invested in. The MES must advertise the fee to students to ensure they are aware of what this fee is being allocated to, the value of this contribution, and that they possess the ability to opt-out of the fee.

### MES Operations fee

The Operation Fee are funds collected directly from the MES membership; to ensure its members see the value of the MES, transparency of why these funds are necessary must be clearly depicted to the membership. All important information about the allocation of the Operation Fee should be readily available so the entire membership can be informed and raise any issues regarding the funds if necessary.

### Transparency with Clubs and Teams

The MES should ensure that clubs and teams understand the reasoning for any budget decisions which affect their yearly operations. Full disclosure of the explanation behind the budget allocations can help to improve the operating efficiency of clubs and teams and reduce tensions between clubs and teams related to funding from the MES.



## Metrics for Success

Prior to all Board of Advisor meetings, the MES Executive will compile and review the following metrics to gauge the success of the LTP.

### Pillar 1: Increasing Student Engagement

#### Outbound Engagement:

Each year the MES will keep track of the total number of attendees to the following events

1. All events hosted by the AVP Events
2. The McMaster Engineering Competition
3. The Event
4. Fireball and Kipling Formal

#### 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.

#### 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 (BTM)

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



## 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 & teams and other faculties.

## Department Representation

Keeping track of the number of people from each program that show up to our events.

## Council Engagement

Keeping track of the number of non-executive members actively contributing to council throughout the year by examining their attendance at council meetings, council bonding events (training) and BTM.

## Pillar 3: Improving the Public Image of the MES

### Members' Survey

The MES will send a survey to its members regarding their perceptions of the society.

### MES in the News

The MES will collect and present all associated news articles.

### MES Relationships

Number of collaborations (events, projects, committees, course changes) with other faculties, and the MSU. Being able to do events with nursing outside of Welcome Week.