



## Warrior Tribe

### Planning: End of Term Report

#### Mandate

The Warrior Tribe will be a new Federation of Students service that is committed to enhancing student life and building positive school spirit and pride. The Warrior Tribe does so by identifying the entire student body as WARRIORS. We are united in Black and Gold! We aim to make sure that all students, no matter of age, faculty, or program know that they have a tribe of 30,000+ Warriors behind them. Warrior Tribe was started as a club in 2014 and has since become a leader in Warrior pride on campus.

#### Introduction

The winter term is the second term in which Warrior Tribe operated tangibly as a service. The term consisted of 2 keystone events, surrounded by various other minor collaborations and events. The key goals for the term were to increase student and school engagement with Warrior Tribe, to continue to promote Warrior pride on campus, and to expand our reach by expanding our offering. This report contains an overview of the structure of the service, a brief description and analysis of the events benchmarked against our term goals, and other key aspects of the services operations.

#### Volunteer Management

##### Coordinators

One coordinator for the upcoming term has been hired through LEADS. The hiring process consists of a detailed online application which was reviewed and a qualified applicants was selected.

##### Executives

Executives for the upcoming term have been hired through LEADS. The hiring processes consists of a detailed online application which was reviewed and qualified applicants were selected for an interview. Hiring decisions are left to the incoming executives and therefore executives will not be included on the list of incoming personnel attached in Appendix A.

Training for Spring 2017 term to be determined by April 15<sup>th</sup>.

Executives are required to attend weekly meetings throughout the term with coordinators to discuss upcoming events, the progression of the service in achieving its term goals, and delegation/assignment of tasks.

Executive recognition and appreciation is left to the executives and coordinators for that particular term. Appreciation budgets are between \$20 - \$30 per executive, receivable in a form of their choosing.

#### Director of Student Engagement

##### *Tasks:*

- Recruited volunteers and promoted Warrior Tribe at Clubs Fair Day
- Created Facebook group to keep in touch with volunteers for events recruitment
- Attended Warrior Tribe events (Clubs Fair Day, Krispy Kreme Fundraiser, Alumni Games Day, Free hot chocolate for WT promo in front of SCH)
- Inflatable event
- Held office hours
- Attended weekly meetings
- Created spreadsheets for volunteers to sign up for shifts
- Organized Volunteer Appreciation and Volunteer Training

##### *Feedback:*

- I think we did pretty well this term, especially because we are newer. I think the promotion we did outside of SCH should stop just because we were just giving away something and people weren't really sure what it was for, but we should continue our annual legacy events, they're a really good way to get the warrior tribe name out there.

#### Director of Promotions and Communication

##### *Tasks:*

- Tried to start the Warrior Tribe Nominations Initiative.
  - Feedback: Overall good responses but not enough incentive to have more people join and nominate
- Ran Social Media accounts interacting with students and other campus parties to help increase awareness for Warrior Tribe and Warrior Spirit
- Attended various events (sporting and otherwise) to promote Warrior Tribe and it's initiatives

- Planned the Warrior Tribe Tent set up for March Break Open House getting volunteers for the event: set-up, running the tent and take down

*Feedback:*

- I think the biggest thing we can improve on is actually getting to do team meetings and having everyone there so that we can really plan things through

### Volunteers

Volunteer recruitment is an ongoing process. Every time the Warrior Tribe is exposed to the student body is a potential chance at recruiting volunteers and engaging and therefore students are constantly aware of volunteer openings and opportunities to get involved. The application on LEADS is perpetually open, and most who apply are accepted. There is some periodic social media advertising to complement the physical presence.

The criteria for volunteers to earn an appreciation gift is that they must attend a minimum of three events throughout the term. The appreciation gift is a gift card in the amount of \$10.

### **Communication**

Warrior Tribe's primary form of communication of events and activities were done through Facebook with Instagram and Twitter supporting the primary message. However, the platform that saw the most growth was Instagram with a significant increase in followers. Facebook also grew in likes increasing by over 80 likes as well as increased views and engagement with the Waterloo community. For future term, my suggestion would be to develop a way to actively interact and increase activity on Twitter and further develop a personality for Warrior Tribe through Instagram. Synchronization has definitely increased and improved from previous terms as the messages tend to be more consistent, however, there are cases that Twitter has been neglected in favour for other social media outlets. Interacting with Volunteers has been effective through Facebook but requests for volunteers needs to be more descriptive so that volunteers know what the event they are volunteering for and what is expected for them for the event.

### **Events and Activities**

#### Keystone Event #1 – Get Wrecked with Warrior Tribe

The Warrior Tribe rented the Wrecking Ball inflatable and set it up in the SLC Great Hall as a midterm exam stress relief event. Students were invited to grab some friends or meet some new ones and hit each other with a giant wrecking ball. We

also handed out cotton candy. Many students lined up only for the cotton candy, which was a huge success! The event summary form can be found in Appendix B.

#### Keystone Event #2 - Fantastic Alumni Day

The Warrior Tribe attended Fantastic Alumni Day in February. Fantastic Alumni Day is the varsity basketball event that invites alumni, staff and faculty for a fun day with prizes, giveaways and activities for the whole family. Warrior Tribe attended with volunteers and their tent to face paint and help with promotional activities. The goal of this event was to have a presence at large events and encourage excitement through face paint and cheers. The event summary form can be found in Appendix B.

#### Ancillary Event #1 – Krispy Kreme Donut Sale

The Warrior Tribe sold Krispy Kreme Donuts in the SLC towards at the beginning of the term in an effort to raise funds to better serve the UW community. This was the second such event undertaken by the Warrior Tribe. The event summary form can be found in Appendix B.

#### Ancillary Event #2 – Hot Chocolate Giveaway at SCH

In an effort to promote our upcoming Warrior Tribe event, we handed out hot chocolate in front of SCH one morning. Students were invited to get some free hot chocolate on their way to class. The event summary form can be found in Appendix B.

#### Ancillary Event #3 - Hockey Game

The Warrior Tribe attended a hockey game with their tent and face paint to support the varsity athletes. This event was not well attended, so unfortunately not many people we reached. The event summary form can be found in Appendix B.

#### Ancillary Event #4 - March Break Open House

The Warrior Tribe set up their tent at SCH during March Break Open House to welcome students to campus and be the first thing they see upon arrival. We handed out campus maps, promoted tours and encouraged excitement for the day. The event summary form can be found in Appendix B.

### **Partnerships**

The Warrior Tribe works closely with and maintains close partnerships with:

- UW Community Relations
- UW Athletics
- UW Warriors Band

Moving forward, we recommend strengthening our existing partnerships but also putting an increased focus on building new relationships with partners that can provide value to the organization. Examples would include sponsors, venue partners, swag partners, etc. We are also working to ensure a long term partnership with Orientation committees and Dons (on and off campus). Warrior Tribe is also

looking forward to partnering with other FEDS services in the future to run events in tandem.

There also needs to be a reassessment done of the quality of the existing relationships. We believe that some of our existing relationships can be leveraged better to ensure the success of our events and plans, however this requires a conversation with those partners discussing expectations of each other moving forward.

## **Inventory**

### Items acquired in the fall term:

- Handheld megaphones
- Warrior Tribe tent topper
- UW Athletics Banner
- 4 UW Athletics Jerseys
- Zap Banner
- Tri-fold

### Recommendations for future items:

- Additional clothing swag items designated for giveaway
- Revisit rally towel sponsorships to acquire additional giveaways
- Any items that could be used in a potential swag store

## **Recommendations**

Overall, the coordinators of Warrior Tribe have very positive feedback for FEDS, the Services Manager, VP Internal, and the Marketing department. The Services Manager was an invaluable resource to such a young service and helped Warrior Tribe secure a foothold in the student body. The marketing department developed eye-catching and innovative posters, swag designs, and visuals for promotions. The only recommendation moving forward is that for a service with a hands-on mandate such as the Warrior Tribe, the ability to maintain a presence on campus is vital. In order to put forth a more consistent display of pride and spirit, additional funding is required. This funding would be essential to put towards events both on campus and in the community, that would increase the exposure of FEDS and Warrior Tribe to the UW community at large. We would also like to propose events/meetings for the service coordinators to meet during the term to plan events, have people to talk to about ideas and events, and ensure the foundation for FEDS services to work together.

## **Written By (Winter 2017 Coordinators):**

**Hannah Sesink**

**Rameesha Qazi**

## **Appendix A: Personnel List**

### Remaining Personnel:

- Coordinator Hannah Sesink
- Executive Rio Maligaya

### Outgoing Personnel:

- Coordinator Rameesha Qazi
- Executive Jamie Kwan
- Executive Sepehr Beman (resigned March 13, 2017)

### Incoming Personnel:

- Executive Abbie Simpson
- Executive Alex Matthews
- Executive Carlie Kong

### Passwords and Logins

- Gmail:
  - User: [thewarriortribe57@gmail.com](mailto:thewarriortribe57@gmail.com)
- Office Computer:
  - User: warrior
- Instagram:
  - User: [thewarriortribe57@gmail.com](mailto:thewarriortribe57@gmail.com)
- Facebook:
  - User: [thewarriortribe57@gmail.com](mailto:thewarriortribe57@gmail.com)

## Appendix B: Event Summary Forms

Get Wrecked with Warrior Tribe			
Rented the Wrecking Ball inflatable and a cotton candy machine to provide a stress relief event for students.			
Category <i>Educational, Social, Promotional, or Other</i>	Promotional/Other	Service Name	Warrior Tribe
Total Direct Event Costs	\$750	Date	Thursday February 16, 2017
		Times & Timing	9am - 3pm
		Location	Student Life Centre, Great Hall
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hannah Sesink, Rameesha Qazi, Warrior Tribe co-coordinators	Total Participants	Approx. 250
Partners in organizing		Comments:	Students enjoyed the opportunity for stress relief but enjoyed the cotton candy more!
Number of students involved in planning and execution	10	Demographics: Undergraduate students	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Facebook, Instagram, Twitter, Feds Marketing created online and physical posters to be hung around SLC			
Goals and Learning Outcomes of the Event			
<p>Goals:</p> <ul style="list-style-type: none"> <li>- provide stress relief for students</li> <li>- have presence in a busy building on campus to draw attention to Warrior Tribe</li> </ul> <p>Learning outcomes:</p> <ul style="list-style-type: none"> <li>- Event success is dependent on the weather (weather wasn't great so the SLC was less busy than usual)</li> <li>- Even if people aren't participating, they're still hearing about Warrior Tribe. Many people took pictures and videos, so Warrior Tribe got lots of exposure</li> </ul>			
Summary of Event			
The Wrecking Ball inflatable attracted a lot of attention and participation and the cotton candy incentivized people who didn't want to participate to learn more about Warrior Tribe.			
Recommendations for Future Events			
<ul style="list-style-type: none"> <li>- More cones for the cotton candy</li> <li>- More promotion ahead of time</li> <li>- Utilize Feds Marketing resources</li> </ul>			

Fantastic Alumni Day			
Attended a varsity basketball game against Windsor Lancer's hosted by UW Athletics and painted faces.			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	Warrior Tribe
Total Direct Event Costs	\$0	Date	Saturday February 11, 2017
		Times & Timing	11:30am - 5pm
		Location	Physical Activities Complex
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hannah Sesink, Warrior Tribe Coordinator; Jenny McKay, Athletics	Total Participants	750
Partners in organizing	UW Athletics UW Community Relations	Comments:	Awesome turn out, lots of people enjoyed the face painting
Number of students involved in planning and execution	12	Demographics: <ul style="list-style-type: none"> <li>- Alumni</li> <li>- Students</li> <li>- Staff and Faculty</li> <li>- Families</li> </ul>	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Warrior Tribe Facebook, Instagram, Twitter; Athletics and Alumni webpages and social media, posters			
Goals and Learning Outcomes of the Event			
Goals: <ul style="list-style-type: none"> <li>- Have a presence at a varsity game to show our support for Athletics</li> <li>- Promote school spirit through face paint</li> </ul> Learning outcomes: <ul style="list-style-type: none"> <li>- Little to no marketing required - just an attendee at the event</li> </ul>			
Summary of Event			
Attendees enjoyed a basketball game and other promotions put on by Athletics, Alumni and other areas of campus. Warrior Tribe's face painting was popular with students and children.			
Recommendations for Future Events			
<ul style="list-style-type: none"> <li>- Earlier planning and work with Athletics</li> <li>- Better face paint</li> </ul>			



Hot Chocolate Giveaway			
Handed out free hot chocolate to students in front of South Campus Hall.			
Category <i>Educational, Social, Promotional, or Other</i>	Promotional	Service Name	Warrior Tribe
Total Direct Event Costs	\$50	Date	Monday February 13, 2017
		Times & Timing	8am - 10am
		Location	South Campus Hall
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hannah Sesink, Rameesha Qazi, Warrior Tribe co-coordinators	Total Participants	175
Partners in organizing	Feds Kitchen	Comments:	People enjoyed the free hot chocolate, although many people didn't know what we were there for
Number of students involved in planning and execution	5	Demographics: Undergraduate students, staff	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Facebook, Instagram, Twitter			
Goals and Learning Outcomes of the Event			
Goals: <ul style="list-style-type: none"> <li>- promote upcoming Warrior Tribe event</li> <li>- have presence on campus</li> </ul> Learning Outcomes: <ul style="list-style-type: none"> <li>- Need better promotion of event - more than just us telling those who come over to us</li> </ul>			
Summary of Event			
Warrior Tribe set up their tent and a table outside of SCH on an early Monday morning to hand out free hot chocolate and promote our upcoming events, as well as have a presence on campus..			
Recommendations for Future Events			
<ul style="list-style-type: none"> <li>- More and earlier promotions</li> </ul>			

Krispy Kreme Donut Sale			
Sell Krispy Kreme donuts in order to raise funds for spirit initiatives			
Category <i>Educational, Social, Promotional, or Other</i>	Fundraising	Service Name	Warrior Tribe
Total Direct Event Costs	\$0 (all costs were recouped through the sale and there was no cost to the service)	Date	Thursday January 5, 2017
		Times & Timing	1pm - 3pm
		Location	SLC
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hannah Sesink, Rameesha Qazi, Warrior Tribe coordinators	Total Participants	N/A
Partners in organizing	Warrior Tribe Exec team	Comments:	We had a hard time selling all the donuts. We had to go back a second day and still did not sell all the donuts. Made over \$200.
		Demographics: Undergraduate students	
Number of students involved in planning and execution	5		
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
Facebook and Instagram promotion to raise awareness of the sale and its details.			
Goals and Learning Outcomes of the Event			
Goals: - Raise funds			
Summary of Event			
Purchase and resell Krispy Kreme Donuts in the SLC to raise funds for the Warrior Tribe. 1800 donuts purchased, many not sold.			
Recommendations for Future Events			
<ul style="list-style-type: none"> <li>- Quantity depends on the time of year - Fall was successful, winter was not</li> <li>- Extend the timing of the sale and perhaps increase the cross-campus promotion of the sale</li> </ul>			

Women's Hockey Game			
Attended a varsity women's hockey game to support our varsity athletes.			
Category <i>Educational, Social, Promotional, or Other</i>	Social	Service Name	Warrior Tribe
Total Direct Event Costs	\$10 for facepaint	Date	Sunday January 29, 2017
		Times & Timing	2:30pm
		Location	Columbia Icefield Arena
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Hannah Sesink, Rameesha Qazi, Warrior Tribe coordinators	Total Participants	N/A
Partners in organizing	Warrior Tribe Exec team	Comments:	The event was not well attended, so not many students were reached.
		Demographics: Undergraduate students	
Number of students involved in planning and execution	5		
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
N/A			
Goals and Learning Outcomes of the Event			
Goals:			
- Interact with students and paint faces to promote school spirit			
Summary of Event			
Our tent was set up inside the arena on the way to the stands. Fans had to go through our tent to get to their seats so we were able to interact as much as possible with attendees.			
Recommendations for Future Events			
- Different tent location			

March Break Open House			
Set up the Warrior Tribe tent at South Campus Hall to greet visitors.			
Category <i>Educational, Social, Promotional, or Other</i>	Promotional	Service Name	Warrior Tribe
Total Direct Event Costs	\$0	Date	Saturday March 18, 2017
		Times & Timing	9am - 4pm
		Location	South Campus Hall
Participation (Organizers)		Participation (Attendance)	
Primary Organizer <i>Name/Position</i>	Rio Maligaya, Warrior Tribe Exec	Total Participants	
Partners in organizing	Warrior Tribe Exec team	Comments:	Our location made us the first point of contact for many prospective students!
Number of students involved in planning and execution	5	Demographics: prospective students and their families	
Summary of Promotions <i>Including Facebook, EventBrite, and website statistics where appropriate.</i>			
N/A			
Goals and Learning Outcomes of the Event			
Goals:			
- Connect with prospective students and their families to welcome them to Waterloo			
Summary of Event			
Handed out flyers and welcomed families to Waterloo!			
Recommendations for Future Events			
- Earlier planning to have Warrior Tribe volunteers at the tent			
- Perhaps we can do more than just hand out booklets			