**WRIT 4001 Digital Authoring Practicum**

**Project Proposal Assignment**

Xavier Arcamo

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**Project Proposal: Magic Club at York**

**Summary**

The Magic Club at York is an unofficial group of York University students and alumni who share a common interest in the trading card game *Magic the Gathering*. In the past, the group has organized events for members of the York community which include gatherings, meetups, and card game tournaments. There is no prize money involved in these competitions. The organization is open to everyone, including those who are new to the game or York University students who are simply looking to socialize with other community members. The current heads of the group are Melissa Eng and Xavier Arcamo and they hold their events in the common areas of the TEL building as well as in the rooms 3001/3002.

The group aims to use *Magic the Gathering* as a platform for its members to connect and socialize with other members of the greater York community. To achieve this, they plan on hosting weekly events at the York University campus.

**Significance**

What is the significance the Magic Club at York to the greater community? The York University campus is home to a multitude of individuals with varying interests, hobbies, and talents. These individuals need to connect and socialize with like-minded peers and there are many official clubs and organizations that do just that. For example, the YUMA (York University Musicians Association) is for students who share a passion for music, and the York E-Sports club is a group for students who enjoy competitive electronic sports. The Magic Club at York is no different. And when such a club struggles with attendance and social media presence, we must act to resolve the problems that they face.

**Issues to be Addressed**

There are three main issues that the club has to overcome:

1. Official Club Registration – The Magic Club at York has to register in order to be recognized as an official club at York University. As per the university’s regulations (http://studentclubs.scld.yorku.ca/club-recognition/), York university clubs have to be renewed every year. The registration period runs from April to September, as well as January. There are other requirements for registration as well, and Lion Media must ensure that the group can fulfil these requirements.
2. Social Media/Advertising – The group’s Facebook page has 150 members. Despite this, there have been low attendance rates for the club’s events in the past since most of its members are inactive. Currently, the group is closed on Facebook, which makes it unappealing to any potential members, and its description reveals little about the club and how to contact its heads. The club should also make use of other social media platforms such as twitter, Instagram, and Discord so that they can reach a wider range of audiences. After all, not everyone has or regularly uses Facebook.
3. Group Structure/Organization – At its current state, the group is disorganized and lacks a clear structure to it in terms of events and scheduling. The types of events that are hosted are arbitrary for the most part, cycling between casual meetups, tournaments, and gatherings at the York Campus.

**Goals**

Here are the primary goals that the organization has to fulfil:

1. Successfully register as an official York University club.
2. Create an effective social media plan. This includes:
   1. Improving the existing Facebook page
   2. Creating accounts for Twitter, Instagram, and Discord
   3. Advertising the club across these platforms
3. Create a monthly plan for the club’s events. This will include dates, times, and event types for every week of the month, and they will be posted on every social media platform for consistency.

**Solutions**

1. Lion Media must fully understand the process of club registration at York University, and ensure that the Magic Club at York successfully meets the various requirements. (http://studentclubs.scld.yorku.ca/club-recognition/). The requirements include but are not limited to: Compliance to presidential regulations 4, 5 and others; 15 York University students as members; completion of Clubs 101 orientation session.
2. Lion Media will design a new Facebook page for the group and can employ SEO techniques and advertising plans so that more York University students can find out about the club. The information found on the group’s page is inadequate; new and informative descriptions, as well as contact information, will have to be created. This will attract potential members and allow them to contact the club’s heads should they wish to join or as questions.
3. Flyers that advertise the Magic Club will help attract attention to the group. It is important to have the club’s contact information and location on the sheet. This is a relatively cost-effective method of advertising, and its price will be discussed in detail below.
4. A monthly schedule will have to be created, that will outline which kinds of events will be hosted on which days and weeks. This will eliminate any guesswork and random choice on the part of the leaders and will create a structure that the club’s members can consistently rely on.

**Here is an example of an event schedule:**

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| **Date** | **Time** | **Event** |
| Dec 3 | 3:00 pm – 6:00 pm | General Meetup |
| Dec 10 | 5:00 pm – 7:00 pm | Standard Format |
| Dec 17 | 5:00 pm – 8:30 pm | Draft Format |
| Dec 24 | 6:pm – Onwards | Dinner Meetup |
| Dec 31 | 5:00 pm – 7:00 pm | Modern Format |

**Costs**

There are no monetary costs for most of the proposed solutions above, and they are easy to maintain; the remade social media page will only have to be updated on a weekly basis, taking up no more than 10 minutes of the group leaders’ time.

As for the flyers, the cost is estimated to be $20-$30 dollars. The printing services at York Lanes charge $0.15 cents per black-and-white page, while Scott Library’s printing services charge $0.10 cents per black-and-white page. The flyers will be single-page, black-and-white advertisements that will contain contact information for the group, and explain what events the group hosts every week. A total number of 200 copies will be printed, which is more than enough to cover most of the high-traffic areas of York University.

**Conclusion**

**Contact Information**

Magic Club at York Official Page - <https://www.facebook.com/groups/107853246000916/about/>

E-Mail: magicclubatyork@gmail.ca

Melissa Eng – [meng@yorku.ca](mailto:meng@yorku.ca)

Xavier Arcamo – 416-939-5035