

The Shield Initiative Project x McMaster University



1) SHIELD DESIGN:

Designers:

- Design a front and back shield design
 - Can be digital or traditional
- Receive feedback from executive team, implementing it into the design
- Communicate with the painter you are paired with for any additional comments

Painters:

- Get paired with a designer to paint the design they create
- When the designing process is done, receive a shield and start painting

Preferred Skills: Some visual arts experience (specifically with painting). We want to emphasize that while previous visual arts experience is preferred, **we are open to accepting all experience** ranging from recreational to academic to professional!

2) SHIELD BUILDING:

- Cutting out shields from wood, sanding them down, priming them with white paint, getting the ready to be painted

3) EVENTS:

- Conceptualizing event ideas, developing detailed plans encompassing logistics and budgets, and collaborating with stakeholders such as club leadership and external vendors.
- On event days;
 - the subcommittee oversees setup and registration
 - ensures the smooth execution of activities
- Post-event;
 - they evaluate the success of each gathering
 - gather feedback
 - refine their approach for future events

4) FINANCE & LOGISTICS TEAM:

- Oversee budgeting, financial planning, and resource allocation
- Submitting financial forms to the MSU
- Communicating with the MSU to manage funds

5) EXTERNAL COMMUNICATION:

- Reach out to sponsors and external vendors
- Maintain relations with other clubs
- Reach out to clubs for possible collabs

6) INTERNAL COMMUNICATION:

- Check in with general members at various time points to check on shield production
- Collect feedback from general members and communicate it to the executive team
- Take meeting Minutes
- Handle mass emails to general members

7) MARKETING & PROMOTIONS TEAM:

- Update and maintain our social media platforms regularly

- Send updates prior to events, capture them and post them on our stories
- Attend events and take pictures/videos the day of