

SciScope

YEAR PLAN

SciScope Coordinators

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McMaster Science Society

2024-2025

**MCMASTER
SCIENCE
SOCIETY**





2023-2024 Year Plan

Letter from the SciScope Coordinators

Hello SciScope Community!

We are excited to step into our roles as the new SciScope Coordinators, ready to bring the dynamic energy of McMaster University's science community to life through engaging and innovative video content. Our goal is to highlight the incredible work of science students, faculty, and events, offering you a glimpse into the heart of our academic community with behind-the-scenes insights, exclusive updates, and much more!

At SciScope, we understand the importance of broadening our reach and maintaining a strong, consistent presence to keep our audience engaged. Our vision is to create content that is not only fun and informative but also bridges the gap between departments, fostering a sense of unity and collaboration across all areas of science. We are deeply committed to promoting diversity and inclusion by featuring a wide range of voices and perspectives in our videos, ensuring that everyone within our community feels seen, heard, and valued.

We would like to express our sincere gratitude to the previous coordinators for their dedication and hard work, which have laid the foundation for us to continue building upon. We are eager to carry forward their legacy while taking the SciScope brand to new heights. We envision a future where SciScope remains a thriving platform that connects, informs, and inspires the entire McMaster community. This is the beginning of an exciting journey, and we are dedicated to creating compelling content that brings our university closer together, strengthens our bonds, and celebrates the diversity that makes our community so unique.

Here's to a vibrant and united future!

Warm regards,



The SciScope Coordinators

Kind Regards,

Jasmine Carter

Juliann Nguyen

Julie Mesha

McMaster Science Society SciScope Coordinators
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TIMELINE

Month	Objective/Project/Event/Goals
June	
July	Events/Projects: 1. Come up with new name 2. Brainstorm our theme for sciscope 3. Collaborate with cinematographers Things to complete: 1. brainstorm ideas for Welcome Week 2. brainstorm video ideas for the year
August	Events/Projects 1. Film Sciscope introduction post 2. Film sciscopes introduction 3. Plan out video ideas 4. Collaborate with Sciclones Things to complete: 1. film + edit SciScope introduction post



	2. film + edit welcome week videos + Tiktoks
September	Events/Projects 1. Welcome Week 2023 videos 2. Start posting on the MacSci Tiktok page Things to complete: 1. Post remaining Welcome Week posts/TikToks 2. Finalize year plan 3. Start emailing professors for future videos 4. Plan with cinematographers timelines for videos
October	Events/Projects 1. SciScope Halloween video 2. SciScope video (possibly on the streets) a. "whats macsci wearing" 3. 2 TikToks Things to complete: 1. Email science professors for future videos 2. Film for 2 October SciScope videos
November	Events/Projects 1. SciScopeMovember Video a. (men's mental health) 2. SciScope exam related video a. destress video (funny) 3. 2 TikToks Things to complete: 1. Film SciScope videos and Tiktoks 2. Plan for decembers videos
December	Events/Projects 1. SciScope Holidays Video a. "what are you grateful for" 2. 2 Tikoks Things to complete: 1. Film SciScope videos and Tiktoks
January	Events/Projects 1. Formaldehyde SciScope Video 2. tentative video?



	3. 2 Tikoks Things to complete: 1. Film SciScope videos and Tiktoks
February	Events/Projects 1. Film women in Stem Day Video 2. Film black History Month Video 3. 2 Tikoks 4. plan with macsci musical Things to complete: 1. Film SciScope videos and Tiktoks 2. Film MacSci Musical BTS
March	Events/Projects 1. Student spotlight video 2. MacSci Musical BTS 3. 2 Tikoks Things to complete: 1. Film SciScope videos and Tiktoks 2. Film MacSci Musical BTS 3. 4. select student for spotlight + film
April	Events/Projects 1. SciScope end of year video recap 2. film a goodbye video / blooper reel 3. 2 Tikoks Things to complete 1. Film SciScope videos and Tiktoks 2. finalize year plan

OBJECTIVES:

Objective 1 : Improve interdepartmental relations	
Description/ Current State	The objective is to foster inclusivity across all departments within the Faculty of Science. Historically, smaller departments such as Physics and Mathematics have been unintentionally sidelined in videos and updates, primarily due to their size. This trend has been recognized



	through a review of past content and during the reflective process of drafting this document. Moving forward, we aim to highlight the unique contributions of every department, ensuring that no area of science goes unnoticed. By doing so, we can celebrate the full spectrum of academic excellence and promote a more comprehensive representation of the Faculty's diverse disciplines.
Goal	Goals: We intend to feature students from various locations such as HH, BSB, ABB, LSB, and the Psychology Building in our videos. This approach will enhance inclusivity and representation while also boosting outreach and fostering stronger connections within the community. Strengths: As students enrolled in a diverse range of departments, we have access to a broad network of professors and peers, which allows us to engage with a wider audience for our videos. Weaknesses: Our challenges may stem from limited resources or time constraints, which could hinder our ability to cover all desired locations and participants. To overcome this, we plan to prioritize efficient scheduling, seek additional support, and leverage our network to ensure comprehensive coverage and representation.
Long Term Implications	Future SciScope coordinators will benefit from an expanded and more diverse network of contacts, enabling them to produce richer and more inclusive content. As the MSS becomes more widely recognized, we can anticipate increased participation and engagement in their activities and events. This visibility will not only strengthen the sense of community within the Faculty of Science but also foster collaboration across departments. Each department will gain insight into the activities and initiatives of others, cultivating a more interconnected and holistic understanding of the growth and development of the entire science community. Moreover, this interconnectedness will promote cross-disciplinary learning opportunities, encourage joint projects, and potentially inspire innovative research endeavors that draw on the strengths of multiple scientific fields. In the long term,



	these efforts will contribute to a more vibrant and cohesive academic environment, where all departments feel valued and actively contribute to the collective success of the Faculty of Science.
Partners	Our key collaborators include professors and faculty members from various academic buildings such as HH, ABB, BSB, LSB, etc. These educators will provide valuable insights, expertise, and access to departmental resources, helping us create content that accurately reflects the diverse academic landscape of the Faculty of Science. Additionally, we will work closely with members of the MSS, particularly those with skills in cinematography and media production. Their expertise will be instrumental in ensuring that our videos and other multimedia content are of high quality and effectively communicate our message. The SciScope team, with its broad knowledge and connections across the university, will also play a crucial role in coordinating efforts, managing logistics, and ensuring that the project runs smoothly.

Objective 2 : Improve diversity and inclusion	
Description/ Current State	- Include students from a variety of cultural and educational backgrounds in our videos. While past videos have been primarily informative, our goal now is to make them more engaging by emphasizing fun activities.
Goal	What you hope to improve (<i>your vision for the improvement!</i>)



	- Create content that allows all programs within the faculty of science to feel represented and included in the video content - Contact students who are going to be featured for spotlights well in advance, so that longer videos are successfully filmed. Strengths We are a team of open-minded and accepting individuals, which enables us to be more receptive to seeking, listening to, and sharing diverse viewpoints. Weaknesses - We will work to set aside societal and personal biases during brainstorming and content creation.
Long Term Implications	Over time, a larger segment of the science community will feel more represented and valued, as our efforts to improve diversity and inclusion create a more welcoming environment for all. By prioritizing these values, the MSS will reinforce its commitment to equity, diversity, and inclusion (EDI), setting a strong precedent for future initiatives. As a result, future SciScope coordinators will benefit from clear and effective examples of how to integrate EDI principles into their work. This will not only help them continue building on these foundations but also inspire them to further innovate in creating content that reflects and celebrates the diversity of our academic community. In the long run, this will contribute to a more inclusive culture within the Faculty of Science, where every member has the opportunity to engage, contribute, and thrive.
Partners	To achieve our goal of enhancing diversity and inclusion, we are committed to engaging a wider range of students from various cultural, ethnic, and academic backgrounds. By actively involving students from underrepresented groups, we aim to ensure that our content reflects the rich diversity of our student body and fosters a more inclusive environment.



	In addition to our student partners, members of the MSS with expertise in cinematography will be pivotal in capturing and presenting this diversity through high-quality video content. The Sciscope team will also play a critical role in identifying and reaching out to diverse student communities, ensuring that our efforts to improve inclusion are both comprehensive and impactful.
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Objective 3 : Improve student engagement	
Description/ Current State	- The previous focus was on longer videos, but this team will shift to creating content in the form of reels and TikToks. The videos will be shorter, with a new, brief intro to boost student engagement and overall viewerships. The content will cover a range of topics, including academics, student life, and science
Goal	- Sharing on tiktok and Instagram using hashtags to cater the algorithm to mcmaster students/students in general - Meet with coordinators to discuss and brainstorm video plans for different platforms. Strengths - We have a solid platform with many followers, our baseline should be able to have a good reach Weaknesses - Making sure that the content we have has reasoning/purpose whether that is a fun or serious video
Long Term Implications	- more reputable content can help us reach more students, so as we release more informational videos, more student will be aware of the things going on within the science faculty
Partners	- Students and faculty in the Science community



EVENTS & PROJECTS

Name of Event/Project: SciSope Video Series	
DATE	August - April
PURPOSE	Promote and expose the MSS and events available for students while also producing entertaining content
PROCEDURE	- brainstorm possible video idea - plan out what to say (intro/outro/script) - reach out to other people if necessary - get supplies/materials if needed - contact cinematographers for availability - film and edit video - post video - post on both Instagram and TikTok - promote on individual stories and interact with post
DIFFICULTIES	- filming or editing delays - posting schedule getting delayed - unable to get professors that are willing to film for us
PARTNERS	Cinematographers - Ella Zhao (cinematography@macsci.ca) - Varun Dhanam (cinematography@macsci.ca)
PROJECTED OUTREACH	McMaster science students of all years
BUDGET	NA