



Master of Museum Studies Student Association (MUSSA)

Faculty of Information, University of Toronto

mussa.ischool@gmail.com | mussa.ca | @mussauoft

Year-End Report

2020-2021

This report highlights MUSSA's notable achievements of the 2020-2021 academic year. It discusses the events and initiatives held, some of the challenges faced by council this year, and a summary of finances.

Membership

In the 2020-2021 year, MUSSA had a total of 134 members (registered students in the Master of Museum Studies (MMSt) program and/or Combined Degree Program (CDP)).

The following officers composed MUSSA's 2020-2021 council:

President	Melissa Mertsis
Vice President/CRO	Jordan Vetter
Secretary	Cassidy Latimer
Treasurer	Jessica Parsons
Social Chair	Chantelle Perreault
Social Assistant	Natalie Scola
Social Media Manager	Hanna Schacter
Social Media Assistant	Sarah Cavaliere
Second-Year Representative	Lindsay Chisholm (resigned Jan 2021) Melissa Mertsis (filled position Jan 2021)
First-Year Representative	Annabelle Kolomeisky
MISC-MUSSA Liaison	Sara Fontes
Musings Administrative Editor	Jaime Meier
Musings Copy Editor	Erika Serodio
Musings Communication Officer	Mia Vujcic
Second-Year Tech Fund Representative	Magali Delgado
First-Year Tech Fund Representative	Jingshu (Helen) Yao
Alumni Association Representative	Chantelle Perreault
Admissions Committee Representative	Madison Carmichael (resigned Nov 2020) Natalie Scola (filled position Nov 2020)
Programs Committee Representative	Christina Ugge
Committee on Standing Representative	Louisa Simmons
Faculty Council Representatives	Melissa Mertsis & Jordan Vetter
UTGSU Representative	Jordan Vetter



Master of Museum Studies Student Association (MUSSA)

Faculty of Information, University of Toronto

mussa.ischool@gmail.com | mussa.ca | @mussauoft

Events & Initiatives Summary

SUMMER

- Spring feedback survey (May) - 6 responses
- Events & Merch survey (June) - 23 responses
- Summer movie night Woman in Gold (June) - 10 attendees
- Merch logo submissions (July) - 10 submissions from 4 individuals
- Summer book club (Summer) - 12 members initially signed up
- Summer movie night with MPOC 13th (July) - 10 attendees
- Summer movie night Angels & Demons (July) - 10 attendees
- Merch logo voting (August) - 37 responses
- Summer trivia night (August) - 6 attendees

FALL

- Fall book club (Fall) - 29 initially signed up
- Orientation (September)
 - Speed Dating Social - 31 attendees
 - Ask an MMSt/CDP Student Panel - 23 attendees
 - Trivia Social - 25 attendees
- AGM (September) - 26 attendees
- DEI at the Faculty of Information (September) - 200+ attendees
- Pumpkin Carving Contest (October) - 9 submissions
- Halloween Movie Night & Costume Contest (October) - 23 attendees/participants
- Trivia Night (November) - 28 attendees
- End of Term Party (December) - 26 participants
- End of Term Raffle Fundraiser (December) - 15 participants
- Virtual High Fives (December) - 51 submissions

WINTER

- Mid-Year Feedback Survey (January) - 13 responses
- Palentines (February) - 79 submissions
- Pet Parade (February) - 25 submissions
- Exhibition Project Q&A + Student Panel (February) - 44 attendees
- Alumni Panel (March) - 27 attendees
- iConference (April) - 35+ attendees
- MMSt Museum "Most Likely To..." Gallery - 19 respondents, over 100 names submitted



Master of Museum Studies Student Association (MUSSA)

Faculty of Information, University of Toronto

mussa.ischool@gmail.com | mussa.ca | @mussauoft

Merchandise Sales Summary

Three of our new merchandise items featured designs by MMSt students - one design by Emily Finbow on a T-Shirt and Crew Neck, and one design by Georgia McKee on a T-Shirt. All other items included the previous Museum Studies logo. While we spent more than anticipated to acquire new merchandise this year, we also sold more than anticipated, and have many items leftover to carry over for future years so that new inventory is not immediately required.

<u>Item</u>	<u>Cost</u>	<u>Quantity Sold</u>	<u>Total Earned</u>	<u>Quantity Carrying Over</u>
Baseball Tee	\$20	2	\$40.00	1
T-Shirt - 2019	\$14	4	\$56.00	6
Crew Neck - 2019	\$28	7	\$196.00	0
Tank Top	\$12	1	\$12.00	1
Mug	\$8	8	\$56.00 (1 comped for raffle)	64
Notebook	\$8	4	\$24.00 (1 comped for raffle)	71
Tote	\$10	6	\$50.00 (1 comped for raffle)	9
T-Shirt - Is this a museum?	\$15	10	\$135.00 (1 comped for raffle)	5
T-Shirt - MMSt	\$15	6	\$90.00	9
Crew Neck - MMSt	\$30	9	\$240.00 (1 comped for raffle)	6
TOTAL		57	\$899.00	172

Expenses	-	\$1,908.30
Merchandise Purchase	-	\$1,747.69
Shipping Fees	-	\$ 160.61
Income	+	\$ 899.00
Sales	+	\$ 899.00
Balance	-	\$1,009.30



Master of Museum Studies Student Association (MUSSA)

Faculty of Information, University of Toronto

mussa.ischool@gmail.com | mussa.ca | @mussauoft

Finances

The table below shows a summary of our expenses and income in 2020-2021. The full End-of-Year Financial Summary can be found [here](#).

	Budgeted	Actual	Difference
Beginning Balance	\$3,660.63	\$3,660.63	
Income	\$3,041.00	\$4,985.23	+\$1,944.23
Expenses	\$2,568.55	\$3,350.59	+\$782.04
<i>Difference (Income - Expenses)</i>	+\$472.45	+\$1,634.64	
Ending Balance	\$4,133.08	\$5,295.27	

Highlights & Achievements

- **Policies & Procedures**
 - Thorough review of our constitution prior to the AGM
 - Fixed grammatical errors and ensured consistent language use throughout
 - Adjusted for procedural clarifications
 - Implemented a clause allowing members to resign
 - Addition of a land acknowledgement and commitment to diversity and inclusion
 - Instituted financial policies to emphasize guidelines for fiscal responsibility
 - Consolidation of budget and financial tracking into one document with automated formulas and data validation to minimize chance of error in reporting
 - Documentation of council protocols and officer expectations, and updated transition documentation to support future years of the council
- **Communications**
 - Developed letterhead template to use across communications for consistency
 - Published all council and social team meeting minutes and MUSEletters online for transparency and ease of access to information
 - Sent out MUSEletters consistently on a weekly basis
 - MUSEletter redesign
 - Introduced template for consistent formatting, including footer to align with brand elements on our website



Master of Museum Studies Student Association (MUSSA)

Faculty of Information, University of Toronto

mussa.ischool@gmail.com | mussa.ca | @mussauoft

- Grouping content by MUSSA/MMStprogram/the iSchool & beyond for reading ease
 - Addition of alt text for all banners and images
- Website updates
 - New footer for consistency across all pages, including our land acknowledgement
 - Created tiles on the homepage to act as shortcuts to pertinent content, rotating throughout the year
 - Introduced events calendar and image archive of past events
- **Events & Initiatives**
 - Student logo submission contest for new merchandise items
 - We featured two student designs on three new merchandise items
 - Transition to remote merch pick-up & delivery, and offering free shipping
 - Started a Museum Studies Book Club
 - Facilitated a variety of new virtual initiatives
 - Creative use of breakout rooms for events
 - Virtual High Fives
 - Palentine's Cards
 - YouTube/Spotify playlists - Feel Good February, Winter Playlist
 - Interactive content on Instagram and Facebook stories, including quizzes and polls
 - MMSt Museum's "Most Likely To..." Gallery
 - Introduced a fundraiser component to our annual raffle at the Winter End of Term Party, to contribute to local initiatives in our community
 - Thanks to Tech Fund and MUSSA for providing a number of prizes, we were able to raise \$183 in raffle ticket sales. 30% of this went to MUSSA, and the remainder was split between two local causes.
 - We donated \$64.05 to [Encampment Support Network Toronto](#) and \$64.05 to [UofT Emergency Food Bank](#).
 - Brought back the iConference after a year hiatus, in collaboration with MISC and the Faculty
 - Introduced a student initiative fund to support student events and activities
- **Strengthened our commitment to DEI initiatives within the program and faculty**
 - Working with the program Director, Dean, other faculty, Student Services, and Museum Professionals of Colour to promote the adoption of the MMSt Action Plan
 - Participated in a panel on Diversity & Inclusion at the iSchool
 - Contributed resources for students to be involved in supporting the Black Lives Matter movement, and Stop Asian Hate movement



Master of Museum Studies Student Association (MUSSA)

Faculty of Information, University of Toronto

mussa.ischool@gmail.com | mussa.ca | @mussauoft

Challenges & Lessons Learned

Being remote due to COVID-19 presented many unique challenges, most notably screen fatigue of students. To combat this, drop-in events where students could come and go as they wished proved more successful, or allowing students to choose which activity they participated in through the use of different breakout rooms. Having virtual submissions and sharing results or initiatives virtually, for example the Palentines and music playlists, allowed more passive participation and had higher levels of engagement than most live events.

As everyone's schedules felt very heavy in this last year and many of us had limited attention spans online, we tended towards hosting social events over professional development events. These were easier for students to participate in and less of a mental burden on top of the other responsibilities students are trying to keep up with. More professional development activities, in collaboration with the Faculty, are still encouraged in future years, if this is something students express an interest in.

Student Feedback

A mid-year survey was completed to understand student experiences and how MUSSA can better support MMSt and CDP students. A full summary of the results can be found [here](#).

Suggestions for Next Year

We encourage the incoming council to continue planning in a way that is responsive to student interests, needs and concerns. Being flexible and coming up with creative methods of virtual engagement are critical.

In their position-specific transition documents, MUSSA Officers have detailed highlights and challenges from this past year, along with recommendations for continuity and improvements that can be carried forward into the following year. The incoming council is encouraged to act on these suggestions and ideas, and to use the resources established by the outgoing council!