



2018-2019 Executive Board Meeting

Topic: Executive Board Meeting 18-27
Date & Time: Thursday, March 7, 2019
 11:30 a.m.
Place: MSU Boardroom, MUSC 201

| Items: | Time | | |
|---------------|-------------|---------------------------------------------------------------------------------------------------------------------------|------------------|
| | 1) | Adopt Agenda | |
| | 2) | Adopt Minutes EB 18-26 | |
| | 3) | Horizons Report | Emma Tomas |
| | 4) | Maroons Report | Breanna Gilpin |
| | 5) | PCC Report | Miranda Clayton |
| | 6) | SCSN Report | Rohan Lohana |
| | 7) | SHEC Report | Adrianna Michell |
| | 8) | OPERATING POLICY – WGEN & Executive Job Descriptions | Epifano |
| | 9) | OPERATING POLICY – MARKETING COMMUNICATIONS DEPARTMENT & Proposed Job Description – Media Production Coordinator | Robinson |
| | 20 | 10) Committee of the Whole – Organizational Updates (Feedback from PTMs about EB) | Farah |
| | | 11) Committee of the Whole – Services | Epifano |
| | | 12) Closed Session | Epifano |

| Objectives | | |
|-------------------|-----|--------------------------------------------|
| | 1) | Adopt Agenda |
| | 2) | Adopt Minutes |
| | 3) | Report |
| | 4) | Report |
| | 5) | Report |
| | 6) | Report |
| | 7) | Report |
| | 8) | Approval |
| | 9) | Approval |
| | 10) | Approval/Discussion |
| | 11) | Approval/Discussion |
| | 12) | Approval |
| | 13) | Provide Information & Answer Questions |
| | 14) | Unfinished/Other Business |
| | 15) | Time of Next Meeting and Motion to Adjourn |

Motions

- 8.a)** **Moved** by Epifano, **seconded** by ____ that the Executive Board approve the changes to OPERATING POLICY – WOMEN AND GENDER EQUITY NETWORK, as circulated and attached.
- 8.b)** **Moved** by Epifano, **seconded** by ____ that the Executive Board approve the creation of the WGEN Research Coordinator and WGEN Logistics Coordinator job descriptions, and the changes to the WGEN Community Events and Planning Coordinator, and WGEN Social and Political Advocacy Coordinator job descriptions, as circulated and attached.

- 9.a) **Moved** by Robinson, **seconded** by _____ that the Executive Board approve the changes to OPERATING POLICY – MARKETING COMMUNICATIONS DEPARTMENT, as circulated and attached.
- 9.b) **Moved** by Robinson, **seconded** by _____ that the Executive Board approve the creation of the Media Production Coordinator job description, as circulated and attached
10. **Moved** by Farah, **seconded** by _____ that the Executive Board move into Committee of the Whole to discuss the topic on the agenda, as circulated.
11. **Moved** by Epifano, **seconded** by _____ that the Executive Board move into Committee of the Whole to discuss Services.

Executive Board Meeting 18-27
Thursday, March 7, 2019 @ 11:30am
MSU Boardroom, MUSC room 201

Called to Order 11:32am

Present Farah, Gandzi, Hackett, Robinson, Roshan, Warwani
Late Epifano
Absent Bertolo, Florean
Others Present J. McGowan (General Manager), V. Scott (Recording Secretary), M. Wooder (MCD), Miranda Clayton (PCC Coordinator, Jocelyn Heaton (WGEN Coordinator), Sarah Figueiredo (AVP (Services))

1. Adopt Agenda

Moved by Robinson, **seconded** by Warwani to adopt the agenda, as presented.

Passes Unanimously

2. Adopt Minutes

Moved by Robinson, **seconded** by Gandzi to adopt the minutes of Executive Board meetings 18-26 – February 28, 2019, as circulated.

Passes Unanimously

3. OPERATING POLICY – MARKETING COMMUNICATIONS DEPARTMENT & Proposed Job Description – Media Production Coordinator

- Robinson went over the memo with the Board.
- Hackett asked about the role of Media Production Coordinator, and if it was supposed to go to the Wage Review Committee and if it was a full-time or part-time role.
- Robinson responded that it will be a part-time position, and it will be going to the Wage Review Committee to find out the wage/hours.
- Hackett asked if there was overlap between the Communications Officer position and the proposed role.
- Robinson stated that this was an increase of capacity of the department so that the Comms Officer was able to do more in their role.
- Wooder explained that currently the Comms Officer has been saying no to a lot of projects due to the lack of hours in the day to do them.

Epifano arrived at 11:36am

a) OPERATING POLICY – MARKETING COMMUNICATIONS DEPARTMENT

Moved by Robinson, **seconded** by Gandzi that the Executive Board approve the changes to OPERATING POLICY – MARKETING COMMUNICATIONS DEPARTMENT, as circulated and attached.

Passes Unanimously

b) Proposed Job Description

Moved by Robinson, **seconded** by Roshan that the Executive Board approve the creation of the Media Production Coordinator job description, as circulated and attached

Passes Unanimously**4. PCC Report – Miranda Clayton presented**

- Clayton summarized the report.

Questions

- Robinson asked who sent the email about the \$600 charge for the operation supplies. Clayton responded that Maggie did, they stated that it was for the windows getting the paint taken off. Robinson stated that it should have been charged to cap expenses.
- Robinson asked about the volunteers and service usage. Clayton responded that they have been getting a lot of community users in the space, and it wasn't just volunteers. They added that they have noticed that the service has been getting more attention from grad students than thought. Clayton stated that it would be interesting to explore possibly making it a joint service between the MSU and GSA, as grad students don't have anything with the GSA and constantly have questions.
- Warwani asked if there was anyone who could help out when Clayton is trying to balance getting their placement done. Clayton responded that they spoke to their team about it but everyone has been struggling with their own things, and no one wants to be responsible for the service for a period of time. Clayton stated that since the service was winding down they didn't care as much as it was an issue a couple of weeks ago.
- Wooder thanked Clayton for their service to the MSU, and for overseeing the re-branding this year and having new conceptualization of the space.

5. Horizons Report – report attached

- Epifano went over the report.

Questions

- Wooder stated that he and the Comms Officer met with the exec and did the first part of comms training.

6. Maroons Report – report attached

- Epifano went over the report.

Questions

- Warwani asked if they had looked into LRW for space booking. Epifano responded that it's booked through Humanities, but it also depends on the type event they would want to run.

7. SCSN Report – report attached

- Epifano went over the report.

8. SHEC Report – report attached

- Epifano went over the report.

Questions

- Gandzi asked if the PTM could elaborate on the uncompleted February objectives.
- Hackett asked how the Board could support PTMs who state they're overworked and busy. Epifano responded that it was a common theme across PTMs, and when it's brought up they get the PTMs to track their hours to see what they're spending time on and to see if they could remove anything that wasn't necessary. Epifano stated that the overworked part could be coming from emotional labour, and

not physical labour. They added that they have told the PTMs they could track their hours and bring it to EB if they felt like they have done more. Epifano stated that they don't know how they could better support the PTMs or tell them to stop working so hard.

- Hackett asked how they could curb emotional labour and what could be done to support that.
- Warwani asked if Epifano had spoken to the PTM to possibly give more responsibility to the incoming PTM. Epifano responded that they had, but the PTM hasn't followed up on it.

9. Committee of the Whole – Organizational Updates (Feedback from PTMs about EB)

Moved by Farah, **seconded** by Gandzi that the Executive Board move into Committee of the Whole to discuss the topic on the agenda, as circulated.

Passes Unanimously

Moved by Farah, **seconded** by Epifano that the Executive Board move out of Committee of the Whole and to Rise and Report.

Passes Unanimously

Rise and Report

- Farah reported that the Executive Board went over the feedback provided from the PTMs that was circulated prior to the meeting.

10. OPERATING POLICY – WGEN & Executive Job Descriptions

- Epifano and Heaton went over the memo with the Board.
- Epifano pointed out that the roles do exist in other services so WGEN has followed suit.

a) OPERATING POLICY – WGEN

Moved by Epifano, **seconded** by Robinson that the Executive Board approve the changes to OPERATING POLICY – WOMEN AND GENDER EQUITY NETWORK, as circulated and attached.

Passes Unanimously

b) Job Descriptions

Moved by Epifano, **seconded** by Gandzi that the Executive Board approve the creation of the WGEN Research Coordinator and WGEN Logistics Coordinator job descriptions, and the changes to the WGEN Community Events and Planning Coordinator, and WGEN Social and Political Advocacy Coordinator job descriptions, as circulated and attached.

Passes Unanimously

11. Closed Session

Moved by Epifano, **seconded** by Robinson that the Executive Board move into Closed Session.

Passes Unanimously

12. Return to Open Session

Information and Questions

- McGowan reported that they had met with the University Fees Committee to discuss the impact of the announcement for ancillary fees. They stated that they will be moving forward with info to the SRA with concepts associated while trying to get confirmation of which fees are essential.
- Figueiredo reported that the Maroons and SCSN surveys closed yesterday, and that the SCSN Services Review will be finished to be brought to the Board next week.
- Epifano reported that they were done hiring.
- Robinson reported that they had some good meetings with the AVP of Facilities, and that they are moving forward with creating an advisory committee with students for input on accessibility and deferred maintenance.
- Warwani reported that they went to OUSA GA and the Student Financial Aid paper passed.
- Roshan announced that he had met with the Health Sciences students who were interested in running for SRA.
- Wooder reported that SRA General Election voting was happening over the weekend, and that there were 79 candidates who ran. MSU General Assembly will be March 20, with agenda items due by March 13 to the Speaker.

13. Adjournment and Time of Next Meeting**Time of Next Meeting:**

**Thursday, March 14, 2019
11:30am
MSU Boardroom, MUSC 201**

Moved by Gandzi, **seconded** by Farah that the Executive Board meeting be adjourned.

Passes by General Consent

Adjourned at 1:33pm

/vs



OPERATING POLICY – MARKETING & COMMUNICATIONS

1. PURPOSE

- 1.1 To coordinate all marketing and advertising campaigns with the MSU. To develop long-term marketing strategies for the MSU. The department will play a significant role in the creation and consolidation of the MSU's public image and will work to increase communication between the MSU, the students of McMaster University, and the external community.

2. OPERATING PARAMETERS

- 2.1 The Marketing & Communications Department shall:
 - 2.1.1 Be responsible for promoting the mission, vision, and goals of the MSU;
 - 2.1.2 Operate year-round with the objective of continually improving public relations for the MSU with the students and the external community;
 - 2.1.3 Work with the Vice-President (Education) and the Student Community Support Network to profile the positive interactions/events of McMaster students within the community;
 - 2.1.4 Be responsible for promoting awareness of all MSU departments to the McMaster community and assisting MSU departments in developing best practices with respect to communications and promotions;
 - 2.1.5 Consult with MSU departments to facilitate communication with the McMaster community;
 - 2.1.6 Serve as the central coordinator of all marketing campaigns performed by the MSU to ensure that a uniform image is maintained by all departments;
 - 2.1.7 Profile the SRA, Executive Board, and Board of Directors and assist the Board of Directors in all dealings with the media and community.

3. PERSONNEL

- 3.1 The Marketing & Communications department shall consist of:
 - 3.1.1 The Marketing & Communications Director (MCD), hired by and responsible to the Board of Directors through the General Manager;

- 3.1.2 The Communications Officer, full time Student Opportunity Position, hired by and responsible to the Board of Directors through the MCD;
- 3.1.3 The Public Relations Assistant, who shall be hired by and responsible to the MCD;
- 3.1.4 The Social Media Coordinator, who shall be hired by and responsible to the MCD.

4. MARKETING & COMMUNICATIONS DIRECTOR

4.1 The Marketing & Communications Director shall:

- 4.1.1 Be responsible for promoting the mission, vision, and goals of the McMaster Students Union through marketing, advertising, promotional, and publicity campaigns;
- 4.1.2 Support and advise the Board of Directors and General Manager with public and government relations strategies and initiatives;
- 4.1.3 Manage and oversee the activities of the department and its personnel;
- 4.1.4 Be responsible for liaising with all MSU departments for the purpose of maintaining the unity of the MSU's public image;
- 4.1.5 Develop and implement marketing initiatives to assist in the growth of revenue generating activities of the MSU;
- 4.1.6 Support the Vice-President (Education) in advocacy and awareness campaigns;
- 4.1.7 Perform duties outlined in the Marketing & Communications Director job description;
- 4.1.8 Ensure that the following operating policies are upheld: SERVICES, PROMOTIONS & ADVERTISING, and MARKETING & COMMUNICATIONS DEPARTMENT.

5. COMMUNICATIONS OFFICER

5.1. The Communications Officer (CO) shall:

- 5.1.1. Perform communications and marketing work at the discretion of the MCD;
- 5.1.2. Act as a resource for all MSU Services and Businesses;
- 5.1.3. Perform other duties as outlined in the Communications Officer job description.

6. PUBLIC RELATIONS ASSISTANT

6.1. The Public Relations Assistant shall:

- 6.1.1. Assist the MCD in promoting the public image of the MSU;

6.1.2. Perform other duties as outlined in the Public Relations Assistant job description.

7. SOCIAL MEDIA COORDINATOR

7.1. The Social Media Coordinator shall:

7.1.1. Be responsible for managing the online presence of the MSU on various social media platforms;

7.1.2. Liaise with all MSU departments to assist them in developing their own social media presence;

7.1.3. Perform other duties as outlined in the Social Media Coordinator job description.

8. Media Production Coordinator

8.1. The Media production Coordinator shall:

8.1.1. Be responsible for the development and creation of digital media content for MSU services, committees, the education team and the Board of Directors. This can include videography, photography and other mediums of digital media.

8.1.2. Work collaboratively with the Communications Officer to manage the creation of media content.

~~7.1.3-8.1.3.~~ Perform other duties as outlined in the Media Production Coordinator job description.

8.9. SCOPE AND DUTIES

8.1 The Marketing & Communications department will manage the following platforms and avenues of communication, and shall work with the MSU departments to produce content for each:

- 8.1.1 The MSU website, including all news stories, spotlights, public announcements and social media linkages. The MSU website is to be the primary tool for communication from the MSU;
- 8.1.2 The MSU's social media presence on Facebook, Twitter, and other social media outlets;
- 8.1.3 The President's Page in *The Silhouette* and any other promotional materials published through on-campus media outlets;
- 8.1.4 Assist in the development and production of MSU video content when needed;
- 8.1.5 Assist in developing and executing a marketing and publicity plan for the annual General Assembly.

8.2 The Marketing & Communications department shall oversee the development and use of the following, instructing individual departments on how to use the following, when necessary:

- 8.2.1 The MSU brand, including any and all logos, slogans, images, and colours that are associated with the MSU;
- 8.2.2 The MSU Visual Identity Guide, which is to be used as the primary document outlining the appropriate use of images, fonts, colours, and logos associated with the MSU;

8.2.3 The MSU's social media strategy.

- 8.3 Any substantial policy changes with regard to communications in the MSU shall be subject to approval by the Executive Board. Substantial changes include, but are not limited to, changes to department logos or slogans; amendments to this operation policy; and changes to the MSU's Visual Identity Guide.
- 8.4 The Marketing & Communications department shall publish material at the direction of the Board of Directors. The SRA may direct the Board of Directors to publish material communicating and particular view or opinion through any or all avenues of communication that are at the disposal of the MSU.



JOB DESCRIPTION

Position Title: Media Production Coordinator

Term of Office: September 1 – April 30

Supervisor: Director of Marketing & Communications

Remuneration: TBD

Hours of Work: TBD

General Scope of Duties

Responsible for the development and creation of digital media content for MSU services, committees, and the Board of Directors. Content creation can include videography, photography, and other media production formats. The Digital Media Specialist organizes, coordinates and produces content at the direction of the Marketing & Communications department. Liaises with services, departments, students and other University stakeholders to ensure timely completion of multiple projects. Attend on and off-campus events to record, photograph and document such events. Transports and operates production equipment for field and studio productions. Duties include, but are not limited to; video design and editing, photography and photo editing, and as well as new mediums of digital media production.

Major Duties and Responsibilities

| Category | Percent | Specifics |
|----------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Content Development and Maintenance Function | 70% | <ul style="list-style-type: none"> ▪ Design, coordinate and produce, digital asset production for MSU services, the Board of Directors, and appropriate clients on behalf of the Communications team. This includes videography, photography and other mediums of production. ▪ Communicate with the Director of Marketing & Communications to co-ordinate completion of projects, including video, photography and asset creation. ▪ Assist part-time staff and volunteers of MSU services and business units with videography, photography and other mediums of production. |
| Other | 30% | <ul style="list-style-type: none"> ▪ The scope of job requires occasional attendance of evening and/or weekend activities. Occasional travel for production projects, workshops, seminars and University events is required. ▪ Consultations with clients in regards to a projects scope, desired outcomes and strategies. ▪ Provide support to the rest of the Communications team |

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- | | |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none">▪ In coordination with the Communications Officer, responsible for the inventory and maintenance of all related equipment, ensuring it is up to date and meets the needs of the department by researching, evaluating, and recommending equipment purchases |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Knowledge, Skills and Abilities

- Must have skills related to photography, videography and digital content creation
- High degree of skill with industry standard programs, specifically Adobe Creative Suite i.e. Photoshop, InDesign, Illustrator, After Effects, Premier Pro, and any other relevant web or print design-based programs.
- Must be able to work with Windows based workstations.
- Creativity required to meet client demands
- Must have organizational & time management skills.
- Must be personable and flexible enough to deal effectively with a wide demographic and skill set
- Strong computer background is preferred.
- Must have good interpersonal and communication skills to be able to deal with a variety of different individuals including clients, students, peers, and superiors.

Effort & Responsibility

- Responsible for design and production jobs of varying sizes throughout the year
- Must be able to receive direction and work independently with firm deadlines
- Meet regularly with the Director of Marketing and Communication to receive feedback/changes, review upcoming events, assignments and communication strategies
- Maintain a positive image of the MSU by displaying high standards of service, integrity, punctuality, and professionalism

Working Conditions

- Office environment
- Long periods of time are spent sitting at a desk and focusing on small details.
- Must be able to work effectively and creatively through constant interruptions of varying severity.
- Time demands may exceed stated hours of work.
- Event coverage may be outdoors or offsite

Training and Experience

- Competent on Windows PC platforms.
- Previous experience in marketing, advertising, mass communication, public relations, or other related field

Equipment

- Computer & editing software
- Videography equipment
- Camera, lenses, external flash, tripod, microphones
- Meridian phone system
- Printer



REPORT

From the office of the...

Pride Community Centre Coordinator

TO: Members of the Executive Board
FROM: Miranda Clayton
SUBJECT: Pride Community Centre Report 7
DATE: March 4, 2019

YEARPLAN UPDATE

March was originally supposed to be History Week but we moved it to February. This month will have the 2SLGBTQ+ forum towards the end (date/time/location TBD) and that's our last event from the yearplan unless we decide to run some stressbusters during exams. We accomplished everything on the yearplan except Bi+ Day of Visibility Programming, LGBT Dictionary, and the Single Mingle. Those were all smaller events that we ended up scrapping to focus on more meaningful ones due to unforeseen circumstances. Regardless, I feel good about what we have accomplished this year and I feel I have provided a solid foundation for the PCC to build on in the future.

SERVICE USAGE

We are continuing to have good service usage. We are getting to be extremely popular in the afternoon with at least 5 people in the space every hour from 12:30 onwards, sometimes surpassing 10. It is not necessarily the same people either, we have good flow in and out. The "closed" space is also seeing good usage of people working at the desks so I think the space is nicely serving it's dual function. Support group attendance has been about the same as usual and we are seeing more people book one on one support through our social media.

PAST EVENTS, PROJECTS & ACTIVITIES


Since my last report we held the Pride Day Games with Athletics & Recreation as well as Transcendence, which is our trans week. We were also supposed to have the drag show with Campus Events but that has been rescheduled due to a snow day and will be happening this week. 2 Transcendence events were also rescheduled to this week due to a snow day. Transcendence week went well with all our events getting attendance although not as much as we hoped due to inclement weather. The Pride Day Games went really well and we ran out of all sizes of t-shirt far before the day was over. People were very invested in getting shirts and it has been fun to see people wearing them around campus and to our events after the fact. The panel before the games

was not well attended but I feel that is in part due to the time. No university student is going to bother getting to campus before noon on a weekend and the panel was in the morning. Overall it was a fun day promoting our space and giving out free swag. I would like to see this event happen again in the future.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We have our rescheduled events this week and our last big event of the year will be the 2SLGBTQI+ Forum. The forum used to happen in the past but is something that stopped happening a number of years ago for unknown reasons. The forum is somewhat of a drop-in conference that students can come to for a while to partake in discussion tables they are comfortable with. Each table is a different topic and comes with a facilitator to ask questions and a transcriber to note down pertinent points without any identifying information. The plan is to use this information to guide advocacy efforts for the future. I would also like to present this information to EIO for their uses and I am thinking it would be wise to partner with them for this event for both resources and promotional power. Other than the forum I am thinking a year-end shebang would be fun since it will likely be in the budget and the Non-Denominational Winter Holiday Shebang was a success.

BUDGET

| <i>McMaster Student's Union</i> | | | | | | | |
|-------------------------------------------------------------------------------------|-----------------|---------------|------------------|-----------------|------------------|------------------|---------------|
| <i>Dept. 0119 - QSCC</i> | | | | | | | |
| <i>For the Nine Months Ending Thursday, January 31, 2019</i> | | | | | | | |
|  | Current | Prior Yr. | Current | Prior Yr. | Prior Yr. | Approved | % Budget |
| | Month | Month | YTD | YTD | YE | Budget | Used |
| | January | January | 2018-19 | 2017-18 | 2017-18 | 2019 | To Date |
| All: | | | | | | | |
| 5003-0119 QSCC - OFFICE SUPPLIES | | | 684.29 | | | 60.00 | 1140.48% |
| 5101-0119 QSCC - TELEPHONE | | 50.30 | 251.50 | 452.70 | 603.60 | 600.00 | 41.92% |
| 5202-0119 QSCC - COMMUNITY OUTREACH | | | 79.57 | | 36.97 | 100.00 | 79.57% |
| 6102-0119 QSCC - ANNUAL CAMPAIGNS | 741.36 | 25.00 | 1,722.13 | 290.41 | 456.69 | 3,300.00 | 52.19% |
| 6494-0119 QSCC - VOLUNTEER RECOGNITION | | | -40.00 | | 500.00 | 500.00 | (8.00%) |
| 6501-0119 QSCC - ADV. & PROMO. | | | 666.17 | 1,900.00 | 1,655.08 | 1,500.00 | 44.41% |
| 6604-0119 QSCC - RESOURCE PURCHASES | | | | | | 100.00 | 0.00% |
| 6804-0119 QSCC - TRAINING EXPENSE | 103.27 | | 137.79 | 228.08 | 228.08 | 500.00 | 27.56% |
| 7001-0119 QSCC - WAGES | 397.88 | 394.69 | 6,745.80 | 5,230.70 | 7,355.27 | 8,500.00 | 79.36% |
| 7101-0119 QSCC - BENEFITS | 20.90 | 28.49 | 541.54 | 406.24 | 550.74 | 595.00 | 91.02% |
| 8001-0119 QSCC - DEPRECIATION EXPENSE | | | 202.64 | 202.64 | 303.96 | 300.00 | 67.55% |
| Total All | 1,263.41 | 498.48 | 10,991.43 | 8,710.77 | 11,690.39 | 16,055.00 | 68.46% |
| | | | | | | | 75.00% |

We are still in line with where our budget should be with the exception of our “office supplies” line. When I asked about where the money in that line was spent I was informed “There was a charge for paint removal & window covering paid to Dee Signs for \$658.34 and a credit of \$56.49 from Ikea for items that were returned.” Again, if someone could remind me why that is there I would appreciate it.

Otherwise, we are doing fine. Since January 31st I have been tying up loose budget ends I spoke about in my last report and we spent money on Trans Week. All of that added up is approximately \$300 out of the Annual Campaigns line because we were able to secure collaboration money. This leaves us with lots to work for to put on a great forum, lovely end of year celebration for volunteers, and fun-tastic Shebang for everyone else. I forgot to get our balance from Underground because I have not been my best lately (read all about it in Challenges) but since January 31st we have only purchased promotional materials for Transcendence and exec hiring so we should be fine.

VOLUNTEERS

Our new volunteers have settled in and we are handling issues as they arise as always. There has been lots of shift switching lately due to illness and weather but since we hired more volunteers it has been much easier to ensure we have shifts covered. We are in the process of finally getting around to planning a big volunteer appreciation party because we have barely touched the volunteer appreciation budget due to cancellations from inclement weather.

CURRENT CHALLENGES

I am struggling to balance school, this job, and my life. One of my classes has a much heavier workload than what is normal for social work and my placement kicked it into high gear for the remainder of the year. As a result I feel very out of the loop on this job and like I'm behind all the time because I'm not as ahead of my work as I was last semester. I am feeling rather burnt out as I have already been in this job for a full year as of March 1 with no breaks besides the odd weekend here and there. If I were not in placement 16-24 hours a week this would not be an issue but I'm really dragging myself across the finish line. I explored the options of a leave of absence, transferring some hours to my incoming PTM, or just ending my contract early but nothing has panned out yet because my incoming PTM does not feel he is in a position to take on any PTM responsibilities in my absence at the moment. Luckily we are winding down in programming for the year and only have one major event left to plan. Other than that I'm just tying up loose ends and transitioning Drew into the role.

SUCCESESSES

A recently out trans woman emailed me a while after our What A Look event to tell me that event helped her discover she loves nail polish and she wants to know if we have more colours for her to try. This person had emailed me when she was initially beginning to question her gender looking for assistance and I outlined what we could do for her and some other places she could go for more formal counselling. She has become a regular and I've been fortunate to watch her blossom with confidence and start the process on living her truth. I am happy we have been able to connect so many students like her to each other and resources this year.



REPORT

From the office of the...

Horizons Conference Coordinator

TO: Members of the Executive Board
FROM: Emma Tomas
SUBJECT: Horizons Report 2
DATE: March 5, 2019

YEARPLAN UPDATE

Since my last report (February 7th) I have hired a full Planning Team! The need to reopen applications for two weeks did push back the goal timeline by a week, but led to great results. The team is currently working to complete their plans for the conference, as well as get to know each other better and foster a safe environment to begin planning. I have had individual meetings with each person to discuss their role, answer questions, and get to know them better. I hope to complete multiple one-on-one meetings throughout the year as a way of supporting the team.

Within the next few weeks we aim to have completed all Planning Team plans for the conference, as well as establish expectations, guidelines, and sources of support between the team. I have confirmed the Housing & Conference Contract and am working with the Events team to book additional spaces as per the year plan. Sponsorship & Fundraising aims to have their package distributed to on-campus partners by the end of March, with external partners early April.

SERVICE USAGE

There are currently 10 Planning Team members, making a total of 11 individuals using the service as the Planning Team.

PAST EVENTS, PROJECTS & ACTIVITIES

At the beginning of February, Horizons along with Spark, FYC, Maroons, and CLAY hosted the two part 'Applicants Workshop'. More than 40 students attend, where completed rotations about resume/CV creation, written applications, as well as 1-on-1 and group interviews. All the feedback was very positive, with students appreciating the option to grab take-home information sheets if they were unable to attend for the duration.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We are running two Fundraising events throughout the month of March. Firstly, is a Bottle Drive between March 18th-20th, that perfectly follows the busy St. Patrick's Day weekend. We will collect bottles from the driveways of

students and drop them off at the Beer Store to collect the funds. This event has been run in the past with Horizons and been successful. We will also be hosting a Textbooks 4 Change fundraiser from March 25-31st that will be promoted beginning March 21st. This was done with CLAY in 2018 and raised over \$400 per team. We anticipate that we will raise much more when organizing the event ourselves.

BUDGET

Currently no money has been spent for the budget as the conference is still in its initial planning stages.

I have confirmed the contract with Housing & Conference services to secure Les Prince Hall for the weekend as well as two Centro breakfasts (successfully done in 2018). This cost is \$11.95 per person, totaling \$6,453 for both mornings. Delegates and staff all commented on the benefits of having a large and sustaining breakfast that allowed them to bring along an apple/snack for the busy mornings. For this reason, I feel confident in approving these breakfasts despite the large cost.

I am working to complete a more detailed budget outline.

| <i>ACCOUNT CODE</i> | <i>ITEM</i> | <i>BUDGET / COST</i> |
|----------------------------------------------|---------------------|----------------------|
| | TOTAL SPENT IN LINE | |
| | REMAINING IN LINE | |
| | TOTAL SPENT IN LINE | |
| | REMAINING IN LINE | |
| | TOTAL SPENT IN LINE | |
| | REMAINING IN LINE | |
| | TOTAL SPENT IN LINE | |
| | REMAINING IN LINE | |
| TOTALS | | |
| TOTAL BUDGETED DISCRETIONARY SPENDING | | |
| TOTAL ACTUAL DISCRETIONARY SPENDING | | |
| REMAINING DISCRETIONARY SPENDING | | |

VOLUNTEERS

The team is bonding very well! Some members became friends through attending the conference or other commitments, yet the dynamic has been very welcoming and inclusive so far. Everyone has been commenting on each other's posts, and enthusiastically welcomed the two execs hired in the later round of hiring. We have had a staff dinner where I bought mugs and cards for

everyone as an early 'thank you' gift! That was a very fun night where all, but one, member was able to attend! We are having our first meeting on Thursday. The team is also completing all necessary trainings (for example Network Trainings with Pauline and Promo Training for Outreach/Media) within the next two weeks.

CURRENT CHALLENGES

Currently there are no major challenges for the conference. It may be a challenge to ensure the Planning Team gets started right away on executing their conference plans. However, I doubt this will be a problem based on the passion and excitement of the team so far, as well as their realistic understandings of each role.

SUCSESSES

The Planning Team promoted the second round of applications extremely well! They were creative and promoted the applications on a variety of platforms that lead to over 30 applications for the roles. This was very exciting for me and highlighted how enthusiastic everyone is about the conference.



REPORT

From the office of the...

MSU Maroons Coordinator

TO: Members of the Executive Board
FROM: Breanna Gilpin
SUBJECT: MSU Maroons Report 6
DATE: Thursday, March 7, 2019

YEARPLAN UPDATE

Since the last report, I have had the chance to dive into my winter term plan. I am happy to say that I have hit almost all of the SMART goals set out. In terms of Athletics, (I touched on this in the previous report) but we have increased participation in both non-maroon and maroon reps on the intramural sport teams. Now that sign-ups are finalized, I can confirm that the intitial benchmarks of an over 50% increase from both populations has been surpassed. Next, instead of a Pack the House event, we collaborated with Athletics and Recreation to support the Bell Let's Talk game, the Pride game and the OUA quarterfinals. All three of these events had a great turnout and we were able to promote our service in addition to those with which we worked. My final goal was to reintroduce streaming. Unfortunately, this will not be an option because we do not have the copyright privileges. As a replacement we offered lowkey team bonding events for our team to watch the games!

In terms of promotions, we are excelling. We have increased our followers on Instagram to over 900 which surpassed the initial benchmark that we created. Additionally, we have increased the number of Facebook posts, Instagram posts as well as Instagram stories. In addition, Lauren Arnold has started to maintain story highlights on our home page for Instagram and upload our photos from events into an album on our Facebook page. These have increased our views and increased our overall presence in terms of social media.

In terms of social, my year plan was vague (alluding to supporting Maja in running her events). As mentioned in my previous EB report, she is both ambitious and innovative. Since the last report, Maja has collaborated with various services and put on quite a few events that have had great interest and participation from the student body.

The final section of my term plan was in relation to team dynamic. We have increased the overall number of pod and member interactions in our groups and have given a continuous stream of positive reinforcement to our team

(because they have been working hard and deserve it!). We have also increased the number of overall informal team events. We have seen a large increase in overall participation by the team. I am very pleased to see more faces and to see a greater commitment from a decent portion of the team!

Overall, I am pleased that everything has been going well in terms of execution this term!

SERVICE USAGE

Service usage is a little bit difficult to quantify just because we volunteer at a large variety of events that have a large variety of requirements. In terms of our live streams we had over 2600 views. Smitten had approximately 60-75 students, but our online interest were at 123. Skate night was our lowest attended event at just over 25, but this has also been the highest attended skate night I have seen. In terms of tabling, we were able to provide a constant stream of reps for all of the required time slots. The three sports games also had high attendance from our rep base. I think that the service has done really well this term for engagement with the team and overall student body.

PAST EVENTS, PROJECTS & ACTIVITIES

Presidential Elections Tabling

In collaboration with MSU elections, we assisted with tabling in MUSC. For two days we assisted in communicating to students how and when to vote. It seemed a success and we were able to speak with quite a few students!

Bell Let's Talk Game

In collaboration with Ath&Rec we attended the Bell Let's Talk Game. We made this event mandatory for all reps and saw the vast majority attend. Unfortunately, not everyone was in attendance but it was great to support our athletes and get together as a team in the beginning of the term.

Interview Livestream

Similar to the house hunters event we held in first term, we held an interview livestream for all years. The purpose of the livestream is to answer any questions that the general undergraduate population has in regards to applying for any rep position for the upcoming year. We distributed a google form for students and had three reps answer questions. The video has over 2600 views so there was some FANTASTIC reach to the undergraduate population. S/o to Maja!

Pride Game

Another mandatory sports game that attended was the pride game. This was in collaboration with the PCC. Our reps attended and supported our athletes as well as celebrated pride! For this event we reached out to the external community that we knew to try to increase the attendance. In addition, we held a social media promotion contest which increased our following by over a hundred accounts! Part of our prize was to have two students rep along with us in suits, so we met two LOVELY students who helped bring Mac pride and it was GREAT!

Skate Night

This event was in collaboration with SCSN. We met in MUSC atrium and bussed with students to Pier 8 for a night of skating. We provided snacks and hot chocolate in the William's beside the skating rink. This event was far larger than in scope than in previous years. We rented out over 20 pairs of skates (and a few people brought their own). There were a lot of non rep students who attended. All of the students bussed down together which was great because a lot of them seemed unfamiliar with the bussing system and it gave them an oppourtunity to get to bond with each other and a few of our reps! To increase engagement we also offered free skating rentals and I think that helped with engagement. This event is always difficult to get a large level of engagement because it is so far off campus but I am really proud of the turnout we saw!

Compost Education Campaign

This event was in collaboration with MSU Advocacy. We helped out at the tables and gave out some free swag and prizes. Students LOVED the reusable cutlery! After the cutlery was all handed out students continuously asked for more (which is sad because we didn't have any, but great because it was a popular initiative!). Going forward though, it would be ideal to have cutlery that would not be individually wrapped in plastic - it put a little damper on the sustainability theme!

Smitten for Maroons/FYC

This coffee house was in collaboration with FYC in Bridges. We had over 120 cookies and they all disappeared and we had some GREAT live entertainment. It seemed that about 60-75 people came and went over the duration of the event. The event had 123 people interested on Facebook which was neat! We also got some great photos from our photo booth and candids that were posted on our Facebook and Instagram!

OUA Volleyball

Our most recent event was the OUA volleyball game. This game was not mandatory but we had nearly 25 reps come out which was awesome. We also put our drum to work and were quite loud which was great to see AND hear. The volleyball was amazing and they won their game so an all round great event. We wish OUA championships were back at Burr ridge so we could keep rooting them on. Go Mac!

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Maroons App Promo Shoot

We are beyond excited to start promotion for the incoming team! Connor has graciously volunteered to snap some very cool, very chic photos of the team individually so that we can blast those out over social media and engage students with the hype of applications!

MSU Teaching Awards

We will be working with MSU teaching awards to help set up and tear down for the event. We are very excited to see some well deserved awards!

Destressor with Maccess

Maja has created an event with Maccess to destress our students. The event will be a series of stations from creating slime to making high protein snacks! We are excited! The space is not currently finalized but that will be done ASAP!

Empowerment Squared Visit

As mentioned in the previous report, we were supposed to engage in the Empowerment Squared Walk-A-Thon. Unfortunately this happened over reading week so our reps were not available. Instead, we are hoping to do a visit to their location and either play sports or work with their academic programming! Should be a good way to engage with the community!

Dodgeball Tournament

I am very excited for Aidan and Kestrel to run our inaugural dodgeball tournament! This will be at the end of March and will be open to all students who want to participate. It should be great fun and hopefully we see a lot of reach! We are hoping that this also serves as a destressor for students so that they can relax but also engage with sport! Dodge, Duck, Dip, Dive and Dodge!

Light up the Night

Sadly, our last event. Usually graduating/ non returning reps take the night off, while the rest of our dedicated team volunteers to help the rest of the McMaster community celebrate a year of hard work, great memories and achievements!

BUDGET

| <i>ACCOUNT CODE</i> | <i>ITEM</i> | <i>BUDGET / COST</i> |
|---------------------|---------------------|----------------------|
| 6102-0120 | TOTAL SPENT IN LINE | 130.19 |
| | REMAINING IN LINE | 213.36 |

Our budget has been spent on various events and goodies! Most of the spending has been seen in Feb for our Smitten and Skate Night event!

VOLUNTEERS

Again, volunteer retention has been difficult! Managing a team of 65, it is to be expected that all reps will not be present or particularly engaged. I am happy that there has been a huge increase in volunteer engagement though. For the most part there is a good portion of reps who have started attending events

that were not present in the first term. I am also seeing a greater line of communication and accountability from reps. A lot of people will check in when they cannot attend, will be late or are feeling like they cannot execute their commitment which is making things run a lot smoother! I am really quite happy about that.

Obviously, there is always room for improvement and I am hoping that I will see the remaining of the faces that do not engage beyond the mandatory events. I think some one-on-one communication may be a motivator, so I will be reaching out within the end of the week!

CURRENT CHALLENGES

As alluded to before, volunteer retention is a challenge. We are seeing improvement, but it is not one hundred percent so we can do better! We struggled with PTMs criticizing the validity of our service which is difficult because it hit several of my most dedicated reps pretty hard. It is challenging to see people who put forth a lot of effort and passion become discouraged. I have met with each of the reps and tried to rectify the situation going forward. We can expect to lose reps from lack of interest, but it is really unfortunate to lose reps because they are being invalidated by people that they support within our organization.

Another challenge we see is space. This has only been a difficulty for the Maccess event, but it is posing a hurdle. We find that the closer to the end of the year the greater the scarcity of MUSC rooms are available. We also missed a Clubspace spot. With the exception of Bridges it is really hard to find an alternative for free space that accomodates upwards of 40 people on campus! If EB has any suggestions I would be receptive and glad to know what those would be!

SUCCESSSES

Once again, a success of this service is the leadership team. I am constantly impressed and THANKFUL for them and their hard work. An individual shout out is well deserved for each of them.

To start off, Maja has done an outstanding job. She has run/ is planning to run an event with so many services in the MSU this term. I honestly think she may have set a record. She is innovative, creative and dedicated and her hard work has been realized in the attendance and in the outreach that she has achieved. The MSU Maroons really has done so much this year due to her work ethic and drive and its amazing to see.

Connor Maclean has worked very hard as well. He has solidified his initially ambiguous role as volunteer coordinator. Connor has created and stuck to a great system to put out our weekly communication. Additionally, he has stepped up to support up with our promotional material. Not only is he taking photos for us (@connormacleanphotography) but he is also creating our promotional video which I am very excited to see.

Kestrel and Aidan have also done a great job in athletics. They have increased the number of non reps and reps in attendance for intramurals and for varsity sporting events. They have also been so creative in starting a dodgeball event which I know will be very successful. They are doing FANTASTIC.

Lauren is doing amazing as well. She ran an Instagram contest which surpasses our benchmark of follows on our MSU Maroons account. Additionally, she has been posting some FIRE pictures which is increasing our overall engagement. Lauren also has another contest lined up which I am CERTAIN will get us to over a thousand followers on Instagram, which in the world of MSU services is pretty substantial.

I would also like to say that Kristina has been a huge success for the wellbeing of myself as well as our executive team. We have had some difficulties and she has been a kind shoulder to lean on, and a great support for us.

Finally, I will say that overall the service has had a pretty good bounce since December. Our number of events has increased, our social media presence and following has increased, our team engagement has increased and our spirits has increased. I am so happy and proud of all that we have accomplished and I cannot wait to continue to excel in our last two months!

OTHER

Really excited for our incoming coordinator Jovan to start to see out his vision. He is a great rep and his enthusiasm is already evident in the work he has put in so far!



REPORT

From the office of the...

Student Community Support Network

TO: Members of the Executive Board
FROM: Rohan Lohana
SUBJECT: SCSN Report 6
DATE: January 29, 2019

YEARPLAN UPDATE

The Student Community Support Network has been working on various events and the The Campus Safety campaign over the month of January. Since the past report, SCSN hosted Skating Night in collaboration with Maroon, Discover Your City - Farmer's Market event and hired/trained the SCSN Ambassadors (volunteers!). However, most of the past reading week was spent prepping for the campaign and Discover Your City - Art Gallery Hamilton event.

SERVICE USAGE

Since the week of February 28th, our Facebook Activity has shown significant rise in outreach due to the promotion of the Community Connector Application (tag your friend post), Maroons Skating night and the Farmer's Market event. In the last 28 days, we achieved 4,122 with 10 new likes, in comparison to the last year promo, the outreach is up to par it was 3,900. The heavy spike in the outreach was achieved due to the Facebook boost for the Farmer's Market event!

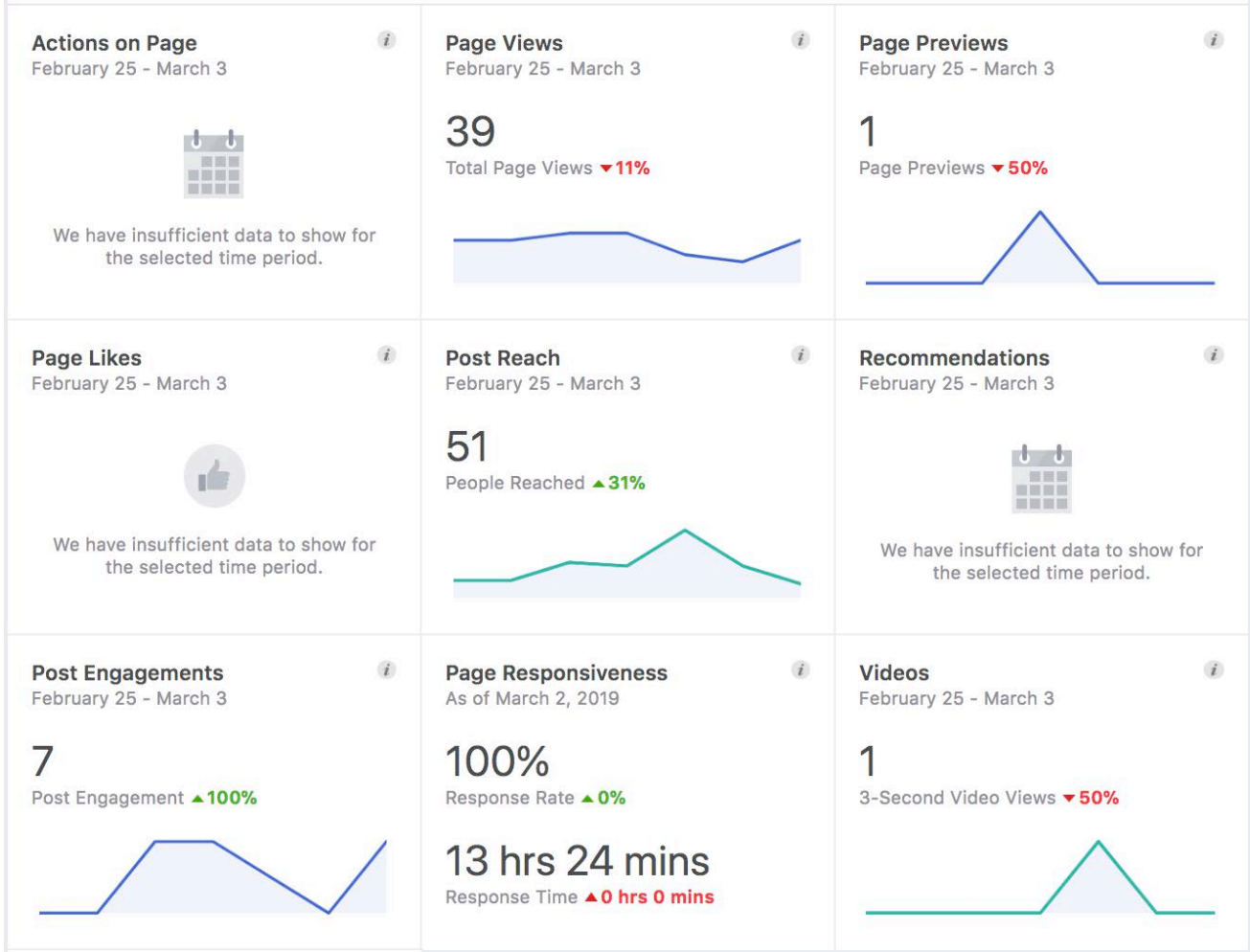
The SCSN Facebook page stands at 1,170 likes, and it's outreach is expected to increase once the promotion for The Discover Your City event and the Campus Safety Campaign is out.

Due to some sort of glitch, unfortunately facebook was only able to show me insights for the last 7 days, but I have attached other promo outreach infographs to get a rough idea of our promo outreach.

Results from Feb 25, 2019 - Mar 3, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|------------------------|------------------------------------------------------------|------|-----------|-------|------------|--------------------------------|
| 02/10/2019 8:24 PM | Tired of this cold? We have a way to make it wayyy | | | 204 | 4 0 | |
| 02/05/2019 1:12 PM | THE DAY IS HERE! Come out TODAY to our Farmer's | | | 987 | 11 2 | Boost Post |
| 02/04/2019 12:11 PM | IT'S ALMOST HERE!! Our Farmer's Market visit is | | | 197 | 7 0 | Boost Post |
| 02/03/2019 12:28 PM | LAST DAY TO APPLY!! Applications are due tonight | | | 204 | 10 2 | Boost Post |
| 02/02/2019 3:06 PM | DON'T FORGET Applications for community | | | 222 | 5 0 | Boost Post |
| 01/31/2019 5:22 PM | Community Ambassador applications are currently | | | 1.7K | 160 42 | Boost Post |
| 01/29/2019 4:34 PM | Missed our last excursion in the city? Don't worry... Come | | | 2K | 45 36 | View Promotion |

View Results

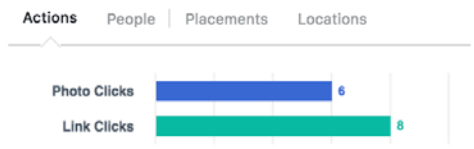
You targeted people who like your Page and their friends, ages 18 - 65+ who live in 1 location.
[Show full summary](#)

This ad ran for 5 days.

Your total budget for this ad was 20.00 CAD

Only the person who boosted this post can edit it.

1,557 **31** **\$20.00**
 People Reached [?] Post Engagement Amount Spent [?]



Preview: Desktop News Feed

Permission Error: Either the object you are trying to access is not visible to you or the action you are trying to take is restricted to certain account types.

PAST EVENTS, PROJECTS & ACTIVITIES

- Discover Your City – Farmer’s Market
 - o This event was held on Feb 6 from 3-6PM, where students will be a tour to Farmer’s Market. 10 people showed up for the event,

and we left for downtown Hamilton at 3:30PM. Upon arrival at the Farmer's Market, we stopped by coffee shop to freshen up the audience. After the tour of the entire Farmer's Market, some students settled for Ramen while the other half tried the Caribbean food. Overall, the turnout was decent but due to really cold weather, not a lot of people could show up.

- **Community Ambassador Application**
 - o After long first semester of re-hiring + modifications to the Community Ambassador JD, the (3) Community Ambassadors are finally hired and trained! Our "Tag Your Friend" contest on the SCSN facebook page with \$25 campus store gift card for the winner really helped increase our outreach for the applications.
- **Annual Maroons Skating Night**
 - o This event started at 6PM, where Maroons Rep were a great help with guiding the students to the venue (Pier 8) by 7:15. Upon arrival, all the snacks and hot drinks were already set up at the corner booth of the Williams Coffee Shop. Approximately 35 people showed up for the event, which was a great turnout. Maroons and SCSN cleaned up after the event the was done around 9PM. SCSN also assisted in getting students safely back to the campus.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

- **Discover Your City - Art Gallery Hamilton**
 - o This event is aimed to expose McMaster students to historic sites in Hamilton. Art Gallery Hamilton provides an opportunity to visit tons of exhibition to the McMaster Students for free! The event is going to be 3 hours long from 3-6PM, and the transportation is going to carried out by HSR.
- **Campus Safety Week (campaign)**
 - o This campaign will be taking place from March 18-21. This campaign is aimed to promote home, and community safety, and the culture of consent and first aid. For this campaign, SCSN will be partnering with EFRT and SWHAT.
 - o *Day 1 - St. Patricks Clean-up*
 - o *Day 2 - SCSN/EFRT First Aid workshop*
 - o *Day 3 - SWHAT workshop of getting home safe*
 - o *Day 4 - FB Livestream for general Q/A*

VOLUNTEERS

- SCSN Core Executives are doing an amazing job of working in tandem as a team and meeting the deadlines for the events.

BUDGET

- For the month of February, most of the budget was spent on promotion for the Discover Your City Farmer's Market Event, snacks and promotion for the Skating Night.

| <i>ACCOUNT CODE</i> | <i>ITEM</i> | <i>BUDGET / COST</i> |
|---------------------|-------------|----------------------|
|---------------------|-------------|----------------------|

| | | |
|-----------|---------------------|-------|
| 6102-0306 | TOTAL SPENT IN LINE | 65.00 |
| | REMAINING IN LINE | 1435 |

| | | |
|-----------|---------------------|-----------|
| 6501-0306 | TOTAL SPENT IN LINE | \$1221.97 |
| | REMAINING IN LINE | 1778.03 |

| | | |
|--|---------------------|--|
| | TOTAL SPENT IN LINE | |
| | REMAINING IN LINE | |

| | | |
|----------------------------------------------|---------------------|----------|
| | TOTAL SPENT IN LINE | 0 |
| | REMAINING IN LINE | |
| TOTALS | | |
| TOTAL BUDGETED DISCRETIONARY SPENDING | | 4500 |
| TOTAL ACTUAL DISCRETIONARY SPENDING | | 1295.65 |
| REMAINING DISCRETIONARY SPENDING | | 3,204.35 |

- o Skating Night: \$150 (promotion) + \$220 (food) = \$370
- o Farmer's Market: \$200 (promotion) + \$20 (fb boost) = \$220

Successes:

- The skating night event was a huge success with a really nice turnout, primarily due to collaboration with Maroons and the past success of the event.
- Volunteer Coordinator is helping me out with the campaign planning and also taking an active initiative in getting the new volunteers involved!

Challenges:

- The biggest challenge I have faced this semester is lack of involvement from my Social Political and Advocacy Coordinator, who is in charge of looking after the campaigns. Due to some personal issues, my exec was out of touch for most of the January and then stopped showing up to the meeting. Upon hearing back from my exec later in the February, I gave her a warning that she won't be able to keep the role if the absence is persistent, and since then I have been working with my Volunteer Coordinator to plan the campaign.



REPORT

From the office of the...
SHEC Coordinator

TO: Members of the Executive Board
FROM: Adrianna Michell
SUBJECT: SHEC Report 7
DATE: 8 March 2019

YEARPLAN UPDATE

January Objectives:

- ✓ Improve SHEC Week Programming
 - We are running a full week of programming this week (March 4-8)
 - We have events from all of our strategic priorities
 - Thanks to my events and programming exec, Sydney, we have included more livestreaming!
 - We are collaborating with the PCC, FCC, a research team on campus, and the Pulse so it is sure to be a fun week!

February Objectives:

- Execute an STI Fair for student community
 - No able to be completed due to institutional constraints
- ✓ Execute 3rd Strategic Priority Event/Campaign
 - Nutritional and Active Living
 - Upcoming sleep campaign
 - Exercise Live class incorporated into SHEC week
- ✓ Volunteer appreciation
 - Currently beginning planning an end of year appreciation event for volunteers and will order some gifts/SHEC swag soon

Projected (March + April)

- Interactive resource map
 - Will likely be pushed into the year plan of the incoming coordinator
- Volunteer retention
 - Executive team applications were strong with 58 applicants and so volunteer applications are also on track to increase this year
- Transition in new coordinator and team
 - Multiple transition meetings have already taken place
 - The new exec team has been hired
- End of year volunteer recognition event—mid April

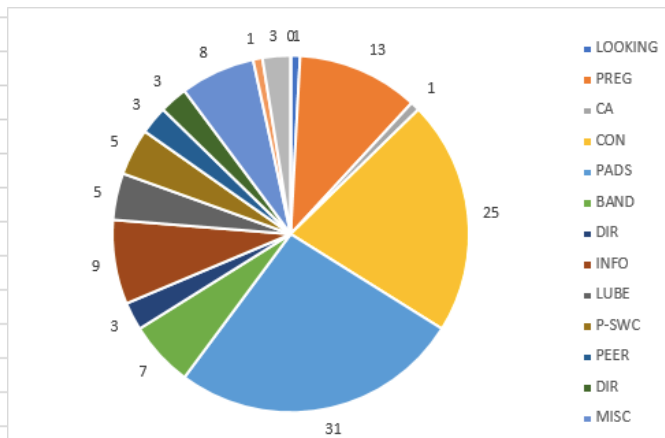
SERVICE USAGE

January

| | | |
|--------------------|-----|----|
| LOOKING | 3 | |
| PREG | 15 | |
| CA | 4 | |
| CON | 38 | |
| PADS | 66 | 54 |
| BAND | 10 | |
| DIR | 16 | |
| INFO | 14 | |
| LUBE | 7 | |
| P-SWC | 8 | |
| PEER | 7 | |
| DIR | 16 | |
| MISC | 21 | |
| P-REF | 3 | |
| EXEC | 1 | |
| P-SHEC | 0 | |
| TOTAL CODES LOGGED | 283 | |
| TOTAL VISITS | 239 | |

February

| | | |
|--------------------|-----|----|
| LOOKING | 1 | |
| PREG | 13 | |
| CA | 1 | |
| CON | 25 | |
| PADS | 31 | 35 |
| BAND | 7 | |
| DIR | 3 | |
| INFO | 9 | |
| LUBE | 5 | |
| P-SWC | 5 | |
| PEER | 3 | |
| DIR | 3 | |
| MISC | 8 | |
| P-REF | 1 | |
| EXEC | 3 | |
| P-SHEC | 0 | |
| Total Codes Logged | 152 | |
| Total Visits | 132 | |



2017-2018 Year:
January: 177 total visits

February: 167 total visits

Our service usage has consistently been on par or higher than last year which is great.

Also I was wondering why February was so low in comparison to other months. I looked at the past two years and it seems there is a trend of less visits in February. Not sure why but it is good to know that there is a precedent.


PAST EVENTS, PROJECTS & ACTIVITIES

- In February we hired our exec team for the 2019-2020 year. We had 58 candidates which made for a competitive applicant pool which was great. I'm excited to see this new team succeed!
- We hired 1 volunteer coordinator, 1 promotions coordinator, 2 events, and 2 research coordinators. One difficulty I had this year is that with such a small team it was a heavy workload. Hopefully with a larger team folks can work less hours and can still be successful!
- This week is SHEC week. We've had a couple events so far which have been great. My promotions and events coordinators have been doing amazing work for this multi-event week!

UPCOMING EVENTS, PROJECTS & ACTIVITIES

- We're gearing down for the end of the year. Most upcoming things are internal
- Sleep campaign from our research and advocacy committee
- End of year volunteer appreciation event
- Hiring new volunteers
- Transitioning in new exec team

BUDGET

|  | For the Nine Months Ending Thursday, January 31, 2019 | | | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------|-----------------|------------------|------------------|------------------|------------------|
| | Current | Prior Yr. | Current | Prior Yr. | Prior Yr. | Approved |
| | Month | Month | YTD | YTD | YE | Budget |
| | January | January | 2018-19 | 2017-18 | 2017-18 | 2019 |
| All: | | | | | | |
| 5003-0116 SHEC - OFFICE SUPPLIES | | 14.94 | 364.89 | 163.48 | 163.48 | 110.00 |
| 5101-0116 SHEC - TELEPHONE | | 70.60 | | 635.40 | 741.30 | 850.00 |
| 5951-0116 SHEC - REFERENCE LIBRARY | | | 318.54 | 372.98 | 372.98 | 350.00 |
| 6101-0116 SHEC - HEALTH SUPPLIES | 51.95 | | 738.30 | | | 1,500.00 |
| 6102-0116 SHEC - ANNUAL CAMPAIGNS | 733.99 | 138.58 | 1,051.15 | 1,549.08 | 2,414.81 | 2,000.00 |
| 6494-0116 SHEC - VOLUNTEER RECOGNITION | 9.16 | 103.87 | 521.94 | 1,844.47 | 2,570.74 | 2,500.00 |
| 6501-0116 SHEC - ADV. & PROMO. | | | 1,553.50 | 2,506.72 | 3,379.82 | 2,500.00 |
| 6804-0116 SHEC - TRAINING EXPENSE | 355.14 | 267.80 | 1,247.71 | 603.60 | 603.60 | 1,500.00 |
| 7001-0116 SHEC - WAGES | 397.88 | 399.89 | 6,706.82 | 5,833.61 | 8,227.34 | 9,500.00 |
| 7101-0116 SHEC - BENEFITS | 20.90 | 28.98 | 532.38 | 448.48 | 599.44 | 650.00 |
| 8001-0116 SHEC - DEPRECIATION EXPENSE | | | 238.66 | 238.66 | 357.99 | 350.00 |
| Total All | 1,569.02 | 1,024.66 | 13,273.89 | 14,196.48 | 19,431.50 | 21,810.00 |

VOLUNTEERS

- We've had a few issues with missed shifts. We've since sent out an email and are hoping that the problem can be resolved. It's likely because of the multiple snow days and reading week all making February a difficult month for scheduling.
- We're hoping to buy sweaters for volunteer appreciation gifts

CURRENT CHALLENGES

- I'm busy and overworked but that's not new

SUCCESSSES






























- My team is great and the work that have been doing is phenomenal
- SHEC week is going to be super fun
- Service usage is consistent
- We had lots of applicants for exec roles
- Everything is good

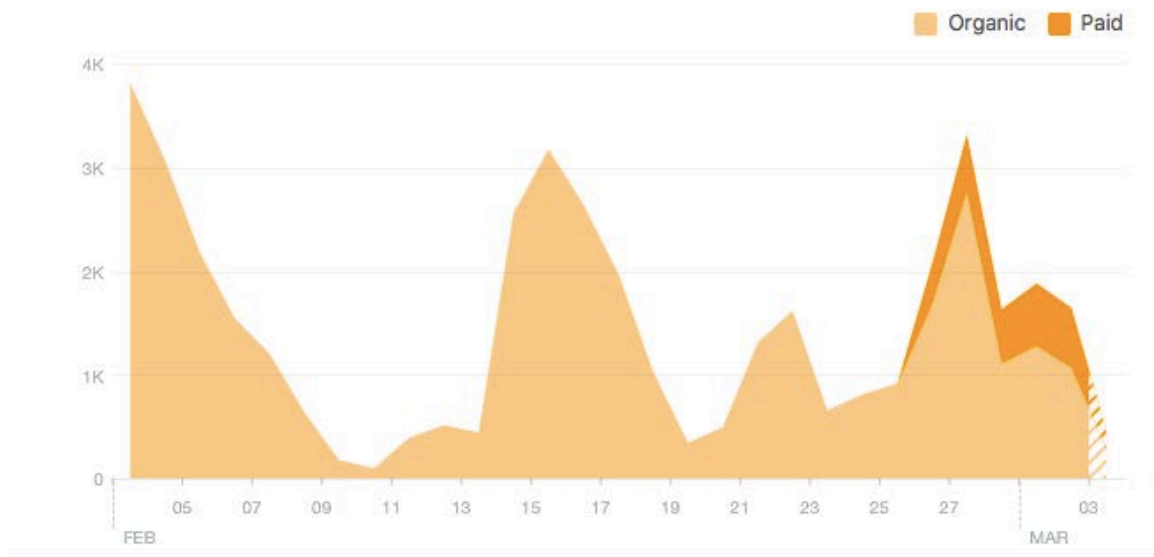
OTHER: PROMO STATS

SHEC went viral lol. Its reposted so we don't get the traffic but over 100,000 people liked our old consent posters. There are also comparable numbers on Facebook.



Here is our social media traffic:

| Published | Post | Type | Targeting | Reach <i>i</i> | Engagement |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 03/03/2019 12:20 PM |  Applications to be a SHEC volunteer for the 2019-2020 school |  |  | 161  | 18 6  |
| 03/02/2019 12:00 PM |  We're hiring SHEC volunteers for the 2019-2020 school year. If |  |  | 820  | 105 15  |
| 03/01/2019 12:25 PM |  SHEC Peer Support Volunteer applications are closing in less |  |  | 1.3K  | 156 34  |
| 02/28/2019 9:25 PM |  Content warning: mentions of drug overdose, death On this |  |  | 867  | 69 11  |
| 02/28/2019 7:43 PM |  Wanna win a \$25 CINEPLEX GIFT CARD?! Read on to find out |  |  | 146  | 10 4  |
| 02/28/2019 11:34 AM |  Are you a member of the TLGBQ+ community?? This survey is |  |  | 185  | 13 2  |
| 02/27/2019 6:34 PM |  The deadline to be an executive at MSU Pride Community Centre for |  |  | 71  | 2 0  |
| 02/27/2019 3:59 PM |  Our therapy dog event, originally scheduled for tonight at 6pm in the |  |  | 484  | 9 2  |
| 02/27/2019 3:40 PM |  As with the rest of the school, SHEC will be closed from 5:30PM |  |  | 511  | 57 0  |
| 02/26/2019 12:25 PM |  The MAC H2OPE clinic provides free occupational therapy and |  |  | 4.3K  | 262 44  |
| 02/26/2019 9:25 AM |  Announcement for SHEC Week: Interested in our Naloxone |  |  | 470  | 22 2  |





MEMO

From the...

WGEN Coordinator

| | |
|----------|----------------------------------|
| TO: | Executive Board |
| FROM: | Jocelyn Heaton, WGEN Coordinator |
| SUBJECT: | WGEN Executive Job Descriptions |
| DATE: | February 28th, 2019 |

Dear Executive Board,

The incoming Coordinator, Nealob Kakar has designed new job descriptions for the WGEN executives, to better reflect the functioning of the team. Previously the team consisted of a Volunteer Coordinator, two Promotions executives, two Resources Coordinators, two Community Events and Planning executives, and two Social and Political Advocacy executives. We are proposing that the team now consist of a Volunteer Coordinator, two Promotions executives, one Resources Coordinators, two Community Events and Planning executives, one Logistics Coordinator, one Social and Political Advocacy executive, and one Research Coordinator.

The Logistics Coordinator will replace the second Resources executive. The reasoning for this is that the CEP role has become fairly overwhelming for two people to perform given the quantity and caliber of events WGEN tries to put on and the Resources role can likely be performed by one person. The new Logistics Coordinator will take up many of the practical aspects of event planning, including running the Events Committee, leaving the CEP team to develop creative events and execute them.

The SPA role will be divided into two roles, with the SPA title becoming a consultation role and the Research Coordinator performing the bulk of WGENs research and content verification. The reasoning for this is that the SPA role has been notoriously ambiguous and unclear in terms of responsibility. The new one person SPA role will consult with community partners for collaboration as well as perform external consultations with other services, university and community partners to improve the community. The new Research Coordinator will gather content for events and training, ensuring accuracy and detail in all of our services output.

Sincerely,

Jocelyn Heaton
WGEN Coordinator
wgen@msu.mcmaster.ca



OPERATING POLICY – WOMEN AND GENDER EQUITY NETWORK (WGEN)

1. MISSION/PURPOSE

- 1.1. To educate the McMaster community and continually work toward the goal of a campus free from rape culture, sexual violence, and prejudice and discrimination on the basis of gender expression and/or gender identity;
- 1.2. To serve as a participant in supporting survivors of gender-based discrimination, sexual assault, and/or similar forms of violence;
- 1.3. To provide a physical safe space and contact point for women, trans folk, those who identify outside the binary, and survivors of sexual assault;
- 1.4. To continue to develop and strengthen relationships between McMaster students, staff, and the members of the surrounding communities by providing information, resources, programming, and on-campus advocacy around the aforementioned societal issues (rape culture, sexual violence, gender-based harassment).

2. OPERATING PARAMETERS

- 2.1. The WGEN will cater to all students and members of the greater McMaster community, and those from the surrounding areas;
- 2.2. The WGEN shall work with various University departments and relevant stakeholders to ensure the safety of students and a high quality of service within the University;
- 2.3. The WGEN shall offer a safe(r) space in its associated spaces for women, trans folks, those who identify outside the gender binary, survivors of sexual assault, and their supporters to come and feel welcome and secure.
- 2.4. The WGEN shall provide structured events to create a sense of inclusion and community among women, trans folks, those who identify outside the gender binary, and survivors of sexual assault. Events will reflect the diversity of the community;
- 2.5. The WGEN shall provide formal support services regarding harassment, sexual violence, domestic and intimate partner violence, and gender-based discrimination and/or violence. The support shall include, but not be limited to, discussion groups, referrals, and peer support through active listening;

- 2.5.1. Any personal information divulged at these meetings shall be held in the strictest confidence and will not be shared outside of the support session without written permission or threat of imminent danger to the parties concerned.
- 2.6. The WGEN shall be involved in and advocate for the elimination of rape culture, sexual violence, social injustices, and instances of institutionalized discrimination at McMaster University and ensure the safety and equal treatment of all people on campus and in the community.
- 2.7. The WGEN will operate with both women-only hours as well as fully open hours;
 - 2.7.1. The scheduling of these hours will be set by the Coordinator and Volunteer Coordinator.
- 2.8. The WGEN and its personnel shall operate within an Anti-Racist, Trans-Inclusive, Anti-Oppressive, and Intersectional Feminist Framework.
- 2.9. To ensure confidentiality of sensitive disclosures, the Coordinator, executive members and volunteers must:
 - 2.9.1. Be bound by law and ethics to safeguard service user's privacy and the confidentiality of their personal information and disclosure of a sexual assault;
 - 2.9.2. Be able to identify students in crisis in order to provide them with support, and be able to protect the University community. If there is reason to believe that a student is a danger to themselves or others, that information may be communicated to the appropriate Health Care and Emergency services. This service is also bound by privacy legislation.

3. PERSONNEL STRUCTURE

- 3.1. The WGEN Personnel Structure shall consist of:
 - 3.1.1. The Part Time Manager (Coordinator) position;
 - 3.1.2. Five Executive positions selected by the WGEN Coordinator through an application and interview process;
 - 3.1.2.1. The Executive positions would be that of the Community Events and Planning Executive, Social and Political Advocacy Executive, Resources Coordinator, Promotions Coordinator, Research Executive, Logistics Executive and the Volunteer Coordinator.
- 3.2. The Coordinator, who shall:
 - 3.2.1. Oversee overall activities of the WGEN;
 - 3.2.2. Attend monthly PACBIC VAW-GBV, PACBIC and AVN meetings and receive consultation about programming and events;
 - 3.2.3. Act as a consultant in the various university committees about violence against women, trans-accessibility, consent, and gender;
 - 3.2.4. Perform duties outlined in the WGEN Coordinator job description;
 - 3.2.5. Be hired by a hiring committee struck by the Executive Board that shall consist of:
 - 3.2.5.1. The outgoing Coordinator;
 - 3.2.5.2. The Vice-President (Administration);

3.2.5.3. One (1) Executive Board Member.

3.3. The Community Events and Planning Executive (2 executive), who shall:

3.3.1. Be responsible for the logistics of creation/ideas surrounding planning events for women, trans folk, those who identify outside the gender binary, survivors of sexual assault, and other members of the WGEN;

3.3.2. Perform duties outlined in the WGEN Community Events and Planning Coordinator job description;

~~3.3.3.1.1.1. Oversee a group of volunteers who will act as a planning committee, assisting the executives in the planning of events.~~

3.4. The Social and Political Advocacy Executive, who shall:

3.4.1. Be responsible for imparting change while building awareness on campus about various social and political issues relevant to women and trans students;

3.4.2. Perform duties outlined in the WGEN Social and Political Advocacy Coordinator job description;

3.4.3. Organize the actions and oversee the planning of working groups (McMaster Womanists)

3.5. The Volunteer Coordinator, who shall:

3.5.1. Be responsible for the outreach, scheduling, and coordination of volunteers;

3.5.2. Perform duties outlined in the WGEN Volunteer Coordinator job description;

3.6. Resources Coordinator, who shall:

3.6.1. Be responsible for the maintenance of an online and offline resource library for McMaster University;

3.6.2. Connect with clubs, services, and groups on campus and in Hamilton;

3.6.3. Coordinate articles in *The Silhouette* and the production of WGEN's zine;

3.7. Promotions Coordinator, who shall:

3.7.1. Be responsible for advertising events and campaigns through various media;

3.7.2. Be responsible for the coordination of WGEN's Social Media pages;

3.7.3. Be responsible for the creation of promotional material for events and campaigns;

3.8. Logistics Coordinator

3.8.1. Be responsible for logistical aspects of event planning, including but not limited to booking rooms, equipment, scheduling and EOHS

3.8.2. Oversee a group of volunteers who will act as a planning committee, assisting the executives in the planning of events.

3.8.3. Be responsible for the upkeep and organization of space materials and displays

3.8.4. Perform duties outlined in the Logistics Coordinator job description

3.9. Research Coordinator

3.9.1. Be Responsible for research and content development for educational events and large campaigns

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[3.9.2. Keep up to date on current events and issues related to the WGEN community](#)

[3.7.3.3.9.3. Perform duties outlined in the Research Coordinator job description](#)



JOB DESCRIPTION

Volunteer

| | |
|------------------------|----------------------------------------------------|
| Position Title: | WGEN Research Coordinator |
| Term of Office: | May 1 – April 30 |
| Supervisor: | Women and Gender Equity Network (WGEN) Coordinator |
| Remuneration: | Volunteer |
| Hours of Work: | 3 to 5 hours per week |

General Scope of Duties

The Research Coordinator will be responsible for the research and content development of WGEN's educational events and campaigns. Research will focus issues faced by women, trans and gender non-conforming students, as well as issues of gender-based violence, and Missing and Murdered Indigenous Women in the McMaster community. They will also aid in the development of WGEN Volunteer Training, gathering verified and accurate information to be presented.

This executive will work with both MSU and community partners in order to assure that the projects are highly inclusive, appropriate, impactful, and align with principles of intersectional feminism.

Major Duties and Responsibilities

| Category | Percent | Specifics |
|-------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Advertising and Promotions Function | 10% | <ul style="list-style-type: none"> Work with the Promotions executive to communicate ideas for promotional material and timelines to work within |
| Financial & Budgeting Function | 10% | <ul style="list-style-type: none"> Work with the WGEN Coordinator to ensure that the budget aligns with the service budget Retain financial information to receive reimbursement from the WGEN Coordinator Seek external funding as needed |
| Programming Function | 40% | <ul style="list-style-type: none"> Work with the WGEN Coordinator, other executives, and volunteers to research event content Work with the WGEN Coordinator, other executives to research and develop training content Collaborate with community partners to organize collaboration events Maintain strong communication with the WGEN Coordinator, fellow executives, and volunteers |
| Research Function | 25% | <ul style="list-style-type: none"> Keep up to date on current events and issues related to the WGEN community |

| | | |
|-------|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | <ul style="list-style-type: none">▪ Ensure all educational events delivered by WGEN have a substantial research background |
| Other | 15% | <ul style="list-style-type: none">▪ Other duties as assigned by the WGEN Coordinator▪ Provide feedback on the service▪ Attend executive meetings as scheduled▪ Be an active member of the WGEN community |

Knowledge, Skills and Abilities

- Awareness and understanding of topics associated with WGEN (i.e. transphobia, racism, sexism, ableism, and human rights, heterosexism, cissexism, heteronormativity, intersecting oppressions and invisible privilege, sexual assault).
- An understanding of safe(r) space
- Confidence and ability to challenge dominant views
- Organizational and time management skills
- Interpersonal skills
- Communication skills

Effort & Responsibility

- Previous experience planning events is an asset
- Establish and maintain professional connections on and off campus
- Maintain confidentiality of all individuals accessing the WGEN

Working Conditions

- Shared office space in the MSU Committee Room
- Time demands may exceed stated hours of work
- Most work can be completed in a shared office space

Training and Experience

- Necessary training will be provided

Equipment

- Shared computer



JOB DESCRIPTION

Volunteer

| | |
|------------------------|----------------------------------------------------|
| Position Title: | WGEN Logistics Coordinator |
| Term of Office: | May 1 – April 30 |
| Supervisor: | Women and Gender Equity Network (WGEN) Coordinator |
| Remuneration: | Volunteer |
| Hours of Work: | 3 to 5 hours per week |

General Scope of Duties

The Logistics Executive is one of three members of the events team. Primarily, they will be responsible for organizing the logistics of WGEN events. This includes: booking rooms and equipment for events, scheduling events, completing EOHSS fulfillments, managing set-up and takedown of events, and coordinating the Events Committee. In running the Events Committee this executive will have input into event brainstorming and content creation. They will also be responsible for the weekly upkeep and organization of space materials and displays.

This executive will work with both MSU and community partners in order to assure that the projects are highly inclusive, appropriate, impactful, and align with principles of intersectional feminism.

Major Duties and Responsibilities

| Category | Percent | Specifics |
|-------------------------------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Advertising and Promotions Function | 10% | <ul style="list-style-type: none"> Work with the Promotions executive to communicate ideas for promotional material and timelines to work within |
| Financial & Budgeting Function | 10% | <ul style="list-style-type: none"> Work with the WGEN Coordinator to ensure that the budget aligns with the service budget Retain financial information to receive reimbursement from the WGEN Coordinator Seek external funding as needed |
| Programming Function | 65% | <ul style="list-style-type: none"> Work with the WGEN Coordinator, other executive, and volunteers to generate ideas about events Oversee a planning committee of volunteers to help plan events and campaigns Complete event planning tasks such as EOHSS fulfillments, set-up, takedown and event facilitation Collaborate with community partners to organize events Book space, equipment and food as necessary for events Collect statistics on the number of students coming out to |

| | | |
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| | | <ul style="list-style-type: none"> events ▪ Maintain strong communication with the WGEN Coordinator, fellow executives, and volunteers |
| Other | 15% | <ul style="list-style-type: none"> ▪ Other duties as assigned by the WGEN Coordinator ▪ Provide feedback on the service ▪ Attend executive meetings as scheduled ▪ Be an active member of the WGEN community |

Knowledge, Skills and Abilities

- Awareness and understanding of topics associated with WGEN (i.e. transphobia, racism, sexism, ableism, and human rights, heterosexism, cissexism, heteronormativity, intersecting oppressions and invisible privilege, sexual assault).
- An understanding of safe(r) space
- Confidence and ability to challenge dominant views
- Organizational and time management skills
- Interpersonal skills
- Communication skills

Effort & Responsibility

- Previous experience planning events is an asset
- Establish and maintain professional connections on and off campus
- Maintain confidentiality of all individuals accessing the WGEN

Working Conditions

- Shared office space in the MSU Committee Room
- Time demands may exceed stated hours of work
- Most work can be completed in a shared office space

Training and Experience

- Necessary training will be provided

Equipment

- Shared computer



JOB DESCRIPTION

Volunteer

Position Title: WGEN Community Events and Planning Executive(s)

Term of Office: May 1 – April 30

Supervisor: Women and Gender Equity Network (WGEN) Coordinator

Remuneration: Volunteer

Hours of Work: 4 to 6 hours per week

General Scope of Duties

The Community Events and Planning Executive(s) are responsible ~~for building a~~ for creating welcoming, safe(r) and supportive network for events for women ~~identified people~~, trans folk, ~~those who identify outside the gender binary~~ gender non-conforming folks, survivors of sexual assault, and other members of the WGEN community. They will work closely with the Logistics Coordinator and Social and Political Advocacy Executive to collaborate on events. Or “work with other WGEN executives to collaborate on events” if we want even simpler. ~~This process working closely with WGEN executives and community partners, and overseeing a volunteer committee to~~ They will plan and execute engaging and inclusive events (such as discussions, potlucks, storytelling, etc.) and much more.

This executive will work with both MSU and community partners in order to assure that the projects are highly inclusive, appropriate, impactful, and align with principles of intersectional feminism.

Major Duties and Responsibilities

| Category | Percent | Specifics |
|-------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Advertising and Promotions Function | 10% | <ul style="list-style-type: none"> Work with the Promotions executive to communicate ideas for promotional material and timelines to work within |
| Financial & Budgeting Function | 10% | <ul style="list-style-type: none"> Work with the WGEN Coordinator to ensure that the budget aligns with the service budget Retain financial information to receive reimbursement from the WGEN Coordinator Seek external funding as needed |
| Programming Function | 65% | <ul style="list-style-type: none"> Work with the WGEN Coordinator, other executive, and volunteers to generate ideas about events Create inclusive and unique events that engage with WGEN’s target demographics |

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|-------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | <ul style="list-style-type: none"> ▪ Oversee a planning committee of volunteers to help plan events and campaigns ▪ Collaborate with community partners to organize <u>various events throughout the year at least two events per semester</u> ▪ Book space and food as necessary for event events ▪ Facilitate drop-in, safe(r) space hours for a variety of groups (Women, transfolk, non-binary folk, etc.) students every week ▪ Collect statistics on the number of students coming out to events ▪ Maintain strong communication with the WGEN Coordinator, fellow executives, and volunteers |
| Other | 15% | <ul style="list-style-type: none"> ▪ Other duties as assigned by the WGEN Coordinator ▪ Provide feedback on the service ▪ Attend executive meetings as scheduled ▪ Be an active member of the WGEN community |

Knowledge, Skills and Abilities

- Awareness and understanding of topics associated with WGEN (i.e. transphobia, racism, sexism, ableism, and human rights, heterosexism, cissexism, heteronormativity, intersecting oppressions and invisible privilege, sexual assault).
- An understanding of safe(r) space
- Confidence and ability to challenge dominant views
- Organizational and time management skills
- Interpersonal skills
- Communication skills

Effort & Responsibility

- Previous experience planning events is an asset
- Establish and maintain professional connections on and off campus
- Maintain confidentiality of all individuals accessing the WGEN

Working Conditions

- Shared office space in the MSU Committee Room
- Time demands may exceed stated hours of work
- Most work can be completed in a shared office space

Training and Experience

- Necessary training will be provided

Equipment

- Shared computer



JOB DESCRIPTION

Volunteer

Position Title: WGEN Social and Political Advocacy Executive

Term of Office: May 1 – April 30

Supervisor: Women and Gender Equity Network (WGEN) Coordinator

Remuneration: Volunteer

Hours of Work: 3 to 5 hours per week

General Scope of Duties

The Social and Political Advocacy Executive ~~is~~ will facilitate consultations for ~~responsible for the~~ developing educational ~~of~~ workshops and campaigns. ~~These workshops and campaigns will bring attention to that raise awareness about, and promote positive change in regards to~~ various social and political issues relevant to women, trans and gender non-conforming students, gender-based violence, and Missing and Murdered Indigenous Women in the McMaster community. ~~They will be responsible for facilitating consultation from community partners around these issues. They will work closely with the Community Events and Planning Executives in executing collaboration events.~~

This executive will work with both MSU and community partners in order to assure that the projects are highly inclusive, appropriate, impactful, and align with principles of intersectional feminism.

Major Duties and Responsibilities

| Category | Percent | Specifics |
|----------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Advocacy and Promotions Function | 30% | <ul style="list-style-type: none"> Work with the Promotions executive and communicate ideas for promotional materials and timelines to work within Network with clubs, services, and community partners to find partners and promote these social events Consult on continually update social media updates ofwith articles, community events and ongoing campaigns Maintain strong communication with the WGEN Coordinator, executives, and volunteers |
| Financial & Budgeting Function | 10% | <ul style="list-style-type: none"> Work with the WGEN Coordinator to ensure that the budget aligns with the service budget Retain financial information to receive reimbursement |

| | | |
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| | | <p>from the WGEN Coordinator</p> <ul style="list-style-type: none"> ▪ Seek external funding as needed |
| Programming Function | 50% | <ul style="list-style-type: none"> ▪ Work with the WGEN Coordinator other executive to generate ideas about educative workshops ▪ Collaborate with community partners to organize collaboration events ▪ Coordinate with the WGEN Coordinator and external partners to organize workshops in both semesters ▪ Book space and food as necessary for events and workshops ▪ Collect statistics on the number of individuals reached through campaigns and workshops |
| Other | 10% | <ul style="list-style-type: none"> ▪ Other duties as assigned by the WGEN Coordinator ▪ Provide feedback on the service ▪ Attend executive meetings as scheduled ▪ Be an active member of the WGEN community |

Knowledge, Skills and Abilities

- Awareness and understanding of topics associated with WGEN (i.e. transphobia, racism, sexism, ableism, and human rights, heterosexism, cissexism, heteronormativity, intersecting oppressions and invisible privilege, sexual assault).
- Confidence and ability to challenge dominant views
- Organizational and time management skills
- Interpersonal skills
- Communication skills
- Creativity

Effort & Responsibility

- Previous experience planning events or workshops is an asset
- Establish and maintain professional connections on and off campus
- Maintain confidentiality of all individuals accessing the WGEN

Working Conditions

- Time demands may exceed stated hours of work
- Most work can be completed in a shared office space

Training and Experience

- Necessary training will be provided

Equipment

- Shared computer