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| MSU-logo-2001 | REPORT  **From the office of the…**  Pride Community Center Director |
| TO: | Members of the Executive Board |
| FROM: | Stephanie Chin |
| SUBJECT: | Pride Community Center Report 1 |
| DATE: | Thursday, June 24, 2021 |

# Year Plan Update

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| Other than the Year Plan, this is the first Report that the PCC is submitting for the 2021-2022 year. The only differences between the Year Plan and this Report #1 is the addition of a third round of Volunteer Applications which we plan on opening July 1st, 2021. The third round of Volunteer Applications (for Peer Support Volunteer and Events and Advocacy Volunteer) will still be taking place during Welcome Week 2021, however that week may manifest. |

# Events, Projects, & Activities

## General Service Usage

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| As our physical space in MUSC is closed for the summer (for numerous reasons including a) service physical spaces only operate during the school year and b) the Covid-19 pandemic), as is our virtual Discord space, it is quite difficult to determine general space usage. The only way that we can currently gage PCC usage is through signups and participation in our 2STLGBQIA+ Book Club (there were 20 signups, not including facilitators and PCC exec). Soon, our community group running through the summer (a general 2STLGBQIA+ community group and a Newcomers community group) will be another way in which we can gage PCC space usage. |

## Projects & Events

### Project 1:

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| General Information: |
| **Executive Hiring** 🡪 Complete & Volunteer Hiring 🡪 On-Going  As of now, the PCC Executive Team has been hired and are currently in the process of undergoing training. Executive Hiring was opened on April 1st and the finalized team was decided upon by the hiring panel (PCC Director, Stephanie Chin, PCC Assistant Director, Matthew Aksamit, last year’s PCC Coordinator, Christian Barborini, WGEN Director, Neha Shah, and Maccess Director, Emunah Woolf) on . General PCC training was conducted on Monday, June 21st, 2021, and specific training including one facilitated by SVPRO’s Wil, will be facilitated in the near future. The PCC Exec for the 2021-2022 year are as follows:   * Meera Chopra (any pronouns): Training and Development Coordinator * Emma Murdoch (she/her & they/them): Community Facilitation Coordinator * Fiona Allen (she/her): Events Coordinator * Bianca Mancino (she/her): Events Coordinator * Eman Chowdhury (she/her): Research and Resources Coordinator * Janice Xu (she/her): Promotions Coordinator * Shruthi Krishna (she/her): Social and Political Advocacy Coordinator   **Volunteer Hiring** is currently on-going, with round 1 of Peer Support Volunteer and Events and Advocacy Volunteer open from June 1st to 21st, and more rounds to come. At the moment we are screening round 1 of Volunteer Applications and are looking to open Round 2 in the coming days. Round 3 will be open during this year’s Welcome Week, so that Volunteer training and programming can commence promptly after. This year, we are looking to hire approximately 30 Peer Support Volunteers and 5-7 Events and Advocacy Volunteers. |

### Project 2:

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| General Information: |
| **PCC 2STLBQIA+ Book Club** 🡪 On-Going (on-going throughout the entire year)  These past few weeks we have been working hard to launch our Pride Book Club for the summer term. The 2STLGBQIA+ Book Club will meet biweekly to read/discuss literature written by and featuring 2STLGBQIA+ individuals, especially those which challenge the dominant societal rhetoric.   * Promotional Material and Signups 🡪 Complete (promotional material and signups have been created and released, respectively, by the PCC Director and Assistant Director on June 9th). Signups will remain open, to allow students to join at any point during the school year. The 2STLGBQIA+ Book Club will be facilitated by Matthew Aksamit (PCC Assistant Director) and Shruthi Krishna (PCC Social and Political Advocacy Coordinator). * Currently there are 20 people signed up for the first meeting of the 2STLGBQIA+ Book Club which is taking place Thursday, June 24th, 2021.Books covered during the Book Club are screened and curated by PCC Exec from the list of participant suggestions.   **Pride Student Network** 🡪 Ongoing (throughout the entire school year)  During the past two weeks, the PCC has been working on creating the promotional material for this year’s Pride Student Network. The Pride Student Network (PSN) aims to pair incoming first years with upper year student Reps (Faculty and Residence Reps) who all identify as 2STLGBQIA+, to create a sense of solidarity and community. We have contacted all the Faculty Welcome Week Head Reps to both share the PSN promotional information and offer 2STLGBQIA+ training faculty-wide.   * Signups for first-years will be released sometime during the week of July 1st. * Programming and social events for the PSN are being coordinated and organized between the PCC Director (Stephanie Chin), PCC Assistant Director (Matthew Aksamit), and the Events Coordinators (Fiona Allen and Emma Murdoch); these will include informative events about courses and ways to get involved with the 2STLGBQIA+ McMaster community, and social events including game nights. * Given a lack of success (due to a lack of programming and a late start) of the PSN last year, we are anticipating a difficulty in obtaining signups from many upper year student representatives. Thus, to combat this difficulty, we are extending the opportunity to become a PSN mentor to various MSU Service Executives. Executives of the PCC, Maccess, etc. are more than qualified to act as mentors, having undergone rigorous selection to become selected as an Exec and training (Executive Training, and Rep Training, if they are McMaster Representatives as well).   **PCC** **2STLGBQIA+ Scholarship** **Program** 🡪 Ongoing  This year, the PCC is starting a scholarship program aiming to provide more supports to 2STLGBQIA+ McMaster students, especially multiply-marginalized students who often face greater systemic adversities in award selection processes and academic settings. This scholarship program will feature 4 different categories: one award for Disabled 2STLGBQIA+ students (evaluated by PCC and Maccess Executive Teams); one award for Trans and Nonbinary students (evaluated by PCC and WGEN Executive Teams), one award for Black and Indigenous 2SLTLGBQIA+ students, and one general 2STLGBQIA+ award (which will still favour, in the case of ties, BIPOC, Disabled, Trans, and Nonbinary 2STLGBQIA+ students).   * Currently + Upcoming 🡪 Promotional material is being created by the PCC Director to be released once the awards program launches (we are aiming for award applications to open during the beginning of February, and for award recipients to be selected during mid-to-end of April) * Currently 🡪 the PCC Director is reaching out to various 2STLGBQIA+ faculty who acted as panellists for our Queer in Stem event (in partnership with the MSS, BHSS, MES, and Engiqueers) to be connected to individuals who are willing to fund this award. Cognizant that, given this is the inaugural year of the PCC Scholarship, we are not looking for extravagant funding for this program; $500 for each award is currently our goal. |

### Project 3:

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| General Information: |
| **Myth Busters Campaign** 🡪 Upcoming  During August, the PCC strives to hold a small informational campaign. This aids in easing the Executive Team into their roles, prior to larger campaigns, and enabling more McMaster students to learn of our service and what we have to offer.   * Starting at the beginning of July, the PCC Director and Assistant Director will begin working on the theme of this years ‘Myth Busters Campaign.’ By the second week of July, once we have finished conducting role-specific Executive Training, the entire PCC Executive Team will begin working on this campaign. * We are aiming to hold the Myth Busters Campaign during the first week of August, as to provide us with enough time to prep for Welcome Week events afterwards.   **Community Engagement Groups** 🡪 Upcoming  The PCC Director is currently working on creating Promotional posts for our Community Engagement groups for the summer. This summer, we are planning to run 2 community groups, a general 2STLGBQIA+ community group and a Newcomers Community group facilitated by the PCC Director, Assistant Director, Community Facilitation Coordinator, and any other PCC Executives who are interested. Promotional material (and sign-up forms) will be released to our socials on July 1st, and signups will be ongoing for the duration of the summer.  **PCC Physical Space Revamp** 🡪 Ongoing + Upcoming  Currently the PCC Director and Assistant Director are brainstorming and working on what the new PCC MUSC space will look like for the upcoming school year. Thus far, such a revamp involves repainting the space to a less obtrusive colour (we are looking into cost-effective routes to purchasing the paint), rearranging furniture (given the current arrangement is highly inaccessible), setting up our changeroom in the new back room (current front room) where the gender-affirming gear and clothes drive will be located, and making it more of a comfortable community space.   * Once the PCC Executive Team has been 100% trained, we will be getting our executives (especially those who have been to MUSC 221 before) to help brainstorm means of improvement. Largely, although all PCC Exec who are interested can help in this endeavour, the brunt of the work will be taken up by the PCC Director, Assistant Director, and Research and Resources Coordinator (Eman Chowdhury). |

# Outreach & Promotions

## Summary

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| Currently, given the smaller scale of PCC Events and Promotions thus far, the PCC Director and Assistant Director have been making all promotional material shared on our various social media outlets. This is to both increase service efficiency and be cost-effective, given the uncertainty of this upcoming year (hence, unpredictable expenditures). These promotions include: the Pride Student Network promotions, our volunteer hiring round 1 promotion, and our Pride Book Club promotion. Overall, promotions shared on our social media accounts this past month have significantly bolstered engagement with our PCC social media accounts. |

## Promotional Materials

## Social Media Engagement

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### Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **940** | **N/A** | **953** | #DIV/0! | #DIV/0! |
| **Impressions** | **2723** | **N/A** | **7515** | #DIV/0! | #DIV/0! |
| **Profile Visits** | **187** | **N/A** | **436** | #DIV/0! | #DIV/0! |
| **Website Visits** | **12** | **N/A** | **56** | #DIV/0! | #DIV/0! |
| **Reach** | **445** | **N/A** | **750** | #DIV/0! | #DIV/0! |

### Twitter (Previous Month)

Table : Twitter Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **1047** | **N/A** | **1045** | #DIV/0! | #DIV/0! |
| **Mentions** | **0** | **N/A** | **0** | #DIV/0! | #DIV/0! |
| **Likes** | **0** | **N/A** | **0** | #DIV/0! | #DIV/0! |
| **Impressions** | **0** | **N/A** | **0** | #DIV/0! | #DIV/0! |
| **Engagement** | **0** | **N/A** | **0** | #DIV/0! | #DIV/0! |

### Facebook (Last 28 Days)

Table : Facebook Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Likes** | **1112** | **N/A** | **0** | #DIV/0! | #DIV/0! |
| **Reach** | **2240** | **N/A** | **424** | #DIV/0! | #DIV/0! |
| **Views** | **56** | **N/A** | **47** | #DIV/0! | #DIV/0! |
| **Engagement** | **26** | **N/A** | **18** | #DIV/0! | #DIV/0! |
| **Followers** | **N/A** | **N/A** | **0** | #DIV/0! | #DIV/0! |

# Finances

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| One of the main challenges thus far with finances, remaining cognizant that we have not yet utilized our budget money, is budgeting for a year which is largely up in the air.  There is much uncertainty as to how the upcoming school year will manifest, especially during the 2022 Winter Term. This year, we chose to dedicate more money towards ‘Annual Campaigns’ (currently set to $3,350.00) as we may need to spend money on securing venues later this year. Overall, we are being incredibly careful with how we spend, and how we are going to spend, our allocated funding, as to be capable of supporting unanticipated expenditures. |

## Budget Summary

Table : Budget Tracker

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| --- | --- | --- | --- | --- |
| **Account Code** | **Item** | **Cost** | **Description** | **Date of Purchase** |
| 5003-0107 | PCC - OFFICE SUPPLIES | $100.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $100.00 - |  |  |
|  |  |  |  |  |
| 5315-0107 | PCC - COMMUNITY OUTREACH | $250.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $250.00 - |  |  |
|  |  |  |  |  |
| 5501-0107 | PCC - ANNUAL CAMPAIGNS | $3,350.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $3,350.00 - |  |  |
|  |  |  |  |  |
| 5715-0107 | PCC - VOLUNTEER RECOGNITION | $750.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $750.00 - |  |  |
|  |  |  |  |  |
| 6201-0107 | PCC - ADVERTISING & PROMOTIONS | $1,550.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $1,550.00 - |  |  |
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| 6300-0107 | PCC - RESOURCE PURCHASES | $100.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $100.00 - |  |  |
|  |  |  |  |  |
| 6415-0107 | PCC - TRAINING EXPENDITURES | $500.00 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $0.00 - |  |  |
|  | Remaining in Line | $500.00 - |  |  |

# Executives and Volunteers

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| Currently the morale of our executive members is high. The PCC Director, myself, and PCC Assistant Director, Matthew Aksamit, are easing our 7 exec into their roles, ensuring to give them ample time to both adapt and bond as a team. We have completed our PCC General Training this past Monday (further training from SVPRO etc. will be held in the near future) and have had created opportunities to facilitate team bonding through incorporating games into our inaugural executive meetings.  Currently, the PCC does not have volunteers, as we are in the process of hiring them. |

# Successes

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| Thus far, the PCC Executive Team has not undergone too much in terms of projects and educational materials. This is because the PCC Exec Members are currently getting acquainted with their roles, getting to know one another, etc.  The only projects right now that we are working on are 1. Promotional material for a Pride Month feature on the MSU McMaster socials (the PCC Director, Assistant Director, and Promotions Coordinator), and 2. Writing an upcoming article for the Silhouette Pride Month issue.  However, our team is currently writing an article for the Silhouette about Pride and the Leather community that we are currently really proud of, even if it is not yet completed/released to the McMaster community. |

# Challenges

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| With regards to our Executive Team, we have not faced much challenges thus far, if we are excluding the difficulty of coordinating meetings with 9 busy individuals.  Currently one of the main challenges that we have been facing to this date is getting things communicated to the MSU, and once information gets conveyed to one individual in the MSU, having that information pass from one MSU staff to another. As a MSU Peer Support Service, which greatly relies on the MSU’s authority, such communication is essential. For instance, an excellent example is regarding my Assistant Director: when Matthew was hired by myself, the past PCC Coordinator (Christian), the VP Administration (Graeme, at this time), and the EB/SRA, it would make sense that the MSU would be aware that a candidate had been chosen. Christian and I had explicitly sent emails to the VP Admin that hiring had concluded, as to have the “congratulatory” and “housekeeping/contract” emails sent out. However, aside from the VP Administration, no one knew that the PCC had hired their Assistant Director. Until quite recently, Matthew had not been added to the PTSL Training on Avenue. In addition, his name on the PCC Assistant Director email, till one week ago, was ‘Matthew Jones,’ and even today I have received emails from MSU representatives referring to Matthew as my Promotions Coordinator “for the second time in a row.” |

# Miscellaneous

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| Overall, I do think our executive team is an incredibly strong group of individuals that have been meshing well, especially due to the PCC Director and Assistant Director subjecting them to social events to get to know each other in an organic setting.  A difficulty we are having, however, is getting students to apply to be volunteers for this upcoming school year. Likely, this is for a variety of reasons, however, I believe that a prevalent one is the nature of last school year. In an online environment, it is so hard for volunteers to feel as though their efforts are contributing towards anything, given that they are simply typing or speaking to a ‘username’ on discord. This contrasts with peer support in-person, where volunteers can look at space users in the face whilst they support them through their issues. Thus, it is significantly easier to get that instant feedback (and inherent validation) by tangibly seeing that they are helping another. To adapt to this, we shall be opening a third round of volunteer applications this year. |