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| MSU-logo-2001 | REPORT  **From the office of the…**  Student Health Education Centre Director |
| TO: | Members of the Executive Board |
| FROM: | Anika Anand |
| SUBJECT: | MSU SHEC Report #1 |
| DATE: | July 5th, 2021 |

# Year Plan Update

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| Since submitting the SHEC 2021 – 2022 Year Plan last month (June 16th), not a great deal has changed. Since the report was submitted, we have finally been able to hire our executive team. We have now switched our focus towards completing spring upper-year and returning volunteer hiring and planning in more detail the scope of our future events and campaigns alongside our newly hired executive team. Overall, the team is feeling confident with the roles they have been introduced to, and eager to complete tasks from our year plan in an efficient and effective manner. In order to ensure that this confidence, comfortability, and momentum remains, we have started to organize regular executive meetings. This was found to be quite effective and helped to maintain morale during the previous year (2020-2021). I believe that these meetings are crucial to maintain a sense of community and responsibility, especially given these trying online times.    One challenge that is expected to arise given the recency of executive hiring as well as current observations is the need to establish more solid group expectations and boundaries, as volunteer expectations may need to be modified according to individual capacity. We plan on implementing some sort of anonymous feedback/comment form to all executives (and volunteers when the time comes) so that individuals may voice their concerns and share constructive feedback so that we may better our practices as a service and as an organization. This is crucial, as we are a health and wellness service, and our team’s mental and physical wellbeing is a top priority. |

# Events, Projects, & Activities

## General Service Usage

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| Since SHEC does not operate during the spring and summer terms, we have not had any service usage to report for this year yet. |

## Projects & Events

### Operating Policy Update

Complete

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| General Information: |
| The Assistant Director and myself recently completed the task of updating the SHEC Operating Policy (OP), in order to reflect the recent changes to the Service structure and accurately outline executive positions and roles in relation to one another. In addition, changes were made in order to address language that may have been perceived as stigmatizing and potentially harmful. An official proposal alongside the edited document were submitted to the Vice-President Administration and the Administrative Services Coordinator on June 1st. |

### Executive Hiring

Complete

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| Unfortunately, Executive hiring was pushed back this year due to misunderstandings and confusion regarding service restructuring. We have since hired our executive members consisting of 2 Volunteer Coordinators, 2 Training and Development Coordinators, 2 Promotions Coordinators, 2 Resources And Advocacy Co-Executives and 2 Events and Outreach Co-Executives. Updated versions of these job descriptions were sent to the Vice-President Administration and the Administrative Services Coordinator on May 27th (Resources And Advocacy Co-Executives + Events and Outreach Co-Executives), and June 1st(Volunteer Coordinators + Training and Development Coordinators). |

# Outreach & Promotions

## Summary

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| The COVID-19 Pandemic and restrictions have changed both the internal and external operations of MSU SHEC . It is a primary goal this year to increase service visibility and to ensure that McMaster students know how to access our services, as well as what those services look like in an online environment. The service will be focusing on promotional strategies for our online operations to ensure that our services are visible and accessible to all students in the McMaster community. Most returning McMaster students may be familiar with what SHEC offers in-person; however, it is important to update students with what sort of services and supplies we offer in an online world, as well as how to access these resources . These efforts will likely involve resources outlining how to access SHEC peer support in an online environment and how to order personal health supplies during campus closures. |

## Social Media Engagement

### Instagram (Last 30 Days)

Table : Instagram Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** |  |  | **1035** | #DIV/0! | #DIV/0! |
| **Impressions** |  |  | **4083** | #DIV/0! | #DIV/0! |
| **Profile Visits** |  |  | **445** | #DIV/0! | #DIV/0! |
| **Website Visits** |  |  | **77** | #DIV/0! | #DIV/0! |
| **Reach** |  |  | **630** | #DIV/0! | #DIV/0! |

### Twitter (Previous Month)

Table 2: Twitter Engagement Insights

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

### Facebook (Last 28 Days)

Table 3: Facebook Engagement Insights

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| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Likes** |  |  | **5** | #DIV/0! | #DIV/0! |
| **Reach** |  |  | **599** | #DIV/0! | #DIV/0! |
| **Views** |  |  | **97** | #DIV/0! | #DIV/0! |
| **Engagement** |  |  | **21** | #DIV/0! | #DIV/0! |
| **Followers** |  |  | **2502** | #DIV/0! | #DIV/0! |

# Finances

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| Nothing has been spent from our 2021 – 2022 budget thus far. However, this is likely to change very soon, as we are planning to order health supplies that need to be restocked (i.e. hCG test strips, menstrual products) and place orders for promotional materials as well as training materials.  Our largest financial partnership is with Public Health Hamilton, who provides SHEC with various free safe(r) sex and harm reduction items including oral barriers, lubricants and condoms. |

## Budget Summary

Table 4: Budget Tracker

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| --- | --- | --- | --- | --- |
| **Account Code** | **Item** | **Cost** | **Description** | **Date of Purchase** |
| 5003-0116 | SHEC - OFFICE SUPPLIES | $ 100 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 100 - |  |  |
|  |  |  |  |  |
| 5951-0116 | SHEC - REFERENCE LIBRARY | $ 300 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 300 - |  |  |
|  |  |  |  |  |
| 6101-0116 | SHEC - HEALTH SUPPLIES | $ 1500 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 1500 - |  |  |
|  |  |  |  |  |
| 6102-0116 | SHEC - ANNUAL CAMPAIGNS | $ 2500 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 2500 - |  |  |
|  |  |  |  |  |
| 6494-0116 | SHEC - VOLUNTEER RECOGNITION | $ 750 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 750 - |  |  |
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| 6501-0116 | SHEC - ADVERTISING & PROMOTION | $ 2800 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 2800 - |  |  |
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| 6804-0116 | SHEC - TRAINING EXPENSE | $ 500 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ - |  |  |
|  | Remaining in Line | $ 500 - |  |  |
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# Executives and Volunteers

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| Unfortunately executive hiring was pushed back this year. However, now that the entire executive team has been hired Gillian (Assistant Director) and I (Director) are working to ensure that everyone on the team is comfortable in their roles. Each of us have had meetings with the co-executives we are tasked with overseeing: I have met with the Promotions Coordinators and will be meeting with the newly hired committee executives, and Gillian has met with the Volunteer and Training & Development Coordinators. These meetings took place in order to get to know one another, establish some role-specific expectations and set goals for this upcoming year. It is a primary goal of both myself and Gillian to ensure that each and every member on the team feels confident and comfortable sharing ideas and asking questions moving forward. We have established open and honest lines of communication, and I look forward to seeing what this year has to hold.  Volunteer hiring has still not taken place, but returner and upper year hiring is to be released shortly. |

# Successes

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| This year we had a huge number of qualified applicant apply for all executive positions. Our executive team has finally been hired and we are so excited to announce that we have a very diverse team in terms of field of study, year of study, age, identity (e.g., gender, race and ethnicity), and lived experiences. For example, we have hired our first male-identifying executive member. SHEC typically has low engagement with this demographic both as service users and team members. This is something the team is very proud to share. We feel that it is extremely important to maintain the diversity of the executive team in order to ensure that our PSVs and service users feel comfortable and that our ideas are coming from a wide array of backgrounds and perspectives. |

# Challenges

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| As mentioned, hiring of executives was a huge challenge this year. The transition period was very choppy and information was lost through the chain of communication. My predecessor and the previous VP Admin had some forms of miscommunication about service structure and expectations that were not communicated to myself or my AD, leaving us to scramble and figure out the details. This whole process pushed back our executive hiring process and forced Gillian and I to do all of the service work thus far on our own. The two of us have been pushed to the brinks of our capacities, consistently logging many more hours than expected. However, now that we have finally been able to hire a team we are excited to see what the year holds.  Another concern is how this timeline further pushed back PSV hiring. This hiring typically takes place in April and is very time consuming. I hope that between our executive team and the Director and Assistant Director we will be able to effectively and efficiently hire volunteers in this much shorter period of time whilst working towards planning for the year, creating training materials, and engaging with the community. |