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| MSU-logo-2001 | REPORT**From the office of the…**Diversity Services Director |
| TO: | Members of the Executive Board |
| FROM: | Sofia Palma Florido |
| SUBJECT: | Diversity Services Report 2 |
| DATE: | August 6th, 2021 |

# Year Plan Update

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| Executive hiring has wrapped while community group outreach & feedback sessions are still occurring. We are now moving into volunteer hiring and executive year plans. I have taken a supportive role in the interview process for the SCLC (Spiritual Care Learning Centre) which will allow for the Service to become more involved in RSS (Religious, Spiritual, and Secular) Diversity advocacy on campus. We will begin training our executives in the coming weeks and our volunteers in the first two weeks of September.  |

# Events, Projects, & Activities

## General Service Usage

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| Our online traction has increased slightly, with new view on Facebook and new followers on Instagram. Our Twitter front is silent, however. Since we are not hosting events or peer support, this is all the service access taking place. |

## Projects & Events

### Project 1: Hiring

Project Status: Completed & On-going

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| General Information:  |
| We have completed the hiring of the executive team and have now moved on to volunteer hiring which is delegated to the respective committee coordinators. They are now in receipt of the applications (which closed last Sunday July 25th) and will commence interviews soon.  |

### Project 2: Community Outreach and Feedback Requests

Project Status: On-Going

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| We have had a few sessions with racialized and religious community groups on campus to receive feedback and offer support. As many are not operational over the summer months, we are waiting for them to return to operations and meet with their chairs.  |

### Project 3: Training

Project Status: Upcoming

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| As we are entering a new phase for the Service, we are consolidating peer-support-related material and resources for training and will be reaching out to formal training services for training.  |

# Outreach & Promotions

## Summary

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| Our promotions executives have been trained in communications and promotions now so they now will begin a transition towards managing the promotional front of the Service.  |

## Promotional Materials

## Social Media Engagement

### Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** |  |  **0** | **2,642** | #DIV/0! | #DIV/0! |
| **Impressions** |  | **0** |  | #DIV/0! | #DIV/0! |
| **Profile Visits** |  | **0** |  | #DIV/0! | #DIV/0! |
| **Website Visits** |  | **0** |  | #DIV/0! | #DIV/0! |
| **Reach** |  | **0** | **1,366** | #DIV/0! | #DIV/0! |

### Facebook (Last 28 Days)

Table 3: Facebook Engagement Insights

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Likes** |  | **0** | **1'749** | 33% | #DIV/0! |
| **Reach** |  | **0** | **470** | #DIV/0! | #DIV/0! |
| **Views** |  | **0** |  | #DIV/0! | #DIV/0! |
| **Engagement** |  | **0** | **9** | 80% | #DIV/0! |
| **Followers** |  | **0** |  | #DIV/0! | #DIV/0! |

# Finances

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| Thus far, we have only spent $125.00 on Hiring materials |

## Budget Summary

Table 4: Budget Tracker

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| --- | --- | --- | --- | --- |
| **Account Code** | **Item** | **Cost** | **Description** | **Date of Purchase** |
| 5003-0107 | DIVERSITY - OFFICE SUPPLIES |  $ 100 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 100 -  |   |   |
|   |   |   |   |   |
| 5315-0107 | DIVERSITY - ANNUAL CAMPAIGNS |  $ 3,500 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 3,500 -  |   |   |
|   |   |   |   |   |
| 5501-0107 | DIVERSITY - PANGEA EXPENSES |  $ 6,000 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 6,000 -  |   |   |
|   |   |   |   |   |
| 5715-0107 | DIVERSITY - ADV. & PROMOTIONS |  $ 2,500 -  |   |   |
|   |   |  $ 125 | Hiring material  |   |
|   | Total Spent in Line |  $ 125 -  |   |   |
|   | Remaining in Line |  $ 2,375 -  |   |   |
|   |   |   |   |   |
| 6201-0107 | DIVERSITY - CONFERENCE EXPENSES |  $ -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ -  |   |   |
|   |   |   |   |   |
| 6300-0107 | DIVERSITY - MAC SUMMER FUNDING EXPENSES |  $ -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ -  |   |   |
|   |   |   |   |   |
| 6415-0107 | DIVERSITY - TRAINING EXPENSES |  $ 500 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 500 -  |   |   |
|   |   |   |   |   |
| 6501-0107 | DIVERSITY - VOLUNT. RECOGNITION |  $ 750 -  |   |   |
|   |   |   |   |   |
|   | Total Spent in Line |  $ -  |   |   |
|   | Remaining in Line |  $ 750 -  |   |   |
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# Executives and Volunteers

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| Our executives are all very excited to be settling into their roles. We’ve made all roles into partnerships so since hiring, the main goal has been creating a strong foundation. This has consisted of having the partners meet and create a plan for how they want their roles to be carried out and what the dynamic of the partnership should be. This week they are sharing their expectations for each other and us for the year. We believe that this creates a strong foundation of accountability and purpose.  |

# Successes

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| A great success is that we’re on track with our plan for the summer. Everything looks like it’ll take place exactly when we planned for it which is a great relief. Our executives are all settling confidently and earnestly into their roles which is a wonderful source of pride and excitement for Ilziba and I.  |

# Challenges

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| Scheduling meetings is challenging as schedules during the summer are very unpredictable with some travelling and others participating from outside of the province.  |