



REPORT

From the office of the...

Food Collective Centre Director

TO: Members of the Executive Board
FROM: Morghen Jael
SUBJECT: FCC Report 3
DATE: August 19, 2021

Year Plan Update

I have shared the FCC's Year Plan officially with our new, now-active Exec members! As individual Exec members plan for their programming for the coming year, I will touch base with them and adjust the contents of the Year Plan accordingly.

Events, Projects, & Activities

General Service Usage

The FCC food bank space remains closed to the public due to Bridges cafe remaining closed. The AD and I have visited the space and updated last year's inventory spreadsheet. We have disposed of all expired food and personal hygiene products, and we donated the soon-to-expire items (i.e., the items that expire before the Fall semester begins) to Living Rock Youth Centre in downtown Hamilton. The food bank space will continue to be accessed only by the AD and myself, until COVID-19 restrictions change significantly.

Lockers of Love, our confidential food support service, has resumed in its virtual format! Partners can fill out the now-active Lockers of Love Order Form linked on our website and receive an electronic President's Choice gift card to their email by the end of the week. We are still hoping to offer a hybrid format of Lockers of Love during the school year (i.e., offering both virtual and on-campus confidential food support, that partners can choose between), but cannot offer the on-campus service yet due to the ongoing closures of BSB and TSH (the buildings in which our lockers are housed). We are in communication with Security Services and Facility Services about the projected re-opening of these buildings to the public; right now, it is set for August 27, but we will check back in in a few weeks.

SUSTAIN 2SS3 (and the working group within it, Advocating for a Community Fridge at McMaster, that I helped to lead) has wrapped up its Summer 2021 session. The students in the working group created a pitch slideshow that can be used to advocate for the project to campus and community partners, as well as a report that will help students in the Fall, "implementation" edition of the class (SUSTAIN 3S03) continue working on the project. I will serve as a Community Project Champion (alongside Zeinab Khawaja from the Student Wellness Centre) again in this Fall session, on behalf of the FCC. We are soon connecting with McMaster's Community Garden team to discuss future fresh food donations to the fridge!

Projects & Events

Project 1: Hiring Executive

Project Status: Complete

General Information:

We have finished hiring our Executive Team! All execs have completed their training (or have communicated with me about a reasonable delay) and have returned their signed volunteer contracts to me. We just had our first Exec meeting over the weekend, as well! We did some icebreakers and reviewed everyone's roles, the FCC's mandate, and the current draft of the Year Plan. We got along well!

Project 2: Re-launching Lockers of Love

Project Status: On-going

Lockers of Love has resumed in its virtual format (electronic gift cards) but is waiting on a few facility re-openings before it can resume in its on-campus format. The AD and I are working with our Promotions Coordinator to create a promotional campaign to let the McMaster community know about digital Lockers of Love (for now) and the traditional, on-campus Lockers of Love in the Fall.

We have decided that electronic President's Choice gift cards will begin at 15\$ in value, then increase in increments of 5\$ based on the number of dependents the partner indicates that they have. We will re-evaluate this system and these amounts based on demand and the capacity of our budget going forward; we are currently unsure how popular the on-campus and virtual Lockers of Love options will be.

For purchasing electronic gift cards, I have worked with the MSU's Accounting team to create a Standing Order (an ongoing tab and access to the MSU's credit card); I will be able to order gift cards of various amounts without waiting for the processing of a PO each time. Fulfilling Lockers of Love orders quickly is a key part of the program; the Standing Order helps make this possible in a virtual format!

Project 3: Relaunching the Good Food Box Program

Project Status: Upcoming

I am working with our new Good Food Coordinator to organize the GFB Program this year. Some basics (e.g., pricing, date of the month, packing responsibilities) will have to be renegotiated this year, since we will be switching to a partnership with the GFB program at the Salvation Army in Dundas (Grace Lutheran Church is not currently offering the program). The Good Food Coordinator and I are in the process of setting up a meeting with a representative from the Salvation Army to lay down the groundwork here.

We are also planning for a delivery option for Good Food Boxes (particularly in an ongoing pandemic context, when some folks in the Hamilton area will want to avoid campus as much as possible); pick-up from a public location like MUSC will still be available, but it is important to us to try to provide delivery as well. We are investigating partnerships with Hamilton cab companies and other delivery services! More info about this will be forthcoming in the next few weeks.

Outreach & Promotions

Summary

The Promotions Coordinator, the Assistant Director, and I have recently received communications training from the Director of Marketing and Communications and the Communications Officer at the MSU. We communicated some key takeaways from this training sessions to the rest of the executive team at our recent meeting (e.g., how folks should plan to have events be promoted for two weeks ahead of time in order for them to be successful).

The Promotions Coordinator and I (with input from the rest of the Exec team) have been developing an outreach strategy targeting first years during upcoming Welcome Week: mostly likely, a social media campaign that will introduce first years to the service. In addition to information about the FCC's basic mandate, we want to emphasize to first years that folks don't need to be *desperately* food insecure to access the FCC and its programs; it can be a great supplement and resource for anyone, particularly those living away from home/cooking independently for the first time.

Finally, we have been interacting with other services in our DMs, and have been reposting their hiring campaigns, etc.! Making these connections will be important for promotional efforts going forward.

Promotional Materials

No new promotional materials were created or shared this month, but some are in the works!

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	781	811	809	#DIV/0!	#DIV/0!
Impressions		411	617	#DIV/0!	#DIV/0!
Profile Visits		71	57	#DIV/0!	#DIV/0!
Website Visits		6	5	#DIV/0!	#DIV/0!
Reach		73	212	#DIV/0!	#DIV/0!

Twitter (Previous Month)

Table 2: Twitter Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	663	658	659	#DIV/0!	#DIV/0!
Mentions		0	0	#DIV/0!	#DIV/0!
Likes		0	0	#DIV/0!	#DIV/0!
Impressions		34	32	#DIV/0!	#DIV/0!
Engagement		9	11	#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	1495	1496	1498	#DIV/0!	#DIV/0!
Reach		112	116	#DIV/0!	#DIV/0!
Views		41	88	#DIV/0!	#DIV/0!
Engagement		0	5	#DIV/0!	#DIV/0!
Followers			N/A	#DIV/0!	#DIV/0!

Finances

I have still yet to receive feedback/approval on my Budget Plan that I submitted to the VP Finance in July. I hope to receive feedback on this soon, so that I can give formal direction to my execs in terms of the division of the FCC budget for the year!

I have decided to divide our Reserve portion of the budget into 500\$ for electronic gift cards for Lockers of Love and 500\$ for concrete food items for restocking the food bank as needed; more than other sections of the budget, I plan to revisit this decision and re-divide our Reserve as we see how popular and needed our on-campus versus virtual Lockers of Love programming is.

Budget Summary

Table 4: Budget Tracker

Account Code	Item	Cost	Description	Date of Purchase
5003-0318	FCC - OFFICE SUPPLIES	\$ 100 -		
	Total Spent in Line	\$ 0 -		
	Remaining in Line	\$ 100 -		
6102-0318	FCC - ANNUAL CAMPAIGNS	\$ 2300 -		
	Total Spent in Line	\$ 0 -		
	Remaining in Line	\$ 2300 -		
6494-0318	FCC - VOLUNTEER RECOGNITION	\$ 750 -		
	Total Spent in Line	\$ 0 -		
	Remaining in Line	\$ 750 -		
6501-0318	FCC - ADVERTISING & PROMOTIONS	\$ 2300 -		

	Total Spent in Line	\$ 0 -	So far, we have reused old graphics and had Underground change the text on them for free	
	Remaining in Line	\$ 2300 -		
6603-0318	FCC - RESERVE	\$ 1000 -		
	Total Spent in Line	\$ 50 -	electronic gift cards for Lockers of Love	July 21
	Remaining in Line	\$ 950 -		

Executives and Volunteers

We had our first exec meeting this weekend and it went well! Our team is eager and talented, and we seem to get along really well so far. We are planning to begin our volunteer hiring process in the next few weeks; execs have indicated that they are interested in creating “committees” of volunteers that may specialize in certain areas of the FCC’s mandate (e.g., Social and Political Advocacy Committee, or Promotions Committee). We plan to have our volunteer hiring process include the option to indicate interest in one (or none!) of these committees, so that we can determine interest.

Successes

Officially restarting Lockers of Love after a transition- and COVID-induced hiatus was really exciting! We have had a few people make use of or inquire about the program on behalf of others so far, which shows that interest is there and will continue to increase as folks re-engage with McMaster and MSU content/services as the school year approaches. I am proud of the system we have established for this program; it seems fair and sustainable!

Challenges

I am finding it hard to balance wanting to dive into many projects and collaborations with needing to conserve time and resources for the FCC's core mandated programming (e.g., the food bank, Lockers of Love, and the Good Food Box Program). I have been contacted by several clubs and departments who are seeking collaborators for food or sustainability-related campus projects this year, and I have begun to let them know that I can be supportive but not intimately and constantly involved; I believe that the FCC has a lot of exciting stuff on its plate this year, and that we need to be careful not to overextend ourselves!