



REPORT

From the office of the...

Maccess Director

TO: Members of the Executive Board

FROM: Emunah Woolf

SUBJECT: Maccess Report #2

DATE: 19 August 2021

Year Plan Update

Campus group connections

We have connected with the Graduate Student Association to address a gap that disabled graduate students are experiencing by creating a weekly support group for graduate students to be run in collaboration with the GSA alongside the other Maccess community groups in the Fall. We are also working with them on a transition event for incoming disabled graduate students.

We have reached out to the McMaster Outdoors Club to explore possibilities for collaboration on outdoor activities planned with an accessibility focus and have been discussing possible other campus organization connections.

Executive team training

We developed and facilitated our executive team training. This included training about the MSU, Maccess, executive team tasks and expectations, the year plan, models of disability, disability rights vs. Disability Justice, mixed ability organizing, disability language, disability intersectionality, peer support, and advocacy and organizing. Training was attended by all the executive team members and those that had to miss portions of it reviewed a recording.

Executive team passion projects

We have worked with our executive team members to develop passion project ideas, incorporating them into the year plan timeline. Executive team members have communicated that they feel heard and valued in the planning process and feel positive about their work with Maccess and ability to learn new skills and take initiative on a project that is important to them.

Critical Disability Studies Minor

We have made headway on our work toward a Critical Disability Studies minor by working toward a proposal, meeting with the EIO for institutional endorsement on this advocacy project, and collecting a list of possible courses for the minor.

Events, Projects, & Activities

General Service Usage



Summer drop-in groups

We have been running drop-in groups twice a week in July and August. Our Tuesday group, Summer Support, is focused on addressing the isolation disabled folks may feel when disconnected from their disabled community on campus over the summer. We have had an average of 4 attendees over the 6 times we have run this group. Our Thursday group, Meeting Maccess, is aimed at those who want to connect with Maccess community before the year begins in order to build friendships and reduce anxiety associated with accessing our service. We have had an average of 3.7 attendees over the 7 times we have run the event so far.

Peer support upon request

Although our drop-in space is not yet open, we have received a few private requests for peer support. Between myself and the Maccess AD we have been able to meet these requests and provide 6 one-to-one peer support sessions.

Projects & Events

Project 1:

Project Status: In progress

Volunteer Hiring

Volunteer hiring promo has been created by the Underground and was adjusted for more accessible colour contrast following feedback by the executive team. Promotional material has been posted on all Maccess social media accounts. A hiring timeline was created by the Maccess Director and Assistant Director in collaboration with the executive team. Volunteer hiring opened on August 15 through a Microsoft Form that is posted in Maccess' linktree and posted to the MSU job board. The first round of volunteer hiring will close on August 29 and a subsequent round of hiring will follow to ensure first-year students have a chance to apply. The application will close fully on September 10. Applications will be reviewed on an ongoing basis and interviews will be held by the Director, AD, and executive team members. A rough draft of the interview questions was created with the Training and Development Coordinators and will be reviewed by the executive team.

Project 2:

Project Status: In progress

Meet the execs Instagram story series

Given the fact that our services will be offered online in the Fall semester, we decided to create an Instagram story series (and story highlight) showcasing the members of our executive team. This will allow community members to attach faces to Maccess and feel more personally connected to the folks running the service. So far, we have collected information about each executive member, a picture of their choosing, and

are in the process of creating the story posts. This series will be posted whilst our volunteer applications are open, hopefully helping potential volunteers feel seen and encouraging engagement with our service and applications.

Project 3:

Project Status: In progress

Connecting with external Ontario disability student services

As outlined in our year plan, we want to connect with the disability student groups at various universities across Ontario to share what Maccess is doing, learn from and be inspired by them, and help folks build a broader disability community outside of Maccess, and with disabled university students in their hometowns. As part of this effort, we are participating in a National Educational Association for Disabled Students panel running on August 20th with the directors of four disability student groups in Canada discussing their services, impacts of COVID-19, and accessibility on campus. This will begin to build these relationships and also provide an educational opportunity for Maccess community members to attend.

Outreach & Promotions

Summary

Since the last report we have posted an advertisement for an event run by the Equity and Inclusion Office and PACBIC DIMAND, an advertisement for our summer support groups, our volunteer hiring promotional material, and a Meet the Execs post to explain the Instagram story series.

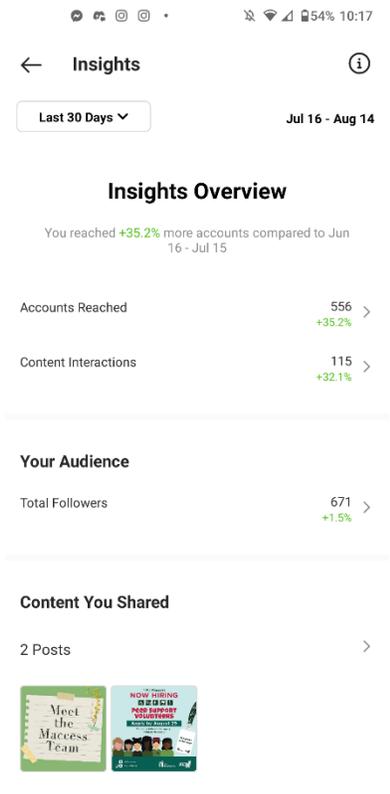
We have used our Instagram story to promote volunteer hiring, remind community members about drop-ins, share information about the NEADS panel, begin the Meet the Execs series, and help promote other MSU services hiring and groups. We also shared posts about Disability Pride Month throughout July.

Our Community Outreach Coordinator and I have begun discussing Hamilton-based organizations that align with Maccess' mission and values for future outreach and collaboration opportunities and we have begun planning what this might look like going forward.

Promotional Materials



Social Media Engagement Instagram (Last 30 Days)



Twitter (Previous Month)

TWEET HIGHLIGHTS

Top Tweet earned 3,703 impressions

Join @EIOMcMaster and @Mac_ECS next week for an exciting Critical Mad Studies event!

Registration for this event is required - forms.office.com/r/x5ZLr83t1u

More details in the attached image. pic.twitter.com/L1Vtmrll2o



Top mention earned 60 engagements

English & Cultural Studies, McMaster University

@Mac_ECS · Jun 12

Join @Mac_ECS PhD Students @most_articulate & @abarfulstrife along with ECS MA Student Katrina Vogan in their upcoming discussion about Mad Studies on June 16th 1-2:30pm EDT. Register now: bit.ly/35eliC5

#MadStudies @EIOMcMaster @McMasterU @mcmasterhum @MSU_Maccess pic.twitter.com/qk0UNmqMdX



JUN 2021 SUMMARY

Tweets	7	Tweet Impressions	5,363
Profile visits	157	Mentions	1
New followers	0		

Top media Tweet earned 393 impressions

Maccess Summer Drop-Ins are here!!! Every Tuesday (8-9pm) and Thursday (2-3pm) in July and August we will have a Zoom group.

Links to register:

Summer Support:

mcmaster.zoom.us/.../tJlufu2rqD.....

Meeting Maccess:

mcmaster.zoom.us/.../tJ0pcO...

pic.twitter.com/Lq8lxp9lyV



1 retweet 2 likes

JUL 2021 SUMMARY

Tweet impressions	1,613	Profile visits	44
New followers	-1		

Account home MSU Maccess @MSU_Maccess

Page updated daily

28 day summary with change over previous period



Facebook (Last 28 Days)

Finances

Completing the budget plan has been helpful in continuing to plan for the year. I feel able to guide the executives in what projects are possible given budget constraints. One challenge I am having is that I originally budgeted based on last year's Underground prices which included a \$60 promotions package, whereas this year the lowest priced package is \$125. We will have to rethink some promotional tactics for the year.

Budget Summary

The only purchase we have made thusfar is a \$125 promo from the Underground for volunteer hiring.

Executives and Volunteers

As we have more executive trainings and meetings, the team dynamic is developing and folks are becoming more chatty in meetings, checking in and out, and connecting in the team Discord. Most folks have been attending weekly meetings and those who have had to miss a meeting have reached out and arranged alternate options with me.

We have just opened volunteer hiring and are deep in preparation for hiring, onboarding, training, and thanking our volunteer team throughout the rest of August and September.

Successes

One of the biggest successes we have had so far pertains to executive team training. Our team is incredibly diverse in knowledge level with regard to disability and Maccess itself. In order to address these topics and avoid assuming a certain level of knowledge while also not making training repetitive to those that may be comfortable with these topics, we invited executive members to develop and facilitate certain portions of the training. This allowed folks to exhibit their knowledge to the team, practice developing and facilitating training before volunteer training, and was overall a well-received decision. The executives were highly engaged in training, excited to give their portions and to cheer on their fellow team members.

Challenges

We have had continued difficulty scheduling full-team meetings given the size of our team and the unpredictability of some members' summer schedules. Hopefully, this will become easier as we solidify our fall semester schedules and get into a routine. We have been able to address this with executive meetings at different times each week depending on what works for most people, taking comprehensive meeting minutes, and personally touching base with those that cannot attend a meeting.