



REPORT

From the office of the...

[Your Position title (Service Name
Coordinator/Director) Here]

TO: Members of the Executive Board

FROM: Stephanie Chin

SUBJECT: Pride Community Center Report 2

DATE: Thursday, August 26th, 2021

Year Plan Update

In comparison to the prior Report 2 and Overall PCC Year Plan, we have not changed too much in terms of the overall direction of the PCC. The only differences are slight alterations in the timings of when we are going to execute certain projects (e.g. pushing back volunteer training) as to not coincide with what we now know about Welcome Week 2021.

Events, Projects, & Activities

General Service Usage

Overall, since the last report, the PCC service usage has been consistent. Attendance to our summer community groups has been low, albeit typical for summer community groups. We have had consistent engagement with our 'Pride Around the World' Campaign, better than how our summer campaigns typically perform. Furthermore, with our new PCC Clothing Drive, we have already started collecting clothing from McMaster students to offer when the school year officially begins.

Projects & Events

Project 1:

Project Status:

General Information:

Volunteer Hiring → Ongoing

Hiring of PCC volunteers is currently still underway. We have completed both Round 2 and Round 1 volunteer hiring. Currently we are aiming to conduct (and begin promotions) for Round 3 Volunteer hiring beginning tomorrow, August 26th, and conclude on September 8th. This will give the PCC the opportunity to effectively target the incoming first year population as well as students returning to campus; likely when physically returning to campus, students will start actively determining what they will get involved in, through to the end of welcome week.

After Volunteer hiring Round 3 closes on September 9th, we are planning to hold Volunteer interviews from the weekend of September 11/12th onwards, and then select our 30-40 Peer Support and Events and Advocacy Volunteers by September 16th. The weekend after that, the 18th and 19th will be when we hold volunteer training (including the MSU wide training), so that the PCC can officially open our safe(r) space on September 20th on Discord.

This week, my team is currently working on compiling the information for the training of our volunteers. This includes

Project 2:

Project Status:

Pride Around the World Campaign and PCC Welcome Week Events

This past Monday, August 23rd, we concluded our Pride Around the World Campaign. The campaign consisted of 6 days of educational programming regarding Pride in different, non-Westernized, countries. A lot of the time, when we learn about 2STLGBQIA+ advocacy, it is from the lens of a Westernized, colonialized, and white-centric/able-bodied lens. Thus, this year, to aid in our desire to emphasize how Pride is truly around the world and is not restricted by body type, race, country, being able-bodied, etc., we wanted to highlight nations from all continents, as well as 2STLGBQIA+ history of Indigenous people. Overall, we have had quite positive responses to our campaign, especially given that the PCC has never done a campaign like this before.

The second Events and Advocacy Related thing that we have upcoming is our Welcome Week programming which will be taking place during September 1st to 8th. Currently we have, in addition to our two weekly community groups (our 2STLGBQIA+ and Newcomers Community Groups), we will be having a “Meet the PCC” event where predominantly first years will have the opportunity to meet the PCC leadership (Director, Assistant Director, and Executives) and learn how to get involved, a chill art event, and a games night for our Pride Student Network.

Project 3:

Project Status:

The third thing that we have going on currently is acquiring all the materials and items we want for the new PCC space. This includes finalizing the paint that we wish to purchase, opening our new clothing drive which my Assistant Director and Training and Development Coordinator (Matt and Meera) are currently acquiring clothing for since they are currently residing in Hamilton, and determining more accessible furnishings we can get for affordable prices (since our current space (the way it was left at the end of 2020) is incredibly inaccessible).

We are also going to open our art collection when the school year officially starts; I intend to make the PCC physical space as much of a community space as is possible, so that when it eventually is open for McMaster students to use (our Discord server will continue to be used at the same time), it is new and improved.

Outreach & Promotions

Summary

Promotional Materials

Since the last report, we have released a lot of promotional material on our PCC social media accounts. The following is outlined from oldest to most recent.

- We released our Community Engagement Groups promotional material on July 20th for our General 2STLGLBQIA+ and Newcomers 2STLGBQIA+ Summer Community Groups.
- On August 2nd, we released the promo for our Pride Student Network Program for first- and second-year McMaster students, where they would be paired with upper year MSU service executives and reps.
- August 13th was when the PCC released our new PCC Clothing Drive promotional material on our social media accounts, to outline the new initiative, how we will be collecting and distributing clothing as to make the clothing the most accessible as possible, and what the intent of the initiative is.
- Finally, our Pride Around the World campaign (7 posts) began on August 16th (with a title slide) and concluded on Monday, August 23rd. 6 countries/areas around the world were showcased (1 each day) including Poland, South Africa, India, Brazil, Turtle Island, and Taiwan.

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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	940	954	979	+ 2.62%	+ 4.14%
Impressions	2723	7515	6100	- 18.83%	+ 124.01%
Profile Visits	187	436	302	- 30.74%	+ 61.49%
Website Visits	12	56	39	- 30.63%	+ 225%
Reach	445	750	792	+ 5.6%	+ 77.98%

Twitter (Previous Month)

Table 2: Twitter Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers	0	0	0	0%	0%
Mentions	0	0	0	0%	0%
Likes	0	0	0	0%	0%
Impressions	0	0	0	0%	0%
Engagement	0	0	0	0%	0%

Facebook (Last 28 Days)

Table 3: Facebook Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes	1112	+ 0	+ 3	+ 200%	+ 0.1%
Reach	2240	+ 424	+ 320	- 24%	+ 14.29%
Views	56	+ 47	+ 5	- 89.4%	+ 8.92%
Engagement	26	+ 18	+ 24	+ 50%	+ 92.3&%
Followers	N/A	+ 0	+ 3	+ 200%	N/A

Finances

Currently we have not yet spent any money from our budget. Space furniture and decorations we have secured thus far have not cost any money, nor has any of the promotional material we have released.

Upcoming, however, we are planning to spend some money through the Underground to create a new space sign and PCC banner with our new logo, as well as purchase paint for our space (such paint will be discounted due to us possessing a connection).

Budget Summary

Table 4: Budget Tracker

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 - OFFICE SUPPLIES	\$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 AND PROMOTIONS	\$1,550.00		

	Total Spent in Line	\$0.00		
	Remaining in Line	\$1,550.00		
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

Currently from interacting and speaking with my current executives, morale is currently high. They are getting integrated into their roles, especially considering the past 'Pride Around the World' campaign which was an excellent way to expose them to the scope of their duties on a smaller scale. Executive attendance to exec meetings and participation in service duties have been great.

Overall, everyone is super excited for the new school year to begin and to bring to the table the most that we possibly can. We additionally are super excited to select and welcome our new team of spectacular volunteers in the coming weeks.

Successes

Currently, something that I am the proudest of my team of accomplishing was getting the Clothing Drive ready to run in such a short span of time. Even though the Pride Community Centre is a service for folks including Trans/Gender-Diverse students, we for so long have not offered any gender-affirming gear nor options for folks to find clothing that they are comfortable and confident in and which best aligns with the gender identity. This year, we have successfully created this clothing drive for that very purpose which will be offered alongside our gender-affirming gear! Additionally, we have, within hours of creating this clothing drive, had numerous folks express interest in donating bags of clothing to our clothing drive!

Challenges

One challenge that we have been having is, and this is an issue among all MSU services, rep groups, etc., not knowing what is going on within the next few weeks. It has been immensely confusing as to what events are running during welcome week, what we can personally facilitate during welcome week, and respective funding. Different parties have been telling us all different things and thus, behind the scenes it does feel difficult for my team and I to properly facilitate our roles without fully knowing what's going on.

Miscellaneous

Other than what was previously mentioned in this report, the PCC is currently working on facilitating an event with MSU SHEC, WGEN, Maccess, and Diversity Services, a "Meet the Services" event to enable incoming first year students to learn more about our services and what we have to offer. This will be taking place during Welcome Week.

The PCC, WGEN, and some other professionals (e.g. McMaster Medical Students) are also facilitating an event at the end of August (a panel) with McMaster's Queer and Trans Colour Club.