



# REPORT

From the office of the...

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

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**TO:** Members of the Executive Board  
**FROM:** Stephanie Chin  
**SUBJECT:** Pride Community Center Report 2  
**DATE:** Thursday, August 26<sup>th</sup>, 2021

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## 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 26<sup>th</sup>, and conclude on September 8<sup>th</sup>. 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 9<sup>th</sup>, we are planning to hold Volunteer interviews from the weekend of September 11/12<sup>th</sup> onwards, and then select our 30-40 Peer Support and Events and Advocacy Volunteers by September 16<sup>th</sup>. The weekend after that, the 18<sup>th</sup> and 19<sup>th</sup> 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 20<sup>th</sup> 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 23<sup>rd</sup>, 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 1<sup>st</sup> to 8<sup>th</sup>. 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 20<sup>th</sup> for our General 2STLGLBQIA+ and Newcomers 2STLGBQIA+ Summer Community Groups.
- On August 2<sup>nd</sup>, 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 13<sup>th</sup> 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 16<sup>th</sup> (with a title slide) and concluded on Monday, August 23<sup>rd</sup>. 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 (%)
<b>Followers</b>	940	954	979	+ 2.62%	+ 4.14%
<b>Impressions</b>	2723	7515	6100	- 18.83%	+ 124.01%
<b>Profile Visits</b>	187	436	302	- 30.74%	+ 61.49%
<b>Website Visits</b>	12	56	39	- 30.63%	+ 225%
<b>Reach</b>	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 (%)
<b>Followers</b>	0	0	0	0%	0%
<b>Mentions</b>	0	0	0	0%	0%
<b>Likes</b>	0	0	0	0%	0%
<b>Impressions</b>	0	0	0	0%	0%
<b>Engagement</b>	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 (%)
<b>Likes</b>	1112	+ 0	+ 3	+ 200%	+ 0.1%
<b>Reach</b>	2240	+ 424	+ 320	- 24%	+ 14.29%
<b>Views</b>	56	+ 47	+ 5	- 89.4%	+ 8.92%
<b>Engagement</b>	26	+ 18	+ 24	+ 50%	+ 92.3&%
<b>Followers</b>	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		
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5315-0107	PCC - OFFICE SUPPLIES	\$250.00		
	Total Spent in Line	\$0.00		
	Remaining in Line	\$250.00		
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5501-0107	PCC - ANNUAL CAMPAIGNS	\$3,350.00		
	Total Spent in Line	\$0.00		
	Remaining in Line	\$3,350.00		
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5715-0107	PCC - VOLUNTEER RECOGNITION	\$750.00		
	Total Spent in Line	\$0.00		
	Remaining in Line	\$750.00		
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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.