



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Neha Shah
SUBJECT: WGEN Report #2
DATE: September 2nd, 2021

Year Plan Update

We are currently planning our Safe(r) Space and peer support groups for the year. We will likely be using Discord to run our space and, in line with our goal of inclusivity and ease of access, we will be launching guides and a what to expect post/website update. I will also be working with my SPA/Research execs to create a survey to identify how to improve our space and its comfortability, and we hope to consult Maccess to increase our space accessibility. We will then work with our T&D exec to implement any changes into the space. This project will likely take a full semester.

Our Survivors group will be running once the school year starts and we will be launching promotions for that soon. This is in line with our other main goal of continuing and expanding programming for survivors.

Events, Projects, & Activities

General Service Usage

Our second round of volunteer hiring has received a lot of traction, especially compared to our first round. We have received numerous inquiries through social media and email, and as such are expecting quite a few applications.

No other WGEN services are operational at the moment.

Projects & Events

Project 1: Collective Care

Project Status: On-Going

General Information:

Collective Care is our virtual resource program in collaboration with SHEC. We provide gift cards to students to purchase essential items, including menstrual, childcare, safe(r) sex, food, and other resources. We are currently figuring out funding for Collective Care and submitted an application to the Special Projects fund for \$500. We have not yet heard back whether we will receive funding or when we can expect to receive funding from the MSU. Given that last year's Collective Care ran for four months and used over \$1000, we are seeking other avenues for funding, including PACBIC and other Hamilton/McMaster organizations. Funding applications will likely be going on throughout the year to sustain this program.

Project 2: Meet the Services

Project Status: On-Going

Meet the Services is our introductory Zoom event in collaboration with SHEC, PCC, Maccess, and Diversity Services. The event's goal is to inform students about what services and opportunities we offer, share what peer support means and looks like, and other information about our services. There is a quiz portion of the event with prizes (\$50 gift cards), though we are still waiting to hear back from the Special Projects fund.

Project 3: Hiring

Project Status: On-Going

Our second round of volunteer hiring is currently open and will be closing on September 11th. We have received quite a bit of interest in this round, indicated through inquiries and engagement with our post. This will be detailed more in the promotions section of the report.

Project 4: Tabling

Project Status: On-Going

WGEN is hoping to run a very informal tabling event on campus during Welcome Week. The goal of this event is to introduce students to our service. It is difficult to inform new students of our organization online, as students have to be on social media or follow certain accounts to find out about us. We asked prospective volunteers in their interviews how they found out about WGEN, and a large portion of upper year students responded that they had passed by our space in MUSC, when school was open in-person, and were motivated to learn more about us after that.

This small event has been very challenging to plan, as we have been waiting on approval from the Welcome Week committee; it has been difficult to find a table to use, as none of the campus groups we have reached out to has gotten back to us; and accessing our space to retrieve our physical marketing materials (our banner, stickers, and rave cards) is very confusing, as we have not yet heard back what the process to do that is.

Given that the event is currently scheduled for September 7th, we are hoping to smooth out the details soon but are stuck waiting to hear back on our requests and questions.

Outreach & Promotions

Summary

Since launching our hiring announcement, WGEN has gained around 20 Instagram followers. The post has been liked 109 times, saved 70 times, and reached 690 accounts as of August 30th at 12pm. This is significantly higher than our first round. This engagement has all come before any of our serious promotions – as of now, only the peer support services have shared the post. We will be following an in-depth plan to share it during the coming weeks, as well as advertising the opportunity at the events we will be part of.

Our promotions execs, as well as myself and Julia, will be receiving promotional training next week. Upcoming promotions priorities include Meet the Services, our table, and hopefully a survey identifying ease of access to WGEN.

Promotional Materials

MSU WOMEN + GENDER EQUITY NETWORK

We're Hiring!

SAFE(R) SPACE VOLUNTEERS

EVENTS & ADVOCACY COMMITTEE VOLUNTEERS

Apply by SEPTEMBER 11, 11:59PM

MSUMcMASTER.CA/JOBS




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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		798	824		+2.6%
Impressions			2506		+1261%
Profile Visits			185		+3600%
Website Visits			30		
Reach			700		+204%

Twitter (Previous Month)

Table 2: Twitter Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers				#DIV/0!	#DIV/0!
Mentions				#DIV/0!	#DIV/0!
Likes				#DIV/0!	#DIV/0!
Impressions				#DIV/0!	#DIV/0!
Engagement				#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				#DIV/0!	#DIV/0!
Reach				#DIV/0!	#DIV/0!
Views				#DIV/0!	#DIV/0!
Engagement				#DIV/0!	#DIV/0!
Followers				#DIV/0!	#DIV/0!

Finances

WGEN, along with the other peer support services, has submitted two applications to the Special Projects fund. The first application is for “Meet the Services”, for \$150, and the second is for “Collective Care”, for \$500. Determining how we will fund Collective Care with SHEC has been a challenge, as our service resource budgets are not large enough to cover the projected cost of this program. Last year, it ran only during Winter 2021 and received \$800 from the MSU, and was partially funded by our own services’ budgets. We are hoping to find other avenues for external funding and sponsorship, but this has proved difficult so far.

Budget Summary

Table 4: Budget Tracker

N/A: We have not yet spent any of our budget.

Executives and Volunteers

So far, we have hired 17 Safe(r) Space volunteers and 5 Events & Advocacy Committee volunteers. We are very excited about the teams we have begun to put together and are especially excited to finish hiring our team. Hiring closes on September 11th, and we project to hire around 25-30 more Safe(r) Space volunteers and 7-10 Events & Advocacy volunteers. As described above, this round of hiring has seen a lot more interest than the first round, so we can expect a higher volume of applications.

Our executive team is getting ready to fully step into their roles as the year picks up. I am having 1:1 meetings with every member of the team within this week and next week to outline the most imminent responsibilities and start assigning tasks to them. They are all very eager to get to work and Julia and I are so excited to see what they’ll do this year!

Successes

I will summarize successes we have had recently:

- Involvement in other campus events (see “Miscellaneous”)
- Hiring post has been doing very well
- Meet the Services has been coming together nicely
- Exec training has been completed and 1:1 meetings will be happening this week

Challenges

I will summarize the challenges I outlined in the previous sections:

- Hearing back from the MSU regarding the status of our two Special Projects Fund applications
- Figuring out how to fund our Collective Care program – i.e.: what external funding opportunities are available and do we qualify for them?
- Hearing back from various campus groups regarding approval and setup of our informal tabling event

Miscellaneous

WGEN has been and will be a part of quite a few events this month and next month. We held a booth at the first Student Services fair in July, and will be holding one at the second and third ones this week and next week. We also attended an event held by the Queer and Trans Colour Club to introduce students to related services and initiatives on campus. Finally, as a member of PACBIC’s Gender & Sexuality Working Group, WGEN co-hosted an event presenting the findings and recommendations of last year’s project to evaluate the experiences of trans and gender diverse students in online learning. This event was very well attended, with over 100 professors, instructors, and TAs in attendance. We are looking forward to being involved in the campus community more as the year progresses!