



REPORT

From the office of the...
Director of Diversity Services

TO: Members of the Executive Board
FROM: Sofia Palma Florido
SUBJECT: Diversity Services Report #3
DATE: September 29th, 2021

Year plan Update

Thus far, our executive team has been trained in the Service's anti-oppressive and anti-racist framework in a training led by Assistant Director, Ilziba. Moreover, volunteers for the Community Events Planning Committee and Social and Political Advocacy Committee have been hired and executive year plans have been submitted to Ilziba and me. The welcome week event with the other peer support services was executed successfully and recorded for future use. The Inter-Faith Council directory has been established, engaging more RSS groups on campus than the IFC operating policy suggests. PACBIC operations will begin soon.

Events, Projects, & Activities

General Service Usage

The only initiative we've had so far is the welcome week "meet the (peer support) services" event on September 6th. Our peak attendance for the event was 3 participants but unfortunately by the 20-minute mark they all had left. In terms of less tangible engagement yet still very relevant forms of engagement. The promotions executives have been significantly engaging the Service's Instagram stories.

Projects & Events: Acquiring a physical space (Ongoing)

We are trying to find a physical space on campus for the Service, similar to what Maccess or WGEN have. We have struggled receiving any positive answer in regards to available space. Thus far, there are no spaces at PGCLL or any of the residences, at the MUSC or with the EIO.

Projects & Events: Re-branding (Upcoming)

We want to acquire merchandise for our volunteers as part of a start of the year volunteer appreciation package *but* we don't want to have our merchandise have the current (and soon to be "old") logo and name. So, we want to begin the rebranding as soon as possible. Thus far we are in the process of defining

ourselves and narrowing down exactly who we are and what we stand for. We will be reaching out to the MSU communications team and the underground team very soon to further the process.

Projects & Events: National Day for Truth and Reconciliation (Upcoming)

The social and political advocacy committee seeks to release an infographic sharing in collaboration with CISSA highlighting the history and relevance of September 30th.

Projects & Events: Community Circles (Upcoming)

The community circles (peer support) will begin once the MSU training takes place. Details of this are still being sorted as the volunteers have yet to meet for a planning session.

Projects & Events: Summary of the McMaster Anti-Blackness in Sports report (Upcoming)

An infographic with a summary of the report released in late October of 2020 will be posted in time for the beginning of football season.

Outreach & Promotions

Summary

So far, our promotional content has included a large meet the team post, with short bios and descriptions of each executive member and the promotional piece for the Meet the (peer support) Services event.

Promotional Materials



MEET THE EXEC TEAM

SOZI-ROSS

Director 1/2



Sozi Ross
Florida

I picked up sewing and quilting in 2017 to my summer wardrobe of more 2017. I've been a member of the quilting community since then and I've been quilting for over 10 years. I'm also a member of the quilting community and I've been quilting for over 10 years. I'm also a member of the quilting community and I've been quilting for over 10 years.

MSU DIVERSITY SERVICES

Assistant Director 5/7



Ilziba Yusup 2/2

she/her health sciences level III

I'm from Calgary so I'm an avid skier and an obligated marketing agent for Alberta. I joined Diversity Services 3 years ago as a volunteer to help uplift the voices from all the different communities at McMaster. 3 years later, I'm still dedicated to helping create an inclusive and safe space for our communities.

MSU DIVERSITY SERVICES

Community Events and Planning Coordinators 6/7



Ebunoluwa Soney 2/2

she/her social work level II

I love travel and dog love. I've been with a passion for helping and an inconsistent YouTube. Community and events planning co-coordinator, and joined the service because I have a passion for promoting social justice within the McMaster community.

MSU DIVERSITY SERVICES



Shrey Acharya 3/3

he/him health sciences level II

A little about me: I enjoy going on hikes, visiting museums, and trying. I joined Diversity this year to bring conversations surrounding mental health within BIPOC communities to a more accessible platform that works to reduce stigma and empower marginalized groups!

MSU DIVERSITY SERVICES

Research & Resources Executives 6/7



Arash Aria 3/3

he/him level II

I absolutely love learning things and also I love to help people and I love to help people. I love to help people and I love to help people. I love to help people and I love to help people.

MSU DIVERSITY SERVICES



Sanari Wickramaratne 3/3

she/her life sciences co-op level IV

I love creating playlists for every mood. I'm so going on long bike rides and trying out new recipes every day. I hope that by being a part of the team this year, I can bring my own perspective and experiences to issues while ensuring that the voices and ideas of marginalized individuals are heard. I also hope to learn more about the topics and issues I'm passionate about and perhaps uncover some things!

MSU DIVERSITY SERVICES



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MSU DIVERSITY SERVICES



Social Media Engagement since the Previous Report

Facebook

Page Insights Last 28 days

Aug 25 - Sep 21

Post Reach 650 ▲ 147%	Post Engagements 74 ▲ 1.8k%	New Page Likes 3 ▲ --
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Posts 9 posts published in the last 28 days.

MOST ENGAGING POSTS

	Meet our Social and Political Advocacy Execu... September 8	Reach: 168 Engagements: 19
	Meet our lovely Assistant Director, Ilziba Yusup (sh... September 5	Reach: 296 Engagements: 13
	Meet our Promotions Executives, Kaitlin (she/h... September 9	Reach: 187 Engagements: 11

Encourage People to Recommend Your Page
Create a post that lets people know they can leave feedback about their experience.

Check-ins

Total Page Check-ins 2 Lifetime	New Page Check-ins 0 last 28 days
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Instagram

Last 30 Days Aug 23 - Sep 21

Insights Overview

You received **+1,800%** more content interactions compared to Jul 24 - Aug 22.

Accounts Reached	2,645 +129%
Content Interactions	798 +1,800%

Your Audience

Total Followers	3,051 +6.1%
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Content You Shared

8 Posts

75 Stories

Finances

Budget Summary

Thus far, our budget has not faced any changes other than the spending that has gone into making the promotional content for the Meet the Team post and the Meet the Services initiative.

Since we have processed a standing tab with the Underground, there isn't much to show below.

ACCOUNT CODE	ITEM	BUDGET / COST
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	TOTAL SPENT IN LINE	
	REMAINING IN LINE	
TOTALS		
	TOTAL BUDGETED DISCRETIONARY SPENDING	
	TOTAL ACTUAL DISCRETIONARY SPENDING	
	REMAINING DISCRETIONARY SPENDING	

Executives & Volunteers

We will be hosting the Service kick-off September 23rd 2021 for the volunteers to get to know the extent of the executive team. This is in response to a challenge faced in the past year due to the volunteers lacking a sense of belonging to the rest of the team. Thus far, the team is communicating cohesively and excitedly – everyone is so excited for the year.

Successes

A success we've noticed is how excited our team is feeling for the year. The year plans describe extensive and thoughtful planning on behalf of incredibly caring and passionate volunteers.

Current Challenges

A challenge we are facing is the lack of availability of physical space for the Service. We are really hoping to start a resource library as well as prepare a space to host peer support. Unfortunately, every metaphorical door I have knocked on thus far, has said "no".