



# REPORT

*From the office of the...*

## MSU Pride Community Centre Director

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TO: Members of the Executive Board  
FROM: Stephanie Chin  
SUBJECT: MSU Pride Community Center Report #3  
DATE: Friday, October 1<sup>st</sup>, 2021

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### Yearplan Update

As of this current point in time, some of the main changes to our original year plan are as follows:

- Following our 3<sup>rd</sup> round of Volunteer Hiring, the PCC opened a short 'Flash First/Second Year' Volunteer Hiring round as we have been receiving many emails from folks (following Welcome Week and Second Year Welcome) regarding wanting to get involved. These applications are only for Peer Support Volunteer, as we have had a surprisingly high number of Events and Advocacy Volunteer applications and respective hires. Peer Support Volunteer (Flash Round) interviews begin on Friday, October 1<sup>st</sup>, 2021.
- The PCC started our physical space revamp a week later than was initially desired (we started on Tuesday, September 28<sup>th</sup>, 2021) due to a delay in acquiring the keys from the MSU office. Currently we are in the process of repainting the space to a more neutral colour, changing the furniture in the space to make our small room more accessible, and adding to the number of resources we offer in our physical space.
- Purchasing more gender affirming gear and safe(r) sex products: upon visiting the physical space, the PCC leadership found that the amount of gender-affirming gear purchased last year is a good start for our resource offerings, however, acknowledged that, given the incredibly inaccessible nature of gender-affirming gear, our stock would be depleted quickly. Thus, we are allocating at least \$500 of our budget to purchasing more as our stock is depleted. Similarly, the safe(r) sex items offered in our physical space was noticed to be oriented towards men/NB individuals, however, not women/NB individuals. This is understandable, albeit unfortunate, given that a number of the prior Coordinators/Directors have been male/NB; it is understandable that this has been an oversight. Thus, the PCC will now be looking into purchasing safe(r) sex items, including dental dams, for our physical space.

### Events, Projects, & Activities

### *General Service Usage*

Currently, since we have hired the bulk of our Peer Support and Events and Advocacy Volunteers, we have been offering safe(r) space hours Monday to Friday, from 10am to 1pm and 6pm to 9pm. In our first week of opening, we have had good turnout from community members who have been excited to see our space open at last. However, we plan to hire and train even more volunteers this coming week to increase engagement of our community. Overall, attendance from volunteers as well is typical for any year; the first week has both folks who come early for their shifts, as well as new volunteers who are still learning how to navigate online peer support.

### *Projects & Events: Project 1 (On-Going)*

#### **PCC Physical Space Revamp (Ongoing)**

- Since this past Tuesday, the PCC has been hard at work in updating our space to better suit our community members. This includes repainting the space from a bright yellow which some folks deem overwhelming to a more muted green, changing the orientation of our physical space to be as accessible as we can possibly be in an incredibly inaccessible space, updating the furniture (moving them, selling them, getting new furniture) to best suit space users' day-to-day activities, and overall, just making the PCC MUSC 221 a community space!
- As per suggestion of MSU staff, the PCC will be selling excess furniture that we do not want, given that we have an astonishingly high number of chairs, desks, and couches in the physical space, and purchasing items that better fit into our narrow room and space users' needs.
- The PCC, once it finishes painting and reorganizing the furniture that is staying, will also be collecting art from our community members to display on the PCC walls. This is to avoid our physical space feeling like a sterile psychiatrist's office, but rather a calming space to be around like-minded individuals.
- When painting and reorganizing is done, we will resume moving donated clothing into the PCC space as well as looking into purchasing more gender-affirming gear.

### *Projects & Events: Project 2 (On-Going/Upcoming)*

#### **2STLGBQIA+ History Week (Ongoing/Upcoming):**

- Currently the PCC Events Coordinators and Social and Political Advocacy Coordinators are working to rally the PCC Events and Advocacy Coordinators to plan events for our upcoming 2STLGBQIA+ History Week. We plan to have 6-8 events during this campaign week which is projected to occur the last week of October/first week of November. Our anticipated budget for this week is going to be in and around \$1000-1300 for the entire week.
- We plan to have the entire events list chosen by October 9<sup>th</sup>, solidified by October 16<sup>th</sup>, and everything finalized shortly after.

### *Projects & Events: Project 3 (On-Going/Upcoming)*

#### PCC Community Groups:

- Currently the PCC team, especially Emma Murdoch (Community Facilitation Coordinator), is working on solidifying facilitators and days/times for our community groups for the fall term. After this list is finalized on October 1<sup>st</sup>, 2021, the PCC will be releasing the form to the public to sign up to participate in these community groups.
- The PCC is planning to have the very first meetings of these community groups beginning after reading week (as with the popular PCC Book Club)

## **Outreach & Promotions**

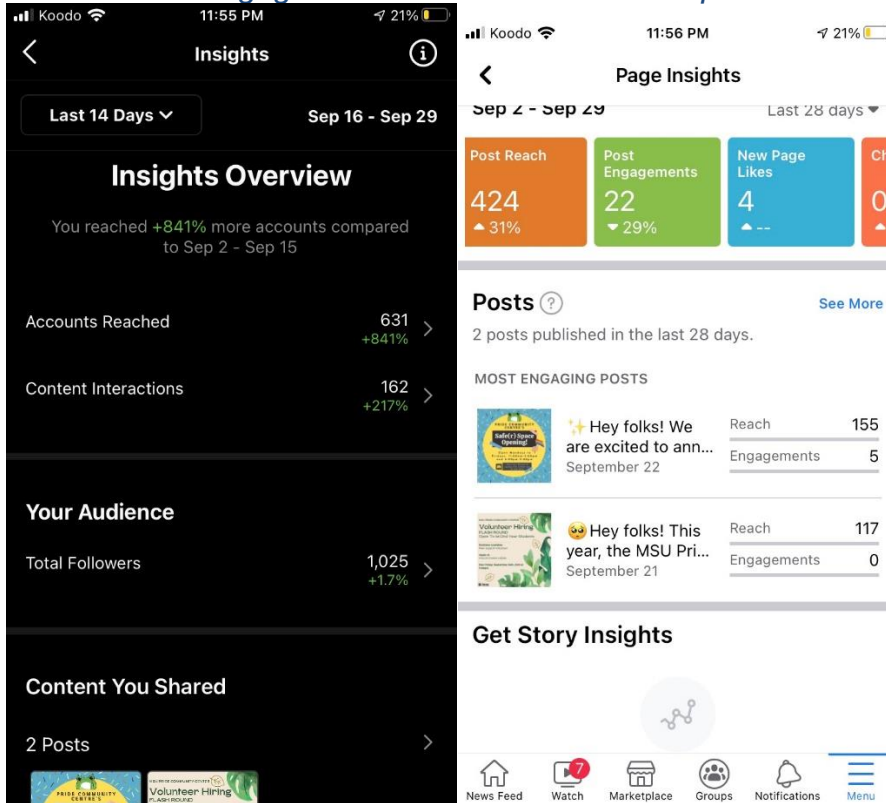
### *Summary*

Much of the activities of the PCC to engage folks in our service revolves around our promotions. One major way we increase engagement is through sharing our posts to social media, and asking other MSU services and clubs, especially the MSU Peer Support Services (through a designated group communication route), to help us reach a wider audience. Furthermore, leadership of the PCC team is diverse, ranging from Welcome Week reps/Archway mentors, club leadership, and other first-year support program leadership which we utilize as means to increase our reach through the McMaster community.

### *Promotional Materials*

Since the last EB Report, the PCC has shared a few promotional materials including a Welcome Week '21 post, featuring the events and programming we were offering during the week, a 'Flash Round' Peer Support Volunteer Hiring Round infographic, and a post highlighting the MSU Pride Community Center's Safe(r) Space opening on September 22<sup>nd</sup>, 2021. Overall, especially for the Safe(r) Space opening promotional material, we have received positive reviews from McMaster community members.

## Social Media Engagement since the Previous Report



Since the last report, the accounts that the PCC Instagram account has reached has increased greatly, as has folks' interactions with our content. We have seen a slight increase in the number of followers the PCC has versus the last Executive Board report. This is understandable, given that the PCC Instagram is the PCC's main and most effective means of connecting with the McMaster community.

Similarly, the PCC Facebook account has had an increase in post reach and page likes, however, has seen a decrease in post engagements.

## Finances

### *Budget Summary*

Thus far, budgeting for the PCC has been alright. We have only spent \$120 of our budget approximately on the PCC Physical Space revamp, predominantly on a soft green paint for the walls in our physical space.

With regards to the future, we are planning to spend the majority of our PCC budget on our campaign weeks, to both create programming that the 2STLGBQIA+ McMaster community actually wants and to center and uplift marginalized folks within our community, and to replenish and expand the resources that we offer to better suit the needs of our community.

| <b>ACCOUNT CODE</b>                          | <b>ITEM</b>                      | <b>BUDGET / COST</b> |
|--|----------------------------------|----------------------|
|  | PCC – Office Supplies            | \$100.00             |
| <b>SUPPLIES</b>                              | <b>TOTAL SPENT IN LINE</b>       | <b>\$0.00</b>        |
|  | <b>REMAINING IN LINE</b>         | <b>\$100.00</b>      |
|  | PCC – Office Supplies            | \$250.00             |
|  | <b>TOTAL SPENT IN LINE</b>       | <b>\$120.00</b>      |
|  | <b>REMAINING IN LINE</b>         | <b>\$250.00</b>      |
|  | PCC – Annual Campaigns           | \$3,350.00           |
|  | <b>TOTAL SPENT IN LINE</b>       | <b>\$0.00</b>        |
|  | <b>REMAINING IN LINE</b>         | <b>\$3,350.00</b>    |
|  | PCC – Volunteer Recognition      | \$750.00             |
|  | <b>TOTAL SPENT IN LINE</b>       | <b>\$0.00</b>        |
|  | <b>REMAINING IN LINE</b>         | <b>\$750.00</b>      |
|  | PCC – Advertising and Promotions | \$1,550.00           |
|  | <b>TOTAL SPENT IN LINE</b>       | <b>\$0.00</b>        |
|  | <b>REMAINING IN LINE</b>         | <b>\$1,550.00</b>    |
|  | PCC – Resource Purchases         | \$100.00             |
|  | <b>TOTAL SPENT IN LINE</b>       | <b>\$0.00</b>        |
|  | <b>REMAINING IN LINE</b>         | <b>\$100.00</b>      |
|  | PCC – Training Expenditures      | \$500.00             |
|  | <b>TOTAL SPENT IN LINE</b>       | <b>\$0.00</b>        |
|  | <b>REMAINING IN LINE</b>         | <b>\$500.00</b>      |
| <b>TOTALS</b>                                |                                  |                      |
| <b>TOTAL BUDGETED DISCRETIONARY SPENDING</b> |                                  | <b>\$6,600.00</b>    |
| <b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>   |                                  | <b>\$120.00</b>      |
| <b>REMAINING DISCRETIONARY SPENDING</b>      |                                  | <b>\$6,480.00</b>    |

### **Executives & Volunteers**

Given that the PCC safe(r) space has just opened, the morale of our volunteers and exec is currently high. There is a lot of excitement among the volunteers and exec to get to know one another, as they are going to be people that they will be working with for the year going forward! Furthermore, given that we have excess pins/crewnecks from the past year's volunteer appreciation, we have been giving those out to volunteer on a first come, first served, basis as a token of our

appreciation for giving back to the community with work that frankly should be paid.

Going forward, the PCC plans to maintain this engagement and high morale with weekly/bi-weekly chill events for volunteers, planned and facilitated by the PCC Events Coordinators and Events and Advocacy Volunteers. In these events, volunteers will get more chances to get to know one another, form friendships, and play games/make art! Through this, the PCC is striving to replicate an in-person year of volunteering with the PCC as much as is possible, where folks actually get to talk to each other face-to-face (on Zoom) and play games in an environment with like-minded folks.

In terms of executives, the PCC are planning to meet one day for dinner or lunch or a picnic outside to allow executives to get to know each other better outside of a PCC environment; to become friends rather than colleagues. Overall, however, my team is bonding spectacularly (there are little to no conflicts) and becoming fast friends. I could not have asked for a better team.

### **Successes**

One of the things that I am super proud of my team for pulling off is the hiring and training of our new cohort of volunteers. My team and I have worked tirelessly over the past few months to handpick the best candidates for our positions, choosing to say no to applicants, even if it meant having a smaller volunteer pool at the start, and hiring on a rolling basis going forward. The volunteer training went well as well, with exec contributing greatly to the preparation and presentation of the training. I am super proud of my team and all that they have accomplished thus far.

### **Current Challenges**

Referred to Closed Session.