



# REPORT

From the office of the...

WGEN Director

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**TO:** Members of the Executive Board

**FROM:** Neha Shah

**SUBJECT:** WGEN Report #4

**DATE:** November 5<sup>th</sup>, 2021

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## Year Plan Update

Our Safe(r) Space is officially open over Discord and we have started sign-ups for Survivors. We have also started Disability in Colour, in collaboration with Maccess and Diversity Services. We will soon be launching guides to Discord and a what to expect post/website update. We are currently in planning stages for our week-long campaign Transforming Mac at the end of November.

## Events, Projects, & Activities

### General Service Usage

Our Safe(r) Space just opened this week. We have had a couple visitors and are anticipating a few more as we continue to advertise. We also hosted our introductory event, WGENius Trivia Night, which had great attendance. Finally, our Collective Care request form has received a lot of entries. I will expand on all of these service projects in the following sessions.

### Projects & Events

#### Project 1: Collective Care

Project Status: On-Going

### **General Information:**

Collective Care is our virtual resource program in collaboration with SHEC and now OPIRG. Anika and I have started a working partnership with OPIRG for Collective Care. They will be helping us fund and advertise the initiative, and have also offered help with any logistical work we have to do. Collective Care is currently open and we have received over 15 requests so far. We will be meeting to go over these requests and send in purchase orders over the weekend.

## **Project 2: Physical Resources**

Project Status: On-Going

Now that we have approval for in-person resources, we are working on restocking and will be releasing a request form. We are hoping to get menstrual products at a wholesale price, and my Resources Coordinator has sent out some emails about this but we have not yet received a response. We will be sending in Purchase Orders within the next week and the form will go live once we have restocked some items.

## **Project 3: Safe(r) Space**

Project Status: On-Going

Our Safe(r) Space opened this week over Discord. We have been navigating a few technical difficulties this week but most things seem to be running smoothly now. Our Training & Development Coordinator, Misha, put together a great guide to using Discord for the volunteers and will soon be making one for our community. I hope to create an introductory guide to safe(r) spaces and a “what to expect” sort of project to be released at some point next semester.

## **Project 4: WGENius**

Project Status: Complete

Our introductory WGENius event ran on November 3<sup>rd</sup>. We had great attendance (16 registrations; 7 community members ended up coming) despite only promoting it for 2 days. It was a great evening of trivia and conversations afterwards. It was also a great opportunity for the Events & Advocacy Committee to transition into their roles and for our CEP/Logistics execs, (Megan, Bethel, and Olivia) to plan their first event ahead of Transforming Mac.

## **Project 5: Meet the Execs/Volunteers**

Project Status: Complete/Upcoming

Our promo execs are launched and completed posting our “meet the execs” series on Instagram. We are currently working on our volunteer interests schedule so that space user can choose a time to enter the space based on the interests of the volunteer on shift at that time.

## Project 6: Menstrual Advocacy

Project Status: Upcoming

We are hoping to use our platform to advocate for free menstrual products in the all-genders washrooms on campus. While WGEN is a great resource for free menstrual products, our physical space is not well-situated to meet urgent menstrual product needs outside of MUSC. I have proposed this idea to the Gender & Sexuality Working Group at PACBIC will be meeting with the PACBIC organizer to see how to move forward with this project.

## Project 7: Inclusivity Survey/Transparency Project

Project Status: Upcoming

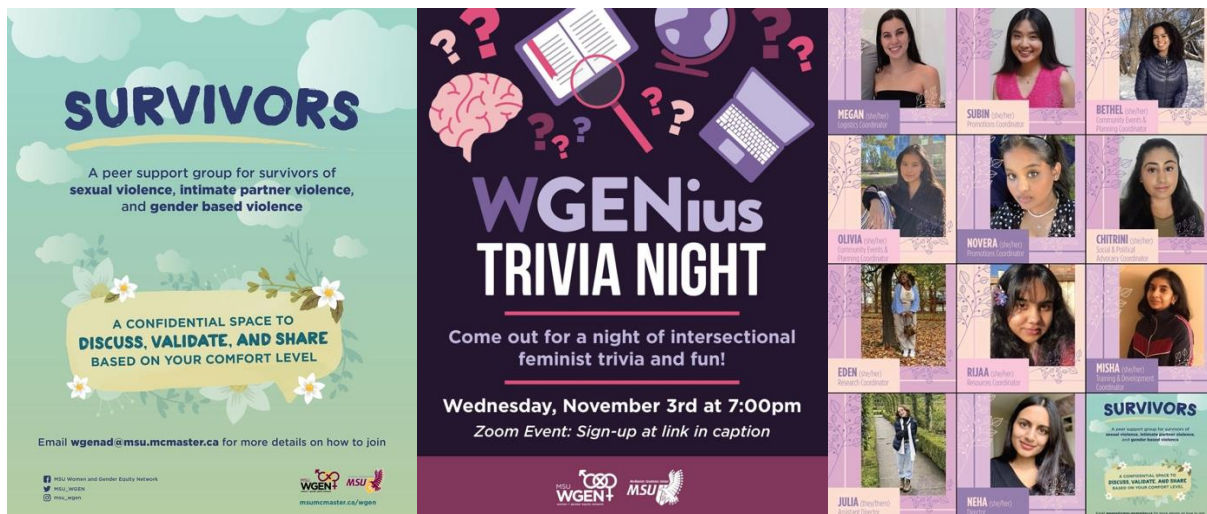
I have started brainstorming questions for WGEN’s inclusivity survey and outlining information that should be put on our website.

# Outreach & Promotions

## Summary

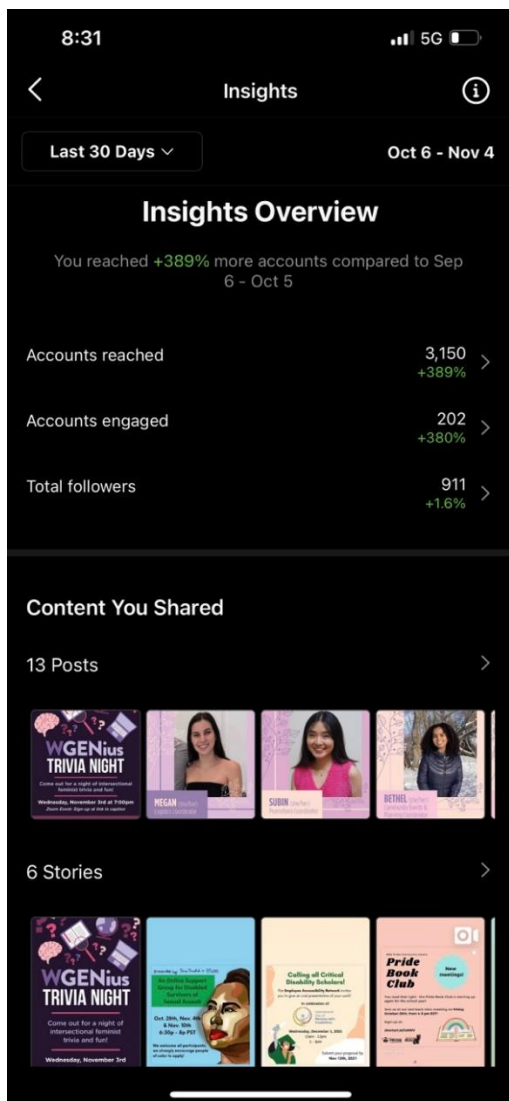
Our Meet the Execs project received a lot of engagement on our socials, which possibly helped with the success of our WGENius post. I will be working to update our website over the coming weeks. I am also going through all our Instagram posts to make “guides” (a new feature on commercial Instagram accounts) that can help new followers get a sense of what we do and what services we offer. During Transforming Mac we hope to do a giveaway as well as some kind of interactive activity over Instagram.

## Promotional Materials



## Social Media Engagement Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights



## Finances

WGEN will be purchasing more physical resources for our in-person resources offerings next week, which we anticipate will be quite costly. We have secured \$3000 in funding for Collective Care so much (\$500 from PACBIC, \$500 from the MSU, and \$2000 from OPIRG whom we have a working partnership with). We have also spent some of our promotional budget to create the Meet the Execs campaign and to purchase the multi-event package from the Underground for Transforming Mac. The last expense was \$96 for the WGENius event where we gave out three prizes to our Kahoot winners.

## Budget Summary

*Table 2: Budget Tracker*

|           |                                |            |          |  |
|-----------|--------------------------------|------------|----------|--|
| 6501-0308 | WGEN - ADVERTISING & PROMOTION | \$2,000.00 |          |  |
|           | Meet the Execs Intro Campaign  | \$165.00   | standing |  |
|           |                                |            |          |  |
|           |                                |            |          |  |
|           |                                |            |          |  |
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|           |                                |            |          |  |
|           |                                |            |          |  |
|           | TOTAL SPENT IN LINE            | \$165.00   |          |  |
|           | REMAINING IN LINE              | \$1,835.00 |          |  |

## Executives and Volunteers

All volunteers have received all their WGEN training and have begun their roles. Our SPA and Research executives, Chitrini and Eden, are hard at work at some of their projects that will be coming out over the semester. I would specifically like to highlight our Training & Development Coordinator, Misha, who worked really hard to get the Discord space up and running and to create a Discord guide for volunteers. The Promotions execs, Nova and Subin, and CEP/Logistics execs, Olivia, Bethel, and Megan, have also been hard at work planning WGENius and Transforming Mac. Our Resources Coordinator, Rijaa, has been looking into getting menstrual products at wholesale price and helping coordinate in-person resource delivery.

## Successes

I will summarize successes we have had recently:

- Space opened, Survivors & Disability in Colour up and running
- We secured \$3000 total in funding for Collective Care and established a working partnership with OPIRG
- Lots of responses for resources through Collective Care

## Challenges

There have been some challenges with overtime work I have been experiencing that I discussed with Christina at a PTMs meeting. Next year I would encourage predecessors to be more upfront and comprehensive about pay information during the transition period.