



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Neha Shah
SUBJECT: WGEN Report
DATE: December 8, 2021

Yearplan Update

There are no updates to the year plan since my previous report. All service components have been running as per our year plan. We are working on an introduction to peer support campaign to increase inclusivity and ease of access, while Survivors has been running regularly in line with our second strategic goal.

Events, Projects, & Activities

General Service Usage

Our major service components currently include: Collective Care, the Safe(r) Space, Survivors, and Transforming Mac. All of these have been used to varying degrees. The space has been accessed a bit over the semester, which is expected given the challenges in creating community online. Fingers crossed for an in-person safe(r) space next semester! I will cover transforming Mac, Collective Care, and Survivors in the Projects and Events Section.

Projects & Events: Transforming Mac (Complete)

Transforming Mac was very successful. We held eight events, and our workshop with Mela Swayze was a particular highlight. We also collaborated with both the PCC and the Queer and Trans Colour Club to run two of our events. The week went well, with good attendance at most events. In addition, the online components of Transforming Mac received good engagement, including the giveaway and the interactive stories. We are now looking forward to Bodies are Dope and Making Waves during second semester.

Projects & Events: Collective Care (Ongoing)

Collective Care has been going well. We have received a lot of requests over the past few weeks. One difficulty has been finances – we had to press pause on number of high priority orders due to the way external sponsorships are deposited into our budgets. If possible in the future, I would encourage the use of e-transfer or electronic deposits instead of mailing cheques, as for mailed cheques from external sponsors is unnecessarily lengthy.

Projects & Events: Survivors (Ongoing)

Survivors has been running during the majority of the semester. We have approximately 5 regular attendees and we anticipate that the group will wrap up in the coming weeks and resume after the break.

Projects & Events: Bodies are Dope, Making Waves (Upcoming)

Our second and third annual campaign weeks will be taking place in February and March. Planning for these campaign weeks will start ASAP.

Projects & Events: In-Person Resources (Upcoming)

We have ordered a number of resources to restock our inventory. The process of ordering and waiting to receive resources has been lengthy, so we anticipate being able to offer them next semester. Any details around in-person operations would be appreciated because it will be very difficult to give two weeks notice to access

Projects & Events: Exam Care Packages (Upcoming)

We are hoping to put together a few exam care packages and leave one in each library as a promotional project. Depending on the PO process we will hopefully be able to do this this semester.

Projects & Events: The Womanists Rebranding & Restructuring (Upcoming)

The Womanists are a working group under WGEN that have not been active since the 2019-2020 school year. Their goal is to create programming for Black women and non-binary folks. Two of our execs are now involved with the Womanists and are hoping to put together either an exec team or a board (comprised of folks from other peer support services and Black student groups) to rename and restructure the Womanists to ensure they continue to operate over the coming years and are more inclusive to non-binary folks.

Outreach & Promotions

Summary

Recently, we have done a giveaway and an interactive story where followers would share their favourite trans, non-binary, or gender-diverse artist. We then featured our favourites on the WGEN page. These two interactive components have been very successful. We anticipate reaching 1000 followers in the near future.

Promotional Materials

(TRANS)FORMING MAC NOVEMBER 20-25, 2021

Saturday, Nov 20
Trans Day of Remembrance Vigil with PCC 10am-5pm
Trans Day of Remembrance Community Group 11am-12pm

Sunday, Nov 21
Art While Apart 2.0 1pm-2:30pm

Monday, Nov 22
Gender Feels Workshop with Mela Swayze 6pm-7pm

Tuesday, Nov 23
Newcomer Movie Night 6:30pm-8pm
Post Movie Discussion 8pm-9pm

Wednesday, Nov 24
Self-Care Night with Queer & Trans Colour Club 7pm-8:30pm

Thursday, Nov 25
Existence as Resistance 6pm-7pm

JOIN US FOR A WEEK OF TRANS-FOCUSED PROGRAMMING AND EVENTS!

Plus keep your eyes peeled on our Instagram @msu_wgen for some interactive stories and a giveaway!

(EVENTS ON ZOOM- SIGN UP AT LINK IN CAPTION)

(ALL EVENTS HELD ON ZOOM- SIGN UP AT LINK IN CAPTION)

MSU WGEN+ MSU MSU

Social Media Engagement since the Previous Report

Our social media engagement has been relatively high. We gained around 50 followers during Transforming Mac due to our giveaway, which received a lot of entries! We plan on doing giveaways during Bodies are Dope and Making Waves as they are a great way to get engagement. It might be helpful to post them further in advance to encourage engagement with events. The interactive story was also quite popular.

Finances

Budget Summary

Budgeting for Transforming Mac events has been relatively difficult. Much of the funds used (aside from the Mela Swayze event and giveaway) have been gift cards for folks to use to take part in events, but the costs were difficult to predict because we did not know the number of people that would attend each event. Otherwise, we have been reworking and planning our budget for second semester, which has been going well! We anticipate being able to bring in a big speaker second semester due to events funds left over.

6102-0308	WGEN - ANNUAL CAMPAIGNS	\$2,800.00		
	WGENius Gift Card #1 – Shoppers	\$30.00	10-Nov	127650
	WGENius Gift Card #2 – Esso	\$30.00	10-Nov	127649
	WGENius Gift Card #3 – Chapters/Indigo	\$30.00	10-Nov	127648
	Transforming Mac Giveaway	\$66.23	17-Nov	127662
	Tabling Charge	\$15.00	09-Sep	127570
	Mela Swayze Event	\$300.00	23-Nov	127669
	Transforming – Newcomer Movie Night Gift Card	\$25.00		
	Transforming – Self-Care Night Gift Card (Indigo)	\$25.00	01-Dec	
	Transforming – Self-Care Night Gift Card (Amazon)	\$25.00	01-Dec	
	TOTAL SPENT IN LINE	\$546.23		
	REMAINING IN LINE	\$2,253.77		
6103-0308	WGEN - SPECIAL PROJECTS	\$2,250.00		
	Collective Care – Nov 7 Gift of Choice	\$50.00	07-Nov	127637
	Collective Care – Nov 7 Come As You Are	\$25.00	07-Nov	127638
	Collective Care – Nov 7 Venus Envy	\$50.00	07-Nov	127639
	Gender-Affirming Gear – urBasics	\$228.26	10-Nov	127646
	Menstrual Products & Paper Bags – Walmart	\$69.14	10-Nov	127647
	Collective Care – Nov 11 GiftCards.ca	\$60.00	11-Nov	127659
	TOTAL SPENT IN LINE	\$482.40		
	REMAINING IN LINE	\$1,767.60		
6501-0308	WGEN - ADVERTISING & PROMOTION	\$2,000.00		
	Meet the Execs Intro Campaign	\$165.00	standing	standing
	Transforming Mac Promo	\$275.00	standing	standing
	TOTAL SPENT IN LINE	\$440.00		
	REMAINING IN LINE	\$1,560.00		

Executives & Volunteers

Execs and volunteers are doing well in their roles. We will be sending out appreciation gifts to all execs and volunteers as a thanks for all their hard work and dedication this semester.

Successes

Transforming Mac went very smoothly, and a big thanks goes out to all the execs who took part in planning, executing, and facilitating our events! We are looking forward to more great programming next semester.

Current Challenges

As mentioned above, waiting for cheques from external sponsors to be mailed has been frustrating given the urgent nature of the requests we receive for Collective Care. Hopefully in the future, sponsorship money can be transferred electronically, especially for essential services like Collective Care.