



REPORT

From the office of the...

Maccess Director

TO: Members of the Executive Board
FROM: Emunah Woolf
SUBJECT: Maccess Report #6
DATE: January 25, 2022

Yearplan Update

We have continued to loosely follow our Year Plan, as makes sense for our service. Although we did not have a campaign week last semester, we had three full days of events to celebrate December 3. We closed for winter break, as planned, and have just relaunched our Discord.

Events, Projects, & Activities

General Service Usage

Our Discord continued to be utilized at the end of November and beginning of December. Our drop-in peer support space was closed over the winter break. We reopened on January 19th with our Discord space and a launch event.

Projects & Events: Return to Campus or Return to Ableism? (Complete)

We successfully completed our social media campaign, highlighting disabled student concerns about the plans to return to campus. These resonated with many students, and we saw many shares to others' Instagram stories, direct messages discussing the posts, and received confirmation that the AVP Equity and Inclusion read our posts. This also increased our social media presence and followers.

Projects & Events: December 3 Events (Complete)

Our events celebrating the International Day of Disabled Persons, as outlined in the last report, were a fantastic success, with turnout beyond what we could have imagined. Partnering with so many other bodies within the university and MSU worked to our advantage, allowing us to reach many more pockets of students than we usually do. Our symposium on Critical Disability Research and Teaching included thirteen presentations and was partially attended by the Vice President, Research. Multiple executive members and volunteers presented here. Our food (in)accessibility event allowed us to begin conversations about intersectional barriers to accessing food on campus and to provide attending students with food gift cards. The assistive technology panel was also well attended and was

followed by a community debrief/celebration of the three events hosted by the Employee Accessibility Network.

Projects & Events: Winter Wonder Care (Complete)

Maccess and SHEC collaborated with Student Wellness Centre to provide almost self- and community-care themed prizes to students. This increased social media interaction for both accounts, and allowed us to meet student needs. All items have been bought and are either received or on their way to the winning students.

Projects & Events: Volunteer Appreciation Movie Night (Complete)

Right before exam season, we hosted a volunteer appreciation movie night where we watched Elf and celebrated the end of a successful term. We were also able to provide interested volunteers with \$5 Starbucks cards to enjoy a hot chocolate or cozy drink of their choice with the movie.

Projects & Events: Discord Re-Launch Community Art Circle (Complete)

On January 19 we launched our Discord for the term. After the open hours, we held a community art circle around the theme of using art to convey emotions that many disabled and neurodivergent people find they cannot usually express. We had six attendees and all suggested that we run more events like this one.

Projects & Events: Black History Month Intersectionality Event (Upcoming)

We are currently working on an event for Black History Month with SHEC, WGEN, and Diversity Services. This Zoom event will be led and run by Black members of our organizations with various discussion breakout rooms to meet others and discuss intersections in the experience of being Black. We are still in the planning phase of this project.

Projects & Events: Disability and Mad Pride Week (Upcoming)

Our team has begun brainstorming and structuring our Disability and Mad Pride Week we hope to hold in March. We hope that by beginning to plan early, we can pull together an event that respects the crip time many of us, and our possible speakers, work within to make the planning process as accessible as possible.

Outreach & Promotions

Summary

Since our last report, we finished our social media campaign and promoted our December 3 events, Winter Wonder Care, and our Discord re-launch event. We have also posted about looking for candidates for next year's Director and Assistant Director as well as the Maccess review survey. We have continued to utilize our Instagram story to share memes, educational information, and other

MSU services' posts. Our cross promotion of the December 3 events and Winter Wonder Care also brought more followers to our pages.

Promotional Materials

MAC feedback SERIES
MSUMCMaster.ca/MACFEEDBACK

EFRT, SPARK, MACCESS & FCC Review Survey
Surveys will close February 6, 2022

CHANCE TO WIN
Each survey entrant has a chance to win one of the following gift cards:
• \$50 TwelvEighty
• \$50 Grind
• \$50 Campus Store

ENTER TO WIN!
OVER \$450 IN PRIZES!!
WINTER WONDER CARE
Closes December 12 at 11:59 PM (EST)

Celebrating December 3rd: The International Day of Persons with Disabilities
Wednesday Dec. 1st | Thursday Dec. 2nd | Friday Dec. 3rd

Flash Presentations: Critical Disability Research and Teaching Cluster (x2)
These events will bring together scholarly disability community to support and facilitate intergenerational community across roles and locations in the university, to advocate for the development of education, teaching/learning approaches, and research related to disability.
Who should attend: Open to all.
Where: Zoom
When: Wednesday, December 1st
10:00 AM to 12:00 PM **AND/OR**
1:00 PM to 4:00 PM

Disability Discussion: The 3 Fs of Food (In)Accessibility
Join Maccess, the Food Collective Centre, & the FSD as we explore the nuances of food accessibility and security for McMaster student through an intersectoral lens.
Who should attend: Presentation (12:00 PM - 12:20 PM): Open to all. Discussion (12:20 PM - 1:30 PM): Open to folks with disabilities or those who experience food accessibility barriers at McMaster.
Where: Zoom
When: Thursday, December 2nd
12:00PM-12:30 PM (open presentation),
12:30PM-1:30 PM (open to specific participants)

Assistive Technology – Lived Experiences and Uses
A panel discussion on assistive technologies (AT) & their impacts on those who use them, businesses, the university, & broader society.
Who should attend: Open to all.
Where: Zoom
When: Friday, December 3rd
10:00 AM to 12:00 PM

Events are free!
CART professional live captioning will be available for all 4 sessions. ASL is available upon request.
Please contact Kate at maccess@mcmaster.ca to discuss further accessibility requirements. Sign up at www.linktr.com/DIMANDDec3 or by scanning this code:

Maccess Safe(r) Space Launch!
To join the Discord, visit: linktr.ee/maccess
Available 11am - 5pm, Mondays to Fridays
Opening January 19

Join us at our Zoom launch event - Community art circle
Wednesday, January 19 at 7:30pm
Email maccess@msu.mcmaster.ca with any questions, comments, or concerns

MSU Maccess is NOW HIRING
2022/23 Director and Assistant Director
Apply by
D: January 16
AD: January 23
To apply, go to msumcmaster.ca/jobs
Contact maccess@msu.mcmaster.ca with any questions or accessibility concerns

Social Media Engagement since the Previous Report

Facebook

Insights

[See all](#)





















Last 28 days : Dec 22 - Jan 18 ▼

People reached

1,138
▲ 227%

Post engagements

53
▲ 121%

Published	Post	Type	Targeting	Reach	Engagement
01/18/2022 3:25 PM	 ♥ MACCESS SPACE RE-OPENING! ♥ We're excited to			143 	2 3 
01/18/2022 1:07 PM				124 	2 3 
01/17/2022 11:00 AM	 The MSU is reviewing its student services, including Maccess! Have			684 	4 1 
01/14/2022 11:20 AM	 Maccess is hiring our Directorial Team for the upcoming academic			563 	28 11 

Twitter

DEC 2021 SUMMARY

Tweets
8

Tweet impressions
3,437

Profile visits
233

Mentions
1

New followers
2

JAN 2022 SUMMARY

Tweets
6

Tweet impressions
2,507

Profile visits
89

Mentions
4

New followers
4

Instagram

Insights Overview

You reached **+3,800%** more accounts compared to Dec 22 - Jan 4

Accounts reached	507	>
	+3,800%	
Accounts engaged	58	>
	-	
Total followers	939	>
	+0.8%	

Content You Shared

3 Posts >



10 Stories >

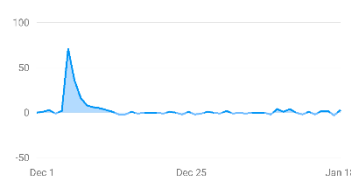


939
Followers

+19.1% vs Nov 30

Growth

Overall	151
Follows	190
Unfollows	39



Top Locations
of your followers



Content interactions ⓘ

404

Content Interactions
-44.3% vs Oct 13 - Nov 30

Post Interactions

397

vs Oct 13 - Nov 30 -45%

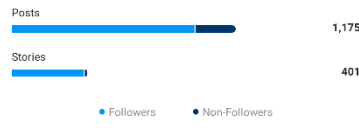
Likes	200
Comments	147
Saves	18
Shares	26

Followers and non-followers

Based on reach



Content reach ⓘ



Top Posts

Based on reach



Finance

Budget Summary

Because of our partnerships with other services and university bodies, we have been doing well budget-wise. Below is an updated account of our current budget tracker.

ACCOUNT CODE	ITEM	BUDGET / COST
6102-0118	MACCESS - ANNUAL CAMPAIGNS	\$2,800.00
	Welcome Week event prizes	\$50.00
	IDPD CART and event costs	\$330.00
	Winter Wonder Care prizes (bought with money from SWC, Special Projects)	\$362.52
	TOTAL SPENT IN LINE	\$380.00
	REMAINING IN LINE	\$2,870.00
6494-0118	MACCESS - VOLUNTEER RECOGNITION	\$750.00
	Volunteer welcome package pins	\$70.00
	Volunteer welcome letters	\$3.92
	Volunteer welcome tea	\$10.05
	Volunteer welcome stamps and mailing	\$41.58
	Volunteer thank you Starbucks cards	\$115.00
	TOTAL SPENT IN LINE	\$240.55
	REMAINING IN LINE	\$509.45
6804-0118	MACCESS - TRAINING EXPENSE	\$500.00
	Carly Boyce training	\$260.00
	Conference tickets	\$80.00
	TOTAL SPENT IN LINE	\$340.00
	REMAINING IN LINE	\$160.00
6501-0118	MACCESS - ADVERTISING & PROMO	\$1,700.00
	Volunteer hiring promo	\$125.00
	Space launch promo	\$125.00
	Community group promo	\$125.00
	COVID social media campaign	\$440.00
	TOTAL SPENT IN LINE	\$815.00
	REMAINING IN LINE	\$885.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6600.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1,775.55
REMAINING DISCRETIONARY SPENDING		\$4824.45

SPONSORS/DONORS				
ACCOUNT CODE	ITEM	BUDGET / COST	DEPOSIT SUBMITTED (DATE)	
	Sponsorship revenue	\$0.00		
	Student Wellness Centre - support for Exam Care Packages	\$450.00	Oct-21	
	TOTAL GENERATED IN LINE	\$450.00		
	REMAINING TARGET IN LINE	-\$450.00		

Executives & Volunteers

Our executives were experiencing low morale at the end of last term due to having to cancel some events in light of our AD's absence. However, the winter break and successful start to the term for Maccess seems to have boosted spirits, and we are enjoying planning for the activities of the term.

Volunteers appreciated the end of term volunteer appreciation, and were quick to sign up for new peer support shifts when I sent out the schedule. The first day back in the Discord was successful with lots of conversation and catching up about how the break went.

Successes

Our December 3 events ended up being something of a short campaign week. We had great turnout to all components and were able to fulfil other Maccess goals through the planning and execution of the events. The symposium on the first day was especially successful, and we enjoyed planning, moderating, presenting, and attending the event. Seeing students, staff, and faculty all present on topics of disability and accessibility together for a full day, and be recognized for this oft unnoticed work in the university, was extremely special to witness. Partnering with so many other bodies across McMaster also helped the executives and volunteers make connections and learn who in the university supports accessibility work.

Current Challenges

We are still experiencing some challenges associated with the AD stepping back from Maccess. Luckily, we are in the process of figuring this out and are creating a plan for this term to ensure Maccess' functioning and the continued wellbeing of the Maccess team.

We are also experiencing some challenges associated with Omicron, and thinking about how (and if) we can return a service designed by and for disabled, neurodivergent, and immunocompromised people to campus during such a time.