



REPORT

From the office of the...

MSU SWHAT Coordinator

TO: Members of the Executive Board
FROM: Kavya Patel
SUBJECT: MSU SWHAT Report #5
DATE: Thursday March 10th, 2022

Yearplan Update

SWHAT has been operating since February 7th, 2022. Within the last week, we are starting to see an increase in service usage with some weeknights having 4 walks. Also, we completed our second and third round of hiring and have reached a full team that will ensure that we will have 4 walkers, 1 dispatcher, and 1 executive on shift.

Events, Projects, & Activities

General Service Usage

Since the last report, we have had 19 walks in total with an increase in service usage recently. Weeknights such as Wednesday and Thursday and hours between 9 PM and 11PM tend to be our busiest. The maximum number of walks provided in one shift has been 4 walks. As for booking walks, there is an equal amount of walks requested from both our online form and by calling us.

Projects & Events: 2nd and 3rd round of Walker & Dispatcher Hiring (Complete)

We completed our second and third round of hiring and have a team of 30 walkers and 7 dispatchers. The new hires have started volunteering on March 8th, 2022 and are integrating well with all volunteers. They will undergo training while on shift and on March 12th and 13th, 2022.

Projects & Events: Informational Campaign (Complete)

Our informational campaign was posted on our social media platforms on February 9th, 2022. The post contained slides on what SWHAT is, who we are, who we are for, our COVID-19 safety policy, how to request a walk, our service area, and what a walk looks like (graphics can be seen further down). This post reached 1545 accounts with almost half of them being non-followers. This campaign really boosted our awareness on campus, and as a result, we saw a rise in service usage. Many MSU services as well as MSU's social media accounts shared this campaign leading to a wider audience. Overall, this was super helpful in getting the word out!

Projects & Events: FYC First Year Formal (Ongoing)

First Year Council has reached out to SWHAT so that we can provide walks at the end of the First Year Formal on April 2nd, 2022. We will have to extend our shift by 30 minutes to accommodate walks and depending on the number of tickets sold, possibly add an additional walk team. The only concern with adding a walk team is that we are short on radios. I will have to look into renting radios to support this event.

Outreach & Promotions

Summary

Over the last month, we ran the 'What's SWHAT?' campaign on our social media platforms to let the McMaster community know that we are open and information on what SWHAT is. Along with that, we posted pictures of our executive team to familiarize everyone to SWHAT and show the team working behind the scenes.

Promotional Materials

WHAT'S SWHAT?

SWHAT has officially reopened!

Swipe **right** to learn more about our service and COVID-19 policies.

Who are we?

The Student Walk Home Attendant Team (SWHAT) is a volunteer service within the McMaster Students Union (MSU) that enables students to request walkers to accompany them on walks during evening hours, 7 days a week. Run entirely by student volunteers, we are dedicated to **campus safety** and fostering a **welcoming environment** for all students and community members.

Who is SWHAT for?

Any McMaster student who would like to be walked/bussed within our service area.

COVID-19 Safety Policy

- 1. Reduced operational hours/capacity**
Our new hours of operation will be 8:00 PM - 12:00 PM, 7 days a week. Due to new COVID-19 measures, we have a limited capacity and may not be able to accept all walks.
- 2. Mandatory masks + PPE**
Both students who wish to use our service and our volunteer team will be required to wear masks and PPE as needed during the entirety of all walks and shifts.
- 3. MacCheck**
Students who wish to use our service must present a valid COVID-19 MacCheck screening check from that day before being walked.

How to request a walk

1. Book a walk online through our form <https://linktr.ee/MSUSWHAT>
2. Call **905-525-9140 x27500** ahead of time to book a walk.
3. Due to the COVID-19 pandemic and new measures, we will not be able to accept walk-ins.

***Please be mindful that our volunteers will not be able to enter buildings to pick up service users. Our walkers will meet service users outside of buildings. Please be mindful of this when describing your pick-up location.

Email: swhat@msu.mcmaster.ca
Phone: 905-525-9140 x27500

MSU SWHAT MSU

MSU SWHAT MSU

JOIN OUR TEAM!

We are still accepting applications to join our lovely team of **walkers** and **dispatchers**. Apply if you are...

- A full-time undergraduate McMaster student.
- Ready to meet new people and get a little exercise!
- Passionate about fostering a safe(r) space on campus.

Please apply at
<https://bit.ly/swhat2022!>

Service Area

SWHAT will walk any McMaster student anywhere on-campus or off-campus from University Plaza to the 403, to the edge of the escarpment. We will even take the bus with you if requested.



Refer to <https://msumcmaster.ca/service/swhat/> for a larger image of the service area map.

Location & Hours

SWHAT office is located on the second floor of MUSC, room 234
Hours of Operation: 8:00 PM - 12:00 AM, 7 days a week

Email: swhat@mcmaster.ca
Phone: 905-525-9140 x27500

[f MSU.SWHAT](https://www.facebook.com/MSU.SWHAT) [i MSUSWHAT](https://www.instagram.com/MSUSWHAT)




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What does a walk look like?

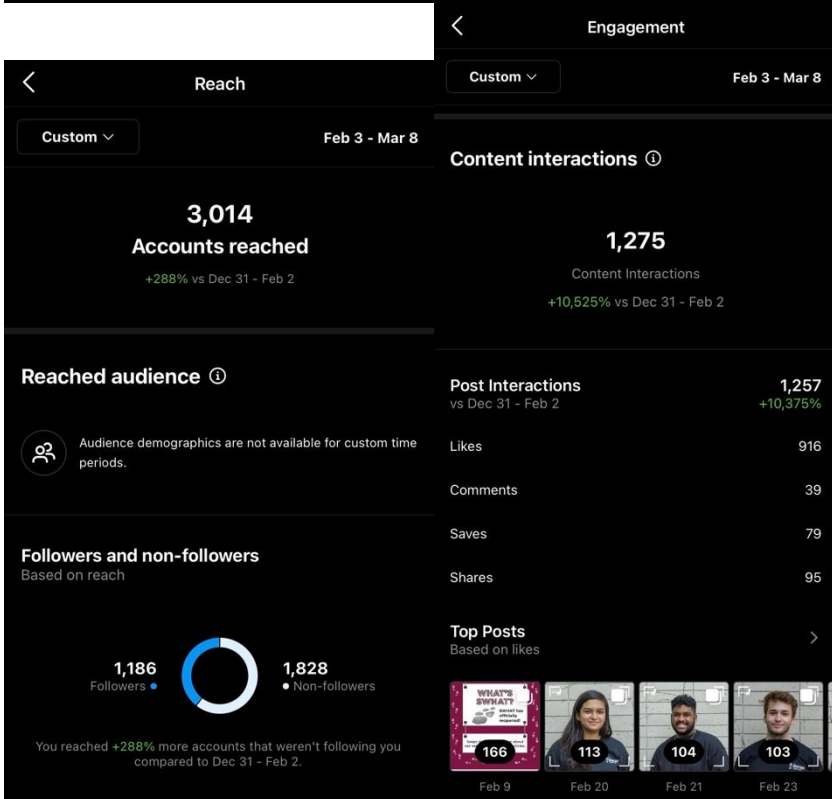
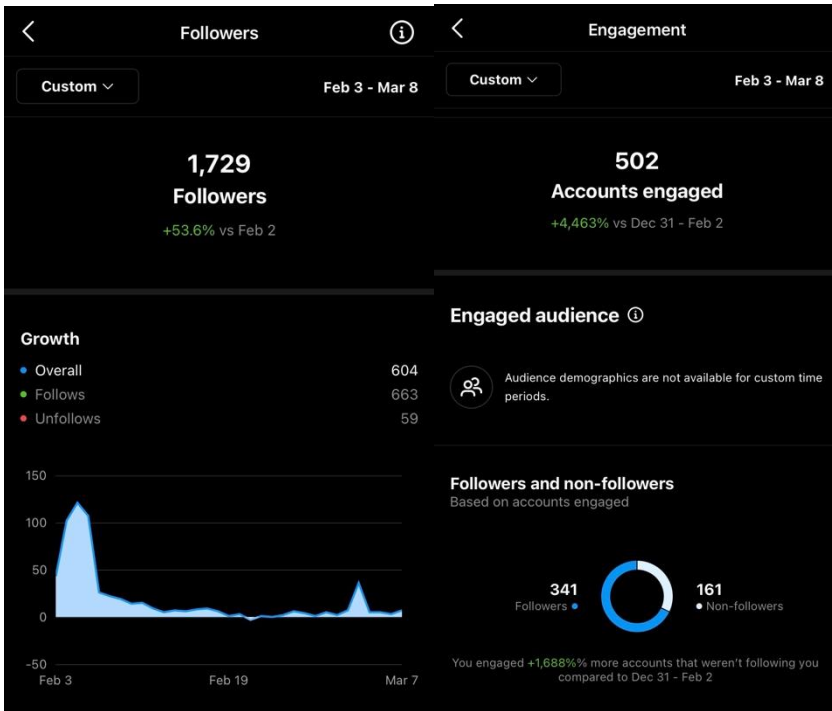
- Two SWHAT walkers.**
- Gender:** You may state your preference for the gender of your walkers.
- Introductions** (Name, Pronouns, etc).
- Flashlight + Radio:** Each pair of walkers will be equipped with flashlights and a radio to the dispatcher on shift and security services.
- Umbrellas:** If it is raining, our walkers will greet you with umbrellas.
- Bus:** If you require a bus to get to your destination, walkers will be able to accompany you. However, you must have your own HSR bus pass.
- Confidentiality!** SWHAT promotes a safe(r) space for our clients and will ensure that service use is confidential.

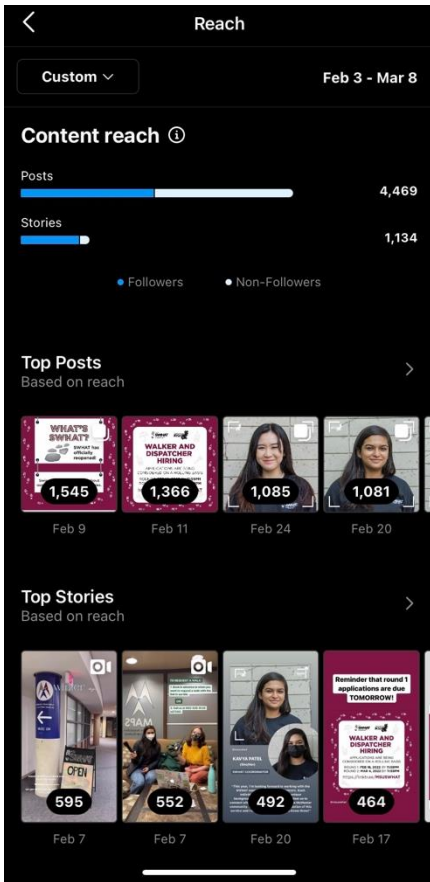
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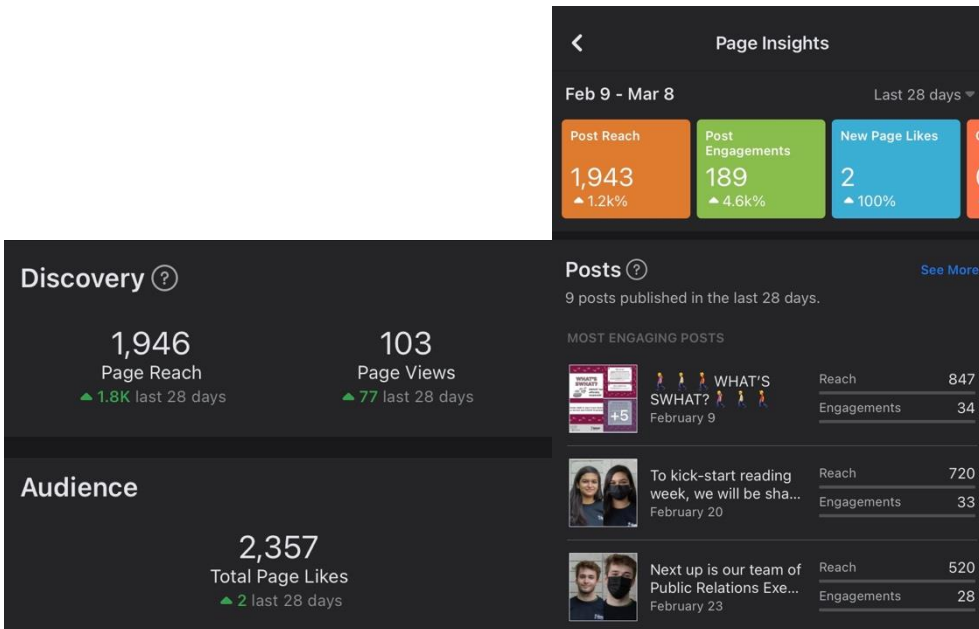



Social Media Engagement since the Previous Report
Instagram





Facebook



Finances

Budget Summary

To support our informational campaign, I spent \$220.00 on the graphics. As well as, I have bought supplies such as batteries for flashlights, disposable masks, and disinfecting wipes to use for shifts. This was purchased from Amazon and cost \$77.90. Furthermore, I plan to purchase volunteer appreciation items (bucket hats or ball caps) for our volunteers by the end of March through MSU Underground and 4imprint. This will roughly cost \$500.

ACCOUNT CODE	ITEM	BUDGET / COST
6633-0117-0200	SWHAT Logo bucket hats or ball caps (budget)	\$500.00
	TOTAL SPENT IN LINE	\$500.00
	REMAINING IN LINE	\$0
5003-0117-0200	Flashlight batteries, disposable masks, and disinfecting wipes	\$77.90
	TOTAL SPENT IN LINE	\$77.90
	REMAINING IN LINE	\$122.10
6501-0117-0200	MSU Underground Social Media Package	\$220.00
	TOTAL SPENT IN LINE	\$354.00
	REMAINING IN LINE	\$665.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$3050.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$922.90
REMAINING DISCRETIONARY SPENDING		\$2127.10

Executives & Volunteers

Both executives and volunteers are adjusted to new protocol in SWHAT and are effectively and professionally providing walks to the McMaster Community. Since we have completed hiring for this year, the Volunteer Affairs Executive is planning to hold an outdoor bonfire session in early April as a volunteer social. This will give a chance for all volunteers to meet each other!

Successes

We have a full team to ensure that we have 4 walkers, 1 dispatcher, 1 exec on shift at all times. The volunteers are doing an excellent job at providing walks! We are starting to see an increase in service usage which means that our promotions have really made a difference in bringing more awareness to SWHAT.

Current Challenges

My current challenge right now is to have an extra walk team ready for FYC First-Year Formal. We only have 3 functioning radios (1 for dispatcher and 1 for each walk team) and so we do not have enough radios for 3 walks teams. The radios are normally serviced over the summer but since SWHAT was not operating at that time, they were not serviced. Radios also cost a considerable amount of money to either be serviced, bought new, or purchase a replacement battery. I have taken this into consideration for next year's budget and I believe that we will not need an extra radio for the last month and half of the school year. However, in the past we have rented radios for Library Pop-Ups so I will look into doing the same for this event.