



REPORT

From the office of the...
MSU SWHAT Coordinator

TO: Members of the Executive Board
FROM: Kavya Patel
SUBJECT: MSU SWHAT Year in Review Report
DATE: Thursday March 24th, 2022

Yearplan Update

SWHAT had a successful 3 months of operation after being closed for almost 2 years. There were many challenges in restarting the service but one by one, with the support of the MSU staff, the SWHAT executive team, and the volunteers, we were able to overcome them and prepare the service for a full-year operations for the next academic term.

Events, Projects, & Activities

General Service Usage

Since opening February 7th, we have had 33 walks in total so far with an increase in service usage in the last couple of weeks. 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 number of walks requested from both our online form and by calling us.

Projects & Events: Executive Team Hiring (Completed)

The executive team was hired by December 5th to discuss next steps. They were onboarded and supported while they transitioned into their roles. The executive team hiring had a total of 13 applicants and 6 of the applicants were hired for the roles of Public Relations (2), Volunteer Logistics (2), Dispatch Operations, and Volunteer Affairs Executive.

Projects & Events: 1st round of Volunteer (Walkers & Dispatchers) Hiring (Completed)

The SWHAT executive team interviewed 12 new applicants and hired all of them to be SWHAT walkers. In total, we hired 19 walkers which included 7 returning volunteers. Additionally, we hired 1 SWHAT dispatcher (who was a returning volunteer). In total, we hired 20 volunteers in the first round by February 7th, 2022.

Projects & Events: Informational Campaign (Completed)

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: 2nd and 3rd round of Walker & Dispatcher Hiring (Completed)

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

Projects & Events: FYC First Year Formal (Ongoing)

SWHAT will be supporting MSU First Year Council's First Year Formal by providing walks on April 2nd, 2022. We plan to extend our shift by 30 minutes to accommodate walks and add an additional walk team. Two radios have been rented to aid in increasing our walk teams present on shift.

Outreach & Promotions

Summary

Our social media platforms had several posts including Executive Team Hiring, Walker and Dispatcher Hiring, 'What's SWHAT?' informational campaign, and Executive Team Introductions. All promotional materials are attached below.

Promotional Materials



MSU **SWHAT**
STUDENT WALK HOME ATTENDANT TEAM

EXEC TEAM HIRING

APPLICATIONS CLOSE OCTOBER 31
AT 11:59 PM

WWW.MSUMCMaster.CA/EMPLOYMENT/AVAILABLE-POSITIONS/

AVAILABLE POSITIONS INCLUDE:

- DISPATCHER EXECUTIVE
- PUBLIC RELATIONS EXECUTIVE
- VOLUNTEER LOGISTICS EXECUTIVE
- VOLUNTEER AFFAIRS EXECUTIVE

WALK **SAFE**, WALK **SWHAT**

MSU.SWHAT | MSU_SWHAT | MSUSWHAT
MSUMcMASTER.CA/SERVICE/SWHAT/



MSU **SWHAT** MSU

WALKER AND DISPATCHER HIRING

APPLICATIONS DUE
NOV 11, 2021 BY 11:59PM

MSUMcMASTER.CA/JOBS

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.

Email: swhat@msu.mcmaster.ca
Phone: 905-525-9140 x27500
f MSU.SWHAT @ MSUSWHAT



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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.

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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@msu.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.

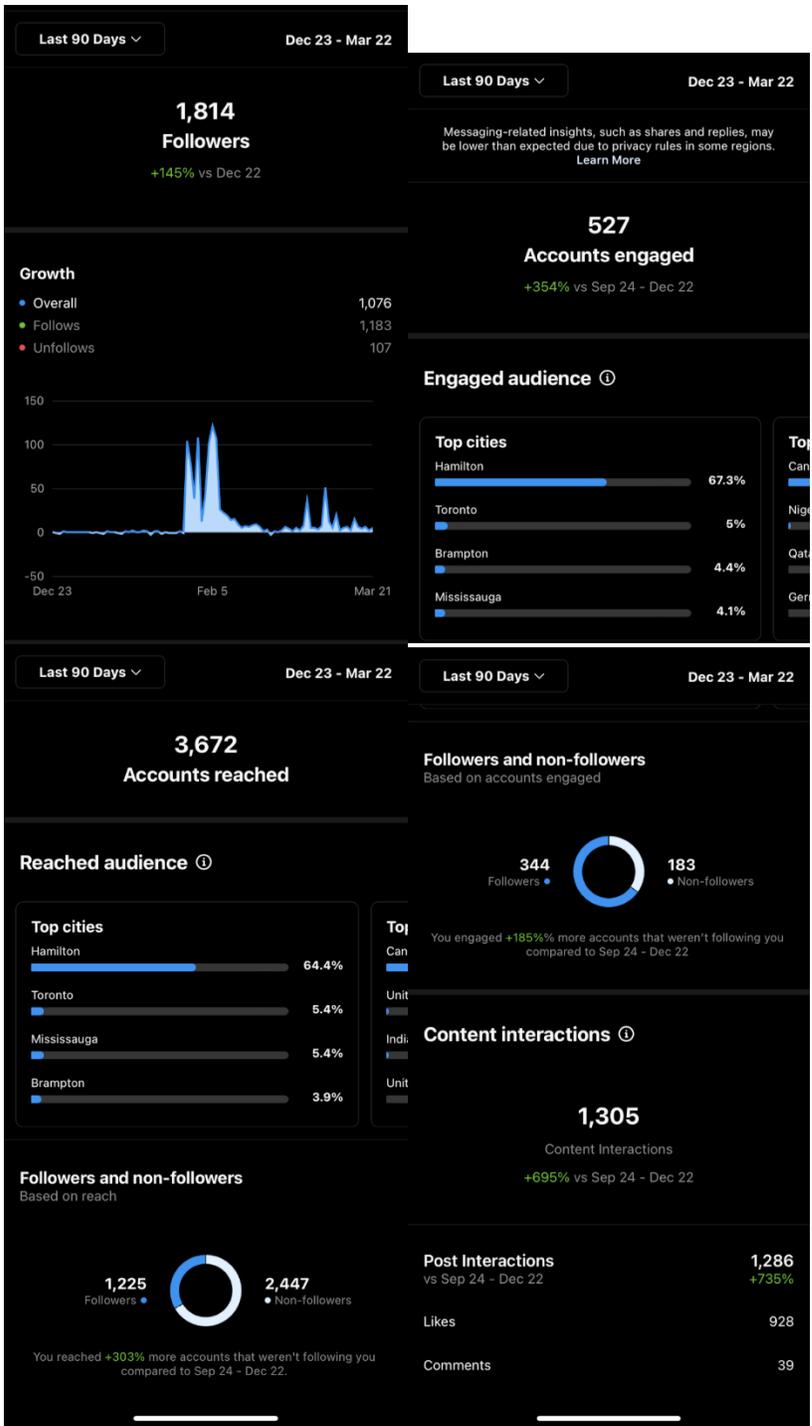
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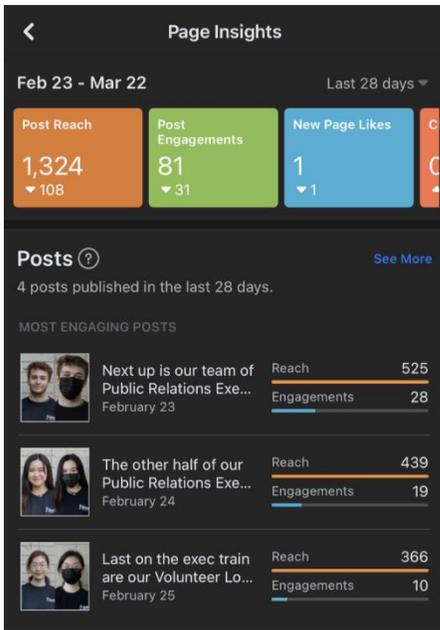



Social Media Engagement since the Previous Report

Instagram



Facebook



Finances

Budget Summary

Here is a summary of SWHAT's expenses for this year:

ACCOUNT CODE	ITEM	BUDGET / COST
6633-0117-0200	SWHAT Logo bucket hats (Part 1)	\$500.00
	TOTAL SPENT IN LINE	\$500.00
	REMAINING IN LINE	\$0
6494-0117-0200	SWHAT Logo bucket hats (Part 2)	\$22.85
6494-0117-0200	SWHAT Bonfire – Food (budget)	\$100.00
	TOTAL SPENT IN LINE	\$122.85
	REMAINING IN LINE	\$627.15
6804-0117-0200	Radio Rental	\$124.30
	TOTAL SPENT IN LINE	\$124.30
	REMAINING IN LINE	\$375.70
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	\$125.00
6501-0117-0200	MSU Underground Social Media Package	\$220.00
	TOTAL SPENT IN LINE	\$345.00
	REMAINING IN LINE	\$655.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$3050.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1170.05
REMAINING DISCRETIONARY SPENDING		\$1879.95

Volunteers and Executives

Both executives and volunteers have adjusted to the new protocols 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. There is an interest from a lot of undergraduate students to volunteer for next year, so I am looking forward to seeing a larger volunteer community for next year!

Reflections

My time as the SWHAT Coordinator was an extremely meaningful experience. The service encountered many challenges, but we were able to overcome them a step at a time. Overall, compared to when SWHAT first reopened, the executive team and volunteers have become a tight-knit community, always ready to support each other to ensure that SWHAT can provide its services to the McMaster community. Our main challenge was to increase awareness of SWHAT, and the informational campaign was extremely successful in addressing that situation. Reflecting back, one thing to improve upon is to have external events and projects to engage with the McMaster community in a different capacity (other than providing walks). We have several projects done in the past, but they were not as easily transferable to a post-pandemic world and so looking into that for the next academic year will be crucial for increased awareness and promotion of the service.