



# REPORT

*From the office of the...*  
**Food Collective Centre Director**

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TO: Members of the Executive Board  
FROM: Chitrini Tandon  
SUBJECT: Food Collective Centre Report 1  
DATE: Wednesday, June 22<sup>nd</sup>, 2022

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## **Year plan Update**

We have been following the year plan as I have outlined. In May I wrapped up Cultivating Change from the previous year. This included sending the final report to the McMaster Okanagan Committee, posting a summary of the events to our Instagram, having a social media giveaway, and sending all proofs of purchase to the Committee. FCC is also currently in the process of working on the Community Fridge Liaison (CFL) role, updating the Operating Policy (OP), and has begun the steps to start hiring our exec team. The creation of the CFL role and updating the OP has been in the works since April and was originally brought to the attention of VP Admin and the Executive Board by Morghen, last year's Director. This will hopefully be finished in June as we begin exec hiring.

## **Events, Projects, & Activities**

### *General Service Usage*

Since our services haven't opened yet there is not much to say. We will soon be beginning to open Lockers of Love which I have outlined below.

### *Projects & Events: Opening Lockers of Love (On-Going)*

Lockers of Love is opening for the 2022-23 year in June. From June-August the service will run completely virtual through the use of gift-cards and then will switch to an in-person service starting in September. I have submitted a Purchase Order in order to buy the gift cards as well as an intake form to the Underground to make the graphic which will be posted to our social media. We will be following a similar format to last year where the Lockers of Love service is run primarily by the Assistant Director with support from the Director.

### *Projects & Events: Hiring the Exec Team (Upcoming)*

We are starting to prepare for the hiring of the executive team. I have submitted an intake form for the graphics which we will post on social media. Once

these are created, I will reach out to Renee to open the job postings on the MSU website, and we will begin promotions. The jobs will be up for 2 weeks on the website. From there we will begin the process of reviewing applications and hiring. I also wanted to note that since the CFL role hasn't been approved yet and hiring for that position will happen later in the summer.

### *Projects & Events: Planning for the Year Ahead (On-Going)*

There is primarily one project that we are currently planning for, this is the Pay It Forward initiative which has now been officially named "Loonies for Lunches". The idea is that when individuals pay for their items at the cashier in La Piazza, they have the option to donate \$1 to Lockers of Love. There is a cap of \$300 donations per month. This project is running in collaboration with Hospitality services and a group of first year health science students (Angenie, Kimia, Priya, and Linda) who originally thought of the idea for one of their classes and brought it to us.

There were originally some challenges in determining how this would run, specifically from the side of Hospitality services. There were some decisions to be made on which location we would run the initiative and the original location was Centro. After some discussion we decided on going with La Piazza due to the variety of customers they receive (i.e.: more than just students). There are still some details that we are working out, such as the details of training the cashiers about the initiative and getting approval for our promotional material (such as our logo) from McMaster and Hospitality services. If you would like I can share the pitch deck that was created by the students with you.

## **Outreach & Promotions**

### *Summary*

Not much has happened and promotions will begin soon. Intake forms have been sent to Underground and graphics are being made for hiring and Lockers of Love. So far, we have only been posting other MSU service hiring on our Instagram stories, have posted our Cultivating Change summary graphic in the beginning of May, and held our giveaway. I think the Cultivating Change summary graphic and giveaway that went along with it was successful, there were 16 comments on the post to enter the giveaway and there were 3 winners.

### *Promotional Materials*

Logo idea for Loonies of Lunches (Note: it might go through edits once Hospitality services reviews it. I will also be sharing our pitch deck with Michael Wooder to get his opinion on the promotional plan):



## Social Media Engagement since the Previous Report

### Instagram:

← **Reach**

Last 30 Days ▾ May 18 - Jun 16

**Top Reels** >  
Based on reach  
Share reels to see your top-performing reels by reach.

**Top IGTV Videos** >  
Based on reach  
Add videos to see your top-performing IGTV videos by reach.

**Top Live Videos** >  
Based on reach  
Start a live video to see your top-performing videos by reach.

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**Impressions** **2,224**  
vs Apr 18 - May 17 -8.8%

← **Insights** ⓘ

Last 30 Days ▾ May 18 - Jun 16

**Insights Overview**

Take a deeper look at how your account and content are performing on Instagram during May 18 - Jun 16.

Accounts reached	340 -53.3%
Accounts engaged	1 -99.2%
Total followers	1,035 -0.8%

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**Profile Activity** ⓘ **90**

Profile Visits 88  
-50.3%

Website Taps 2  
-84.7%

Email Button Taps 0  
0%

Business Address Taps 0  
-100%

Call Button Taps 0  
0%

**Content You Shared**

13 Stories >

Post photos or videos to see new insights. >

# Twitter:

 Account home  
**MSU Food Collective Centre** @MSU\_FCC

## 28 day summary with change over previous period



### JUN 2022 SUMMARY

Tweet impressions <b>94</b>	Profile visits <b>45</b>
New followers <b>-1</b>	

### MAY 2022 SUMMARY

Tweets <b>2</b>	Tweet impressions <b>807</b>
Profile visits <b>134</b>	Mentions <b>2</b>
New followers <b>-1</b>	

## ← Tweet activity

 **MSU Food Collective Centre** @MSU\_FCC · May 9

 Cultivating Change and FCC have had a great year of collaboration 😊! The following graphics give a quick recap of our work.  
...  
[Show this thread](#)

❤️ <b>3</b>	↻ <b>1</b>	💬 <b>1</b>
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Impressions ⓘ  
**200**

Engagements ⓘ  
**14**

New followers ⓘ  
**0**

Detail expands ⓘ  
**5**

Profile visits ⓘ  
**2**

## ← Tweet activity

 **MSU Food Collective Centre** @MSU\_FCC · May 9

 All of our graphics did not fit in one tweet! See here for more:  
[Show this thread](#)

❤️ <b>3</b>	↻ <b>2</b>	💬 <b>1</b>
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Impressions ⓘ  
**363**

Engagements ⓘ  
**10**

New followers ⓘ  
**0**

Detail expands ⓘ  
**0**

Profile visits ⓘ  
**1**

Facebook:

I am currently in the process of getting access to the Facebook account, so I do not have these stats currently. I will report on these at the next meeting.

**Finances**

*Budget Summary*

My budget is due on July 8th, and I have a meeting with my Assistant Director to discuss this is on June 20th. I have recently done my finance training with VP Finance. I have also submitted a standing order (PO) for purchasing gift cards for Lockers of Love. The graphic for Lockers of Love is an edit so there is no cost and I have yet to receive a reply from Underground for the cost of the hiring graphic. Overall, I have made no purchase yet but will very soon.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0318	FCC – OFFICE SUPPLIES	
	TOTAL SPENT IN LINE	\$0
	REMAINING IN LINE	\$100.00
6102-0318	FCC – ANNUAL CAMPAIGNS	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1,600.00
6103-0318	FCC – GOOD FOOD BOX EXPENSE	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1,000.00
6494-0318	FCC – VOLUNTEER RECOGNITION	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$800.00
6501-0318	FCC – ADVERTISING & PROMOTIONS	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$2,300.00
6603-0318	FCC - RESERVE	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$2,900.00
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		<b>\$8,700.00</b>
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		<b>\$0.00</b>
<b>REMAINING DISCRETIONARY SPENDING</b>		<b>\$8,700.00</b>

## **Executives & Volunteers**

I have not hired volunteers or execs, but the Assistant Director and I are in frequent contact. Toney's transition is going well.

## **Successes**

There has been good communication between the Assistant Director and I which has helped build a solid foundation between the two of us. I think having a strong foundation is important when it comes to exec hiring and then managing a team, it helps to ensure that we are on the same page and having frequent contact between the two of us allows for better and clearer leadership.

## **Current Challenges**

Since neither of us are currently in Hamilton our communication has been online. While this isn't necessarily a challenge both of us agree that meeting in person would be nice. Unfortunately, both of us live quite far from Hamilton so this won't happen until later in the summer.

## **Miscellaneous**

While it is not part of my Job Description, I have chosen to continue volunteering as a Community Project Champion (CPC) for SUSTAIN 3S03 as Morghen did last year. This year the class will focus on increasing frequent donations of food to the community fridge. I am also volunteering as an advisor on the McMaster Food Council, and we are currently working on a McMaster Food Strategy.