



# REPORT

*From the office of the...*

**SHEC Director**

---

TO: Members of the Executive Board  
FROM: Emily Liang (she/her)  
SUBJECT: Student Health Education Centre Report 1  
DATE: Wednesday, June 22, 2022

---

## **Year Plan Update**

SHEC submitted its Year Plan draft on June 5<sup>th</sup> and the final version on June 17<sup>th</sup>. Since the report was submitted, not a great deal has changed. At the time of writing this report, we are well on our way to hiring our executive team and will be conducting interviews very soon. By the time of this EB meeting, SHEC's executive team should be hired or nearly hired.

Following the finalization of the executive team, over the summer, SHEC intends to a) revamp promotions for our in-person services b) release one campaign b) begin planning one event c) hire upper year and returner Peer Support Volunteers and d) create training materials for volunteers. Although we have some idea of the goals we want our executives to work on, we also want to work alongside our executives early on to integrate their feedback and ideas into our plan. To this end, we will also be asking each executive pair to create a short year plan of their own. As was done last year, we will likely split the executives into "External" (Promotions Coordinators, Events and Outreach Co-Executives, Resources and Advocacy Co-Executives) and "Internal" (Training and Development Coordinators, Volunteer Coordinators) sub-teams, led by myself and SHEC's AD respectively, for weekly meetings to maintain a sense of community, morale, and responsibility.

A recent success for SHEC has been participation in May@Mac, where we were able to outreach with potential first years on the services that SHEC offers. We aim to build on this success throughout the summer and Welcome Week through participating in various other service fairs, events, and outreach opportunities, ideally with more promotional materials to boost engagement.

A challenge we have encountered so far is the delay in our hiring timelines due to the delayed hiring of the service Director and Assistant Director. Traditionally, the Coordinator was hired in February/March followed by the executives and upper year/returner PSVs by April. This allowed for more leeway in PTM transitioning and increased the visibility of hiring opportunities to students, as well as allowed

for greater input from the executives in creating the service Year Plan. However, despite beginning hiring in the summer, we were able to receive a high volume of incredible applicants for the executive roles, and we hope this success can be repeated for PSV hiring in July and early September.

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

### *General Service Usage*

Since SHEC does not operate during the spring and summer terms, we have not had any service usage to report for this year yet.

We have been keeping SHEC's health dispenser (located outside SHEC's space at MUSC 202) filled with condoms, lubricant, and other relevant health supplies. Students have been using this resource while the SHEC space remains closed, and we refill it regularly when the MSU Office Clerks alert us that it is empty.

### *Projects & Events: Executive Hiring and On-boarding (On-Going)*

Unfortunately, executive hiring had to be pushed back to the summer this year due to delays in hiring the PTMs. Executive hiring was first opened and promoted on SHEC's social media on May 12<sup>th</sup> and written applications were accepted until May 30<sup>th</sup>. The SHEC Director and Assistant Director were responsible for marking these applications, and interview invites were sent out on June 6<sup>th</sup>. We anticipate completing interviews and making final hiring decisions by early the week of June 20<sup>th</sup>.

Following hiring, the PTMs will be responsible for on-boarding the executive team by conducting a brief training on SHEC's history, goals, and values, as well as on their specific responsibilities as executives. Executives must also complete mandatory training that may be conducted throughout the summer and at the beginning of the academic year for their roles and for PSVs.

### *Projects & Events: Welcome Week Promotions (On-Going)*

SHEC has been in communication with various other campus groups and organizations regarding possible outreach opportunities during Welcome Week, and we are exploring the idea of running an event of our own during this period (depending on funding availability and engagement estimates). To this end, we are looking into purchasing merchandise (stickers, rave cards, possibly other small items) as well as print promotional materials on the online and in-person services that SHEC will be offering this year. Plans for Welcome Week and early September will be fleshed out further once the relevant executives (Promotions Coordinators, Events and Outreach Co-Executives, Resources and Advocacy Co-Executives) are hired, as we think it's important to get their input on what would be most effective for SHEC as a service to implement.

### *Projects & Events: Collective Care (Upcoming)*

SHEC intends on collaborating with WGEN again to bring back *Collective Care* for the second year in a row. *Collective Care* is a virtual supply distribution initiative that was initiated during the pandemic, and both services have seen the value in continuing it despite in-person operations opening up again for its superior accessibility and anonymity. There are a lot of logistical and budgetary considerations that go into *Collective Care*, so depending on WGEN's capacity, the service PTMs will begin looking into funding opportunities and adjusting the program for the unique circumstances of the upcoming year.

### *Projects & Events: Peer Support Volunteer Guidebook (Upcoming)*

SHEC is currently exploring the idea of producing a guidebook for our volunteers to supplement training that they will receive in September. Our current ideas around this are preliminary and require the input of the Volunteer Coordinators and Training and Development Coordinators, but this guidebook may involve an introduction to the service, important terminology and lingo, important internal and external contact information, a run-down of volunteer responsibilities and role scope, shift procedures for both in-person and online shifts, and important McMaster and broader community resources. Because much of this information is transferable from year to year, this guidebook may serve as an important internal resource for future SHEC teams.

## **Outreach & Promotions**

### *Summary*

As SHEC does not operate over the summer, SHEC has not created or posted any significant promotional material thus far in the year. The one exception to this is SHEC's executive hiring promotions, which we began posting early in May. To promote hiring, especially over the summer when many McMaster students may be less attentive to service activities, we brought back the *Email Me, SHEC!* initiative that was created in the prior year, where students could sign up for email notifications when our executive and volunteer hiring opens. We found this initiative very successful, as we had 100 sign-ups before our executive hiring opened and have had 150 sign-ups to-date.

The COVID-19 pandemic has changed both the internal and external operations of MSU SHEC in the past few years. It is a primary goal this year to increase service visibility and to ensure that McMaster students know how to access our services, especially the returning in-person services that have not been offered in over 2 years. For the rest of the summer, the service will be focusing on revamping promotional strategies (both social media, print, and merchandise) for our online and in-person services to ensure that our services are visible and accessible to all students in the McMaster community. At the moment, we are engaged in discussions around the promotional materials that SHEC would like to have ready for Welcome Week, as this is a prime opportunity to inform

incoming first years of our services. These may involve stickers, rave cards, and possibly a new banner.

*Promotional Materials*



**Email me,  
SHEC!**

Sign up for hiring alerts!

**bit.ly/SHECalert**

Want to know when MSU SHEC opens up hiring for their executive and/or peer support volunteer positions? Fill out the form to get an email notification as soon as applications open online!



**MSU SHEC is  
Now Hiring**

**Apply by: May 30th at  
11:59 PM (EST)**

Executive positions include:

- 2 Volunteer Coordinators
- 2 Training & Development Coordinators
- 2 Promotions Coordinators
- 2 Events and Outreach Co-executives
- 2 Resources and Advocacy Co-executives

To apply, visit **bit.ly/SHECexec**

  msuSHEC  
 msu\_SHEC

## Social Media Engagement since the Previous Report

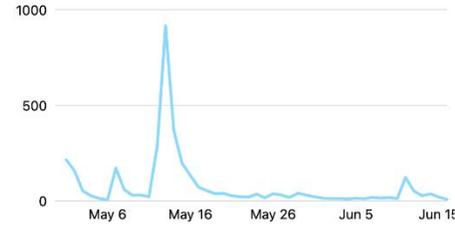
### Facebook and Instagram

#### Reach

Export

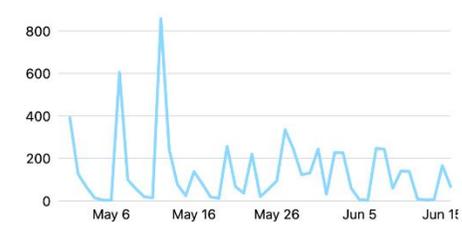
Facebook Page reach

2,401 ↑ 84.3%



Instagram reach

1,619 ↓ 17.7%

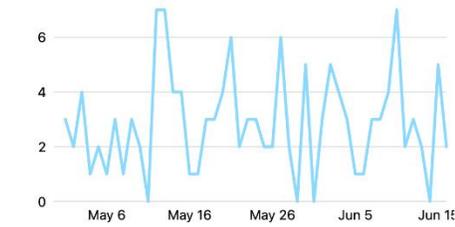


#### Page and profile visits

Export

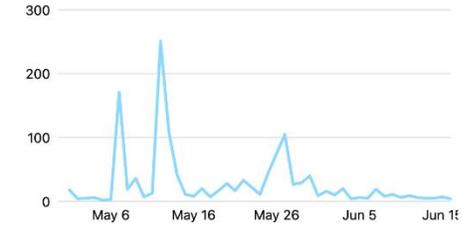
Facebook Page visits

135 ↑ 5.7%



Instagram profile visits

1,330 ↑ 8.3%

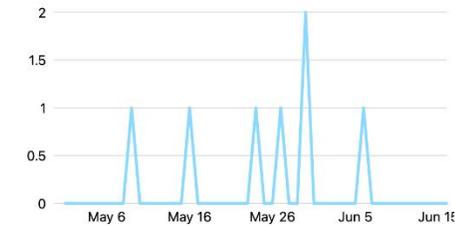


#### New likes and follows

Export

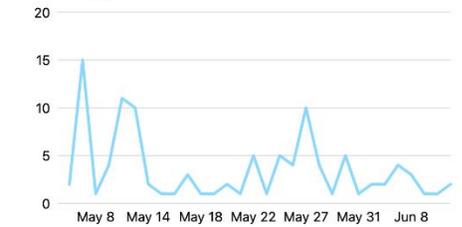
Facebook Page new likes

7 ↑ 16.7%



Instagram new followers

106 ↓ 50%



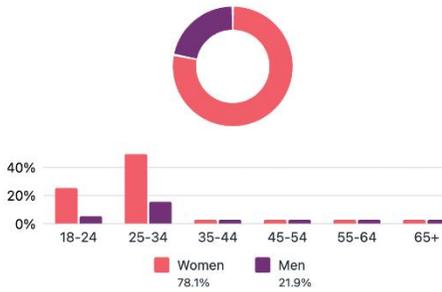
Facebook Page likes ⓘ

2,328

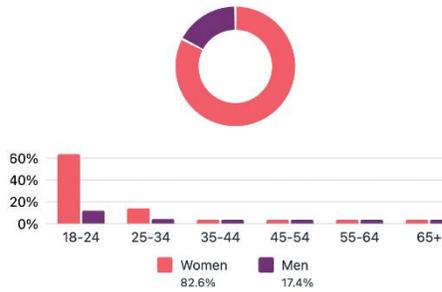
Instagram followers ⓘ

1,449

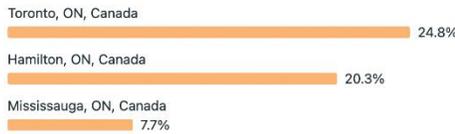
Age & gender ⓘ



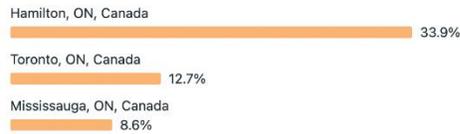
Age & gender ⓘ



Top cities



Top cities



## Twitter

### 28 day summary with change over previous period

Tweets

1



Tweet impressions

976 ↑31.4%



Profile visits

433 ↑58.6%



Followers

1,131 ↓-2



Jun 2022 - 16 days so far...

TWEET HIGHLIGHTS

#### You haven't Tweeted this month... yet

People who Tweet consistently throughout the month get higher engagement over accounts with intermittent posting. Try posting a photo, people like photos.

[Compose a Tweet now](#)



#### Tweets with photos get noticed

It's true. Tweets with images **drive more engagement** and generate more responses.

[Learn how to share a photo](#)



JUN 2022 SUMMARY

Tweet impressions

390

Profile visits

79

New followers

-3

May 2022 - 31 days

TWEET HIGHLIGHTS

#### Top Tweet earned 54 impressions

Have you heard? SHEC is currently looking to hire executives!

NO previous experience with SHEC or the MSU is needed & students from ANY undergrad program are encouraged to apply! 🙌

Visit [bit.ly/SHECexec](https://bit.ly/SHECexec) to learn more, and be sure to apply by May 30th at 11:59 PM (EST) [pic.twitter.com/kRhZmXypSD](https://pic.twitter.com/kRhZmXypSD)

**Apply by: May 30th at 11:59 PM (EST)**

Executive positions include:

- 2 Volunteer Coordinators
- 2 Training & Development Coordinators
- 2 Promotions Coordinators

MAY 2022 SUMMARY

Tweets

1

Tweet impressions

1,062

Profile visits

396

New followers

-1

## Finances

### *Budget Summary*

Nothing has been spent from our 2022 – 2023 budget thus far. However, this is likely to change very soon, as we are planning to order promotional materials for Welcome Week (stickers, rave cards, possibly a new banner) and restock health supplies for in-person operations in the fall. We will also soon have to place orders for training materials.

Traditionally, in the past, our largest financial partnership is with Public Health Hamilton, which provides SHEC with various free safe(r) sex and harm reduction items including oral barriers, lubricants and condoms. We will also soon be looking into other funding opportunities, including via grants, sponsorships, and/or donations. These will be especially important for upcoming initiatives during the academic year, such as *Collective Care* (in collaboration with WGEN), which have traditionally been very resource intensive.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0116	SHEC – OFFICE SUPPLIES	\$100
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$100
5951-0116	SHEC – REFERENCE LIBRARY	\$300
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$300
6101-0116	SHEC – HEALTH SUPPLIES	\$2000
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$2000
6102-0116	SHEC – ANNUAL CAMPAIGNS	\$2500
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$2500
6494-0116	SHEC – VOLUNTEER RECOGNITION	\$750
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$750
6501-011	SHEC – ADVERTISING & PROMOTION	\$2800
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$2800
6804-0116	SHEC – TRAINING EXPENSE	\$1000
	TOTAL SPENT IN LINE	0

REMAINING IN LINE	\$1000
<b>TOTALS</b>	
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>	\$9450.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>	0
<b>REMAINING DISCRETIONARY SPENDING</b>	\$9450.00

## **Executives & Volunteers**

SHEC aims to have its executive team hired and finalized within the next week. Following hiring, we are presently shifting our attention to executive onboarding and training, and once our team is feeling confident in their new roles, we will work with them to begin completing SHEC’s summer transition goals in earnest. SHEC’s AD and I will meet with each executive pair early in their roles to have these discussions, set expectations, and learn how we can best support them in their roles. To this end, we will also be asking each executive pair to create a short year plan of their own.

As was done last year, we will likely split the executives into “External” (Promotions Coordinators, Events and Outreach Co-Executives, Resources and Advocacy Co-Executives) and “Internal” (Training and Development Coordinators, Volunteer Coordinators) sub-teams, led by myself and SHEC’s AD respectively, for weekly meetings to maintain a sense of community, morale, and responsibility. Depending on team availability, we may also have less frequent regular meetings with the entire executive team, which we view as valuable to maintain awareness amongst executives of the initiatives that are occurring outside of their role.

I want to especially note my appreciation for SHEC’s Assistant Director, without whom I would truly be lost in this transition and planning process! It has been incredibly valuable to have another individual with whom I am able to bounce ideas, and many of our hiring and planning successes would not have been possible without their great contribution.

## **Successes**

Although our executive process is not yet completed, we received a high number (~100) of very strong applications from passionate individuals and are incredibly excited to have the team fully assembled in the near future. We are very excited to begin working with this team, and we are sure that their insights will greatly improve our ideas for SHEC this year!

## **Current Challenges**

I am somewhat concerned with SHEC’s limited promotions budget, especially considering that we have great ambitions for updating and revamping SHEC’s print and social media promotions for Welcome Week and the fall semester. I will continually monitor this budget line and stay in contact with relevant partners

(The Underground, VP Finance, Promotions Coordinators once they are hired) to look into the most cost-effective ways of investing our promotions budget and possibly investigate other funding options.