



REPORT

From the office of the...
FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 2
DATE: July 20th, 2022

Yearplan Update

We have been following the year plan as it has been outlined and have followed the planned items for July. As an overview we have opened Lockers of Love for the summer, have had some progress on Loonies for Lunches and have closed the hiring applications and are in the process of marking applications and setting up interviews as of Friday, June 15th, 2022. I will go a bit further into each of these in the section below. We are also very pleased to hear that our updates to the FCC Operating Policy and the new executive role, Community Fridge Liaison has been approved by EB!

Events, Projects, & Activities

General Service Usage

As I will describe below there have been a few delays in Lockers of Love and hiring. This pushed back closing the application form for hiring and the launch of Lockers of Love. In terms of hiring, I would say it was successful as we received a good number of applications per position. I will be able to provide numbers related to Lockers of Love usage at the next meeting since the form has only been open for a few days.

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

We have officially launched Lockers of Love for this year. The form opened on Friday, July 15th. There were delays in getting credit card information due to individuals being out of office which pushed back the purchasing of the gift cards and subsequently the launch on social media and opening of the application form. We have indicated in our caption on social media that we will primarily be running the service virtually for the summer months and then will shift into a mostly in person service starting in September.

Projects & Events: Hiring (On-Going and Upcoming)

We have closed our applications for hiring. They were originally supposed to close on Friday, July 8th, 2022, but due to the Rogers outage we decided to

keep them up until Sunday, July 10th, 2022, 11:59 pm. And while we received the resumes for all the applicants, we have not received the cover letters as of Friday, July 15th which has unfortunately delayed the hiring process. We anticipate that this delay will cause a slight delay in the hiring of our general volunteers. We are looking to open the application for Community Fridge Liaison very soon, but an exact date has not been set yet.

Projects & Events: Loonies for Lunches (On-Going)

There are not many updates to provide for Loonies for Lunches. Since the last EB meeting, our Loonies for Lunches team met with Michael Wooder to discuss the plans for Loonies of Lunches in the future as well as to get feedback on promotional material. We have also done a walkthrough of La Piazza to determine the locations for posting promotional material. Due to personal reasons, I was unable to attend the walk through so at this moment I do not have the specific details of where the signage will be posted.

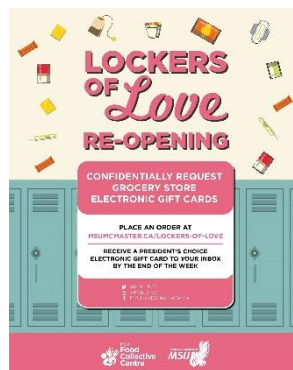
Outreach & Promotions

Summary

The primary method of reaching out to MSU members has been through social media for this past month. We used Instagram, Twitter, and Facebook to promote hiring and asked other services to share our post to their stories as well. This led to an increase in our followers which is shown below. The Instagram post had the most engagement out of the three platforms.

Promotional Materials

Promotional material for hiring and the opening of Lockers of Love



Social Media Engagement since the Previous Report

Instagram:

← Insights ⓘ

Last 30 Days Jun 14 - Jul 13

Insights Overview

You reached +172% more accounts compared to May 15 - Jun 13

| | | |
|------------------|-------|----------|
| Accounts reached | 907 | +172% |
| Accounts engaged | 161 | +16,000% |
| Total followers | 1,056 | +1.5% |

Content You Shared

1 Post >



7 Stories >



Followers and non-followers

Based on reach



You reached +381% more accounts that weren't following you compared to May 15 - Jun 13.

Content reach ⓘ



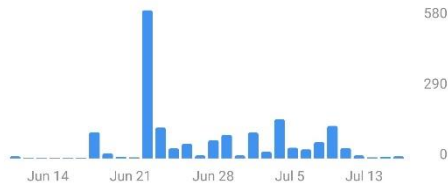
Twitter:

← Professional Dashboard ⚙️

Account insights

See all

907 accounts reached in the last 30 days, +172% compared to May 15 - Jun 13.



June 24 at 10:08 AM



Overview ⓘ

| | |
|------------------|-----|
| Accounts reached | 831 |
| Accounts engaged | 159 |
| Profile activity | 300 |

Reach ⓘ

831

Accounts reached

← Reach

Last 30 Days Jun 14 - Jul 13



Top Reels

Based on reach

Share reels to see your top-performing reels by reach.

Top Videos

Based on reach

Add videos to see your top-performing videos by reach.

Top Live Videos

Based on reach

Start a live video to see your top-performing videos by reach.

Impressions

vs May 15 - Jun 13

2,457

+4.1%

Profile Activity ⓘ

422

Profile Visits

341

+237%

Website Taps

81

+1,520%

Email Button Taps

0

0%

Call Button Taps

0

0%

Post interactions

199

Saves

76

Likes

74

Shares

48

Comments

1

Profile activity ⓘ

300

Profile Visits

196

Website taps

58

Follows

46

Call button taps

0

Email button taps

0

← Tweet activity

MSU Food Collective Centre @MSU_FCC · Jun 24

The Food Collective Centre is hiring!! 🥳🥳
To learn more about the scope of these positions and to apply, visit msumcmaster.ca/jobs.

0 likes, 1 retweet, 0 replies

Impressions ⓘ
391

Engagements ⓘ
4

Detail expands ⓘ
0

New followers ⓘ
0

Profile visits ⓘ
1

Link clicks ⓘ
2

Analytics Home Tweets More

Account home MSU Food Collective Centre @MSU_FCC

28 day summary with change over previous period

| | | | | | | | |
|--------|---|-------------------|--------------|----------------|--------------|-----------|----------|
| Tweets | 1 | Tweet impressions | 486 ↑ 139.4% | Profile visits | 213 ↑ 373.3% | Followers | 671 ↓ -1 |
|--------|---|-------------------|--------------|----------------|--------------|-----------|----------|

Facebook:

← View insights

People Reached

Total people reached **204**

204 Organic | 0 Paid

Reactions, Comments, Shares

Total Reactions, Comments, Shares **1**

1 Reaction | 0 Comments | 0 Shares

Clicks

Total clicks **2**

1 Link click | 1 Other click

Insights | MSU Food Collective Centre - FCC

Overview

Results

Facebook Page reach **342** ↑ 325%

Content

Facebook Page likes **1,505**

Age & gender

40% Male | 60% Female

Insights | MSU Food Collective Centre - FCC

Results

Facebook Page reach **342** ↑ 325%

Facebook Page likes **19** ↑ 52%

Facebook Page fans **1** ↓ 66.7%

Finances

Budget Summary

I have submitted our Budget Plan to VP Finance, Sarphina. Due to the fact we do not have any promotional material such as brochures, stickers, etc. the anticipated cost for the advertising and promotions section was higher than the given funding. This was not an issue in the past two years due to Covid and everything being online which meant that there was no need for physical promotional material. We have planned to use the office supplies budget to buy additional promotional material and use the good food box expense to purchase promotions (graphics) related to the good food box. So far, we have had two sets of graphics made from Underground, both had no charge. The only purchase we have made so far is for PC gift cards for Lockers of Love.

| ACCOUNT CODE | ITEM | BUDGET / COST |
|--|--------------------------------------|----------------------|
| 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 | |
| | Hiring Graphic | \$0.00 |
| | Text edit to Lockers of Love graphic | \$0.00 |
| | TOTAL SPENT IN LINE | \$0.00 |
| | REMAINING IN LINE | \$2,300.00 |
| 6603-0318 | FCC - RESERVE | |
| | Ten \$15 PC Gift cards | \$150.00 |
| | TOTAL SPENT IN LINE | \$150.00 |
| | REMAINING IN LINE | \$2,750.00 |
| TOTALS | | |
| TOTAL BUDGETED DISCRETIONARY SPENDING | | \$8,700.00 |
| TOTAL ACTUAL DISCRETIONARY SPENDING | | \$150.00 |
| REMAINING DISCRETIONARY SPENDING | | \$8,550.00 |

Executives & Volunteers

We are still the process of hiring our executive team. There is frequent communication between me and the Assistant Director, Toney. Morale is good.

Successes

Both Toney and I are very happy that the proposed changes to the Operating Policy and the new exec role have been approved. This is thanks to the effort put in by the entire team which also include Morghen, last year's FCC Director and VP Admin, Mitchell. We are looking forward to hiring for this position and for the continued relationship between FCC and the Community Fridge.

Current Challenges

There weren't many challenges that we faced over the past month other than the delays that I have previously discussed.

Miscellaneous

N/A