



REPORT

From the office of the...

Maccess Director

TO: Members of the Executive Board
FROM: Vikita Mehta
SUBJECT: Maccess Report 1
DATE: July 20th, 2022

Yearplan Update

Maccess has been on track with its priorities for May-June! In May/June, we focused on promotions for our new Maccess Director and executive team, and were successful in receiving many applications for the roles. We will be conducting interviews through the month of July and plan to have our team for the 2022/23 year finalized by the end of July. We also have been connecting with key stakeholders we would like to collaborate with throughout the year including SSC, SAS, and the Grad Students Association.

Events, Projects, & Activities

General Service Usage

We have mostly focused on promotions and our social media engagement has been fairly high with 250+ views on our stories.

Projects & Events: (Upcoming/On-Going/Complete)

- **Upcoming**
 - Create training materials for our executive team (late July/early August). We are currently brainstorming our plans for executive training and will be creating the materials for the rest of July.
 - Hiring peer support volunteers (mid/end of August). We have not started this project yet.
- **On-Going**
 - Hiring new Maccess Director
 - Collaborating with SAS on creating a Welcome Week assistive technology event. We met with the SAS Transition Team and will be joining meetings for the rest of the summer to organize the event.

- Collaborating with Grad Students Association on Accessibility-related resources and events. We will be meeting with them in the next few weeks.
- Developing an “Intro to Maccess” flyer for first years to be distributed during Welcome Week and electronically to newly registered SAS students (by early August). We are currently in the brainstorming and design phase.
- Creating and purchasing our new merch/clothing
- **Complete**
 - Exec team and Maccess Director Promotions (Instagram takeover was very successful in terms of engagement and # of messages and applications received
 - Will have our executive team hired by July 18th
 - We partnered with SAS for their National Accessibility Week and promoted and attended their events

Outreach & Promotions

Summary

During our exec and director promotions, we reached 250+ accounts through our Instagram posts and stories.

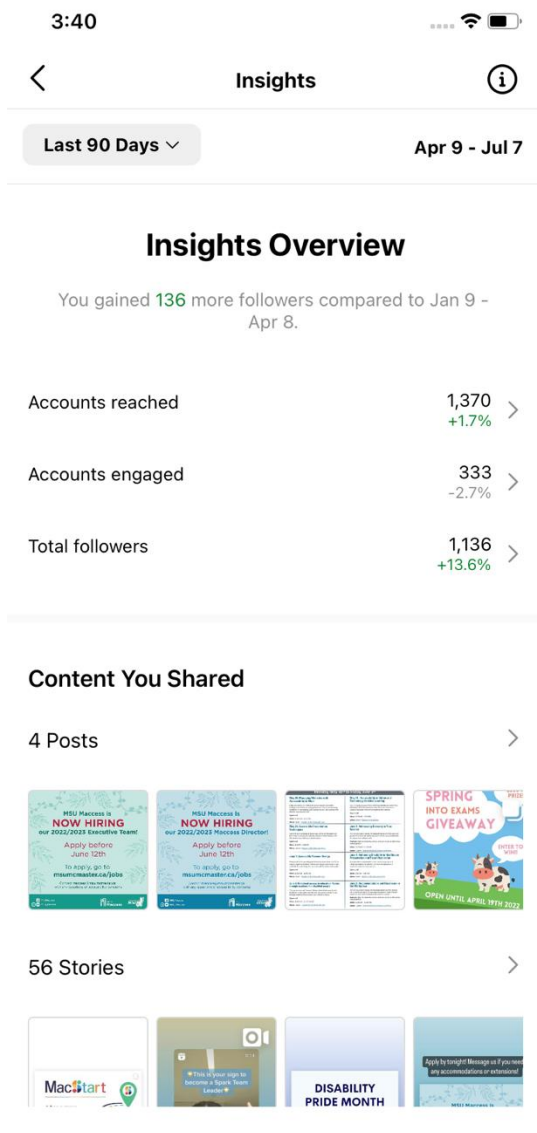
Promotional Materials

POSTS VIDEOS TAGGED

The image displays three promotional materials. On the left are two vertical flyers for hiring. The first flyer is for the 2022/203 Executive Team, and the second is for the 2022/2023 Maccess Director. Both flyers feature a green and blue leafy border and include the text: 'MSU Maccess is NOW HIRING our 2022/2023 Executive Team!' and 'Apply before June 12th'. They also provide the application link 'msumcmaster.ca/jobs' and contact information 'maccess@msu.mcmaster.ca'. On the right is a grid titled 'Monday, May 30th to Friday, June 3rd' listing various events such as 'Managing Websites with Accessibility in Mind', 'Accessibility in Online and Technology Enabled Learning', 'Addressing Diversity in Your Resume', 'Accessible Presentation Techniques', 'Accessible Resume Design', 'Reframing Disability in Healthcare Presentation and Panel Discussion', 'Rational access in education: Routes through academia for disabled people', and 'Accommodations and Disclosure in the Workplace'. Each event entry includes a brief description, the date and time, and the location.

Social Media Engagement since the Previous Report

We've increased our followers by 13.6% and reached 1,370 accounts, of which 333 accounts engaged with our content.



Finances

Budget Summary

We have been preparing our budget the past month and have not spent a great deal of it as of yet. We have spent on two Instagram posts, will be spending on a half-a-page Silhouette advertisement for the first years as well as merch. We will also be purchasing merchandise so that we can wear it and give it out during welcome week (items include t-shirts/sweaters, pins, stickers, other potential accessibility-related items such as clear masks, hand sanitizer, and fidget toys).

ACCOUNT CODE	ITEM	BUDGET / COST
ex: 6501-0118	Masking Tape	5.00
Advertising and Promotions	TOTAL SPENT IN LINE	52.50
	REMAINING IN LINE	1,647.50
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		7,800
TOTAL ACTUAL DISCRETIONARY SPENDING		52.20
REMAINING DISCRETIONARY SPENDING		7,747.50

Executives & Volunteers

N/A. Our executive and volunteer teams aren't hired yet.

Successes

We are super proud of our promotional efforts as we have received many strong executive team and Maccess director applications. Especially for the director position, getting strong applications was a fear for us, so we are excited for the future of Maccess!

Current Challenges

We are finding it challenging to complete all of our goals and projects in the timeline as our executive applications and director hiring was delayed due to extending deadlines as well as providing extensions for applications. We might have to drop one or two of our goals to ensure that we complete our projects thoroughly and successfully.