



REPORT

From the office of the...

Diversity + Equity Network Director

TO: Members of the Executive Board
FROM: Arash Aria
SUBJECT: Diversity + Equity Network Report #2
DATE: 29/07/2022

Yearplan Update

At this point, MSU DEN has hired all the executive members for the 2022-2023 school year. 25 students were interviewed for a total of 10 executive roles. Each executive role has two executives to support one another, and the role Research and Resources Coordinator has 3 executives as this committee will be pivotal in our operation this year. The team has started to familiarize themselves with each other and within their roles. I am currently giving time to the executives to get comfortable with their roles and all the information I have given them while also trying to initialize the peer support coordinator role. We will start to work towards Welcome Week and hiring Volunteers for each subcommittee for the fall.

Events, Projects, & Activities

General Service Usage

The service has hired 10 executive members, and we had roughly 70 applicants for the executive roles. During the promotional phase of executive hiring, we had a lot of engagement with our social media. This momentum is attempting to be used by planning introductory posts for the executives as well as consistent takeovers by the Assistant Director and I. Additionally, we have had in-person social events to ensure everyone is engaged and familiarized with one another within the executive team.

In the realms of the foundation of the organization, there is still a couple of roles that we would ideally hire for. The Indigenous Affairs Executive role is part of the MSU DEN operation policy; however, we are working on getting the representation to do this role justice. Additionally, I am working towards trying to get a peer support coordinator role approved so that we can fully set the foundation of having Peer Support as part of DEN. Lastly, we must also hire our volunteers for CEP and SPA, and hopefully for Peer Support as well.

Projects & Events: Project 1 (Upcoming/On-Going/Complete)

MSU DEN is currently focusing on planning for any welcome week-oriented events, as well as club fairs to participate in. I am currently working on purchasing a banner with the rebranded name, as well as the logo.

Projects & Events: Project 2 ()

We are planning on doing a social media campaign at the beginning of September that is oriented around students in residence and how to be culturally respectful while living in residence. This campaign will have a breakdown of different components of specific cultures and religious, as well as places on campus where students can go to.

- *Problem Targeted: Often students in residence feel that they are not able to practice/ celebrate culturally significant moments due to privacy-oriented reasons (living with a stranger).*
- *This problem will be targeted by educating students on different cultures and important dates that they should be cognizant of when living with someone of a particular culture or religion.*
- *This attempts to foster a more inclusive and accepting experience for the BIPoC community during the residence term.*

Projects & Events: Project 3 ()

A third event has not yet been planned; however, the upcoming week is a pivotal week for the MSU DEN Year plan progress as each committee will have a one-on-one style meeting with the Assistant Director and I to discuss their visions for their role. They have been currently tasked with creating year plans of their own, which will be discussed and finetuned through a virtual meeting so that we can work together to accomplish their goals. This will result in a lot of campaigns and events to start being in the working phase.

Overall, we are in the beginning stages with the team, and we look forward to more direct event planning.

Outreach & Promotions

Summary

The MSU Services have been connecting back and forth to promote material for one another which has been effective in reaching a bigger audience. However, an attempt has been made to establish a relationship with the previous CISSA President, who is a pillar in the Indigenous community at McMaster and now at Osgoode Law School. She has been an amazing leader in the community and is also well connected with current students. This will help us reach a bigger audience, as well as have Indigenous representation as part of MSU DEN.

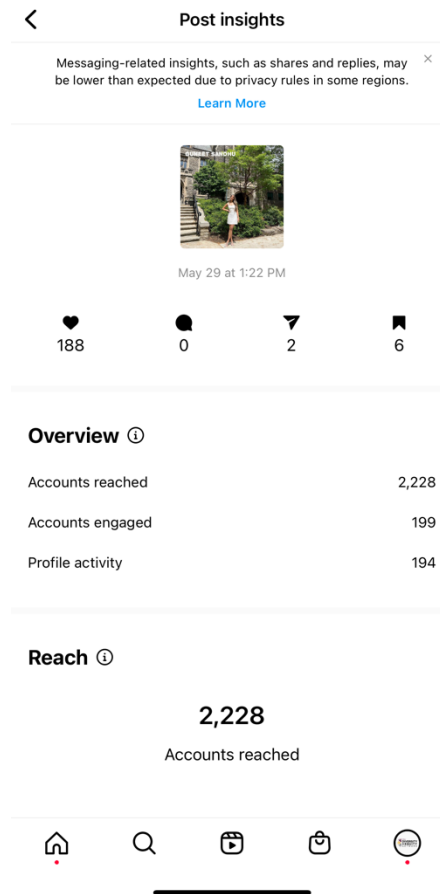
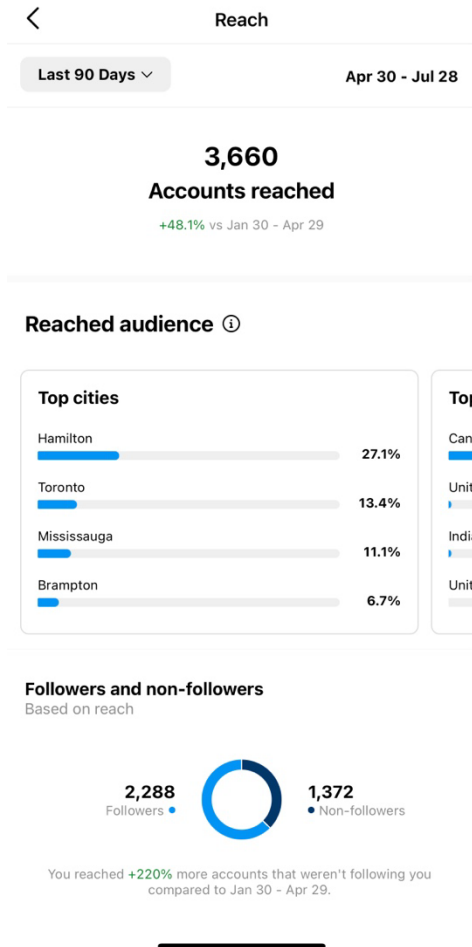
The promotions coordinators are now planning executive posts as well as releasing general information about DEN (introductory post).

Promotional Materials

We have started a series of posting previous executives and members of MSU DEN to highlight the awesome journeys alumni’s have in their careers. This also helps to bring engagement up on the page. In the next few weeks, the social media will see a steep incline in activity as well as engagement leading up to the school year.

Social Media Engagement since the Previous Report

In general, we have had an increase in engagement in the last 90 days by ~40%, however, it slowed down after executive hiring posts, which is expected. By the next EB meeting, we are hoping to see ~ 40% increase from this point on. The stats are shown here.



Finances

Budget Summary

There has been no funding used now since all the operations has been oriented around developing the foundation of MSU DEN. However, in preparation towards welcome week and the school year, we will be purchasing merch that consists of the new logo and name.

Executives & Volunteers

The team cohesion and dynamics are excellent. The team is getting along very well, and everyone seems excited to be part of the team. A survey was sent out to get a deeper understanding of the teams attitudes and goals for the upcoming school year. It was awesome to see that team cohesion and developing connections is at the root of everyone's drive. The executives are all incredible individuals with a deep passion for advocacy and the BIPOC community. It will be a memorable year.

Successes

I am happy with the dynamic of the team and the direct communication we have already instilled with thoughts and perspectives. We are developing expectations of one another in terms of checking in, and meeting times. I have set up an anonymous feedback form to give space to any member of the team to communicate any concerns privately. Additionally, I sent out a form to gain perspective of each executive's goals for the upcoming year, and what they want to get out of MSU DEN. This has been great because developing a community is the core of our team which will help us navigate events and initiatives throughout the year together.

Current Challenges

I am also personally meeting with the interfaith council representatives to learn what my role and responsibilities are within that group, which has been great but challenging.