



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Olivia Crichton
SUBJECT: Women and Gender Equity Network Report #1
DATE: August 17th, 2022

Year plan Update

Due to the Director transition, our hiring is behind the normal schedule. We are currently interviewing the executive team applicants, and the applications are open for the first round first round of hiring the Safe(r) Space volunteers, and Events and Advocacy Volunteers. As soon as we have our Training & Development and Volunteer Coordinators hired, we are planning on a relatively quick transition into these roles to begin interviewing volunteers. In early September, we will begin hiring our second round of volunteers. Promotions will be targeted towards first- and second-year students to support our goal of increasing awareness of the service with students.

Alongside the hiring, I am also preparing for Welcome Week to ensure we can increase student awareness of the service and our presence on campus. This will include presence at some Welcome Week events, and ClubsFest.

Events, Projects, & Activities

General Service Usage

We received a total of 66 applications for our 12 executive positions.

The collective care program has received a few general inquiries from students about accessing resources and the timeline.

There are currently no other WGEN services currently operating.

Projects & Events: Hiring Executives 1 (Ongoing)

Interviews for the executive team are underway and began Monday August 8th. Following the interviews, the executive team should be hired by the week of 8/22 to prepare for Welcome Week, volunteer hiring, and the space opening.

Projects & Events: Hiring Volunteers (Upcoming)

The applications for our first round of volunteer hiring is currently open. The job posting will be open until August 16th.

The Assistant Director and I will start reviewing and marking applications to get interview offers out as soon as possible. Once the Volunteer and T&D Coordinators are hired, we will support their transition into the roles for volunteer interviews. The second round of hiring will be led by the Volunteer and T&D coordinators with the support of the AD and myself.

Projects & Events: Tabling/Welcome Week (Upcoming)

WGEN is going to be present at several Welcome Week events. The goal of these events is to introduce students to our service – especially with the understanding that most students have had a very limited on-campus experience. It is difficult to inform new students of our organization online, as students must be on social media or follow certain accounts to find the service. General exposure should help with pulling in a larger audience and have students become more familiar with seeing the service available on campus.

I hope to include executives in this event to help with interacting and sharing their experiences from engaging with and being a part of the service. This will also help to recruit interest for the second round of volunteer hiring and gain exposure on campus.

Projects & Events: Collective Care (Ongoing)

Collective Care is our virtual resource program in collaboration with SHEC. We provide gift cards to students to purchase essential items, including menstrual, childcare, safe(r) sex, food, and other resources. We are currently figuring out funding for Collective Care and are working on funding applications and setting up the logistics to be ready for the academic year. We are currently waiting to hear back if we have any residual funds available from the grants, we received for the program last year. Funding applications will likely be going on throughout the year to sustain this program.

Outreach & Promotions

Summary

We are currently hiring and promoting the hiring for volunteers through our social media accounts. In the coming weeks we are preparing for Welcome Week and ClubsFest on campus. We will also be tabling in order to engage with the MSU community, and gain exposure.

Promotional Materials

MSU WOMEN AND GENDER EQUITY NETWORK

we're hiring!

Executive positions available:

Community Events and Planning Coordinator(s) • Logistics Coordinator
Promotions Coordinator(s) • Research Coordinator • Resources Coordinator
Social & Political Advocacy Coordinator • Volunteer Coordinator(s)
Training & Development Coordinator(s)

To be part of a supportive team working on creating more inclusive spaces, consider applying!

Applications close June 13 at 11:59 PM

[HTTPS://MSUMCMAS^TER.CA/EMPLOYMENT/AVAILABLE-POSITIONS/](https://msumcmaster.ca/employment/available-positions/)



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MSU WOMEN + GENDER EQUITY NETWORK

We're Hiring!

SAFE(R) SPACE VOLUNTEERS

EVENTS & ADVOCACY COMMITTEE VOLUNTEERS

Apply by **AUGUST 14, 11:59PM**

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Social Media Engagement since the Previous Report

Table 1: Facebook Engagement Insights (30 Days Historical Data)

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes			2065		
Reach			338		
Views			15		
Page Visits			31		

Table 2: Instagram Engagement Insights (30 Days Historical Data)

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Reach			895	#DIV/0!	#DIV/0!
Engagement			155	#DIV/0!	#DIV/0!
Followers			1044	#DIV/0!	#DIV/0!



Finances

Budget Summary

It has been difficult to budget with some uncertainty regarding the demand for Collective Care resources now that there is the availability of free in-person resources returning. As well, it has been difficult to plan finances with some ambiguity regarding the reach of our service and demand for resources – specifically due to the large portion of students who will have never had these services available in person.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0308	OFFICE SUPPLIES	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$100.00
6102-0308	ANNUAL CAMPAIGNS	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$2,800.00
6104-0308	WOMANISTS	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$250.00
6103-0308	SPECIAL PROJECTS	
	TOTAL SPENT IN LINE	\$00.00
	REMAINING IN LINE	\$750.00
6494-0308	VOLUNTEER RECOGNITION	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$750.00
6501-0308	ADVERTISING & PROMOTION	
	ClubsFest '22 Registration	\$20.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1,980.00
6804-0308	TRAINING EXPENSES	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$500.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7,150.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$20.00
REMAINING DISCRETIONARY SPENDING		\$7,130.00

Executives & Volunteers

We have not hired an Executive Team, or Volunteers yet.

Once the executive team is hired, we will be coordinating the WGEN specific executive training. This time will be used to facilitate the necessary service specific training required, as well as provide an opportunity for the executives to build connections. Additionally, I will be facilitating one-to-one meetings with each executive, or co-executive to review the plans and support their transition into new roles.

Successes

Our transition of the Director and Assistant Director is now complete and we are underway with getting the service ready for the academic year. It will be a lot of work to prepare but exciting to see it all come together.

Interviews for executive hiring are underway and we have many strong applicants. The volunteer applications are open for our first round of hiring and we will be supporting our Volunteer and T&D Coordinators to support the hiring process for volunteers.

Current Challenges

We are currently behind in hiring due to the transition in Directors. As we try to catch up, we will also need to work towards preparing the service for the academic year. The most important task is to complete hiring so we have the resources and personnel to support the service operations.