



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Olivia Crichton
SUBJECT: Women and Gender Equity Network Report #2
DATE: August 31st, 2022

Year plan Update

WGEN is almost through the first round of volunteer hiring, with the second round coming up to open in early September. The second round will be targeted towards first- and second-year students to support lower-year engagement. Additionally, I will be facilitating training with the executive team in the last week of August to prepare for the academic year as fast as we possible. I will also be working with the Volunteer, and Training and Development coordinators to prepare and flesh out the training plan for the volunteers. We will be reaching out to the executive team to support the training facilitation for the purpose of offering peer support, presenting and to help to build connections among the volunteers and executive team.

Year plans and transitions with the executive team will be planned for Early-Mid September to ensure we are on track to meet our objectives and can provide the service we envisioned to the McMaster community.

Events, Projects, & Activities

General Service Usage

We received a total of 41 applications for Safe(r) Space Volunteers and 16 applications for the Events & Advocacy Committee.

The collective care program has received a few general inquiries from students about accessing resources and the timeline – this is going to be a large focus once hiring has completed.

There are currently no WGEN services operating in the summer.

Projects & Events: Hiring Volunteers - 2 Rounds (Ongoing)

The applications for our first round of volunteer hiring closed on August 16th and we are finishing up the marking process. The aim is to have interviews completed by September 6th and offers sent out by September 8th. We will be engaging the Volunteer and Training and Development Coordinators to interview and hire the volunteers. This will prepare them for and support the transition into their roles to lead the second round of hiring. We will facilitate an early training session for our first round of volunteers to ensure the space is open as early as possible in early September.

A second round of volunteer hiring is planned to open September 8th – 22nd.

Projects & Events: Welcome Week/ClubsFest (Upcoming)

WGEN will be present at three Welcome Week events as well being on campus with some merchandise to engage casually with students.

The events WGEN will be attending include Monday Night Lights, The Silent Disco, and the Welcome Week Concert. The main goal of these events is to gain exposure and for service on campus and offer peer support/answer peer support questions as needed. Additionally, we are hoping to engage with some Welcome Week leaders to remind them that they can refer students to WGEN for support, resources, and other referrals.

I also hope to include executives in this 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)

Recently with the emphasis on volunteer and executive team hiring, we have had less focus on the Collective Care program. Once we finish the first round of volunteer hiring, I will be dedicating a lot more attention to ensuring the Collective Care program is up and running this year. This is an important program for us to continue as we recognize the varying situations folks are facing as they try to access resources anonymously and safely. That being said, we will also be distributing resources in person which may offset some demand for the program.

Projects & Events: Training – Executives and Volunteers (Upcoming)

As the executive team has just been hired, I will facilitate the executive team training in early September to ensure we can have the service ready as soon as possible. The plan is to have this facilitated person (in the WGEN space) to support the role transition, and familiarity with the physical space. As well, once executives are trained, this will also help us to prepare to develop and execute the training plan for the volunteers and plan an introductory fall event.

Following the executive training, we will facilitate volunteer training with the first round of volunteers hired.

Outreach & Promotions

Summary

We are going to start promoting the second round of hiring volunteers through our social media accounts in early September.

Once we have a confirmed training date for the executives and first round of volunteers, promotions for the space opening will be released.

Promotional Materials

We have a finalized pole wrap that has started production, and will be

The WGEN space also has lots of stickers and info cards that will be handed out during Welcome Week and available for other events throughout the year.

Social Media Engagement since the Previous Report

Table 1: Facebook Engagement Insights

| Insights | Start Values | Last Report Values | Current Values | Report Change (%) | Total Change (%) |
|-------------|--------------|--------------------|----------------|-------------------|------------------|
| Likes | 2067 | 2067 | 2065 | -0.10% | -0.10% |
| Reach | 226 | 226 | 396 | 75.22% | 75.22% |
| Engagement | 15 | 15 | 15 | 0.00% | 0.00% |
| Page Visits | 31 | 31 | 40 | 29.03% | 29.03% |

Jul 22 - Aug 18

Last 28 days ▼

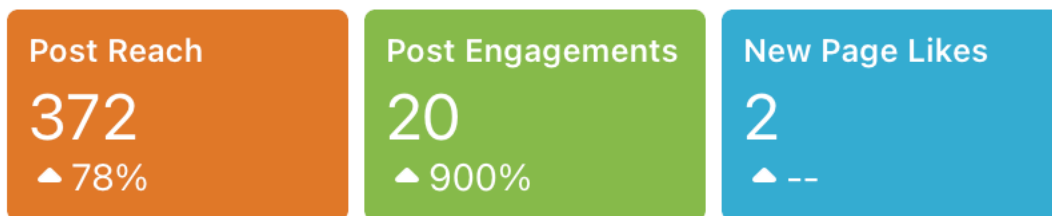


Table 2: Instagram Engagement Insights

| Insights | Start Values | Last Report Values | Current Values | Report Change (%) | Total Change (%) |
|------------|--------------|--------------------|----------------|-------------------|------------------|
| Reach | 77 | 77 | 1095 | 1322.08% | 1322% |
| Engagement | 2 | 2 | 217 | 10750.00% | 10750% |
| Followers | 1020 | 1020 | 1057 | 3.63% | 4% |



185 Posts 1,057 Followers 88 Following

MSU WGEN

College & university

We facilitate safe(r) spaces on the McMaster campus (and Discord!) for women, non-binary folks, trans folks, and all survivors of sexual violence 💜💛

linktr.ee/MSU_WGEN

Finances

Budget Summary

Since being in the space, we noticed there are a lot of the less expensive resources available from previous years or ordered at the end of the previous director’s term. We will be able to focus our budget on resources that require more funding, such as gender affirming gear.

Upcoming expenses are planned to be for event promotions, and an introductory event in the fall.

| 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 just hired our Executive Team which we are very confident about and look forward to transitioning them into their roles. There is a lot of excitement for the year with lots of goals and visions. I will be meeting one-on-one with the executive team to ensure we can prepare and plan for the year and integrate the goals into the plan.

The first round of volunteers will be hired by the first week of September.

Successes

We have hired the executive team and there is a lot of passion and excitement. With Welcome Week coming up, our executive team is also very excited to meet students and discuss their experiences with WGEN and promote the service.

Interviews for volunteers will be underway in the last week of August – there was more interest for the first round than last year (bearing in mind the timing difference) with lots of strong applicants. This is very exciting as we plan to open the space soon!

Lastly, I want to acknowledge our Assistant Director, Thifani. She has transitioned into her role very well and taken on a lot of responsibility with hiring, despite it being her first time in an executive role on WGEN.

Current Challenges

We are trying to have the space open at the earliest opportunity, while also ensuring adequate training is completed by the executive team and volunteers. With the plan to facilitate two training sessions, we are hoping we can open the space for peer support a couple hours per day, before the entire team is hired.

Miscellaneous

N/A