



# REPORT

*From the office of the...*

## Pride Community Centre Director

---

TO: Members of the Executive Board  
FROM: Norah Frye  
SUBJECT: Pride Community Centre Report 2  
DATE: Friday Sept. 30

---

### **Yearplan Update**

So far, we are on track with our year plan. As of next week, our executive and volunteer team will be fully up and running and the Centre will be open with regular hours and peer support by the first week of October. The Space has been reorganized to welcome students and made more accessible. Starting the first week of October, we will have launched regularly occurring Watch Parties and Bingo Nights which will take place monthly. We will also have launched our Queer Theory Reading Group who will meet weekly.

### **Events, Projects, & Activities**

#### *General Service Usage*

So far, our space has not been fully open to the public due to a late start with team hiring. By the next report, I will be able to provide a more in-depth review of Service use as our service will be fully up and running. The first month of the semester consisted of online chat support only, which was entirely unused by students. We hope that the opening of the physical space will provide a means to shed some light on the availability of the online chat so that students might be more inclined to access it in the future.

#### *Projects & Events: Project 1 (Upcoming)*

Upcoming:

We are planning a Drag Dinner to take place before the Winter Break. At this point, the event is still in the early planning phases. We are hoping to collaborate with Twelve Eighty-Eight to host the event. The event will be funded by ticket sales and entertainment donations by McMaster students who perform drag. The event will feature raffles and performances and will revolve around community bonding (rather than information or campaigning for example). More details will be added as they become available!

### *Projects & Events: Project 2 (On Going)*

#### On-Going:

Our on-going events include monthly Bingo nights, biweekly Watch Parties and weekly Book Club Meetings. Book club meetings are held in the PCC Space and are led by alternating Executive members. The purpose of the events is to introduce students to theory and literature in queer studies so that they might explore their interests in the field and learn the relevant language and vocabulary to understand their identities and experiences. The meetings include an overview period which clarifies the text and a discussion period which encourages participants to apply the concepts from the text to real-world experiences and issues. The events feature music, refreshments and snacks. While none have taken place so far, the pitch/soft-launch of the event idea was well received on social media platforms.

### *Projects & Events: Project 3 ( )*

#### Complete:

Complete projects include Bingo and Watch Parties. While the watch party is not set to take place until next Thursday, it is complete in that it is fully planned and ready to be executed. The event consists of movie themed snacks (i.e. popcorn) and a group viewing of Heart Stopper, a popular 2SLGBTQIA+ T.V. drama. The event will be held in a lecture hall due to the need for space and tech, but students are encouraged to bring pillows and blankets to make the setting feel as comfy as possible. This setting is also ideal for accessibility and social distancing for those who may wish to do so. In addition to the in-person screening, we are hoping to stream the series on a group-watching platform so that students who cannot attend in person can still participate. The event will be casual and laid back and offer students the opportunity to mingle amongst their new peers and old friends. The whole student body is welcome, but the event is largely geared towards underclassmen who are on campus for the first time. The event will also offer the PCC team the opportunity to introduce ourselves to the student body. At the end of the event we will have some mingling and discussion about our favorite parts of the viewing and our predictions for the next episode and also, a survey of what attendees would like to view in the future. This event has been highly anticipated and well-received on social media platforms. We are expecting a great turn out.

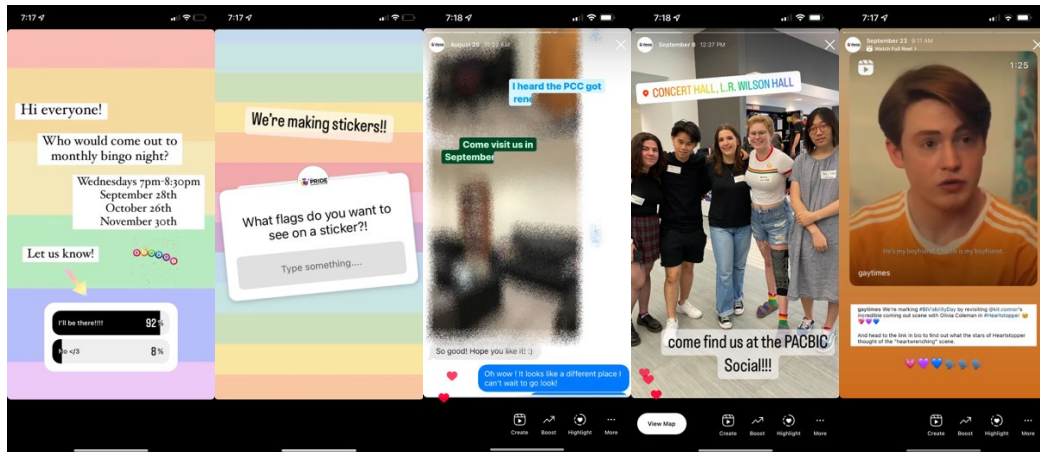
## **Outreach & Promotions**

### *Summary*

So far outreach has taken place on social media. This has included posting promo for upcoming events and campaigns and also engaging with social media followers about their hopes and expectations for the PCC this year. Social media has also been used to update the student body on PCC renovations. This has

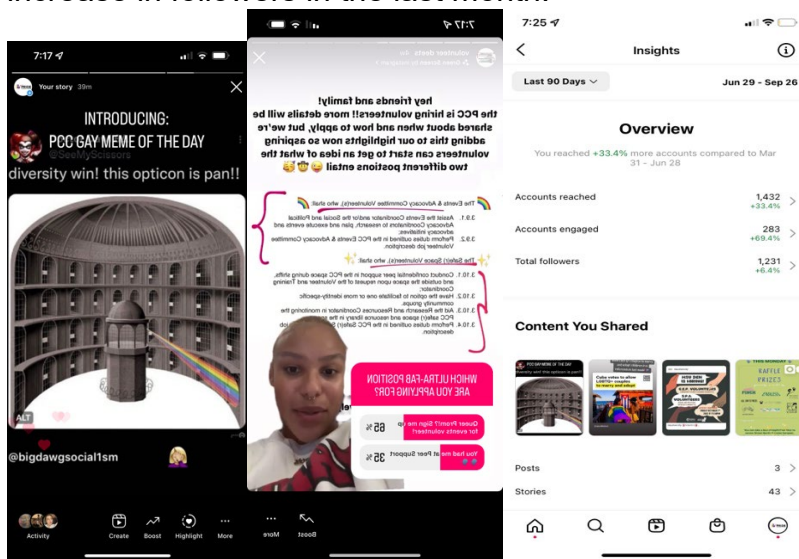
been a fun way to keep students up to date on why the space is closed, and also, build some suspense so that students are especially excited to visit upon our opening date. Finally, we have put a focus on more organic social media use. This means posting less text, and more pictures and videos of the team. This also means using the social media for fun rather than pure promo. As of this week, we have started a 'daily meme' initiative which entails at least one meme posted on the story per day and are pursuing a monthly takeover which will feature a member of our local queer community making stories/tweets/posts for a day.

### Promotional Materials



### Social Media Engagement since the Previous Report

As you can see in the screenshot below, all social media pillars are up in engagement since we began our new initiatives! We have seen a substantial increase in followers in the last month.



### Finances

*Budget Summary*

Due to the fact that we are early in the year and are yet to host many events, budgeting has been very straightforward, and spending has been low. Our biggest cost so far has been \$900 of renovations which was approved as extra spending. Beyond this, even costs have been minimal. By the next report, we will have ordered some merch. This is our only anticipated large expense in the next month.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
6501-0119	STANDING ORDER	250
<b>PROMO</b>	TOTAL SPENT IN LINE	250
	REMAINING IN LINE	1450
6804-0119	FEEDING VOLUNTEERS @ TRAINING	150
	TOTAL SPENT IN LINE	150
	REMAINING IN LINE	350
5003-0119	LAP DESKS	62.30
	TOTAL SPENT IN LINE	62.30
	REMAINING IN LINE	37.70
6102-0119	MOVIE NIGHT	65.00
	TOTAL SPENT IN LINE	65.00
	REMAINING IN LINE	2935.00
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		6600.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		377.30
<b>REMAINING DISCRETIONARY SPENDING</b>		6222.70

**Executives & Volunteers**

Volunteer hiring will be completed as of this weekend so there is not much to report yet. So far, the hiring process has featured a group of lovely, eager individuals and we cannot wait to begin working alongside them. As for the Executives, I could not imagine a better team. The Executives have shown such an impressive level of commitment and work ethic so far this year. Morale is high and we are excited to continue fostering community on campus and collaborating as a team. We have two new additions to our Exec team as the responsibilities are even more than we anticipated. These additions have been essential in expanding our capacity and reachability. Our team excels in communication, personability and fun. Due to our diverse backgrounds, we hope to be able to access underexplored groups on campus and to form connections with other

Services and Clubs. I trust I will continue to sing high praises about this exceptional team.

### **Successes**

We are very proud of our increased social media engagement. As a team, we decided that we wanted our social media to reflect our interest, uniqueness, and queerness rather than appear standardized and uninteresting. Not only have we been able to achieve this through showing our authentic selves on social media, but we have done so with a great response. This is a huge success and we take great pride in.

### **Current Challenges**

A current challenge has been volunteer hiring. At this point in the process all of our Execs are over their anticipated weekly hours which is placing a strain on their personal and academic lives. We have lofty ambitions, which requires a lot of volunteers, so a lot of hiring and training. We are hopeful that our sacrifices will be worth it and that the strain will only be temporary.