



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Olivia Crichton
SUBJECT: Women and Gender Equity Network Report #3
DATE: October 3rd, 2022

Year plan Update

The WGEN space on campus is now open for limited hours with the first round of Safe(r) Space volunteers hired and trained. The phased approach was employed to allow the safe(r) space to be open as early as possible for students on campus.

We are currently on the last interviews for the second round of volunteer hiring which was focused on attracting new volunteers, and specifically first years. The next round of training to be running the weekend of October 22nd. All of the WGEN executives have been transitioned into their roles, and completed WGEN Executive training. The Volunteer Coordinators and T&D Coordinators have taken the lead on compiling and presenting training, and the application marking and interviewing for this second hiring round.

In September, WGEN was present at three Welcome Week events where peer support was offered for students attending those events. WGEN was also at the Services Fair and ClubsFest where we gained a lot of exposure and interest in our programming.

The next focus once volunteer training is completed will be on starting up Collective Care, and Survivors Programming in the form of peer groups.

Events, Projects, & Activities

General Service Usage

Since opening, the WGEN space has had about 5-7 users come in per day, in the four-hour window of operating hours. Additionally, the physical resources available such as condoms and menstrual products have been accessed by about 5 users so far.

Regarding gender affirming gear, WGEN has had 5 inquiries regarding the binder program, and our first user accessed the Binder Program in early September. We have also had one user access the Bra Drive for gender affirming gear while the space was open.

WGEN hosted an “Open House” in early September to allow students to come in and learn about the service and our space which was well attended by interested volunteer applicants and space users. This event allowed us to interact with the McMaster community as well as let folks know what the space looks like when it is operating.

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

The applications for our second round of volunteer hiring closed on September 21st and we are finishing up the interviews this week. We have engaged the Volunteer Coordinators and Training and Development Coordinators to take the lead in the interviewing and hiring process. For the Events & Advocacy Committee, the Community Events and Planning Coordinators, and Logistics Coordinator are support the hiring process for additional reviews. We will complete all interviewing by Friday October 7th, and send volunteer position offers on Saturday October 8th.

Projects & Events: Full Operating Space Hours (Upcoming)

WGEN is currently open for limited hours from 12:30-4:30pm, Monday to Friday. This has allowed us to open earlier in the year, rather than waiting for the second round of volunteers to complete their training once hired. Full operating hours will likely be from 10:30-6:30pm with 2-3 Safe(r) Space volunteers on each shift with an exec on call. The schedule will be made by the Volunteer Coordinators, with support from Thifani and myself to work through logistical challenges in scheduling.

The main goal of full operating hours in WGEN is to increase the availability for the WGEN community to come together and access the resources as required. Additionally, full operating hours allows volunteers more flexibility in choosing shifts that fit with their schedule and ensure they can commit to their three hours of shifts.

Projects & Events: Collective Care (Ongoing)

Recently with the emphasis on volunteer and executive team hiring, there has been less focus on the Collective Care program. Thifani and I have been discussing our capacity for this program regarding the logistical requirements. We have also been in communication with SHEC to determine how we will be splitting up funding applications and the work between the services. I have been reviewing previous Collective Care process documentation and looking for areas

that can be automated to result in both timesaving efforts and added confidentiality if possible.

Projects & Events: Survivors Programming – Peer Groups (Upcoming)

Increasing survivors programming is a large focus for our vision for WGEN this year. To begin the introduction of more programming, we are starting with offering peer groups on a weekly basis that will be closed for survivors. This programming is going to be led by the Community Events & Planning Coordinators through group facilitation and event planning. Once a weekly peer group for survivors is up and running, we will be looking to collaborate with other MSU services if they are interested in co-facilitating other closed survivor groups for intersecting identities.

Outreach & Promotions

Summary

Recent promotions have focused on increasing exposure and letting the McMaster community know that our space is open for folks to join us.

Promotional Materials





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	2081	0.68%	0.68%
Reach	226	226	272	20.35%	20.35%
Engagement	15	15	10	-33.33%	-33.33%
Page Visits	31	31	40	29.03%	29.03%

Note: Decrease in Facebook engagements due to missed adding recent posts. Have followed up with promo coordinators

Table 2: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Reach	855	855	1351	58.01%	58%
Engagement	155	155	236	52.26%	52%
Followers	1044	1044	1159	11.02%	11%

Finances

Budget Summary

Recent expenses have been for promoting the space opening and to provide food and drinks for our first round of in-person training. We have noticed that purchasing print assets in addition to our digital copies for promotions, we may be tight in our advertising and promotions budget toward the end of the year. Another expense incurred was the LRW rental that we took on to support the PACBIC “We should know you” event.

Upcoming expenses are planned to be for event promotions, Survivors Programming promotions, and the second in-person training session for volunteers.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0308	OFFICE SUPPLIES	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$100.00
6102-0308	ANNUAL CAMPAIGNS	
	LRW Space Rental for PACBIC Event	\$244.00
	TOTAL SPENT IN LINE	\$244.00
	REMAINING IN LINE	\$2,556.00
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
	Open House Graphic	\$100.00
	Space Opening Graphic	\$100.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1,780.00
6804-0308	TRAINING EXPENSES	
	Pizza for training	\$110.00
	Juice boxes for training	\$20.00
	TOTAL SPENT IN LINE	\$120.00
	REMAINING IN LINE	\$370.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7,150.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$594.00
REMAINING DISCRETIONARY SPENDING		\$6,556.00

Executives & Volunteers

The executive team is very passionate and excited about upcoming programming and events. The Promo, T&D and Volunteer Coordinators have been extremely

engaged with supporting the hiring process and preparing volunteers, and the space for opening. We had eight volunteers support our first in-person training to facilitate conversations and work through scenarios with groups of volunteers.

The volunteer team this year continues to impress me with their passion for WGEN's mandate and ability to adapt as we are working on smoothing out all our processes. Engagement at training was impressive with a lot of very interesting and thoughtful discussions.

Successes

Our greatest success thus far has been opening the space for community building and resource distribution. Having folks come into the space and express their relief and excitement for WGEN's presence on campus is very exciting for the entire WGEN team as we prepare for full operating hours and additional programming.

I am also very grateful for the adaptability of the team of volunteers and executives as we are working to sort out logistics to ensure a smooth schedule and operation of the service. As there have been some delays in communication back from volunteers, executives have been a huge help in supporting shift covers and taking on last minute tasks.

Despite the high volume of work that comes with the hiring and training period, we are very excited for operations and programming for WGEN as we regain exposure on campus.

Current Challenges

Due to the inconsistency of our scheduling for the first round of volunteers, we have had a couple miscommunications regarding shift cover processes. I am going to send a reminder email and post in our Facebook group with the process if a shift cannot be covered, to avoid having to ask an exec or PTM to cover at the last minute.

As well, we have been lacking communication from some volunteers regarding the training sessions they will be attending/following through on attending. With the second round of in-person training that is coming up in late October, I am going to be sending another follow up email to remind them that training is absolutely mandatory to fulfill their volunteer role. They will have a few weeks of notice to either schedule around training or communicate a need for an alternative option.