



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Vithuyan Sugumar
SUBJECT: SWHAT Report 4
DATE: November 4 2022

Yearplan Update

Now that SWHAT finally has a full team, we've finally been able to operate at full capacity, which has been fantastic. Otherwise, SWHAT has successfully completed everything we had planned for the month, including the volunteer social and the giveaway month. We are looking forward to our Walk-a-Thon, one of our biggest campaigns of the year, taking place in November.

Events, Projects, & Activities

General Service Usage

SWHAT has finished its second month of operations and the engagement has been better than September. To date, SWHAT has completed 185 walks for the school year. For the month of October, SWHAT has completed 88 walks. For reference, SWHAT was not operating for 9 days this month due to reading week. This means that for the month of September we averaged 2.9 walks/night, while in October we averaged 4.2 walks a night. I am absolutely shocked at the engagement we've had so far this year, but it is a testament to the hard work the entire SWHAT team (volunteers and executives) has put in this year. Engagement is continuing to surpass expectations and I only expect this to increase during Walk-a-Thon.

Projects & Events: Giveaway Month (Completed)

For the month of October, SWHAT ran a giveaway month, which consisted of asking participants to perform actions like reposting our post on their story, putting SWHAT's number in their contacts, and messaging us the answer to the question "what items do walkers bring during a walk". This month went really well, as it resulted in a significant increase in engagement on our posts and our stories. Our follower count increased by over 100 purely from the giveaway month. All credit goes to SWHAT's PR Execs (Vivien and Celina) for facilitating this.

Projects & Events: Volunteer Social – Paint Night (Completed)

SWHAT's Volunteer Affairs Executive (Jenny) has worked hard to put this social together and I am pleased to say it was a success. On October 27th, SWHAT hosted a painting and pumpkin carving night and we had about 20 volunteers show up. One of SWHAT's greatest accomplishments this year is the team dynamic we've built, and volunteer socials will only help build this further. We are looking forward to planning more of these in the future.

Projects & Events: Walk-a-Thon (Upcoming)

Every semester, SWHAT conducts a walk-a-thon. For every walk SWHAT receives in the month of November, SWHAT will donate \$1 to the Native Women's Centre. Historically, this has been a great initiative because it boosts engagement with the service and provides SWHAT with the opportunity to give back to the community.

This month is officially underway, and SWHAT is promoting this with physical posters around campus as well as a social media post. On our stories, we are planning on posting a walk-meter, which is a thermometer we will be filling and posting on our story for every milestone reached. Finally, alongside our regular shift stories, Vivien and Celina will be posting Executive Intros on SWHAT's Instagram throughout the month of November, along with an associated exec takeover. On the volunteer side of things, Jenny has created a volunteer appreciation board that we will place in the office every night. This gives volunteers an opportunity to give each other shout outs and praise. While walk-a-thon is an opportunity for SWHAT to contribute to a good cause, we also hope this initiative build team dynamic as well.

Projects & Events: Community Safety Week (Upcoming)

As mentioned in my previous EB Report, Community Safety Week (name subject to change) This week aims to connect the McMaster community to many of the student safety services we have on campus.

SWHAT's PR Execs (Vivien and Celina) and I have started to envision what this might look like, and have also met with Mitchell to receive his insight. On October 31st, we hosted a meeting where EFRT, FCC, SHEC, and WGEN confirmed their interest, and together, we decided on the week of January 16th for this initiative. However, we are still hoping to get a couple more groups involved.

As for the next steps, Vivien and Celina will be creating group chats with each group's promotions and event-planning teams to create a more cohesive vision for this week. This is a huge project for SWHAT to take on, however we are looking forward to working with the other services and groups on campus to make this week a success!

Outreach & Promotions

Summary

SWHAT has continued to build its presence. Online, we have done this through our giveaway month, which was a success and resulted in a lot of engagement. We are also continuing our shift Instagram stories, which continue to be a lot of fun for the volunteers and the people who follow our account. For the month of November, we have our Walk-a-Thon and we will attempt to maintain an online presence through Exec Intros and takeovers.

As for in-person initiatives, SWHAT recently had representatives at Meet the Services Fair, which went well. Finally, I worked with the Underground to create a window banner for SWHAT, which has been posted in the MSU office. If you ever find yourself outside MUSC, I highly recommend looking at it!

Promotional Materials

This is a promotional graphic created by the Underground previously for SWHAT and repurposed for the 2022-2023 school year.



Graphic Stats (as of November 1, 2022)

- Instagram
 - Likes: 187
 - Comments: 8
 - Shares: 100
 - Saves: 17
 - Accounts Reached: 2538
- Facebook
 - Accounts Reached: 340
 - Engagements: 5

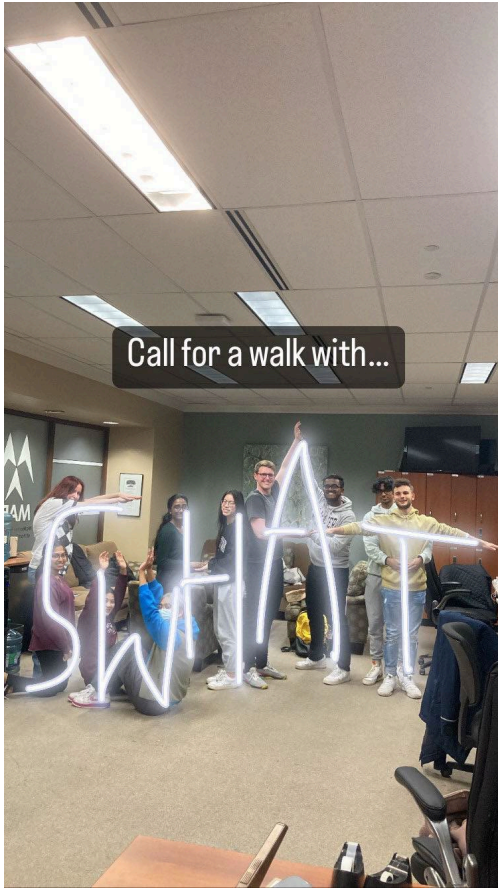
This is an example of one of the giveaway posts we had this month:



Graphic Stats (as of October 4, 2022)

- Instagram
 - Likes: 300
 - Comments: 258
 - Shares: 126
 - Saves: 12
 - Accounts Reached: 3299
- Facebook
 - Accounts Reached: 138

This is an example of one of our SWHAT shift Instagram stories.

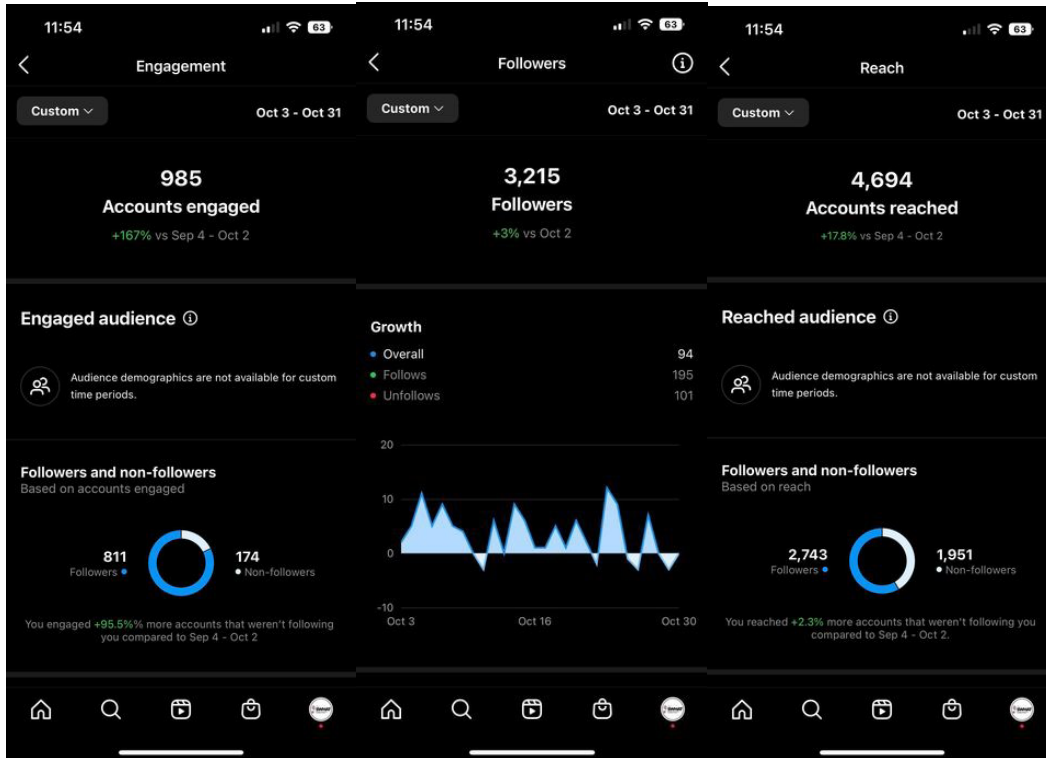


Stats:

- Reach: 1380

Social Media Engagement since the Previous Report

For this report, I will be using insights from October 3rd to October 31st.



Finances

Budget Summary

Finance wise, SWHAT is in a good position. Three purchases have been made since the last report. Two were purchases from Food Basics, one for the SWHAT office for the volunteers on shift, and the other was for SWHAT's volunteer paint night. The other purchase was for the window banner, created and printed by the Underground.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0117	Food Basics - October	80.00
SUPPLIES	TOTAL SPENT IN LINE	150.00
	REMAINING IN LINE	850
6494-0117	Snacks for volunteer social	60.00
	TOTAL SPENT IN LINE	170.00
	REMAINING IN LINE	1330
PROMO	TOTAL SPENT IN LINE	486
	REMAINING IN LINE	514
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		5600

TOTAL ACTUAL DISCRETIONARY SPENDING	806
REMAINING DISCRETIONARY SPENDING	4794

Executives & Volunteers

I am so grateful for the team I have this year. Everyone is so fantastic and supportive of each other. Morale seems to be high, and everyone seems to be happy and engaged. However, I realize my observations and feedback from my executives are not enough, so I have created three anonymous feedback forms: one for executives, one for volunteers, and one for the general McMaster community. I am hoping this results in genuine feedback, if there is any.

I completed 1-on-1 check ins with executives during October, and these went well. I have always appreciated how honest the executives are with feedback, so this was an opportunity to do just that. The executives and I are planning on doing 1-on-1 check ins with the volunteers throughout November, to see how the volunteers are doing, and identify areas of improvement.

Successes

1. **Shift Instagram stories:** This has been one of the most unexpected successes for SWHAT so far. They have been so much fun to make, and our followers love seeing them. Followers with no affiliation to SWHAT have replied to our stories saying how much they love them, and they show appreciation by liking our stories. These are comments we also got often during Meet the Services Fair. On the volunteer side, they love being in them and they really enjoy having fun with it. Several volunteers come into shift with ideas for the Instagram story that night, and even more have personally told me how much they enjoy coming into shift just to be in the story that night. This is something we will definitely continue to do as we progress through the year.

Current Challenges

1. **Keeping up with Demand:** The demand in SWHAT this year has been unprecedented. While this is definitely a good problem to have, we are anticipating further demand during Walk-a-Thon and must adjust accordingly. We are planning to do this by changing the number of walkers we have on shift. On Monday-Thursday, we will have 4 walkers on the early shift (7pm-11pm), and 6 walkers on the late shift (9pm-1am), on Fridays we will have 4 and 4, and on weekends we will have 2 and 4. This is an experiment SWHAT has never tried before, but after speaking with my Volunteer Logistics Executives (Shannon and Nicholas), this is an idea that should help keep up with demand.

Miscellaneous

I just wanted to attach some fun pictures from one of our SWHoccer games, our volunteer social, and our Meet the Services Fair Booth!

