



# REPORT

*From the office of the...*

**WGEN Director**

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TO: Members of the Executive Board  
FROM: Olivia Crichton  
SUBJECT: Women and Gender Equity Network Report #4  
DATE: November 1<sup>st</sup>, 2022

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## **Year plan Update**

The WGEN space on campus is now open for full-time hours from 10:30-6:30. All volunteers have been trained, and are taking on their shifts in the space. The events and advocacy team started meeting with the volunteers this week to start their content creation and research for our upcoming campaign, Transforming Mac.

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

### *General Service Usage*

The WGEN space has had about 7-10 space users come in per day since moving to the full-time operating hours of 10:30-6:30. The opening shifts are usually quiet, with more traffic coming in during the late afternoon.

There have been about 10 space users access gender-affirming gear including binders, breast forms and bras. Condoms and menstrual products are accessed by space users about 3-5 times per week.

### *Projects & Events: Transforming Mac (Upcoming)*

The events and advocacy team are currently planning for our first week-long campaign, Transforming Mac. This is a campaign week centred around the trans community. Events will mainly focus on community building events for trans folks and hopefully a workshop from Mela Swayze who has attended the last two years.

We are aiming to have promotions ready for the week before the campaign due to some delays in planning. The events volunteers will support with content creation and research for events.

### *Projects & Events: Collective Care (Ongoing)*

WGEN and SHEC have started to apply for funding and have had some positive feedback from OPIRG. The application has been submitted to OPIRG and we hope to hear back with an idea of how much they can fund shortly. Last year \$3000 was donated by OPIRG and we are hoping to receive similar funding for the program. With the in-person resources available, from all the services on campus, WGEN has not received many inquiries about the program starting up again.

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

Survivors programming is aimed to start in Mid-November which will be a weekly closed-space program. These sessions will focus on support survivors and offering a space for community building and peer support that centres survivors.

## **Outreach & Promotions**

### *Summary*

Recent promotions have focused on increasing exposure and informing the McMaster community that our space is open. The most recent graphic that went out was the “WGEN is Open” graphic with our full-time hours. Promo executives have also been capturing organic content to post throughout the week to promote the space.

### *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	2081	2129	2.31%	3.00%
Reach	226	272	234	-13.97%	3.54%
Engagement	15	10	11	10.00%	-26.67%
Page Visits	31	40	40	0.00%	29.03%

Table 2: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Reach	855	1351	1203	-10.95%	41%
Engagement	155	236	200	-15.25%	29%
Followers	1044	1159	1195	3.11%	14%

## Finances

### Budget Summary

Expenses for WGEN have been for Underground graphics, and to provide food and drinks for in-person training.

Upcoming expenses are planned to be for Survivors Programming promotions, and Transforming Mac promotions and events.

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
	Pizza for training	141.28
	Juice boxes for training	\$10.00
	TOTAL SPENT IN LINE	\$281.28
	REMAINING IN LINE	\$218.72
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$7,150.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$745.28
<b>REMAINING DISCRETIONARY SPENDING</b>		\$6,404.72

## Executives & Volunteers

Our volunteer coordinators and training & development coordinators have been very engaged preparing the space for full-time hours, and supporting training. SPA and Research have started collaborating to determine project scope and areas of interest. This was a delayed start for the projects team as they have been heavily supporting the volunteer and T&D coordinators with training. Our resources coordinator is working on taking an inventory of resources and creating a request form to determine the needs of space users when coming to WGEN to access resources. CEP and Logistics have been working closely with our Prop executives as well to prepare for Transforming Mac.

## Successes

WGEN has had more engagement in the space, and with resources access than expected. Additionally, we have had positive feedback regarding external funding and space users accessing for Collective Care.

## Current Challenges

Due to the work required for training, we have fallen behind a little bit with transforming mac and survivors planning. With training now completed, I am hoping that there will be more capacity among the executives to take on some tasks within their roles.