



REPORT

From the office of the...

SWHAT Coordinator

TO: Members of the Executive Board
FROM: Vithuyan Sugumar
SUBJECT: SWHAT Report 6
DATE: December 2 2022

Yearplan Update

SWHAT is wrapping up a very successful Walk-a-Thon, which received engagement from both volunteers and the general McMaster community. SWHAT is now looking towards wrapping up the end of the semester, with plans to operate all the way to December 21st. Looking to the new semester, SWHAT is continuing the process of preparing for the Community “Safety” Week that is scheduled to take place in early January.

Events, Projects, & Activities

General Service Usage

SWHAT has finished its third month of operations and the engagement has been getting better by the month. As of November 28th 2022, SWHAT has completed 374 walks for the school year. For the month of November, SWHAT has completed 189 walks thus far, with the expectation that 200 walks for the month will be surpassed by the end of the month. As a whole, SWHAT has averaged 4.4 walks a night. During the month of November (Walk-a-Thon) specifically, we have averaged 6.75 walks a night. For reference, during the month of September we averaged 2.9 walks/night, while in October we averaged 4.2 walks a night. The engagement SWHAT has had this year has been absolutely fantastic, and I am so grateful to the volunteers who offer their time to fulfill the demand from the McMaster community.

The SWHAT record for most walks in a night was 19, achieved in the 2019-2020 school year. During November, we almost beat this record twice, hitting 18 walks and 17 walks on two separate nights.

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

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.

I am happy to say that, at the time of writing this report SWHAT has completed 189 walks for the walk-a-thon, and we expect to reach our goal of 200 walks by the time the month comes to an end. On the promo side, we have maintained an active social media presence in order to boost engagement throughout the month. This includes the exec intros, the regularly posted Instagram stories and an interview that was done with the Silhouette about walk-a-thon. Volunteer engagement with our promotions has been very high and has worked towards extending our outreach. We had also posted physical posters throughout the campus which we believe should have helped as well.

On the volunteer side of things, Jenny (Volunteer Affairs Exec) created a volunteer appreciation board that we placed in the office every night. This gave 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. This has definitely helped, as the Walk-a-Thon has brought the team closer together and support one another through a demanding month. Looking at the volunteer shoutout board makes me feel so proud of this team, so I have attached this in the Miscellaneous section. I am extremely grateful for this team and the work they have put in.

Projects & Events: Holiday Appreciation (Upcoming)

The volunteers have been working hard over the last few months, and we have done a lot to build a strong SWHAT community. With the holidays coming around we wanted to show our appreciation again with a SWHAT volunteer coffeehouse, which is set to take place on Friday, December 2nd. We've had 22 volunteers RSVP, so I am really excited for the turnout! Additionally, I have bought holiday cards for the volunteers, and the execs, as well as myself, will be writing personal handwritten notes in them. I hope these two initiatives help build the SWHAT team further and make SWHAT a great service to be a part of.

Projects & Events: Community Safety Week (Upcoming)

The Community Safety Week (name subject to change) aims to connect the McMaster community to many of the student services we have on campus.

SWHAT's PR Execs (Vivien and Celina) have continued to collaborate with EFRT, FCC, SHEC, and WGEN for this initiative and are working towards a collective promotional vision.

Presently, Vivien and Celina are also following up with services to examine progress. On SWHAT's end, they are currently planning a housing and transportation workshop with the MSU's VP Education, Elizabeth.

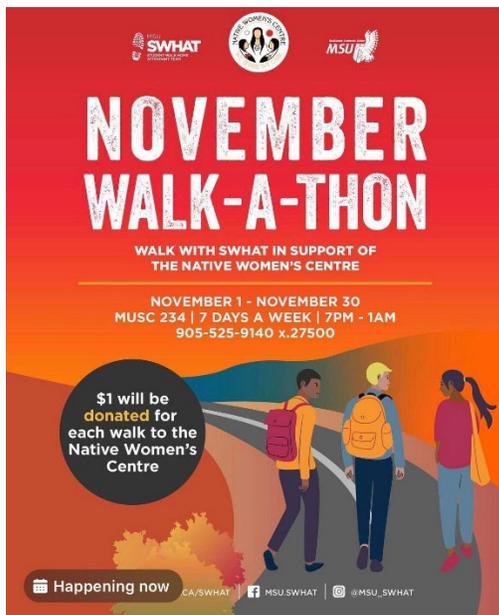
Outreach & Promotions

Summary

SWHAT has continued to build its presence. Online, we have done this through our walk-a-thon efforts which included executive intros, consistent Instagram story posting, and an interview the Sil. The shift Instagram stories continue to receive high engagement and are enjoyed by volunteers and the general McMaster community both.

Promotional Materials

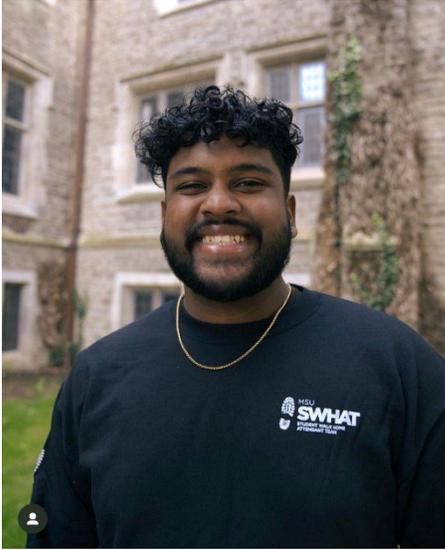
This is a promotional graphic created by the Underground created previously for SWHAT for walk-a-thon and repurposed for the 2022-2023 school year.



Graphic Stats (as of November 29 2022)

- Instagram
 - Likes: 135
 - Comments: 10
 - Shares: 145
 - Saves: 9
 - Accounts Reached: 1920
- Facebook
 - Accounts Reached: 52

This is an example of one of our Executive Intro posts we had this month:



Graphic Stats (as of October 4, 2022)

- Instagram
 - Likes: 190
 - Comments: 24
 - Shares: 5
 - Accounts Reached: 1833
- Facebook
 - Accounts Reached: 377

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

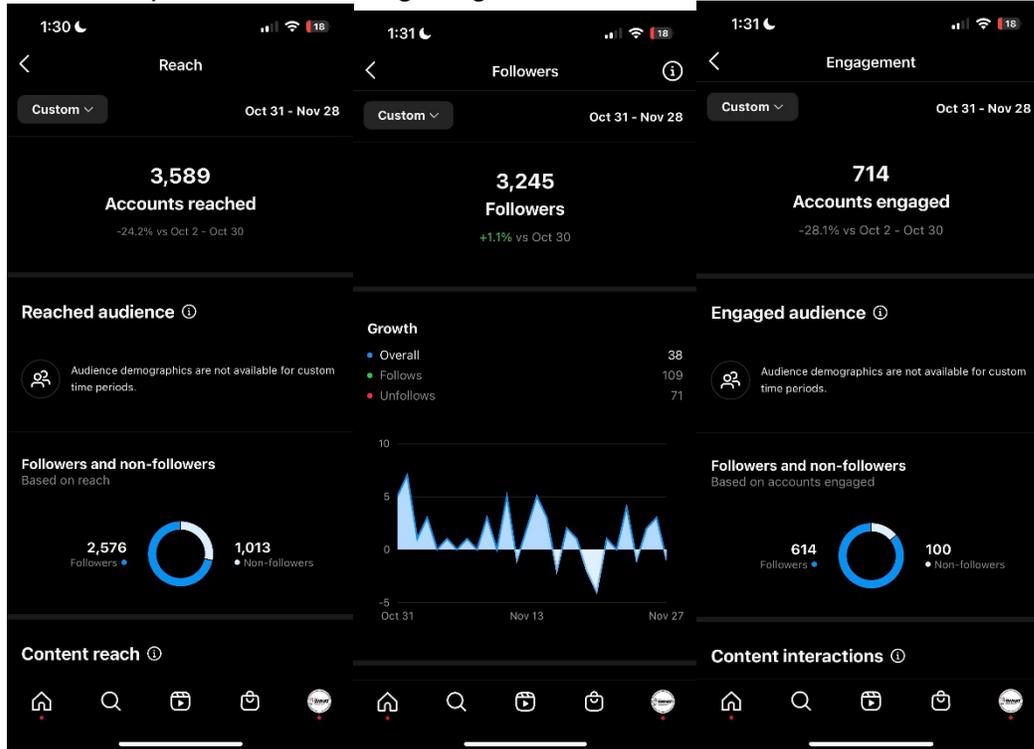


Stats:

- Reach: 1466

Social Media Engagement since the Previous Report

For this report, I will be using insights from October 31st to November 28th.



Considering the giveaway month was an active effort to extend our reach and increase our follower count, we expected things to slow down a little bit this month. However, our reach remains positive, and our follower count continues to increase through organic posting and content.

Finances

Budget Summary

Finance wise, SWHAT is in a good position. Three purchases have been made since the last report. One was from Food Basics, for the volunteers on shift. The second purchase was for our SWHodgeball (intramural dodgeball) team for the upcoming semester, and the last one was for Starbucks gift card to award the winning volunteers for our Promo Points initiative.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0117	Food Basics - December	50.00
SUPPLIES	TOTAL SPENT IN LINE	200.00
	REMAINING IN LINE	800

6494-0117	Starbucks gift cards	30.00
	Intramural Team - Winter	75.00
VOLUNTEER	TOTAL SPENT IN LINE	275.00
	REMAINING IN LINE	1225
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		5600
TOTAL ACTUAL DISCRETIONARY SPENDING		806
REMAINING DISCRETIONARY SPENDING		4639

Executives & Volunteers

The volunteer team continues to have high morale and as they have more shifts, are more comfortable with the executives and the rest of the volunteer team. One of my goals going into the year was to make SWHAT a comfortable environment, and an environment where people feel they were able to meet new people and make friends. So far, I think the executive team has done a great job of creating this.

Based on comments that I have received to me directly or indirectly through the anonymous feedback form, I have made a few changes that should hopefully help make the SWHAT volunteer experience more comfortable. These changes are:

1. Many volunteers have expressed concerns about getting home after their shifts, especially a late shift. This is a problem that has existed for quite some time within SWHAT, and was something I wanted to try and find a solution for when I stepped in the role. I have worked with the Volunteer Logistics Execs (Nicholas and Shannon) as well as the Dispatch Exec (Bailey) to brainstorm a pilot a SWHAT Walk Buddy Program, which ensures people are scheduled with volunteers who live near them. The volunteers have been very appreciative and receptive to this idea, with 30 sign-ups for this initiative. SWHAT has never done this before, and we are piloting this for the first time in December, but I am hoping it helps volunteers feel more comfortable getting home after their shift.
2. In an effort to make the SWHAT office a more inclusive space for volunteers, I have coordinated with Nic and Shannon to include volunteer pronouns in the shift reminder emails if volunteers indicated that they were comfortable with this. This should hopefully ensure volunteers are aware of who they are on shift with and ensure volunteers feel comfortable while on shift.

Successes

1. **Volunteer Engagement:** This volunteer team is fantastic. This is definitely one of the most diverse teams I have been part of and it has felt so rewarding getting to know all of them. I truly appreciate how engaged they

are with the service and are committed to its success like I am. We've had high engagement with our intramural team, socials, and volunteer board and volunteers love getting to know each other as well. On shifts, they have been ready to go on walks as soon as one comes in and on social media, they are always reposting, commenting and engaging with our content. Having such a fun community to manage, makes this experience so much more rewarding and I am truly appreciative of their efforts.

Current Challenges

1. **Volunteer Discipline:** While most volunteers have been following expectations, a very small minority have required reminders of what is expected of them. However, I have found it difficult knowing what to do next when volunteers are unresponsive to these reminders or continue to not follow expectation. This is something I am working to improve as I continue to navigate my role.

Miscellaneous

I just wanted to attach a picture of the VERY full volunteer appreciation board that the executives and volunteers have been adding to over the course of walk-a-thon!

