



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Olivia Crichton
SUBJECT: Women and Gender Equity Network Report #5
DATE: November 30st, 2022

Year plan Update

WGEN just completed our first campaign week, Transforming Mac, centring and celebrating the trans community. This was a very successful campaign week, and had higher than expected for our first events back in person. The next focus will be to further plan for the SWHAT collaboration for Community Safety Week, start the Survivors programming, and implement Collective Care. As well, we are trying to get our online space available for the next semester.

Events, Projects, & Activities

General Service Usage

Space usage is averaging at around 5-8 users per day per the volunteer intake forms. As well, there is quite a high demand for gender-affirming gear which is currently the main focus for our resources coordinator. We are working on replenishing the most popular sizes of binders.

During Transforming Mac, there were a total of five events that ran from Tuesday-Friday. Event turnout was greater than expected with 10-15 attendees at self care event with the QTCC, the art night, and movie night. The workshop had a low attendance but very good feedback from the folks who attended. The last event was a closed event for trans folks, and on a Friday evening so the turnout was also lower at about 4 attendees.

Projects & Events: Exam Care Packages – (Upcoming)

WGEN is collaborating with the four other peer support services, led by SHEC, to make and distribute exam care packages. We have secured funding from the MSU Board of Directors, and the Student Wellness Centre. The services are currently planning how the purchases and distribution will be executed.

Projects & Events: Collective Care (Upcoming)

WGEN and SHEC have secured \$4500 in funding from USIF, Special Projects Fund and OPIRG. The next steps will focus on streamlining the request form and fulfillment process from a logistics standpoint. The current goal is to have the program starting in second semester. The last external funding source we are waiting on a response from is PACBIC.

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

Logistics and volunteer/executive availability has held up the start of our survivors programming. As well, with Transforming Mac, this program was on the backburner while the events team focused on planning and executing the campaign week. The executive team is currently working on finalizing logistics so we can have the program ready for the beginning of next semester.

Projects & Events: Community Safety Week – (Upcoming)

The events team is focused on preparing for the SWHAT community safety week collaboration. Due to the high load of work in SVPRO, we likely will not have the opportunity to collaborate on our event during this week. The events committee volunteers and executives are determining a new topic/focus for our participation in community safety week. The promo team is also engaged and supporting with the planning.

Outreach & Promotions

Summary

Recent promotions were directly focused on Transforming Mac. Due to delays in logistics, we had promotions out quite late, however great turnout at events. In the future, we will be opting for TBD or TBA if logistics are behind to ensure the campaign/event is available ahead of time.

Promotional Materials

(TRANS)FORMING MAC NOVEMBER 21-25, 2022

Join us for a week of trans-focused programming and events!

Monday, Nov 21
Trans Day of Remembrance Vigil
12am-6pm
MUSC 318

Monday, Nov 21
Trans Day of Remembrance Community Group
11am-12pm
WGEN Space - MUSC 204

Tuesday, Nov 22
Self-Care Night
Closed to Transfolks and their friends
6pm-7:30pm
WGEN Space - MUSC 204

Wednesday, Nov 23
Art Night: Pronoun Button Making & Mini Painting Session
6pm-8pm
UH 112

Thursday, Nov 24
Newcomer Movie Night & Post-Movie Discussion
7:00pm-9pm
BSB B135

Thursday, Nov 24
Mela Swayze, Gender Feels Workshop
5:00pm-6:30pm
On Zoom

Friday, Nov 25
Existence as Resistance
6pm-7:30pm
WGEN Space - MUSC 204

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Tuesday, November 22
6pm - 7:30pm
MUSC 204

Self-Care Night

Closed to transfolks and their friends

We are so excited to join the Queer & Trans Colour Club (QTCC) to host a fun night of self-care, closed to trans* folks and their friends in the wgen space. A limited number of gift cards for self-care items will be available to attendees (first come first serve!).

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MAC NOVEMBER
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Wednesday, November 23
6pm - 8pm
UH 112

Art Night: Mini Painting Session

Come join us at UH 112 for an art night full of fun! We will be having a collaborative mini painting session. Feel free to make your own art while we spend time together.




**(TRANS)FORMING
MAC NOVEMBER
21-25, 2022**

Friday, November 25
6pm - 7:30pm
WGEN Space
MUSC 204

Existence as Resistance

Closed Event


Join us in a community-building space at our WGEN space to exist with other trans folks. We will share joy with one and other and simply exist without judgement or needing to explain ourselves.



**(TRANS)FORMING
MAC NOVEMBER
21-25, 2022**

Thursday, November 24
5pm - 6:30pm
on Zoom!
Mela Swayze
Gender Feels Workshop

Living in your authentic gender and navigating a binary world is a wild ride. Gender feels can surface as dysphoria, euphoria, and truly everything in between. In this workshop, we carve out space to unpack our experiences and build community through conversation, while co-creating a repertoire of skills, strategies and inspiration for thriving in our gender. This workshop is ideal for: individuals exploring their gender identity; seasoned trans, non-binary and gender diverse folks with gender feels or insights to share; anyone looking for a space to unpack gender feels



**(TRANS)FORMING
MAC NOVEMBER
21-25, 2022**

Thursday, November 24
7:00pm - 8:30pm
Post Movie Discussion
8:30pm - 9:00pm
MUSC 204

Newcomer Movie Night & Post-Movie Discussion

For newcomers to Mac, newcomers to an identity, or newcomers to learning about trans issues. Join us at BSB B135 while we watch a surprise comfort movie. Afterwards, we will be holding a discussion where we will reflect on the movie and have fun.



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	2126	2.16%	2.85%
Reach	226	272	550	102.21%	143.36%
Engagement	15	10	16	60.00%	6.67%
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	1171	-13.32%	37%
Engagement	155	236	206	-12.71%	33%
Followers	1044	1159	1227	5.87%	18%

Finances

Budget Summary

Expenses for WGEN have been for Transforming Mac. Due to greater costs of running in person, and the increased rate for Mela Swayze, we pulled from some of the Making Waves budgeted amount as well.

Upcoming expenses are planned to be for Community Safety Week and Volunteer/Exec appreciation. I am foreseeing some potential challenges with having the funds for volunteer recognition, t-shirts and executive sweaters. I will discuss some other concerns regarding finances in the challenges section.

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
	Transforming Mac	\$602.00
	TOTAL SPENT IN LINE	\$846.00
	REMAINING IN LINE	\$1954.00
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
	Transforming Mac promo	\$300.00
	TOTAL SPENT IN LINE	\$520.00
	REMAINING IN LINE	\$1,480.00
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
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7,150.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1647.28
REMAINING DISCRETIONARY SPENDING		\$5,502.72

Executives & Volunteers

The executive team is highly engaged and are working very hard. There was a lot of support and flexibility from the executive team in the planning and event execution for Transforming Mac. Volunteers have been quite supportive and flexible with shift coverages which has been very helpful in maintaining the space's operating hours throughout the week. We are planning to send out appreciation gifts at the end of the semester to thank the volunteers and execs for their hard work.

Successes

As mentioned in earlier sections, the first campaign week went very well regarding turnout, event feedback, and exec/volunteer engagement. This was very rewarding for the events team and volunteers! As well, the funding for collective care is preparing us to start the program up in the new year with sufficient funds to fulfill upwards of 100 requests.

Current Challenges

The main challenges we are facing are regarding the budget. Specifically for volunteer recognition, we will not have enough money to send recognition gifts to volunteers, and purchase volunteer t-shirts and exec sweaters. Last year, some funding for the exec sweaters came from the training budget line. However, as training was facilitated online last year, this budget line was very minimally used. We are also a little bit concerned with the annual campaigns budget due to additional expenses with facilitating in-person events.

Another ongoing challenge is with volunteer responses, and specifically with training. There are still a portion of volunteers with incomplete training, and no responses to follow ups.

The last challenge we are currently facing is having the volunteer capacity to facilitate in-person and online safer spaces. We recognize the importance of being available and accessible online. However, due to some resignations we are a little bit short on volunteers to staff both an in-person and online space.