



REPORT

From the office of the...

Pride Community Centre Director

TO: Members of the Executive Board
FROM: Norah Frye
SUBJECT: Pride Community Centre Report
DATE: Jan. 30th

Year Plan Update

Since making some adjustments to our year plan last month, we are on board with our year-plan in terms of event scheduling and budgeting. Last term, we spent 41% of our budget on events and other service-related purchases leaving us in a good place to dedicate the remainder of our budget to the rest of the year's events, especially Queer Prom. In preparation for the strain that prom will place on our energy and planning capacities, we have submitted Event Approval for almost all of our remaining events and begun to solidify promo for most events. This will allow us to dedicate most of our efforts to executing our remaining large-scale events without interrupting the execution of smaller events outlined in our year plan.

Events, Projects, & Activities

General Service Usage

Service usage continues to be impressive with high engagement from the student body. On a day-to-day basis the space has been full with students accessing the book stacks, the lounge space and casual support. Volunteers are comfortable with offering Peer Support, and the quality of the service increases, so does the frequency with which it is assessed. As Peer Support has improved, community groups have as well, which is also bringing new students interested in more pointed support to the space. Community Groups have proved a good way to cater to more niche concerns of the community, and serve those students who might be less interested in attending the space during busy, regular hours of operation. As we have accessed more students, we have also noticed an increase in event attendance with our last event before the Winter Break having our biggest turn out so far.

Projects & Events: Project 1 (Upcoming)

Upcoming:

In January, we will be hosting a Games Night, BiPoc Social, Screening Party, PREP Information Session and a Social Media takeover in collaboration with a local PREP Clinic. At our last event before the Winter Break, we received overwhelming positive feedback from students who we're happy to see games included in the course of the evening. Accordingly, we will attempt to incorporate a month games night into our planning starting this month with regular board games and card games, snacks, Karaoke, and 'jumbo' versions of standard games like Jenga which can be rented for local games shops. Depending on the response to this first attempt, we might include group video games in the future (i.e. Mario Kart).

Projects & Events: Project 2 (On Going)

On-Going:

Our on-going events include monthly Bingo nights, biweekly Watch Parties and weekly Book Club Meetings. Beyond this, we are executing some in-person and social media help which focus on safe, sex-positive sexual practices this month. Following the success of Cum-1-Cum-All, we decided to pursue a long-form campaign which caters to the same principles (sex safety, inclusion and positivity) in the context of the 2SLGBTQIA+ community. So far, this has included the design and distribution of a Monkey Pox awareness campaign. By the end of the month, this will include a social media campaign centered around PREP and a information session for students interested in learning more about PREP and how to gain access to the drug. The main focus of the event is to destigmatize 'sex-talk' and to define our service as well-equipped for students 2SLGBTQIA+ specific sex concerns.

Projects & Events: Project 3 (Complete)

Complete:

Complete projects include Bingo and Watch Parties. These occur monthly basis. Last month we also successfully hosted the HoliGay Bash which was our most successful event to date. The drop-in style event included snacks, movies, crafts, games and socializing. This event had a great turn-out and students we're eager to celebrate the close of the semester and the upcoming Holidays. It seems like the queer spin on a Holiday celebration was a welcome intervention in what can be a grim season for some 2SLGBTQIA+ students who find the holidays an unwelcome reminder of the tensions they associate with family affairs. To replicate the success of this event in the future, we will be sure to stress the low-commitment drop-in nature of our events and also, to continue to collaborate with other relevant clubs and services on campus.

Outreach & Promotions

Summary

We have successfully used social media to advertise all of our events and to continue to engage with our audience about initiatives and resources. We are in the process of developing the PCTea Podcast which will give us an opportunity to concisely platform ongoing promotions and events. We have found physical promotions less successful. But, have been found success using the screens around campus to advertise promotional materials for upcoming events. For our upcoming large events, we will be sure to make use of the screens around campus, and also to collaborate with other clubs and services to reach the largest audience possible. We are also excited to be exploring physical outreach strategies in an A-Frame signage format. With the help of Michael Wooder, we are designing and executing this outreach strategy. Beyond this, our social media performance continues to increase with the introduction of more interactive social media usage. This includes the continuation of our 'Queer Meme of the Week', Reels and story take-overs. The below screenshots show a 1,200% increase in engagement. Finally, we have noticed a good response to posts which appear consistent in style. As a result, we will post regular monthly breakdowns of our events schedule each month to allow students plenty of foresight in planning and also, allowing time for anticipation and excitement around events to build.

Promotional Materials

Overview

You reached **+1,232%** more accounts compared to Jan 1 - Jan 7

Accounts reached	1,053 +1,232%	>
Accounts engaged	183 +9,050%	>
Total followers	1,484 -0.1%	>



Social Media Engagement since the Previous Report

Since our last report, we have seen a 1,200% increase in social media engagement on our main platform, Instagram. We are happy to report a consistent upward trend in social media engagement since beginning our new

approach to social media use in September, and refining this strategy as we progress each month and respond to feedback.

Finances

Budget Summary

Budgeting remains straightforward and spending remains low. Because we are planning a large event in the spring, we have made a point to be wary of our spending. We are happy to have received report of a successful division of our budget spending 41% of our annual budget in the first term.

McMaster Student's Union							
Dept. 0119 - Pride Community Centre							
For the Seven Months Ending Wednesday, November 30, 2022							
	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budg
	Month	Month	YTD	YTD	YE	Budget	Used
	November	November	2022-2023	2021-2022	2021-2022	2023	To Date
All:							
5003-0119-0300 PCC - OFFICE SUPPLIES			1,191.80	94.92	731.37	100.00	1191.80
5101-0119-0300 PCC - TELEPHONE		105.90	105.90	211.80	423.60	600.00	17.65
5202-0119-0300 PCC - COMMUNITY OUTREACH					786.02	250.00	0.00
6102-0119-0300 PCC - ANNUAL CAMPAIGNS	(150.00)		353.53	239.56	362.55	3,000.00	11.78
6494-0119-0300 PCC - VOLUNTEER RECOGNITION	244.77		244.77	30.00	270.95	750.00	32.64
6501-0119-0300 PCC - ADV. & PROMO.	633.34	130.38	733.34	130.38	1,467.35	1,700.00	43.14
6604-0119-0300 PCC - RESOURCE PURCHASES	172.90		445.48			300.00	148.45
6804-0119-0300 PCC - TRAINING EXPENSE				135.60	641.37	500.00	0.00
7001-0119-0300 PCC - WAGES	1,547.44	1,418.56	6,510.95	9,973.46	16,468.38	16,275.00	40.01
7101-0119-0300 PCC - BENEFITS	128.52	120.76	532.70	712.36	1,214.97	1,260.00	42.28
8001-0119-0300 PCC - DEPRECIATION EXP.	151.99		151.99	101.32	303.96	300.00	50.66
Total All	2,728.96	1,775.60	10,270.46	11,629.40	22,670.52	25,035.00	41.02

Executives & Volunteers

Our Executive and Volunteers continue to reach our highest expectations. We were happy to host an end of term volunteer celebration which allowed the entire team a moment to reflect on a successful year, plan ambition for the upcoming year and hangout! We are planning an end of year social in the same nature for the Executive team. Beyond this, our volunteers continue to work above the expected threshold to contribute to the generation and execution of events, information sessions and campaigns. I look forward to the upcoming Exec hiring and welcoming some valuable members to the 23-24' PCC team.

Successes

We are proud to have drastically improved our communication as a team this month. We have streamlined internal communication and as a result, made planning and discussion far more effective. Our Events Coordinators have had an especially successful month compiling an in-depth calendar of out events and campaigns for the remainder of the year and beginning EHOSS Approval and Promotion for all remaining events.

Current Challenges

Managing hiring, current events and groups plus the increasing stressful Queer Prom has proved a challenge. With budget and Exec hours stretched thin, it is proving challenging to stay on top of our workload while also respecting the necessary restraints placed on our hours and energy.

Miscellaneous

n/a