



# REPORT

*From the office of the...*

## Pride Community Centre Director

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TO: Members of the Executive Board  
FROM: Norah Frye  
SUBJECT: Pride Community Centre Report  
DATE: Mar. 12<sup>th</sup>

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### **Year Plan Update**

We are on board with our year-plan in terms of event scheduling and budgeting. Since rescheduling Queer Prom due to inclement weather, we have had to make a few tweaks to our promo strategies, but other than this, we have not had to make adjustments to 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 March, we will be hosting a Games Night, Pride Week, Queer Prom, Multisport tournament and diversity in sport workshop.

#### *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:

Queer Prom is complete in its planning and technicalities. Though we had to move the event date, ticket sales and budget affairs are all finalized. We have also completed Java, Justice & Joy. The coffeehouse was successful and we hope to install more open-mic style events in the future. Should we do an event like this again, we might like to find a way to use a more coffeehouse-esque space consistently.

## **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. 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 42.3% 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.

# Overview

You reached **+42.3%** more accounts compared to Jan 12 - Feb 10

Accounts reached	3,461 <b>+42.3%</b>	>
Accounts engaged	734 <b>+31%</b>	>
Total followers	1,628 <b>+4.2%</b>	>

## Social Media Engagement since the Previous Report

Since our last report, we have seen a 42.3% 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. Please see the below image for an overall update in spending. In the next report, I will include the standard budget spending table here.

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$6,600.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$15,639.18
REMAINING DISCRETIONARY SPENDING	-\$9,039.18

## **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! This event will be for all volunteers and execs and will be hosted at The Well, a Queer Karaoke bar in the area. Beyond this, our volunteers continue to work above the expected threshold to contribute to the production 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, especially with the last-minute date adjustment. 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. It has also been challenging to manage shifting power dynamic with incoming directors and outgoing assistant directors.