



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Olivia Crichton
SUBJECT: Women and Gender Equity Network Report #7
DATE: March 13th, 2023

Year plan Update

WGEN has opened the online space for 6 hours per week and continued the physical space. The survivors peer group is running on a weekly basis and continues to have engagement from the community. In February, Bodies are Dope ran in the week before reading week and had smaller turnout than Transforming Mac. However, the participants were very engaged and we received a lot of good feedback about the community presence with those who attended. We are currently preparing for our final campaign week, Making Waves. At the end of March, we are also holding a volunteer and exec social.

Events, Projects, & Activities

General Service Usage

The service has continued to have a daily usage in the physical space. The online space has had very little usage, however this was expected based on the usage of other peer support services' online spaces. Physical resources continue to be accessed and are a high motivation for users to come into the space.

Projects & Events: Collective Care (Ongoing)

Collective Care is still open and continues to receive requests. We have used about \$2000 of our funding to fulfill the highest priority requests. The process is manual and quite tedious so it is taking some time to allocate funds to each request and fulfill them. All our funding will likely be distributed by the end of the semester.

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

The survivors community group have been running weekly on Fridays 1.5 hours, facilitated by our events executives. There has been consistent turnout and a lot of engagement from those who attend the groups. This peer group will run until

the last full week of classes. There will also be an event during our Making Waves campaign to create space for survivors.

Projects & Events: Making Waves – (Upcoming)

The events team has been preparing for our upcoming campaign week, Making Waves. This campaign is our “catch all” campaign where events are run to support any aspect of our mandate. Promo intake has been sent in, and we are working on the logistics. The promo team has also been highly engaged with preparing the promotional strategy. Our EA volunteers are engaged with the planning of event content and preparing for facilitation.

Projects & Events: Volunteer/Exec Social – (Upcoming)

In the last week of March, we are holding a volunteer social before one of our Making Waves events. This will be a community building time for our volunteers and a chance for us to show our appreciation for their efforts through the year.

Outreach & Promotions

Summary

Promotions have been focused on the upcoming programming as discussed above. A reel was filmed with MSU comms last week and will be coming out in the coming weeks. All recent promotions were for the Bodies are Dope campaign.

Promotional Materials

Bodies Are Dope 2023
 Campaign to celebrate the existence, beauty and excellence of racialized folks!
February 13 - 17

BODIES ARE DOPE 2023 ITINERARY
 Join WGEN for a week of programming that celebrates the existence, beauty, and excellence of racialized folks by creating spaces for community-building and healing.

MONDAY FEBRUARY 13 TH	TUESDAY FEBRUARY 14 TH	WEDNESDAY FEBRUARY 15 TH
Black History Month Giveaway Opens Our giveaway this year will feature items from Black-owned businesses! Stay tuned to our socials for more specifics and instructions to enter. The winner will be announced on February 17 th . Open to Black folks. Share Your Favourite Racialized Musicians! ALL-DAY INSTAGRAM Check out our Instagram (@msu_wgen) to share your favourite racialized music artist. We will be highlighting everyone's favourites on our stories! Tune-Ing In: Music Exchange 3.0 6:30 pm – 8:00pm Location: JHE 329 Join WGEN to share your favourite BIPOC musicians and discuss the importance of representation in music. Feel free to share or just discover your new favourite musicians! We'll be releasing a full playlist after the event, too. Open to racialized folks.	Body pARTs Tuesday 6:30 pm – 7:30pm Location: 85B 118 Reclaim your body through art! We can often feel disconnected or dissatisfied with our bodies. Join us for some finger painting on paper - or on your body! All materials and skill levels welcome! Open to racialized folks.	Collaging Conversations Of Care Wednesday 12:00 pm-1:30pm Location: MUSC 220 Join Nealob Kakar, current PhD student and former WGEN co-ordinator, and Moni Sadri, current PhD student and former WGEN Volunteer Coordinator for a drop in zine making session and conversation about the necessity of communities of care for 2SLGBTQ+ BIPOC folk. Come out and celebrate resistance and existence through arts-based methods!
	THURSDAY FEBRUARY 16TH Community Care Group: Racialized Survivors 6:30 pm – 8:00 pm Join WGEN for a space to unwind and discuss what it means to be a survivor while racialized. There will also be (first come, first serve; limited quantities). Sign up in the link in our bio. Open to racialized folks who also identify as survivors.	FRIDAY FEBRUARY 17TH Share Your Favourite Black-Owned Businesses! ALL-DAY - INSTAGRAM Check out our Instagram (@msu_wgen) to share your favourite Black-owned businesses. We will be highlighting everyone's favourites on our stories! Black History Month Giveaway Closes Make sure you get your entries in! We will be announcing the winner on our stories.

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	2123	2120	-0.14%	2.56%
Reach	226	866	218	-74.83%	-3.54%
Engagement	15	29	4	-86.21%	-73.33%
Page Visits	31	40	20	-50.00%	-35.48%

Table 2: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Reach	855	1185	1033	-12.83%	21%
Engagement	155	290	100	-65.52%	-35%
Followers	1044	1295	1323	2.16%	27%

Finances

Budget Summary

Expenses for WGEN have been for promo and collective care.

Upcoming expenses are planned to be for Collective Care, resource purchases, Making Waves events and Volunteer/Exec appreciation.

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	
	Collective Care	\$2150.00

	TOTAL SPENT IN LINE	\$2150.00
	REMAINING IN LINE	\$850.00
6494-0308	VOLUNTEER RECOGNITION	
	Volunteer Gift Cards	\$290.00
	TOTAL SPENT IN LINE	\$290.00
	REMAINING IN LINE	\$460.00
6501-0308	ADVERTISING & PROMOTION	
	ClubsFest '22 Registration	\$20.00
	Open House Graphic	\$100.00
	Space Opening Graphic	\$100.00
	Transforming Mac promo	\$300.00
	Bodies are Dope Promo & Queer Prom	\$500.00
	Making Waves Promo	\$300.00
	TOTAL SPENT IN LINE	\$820.00
	REMAINING IN LINE	\$1,280.00
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
	Timbits for training	19.58
	Coffee for training	47.09
	TOTAL SPENT IN LINE	\$347.95
	REMAINING IN LINE	\$152.05
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7,150.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$2,203.95
REMAINING DISCRETIONARY SPENDING		\$4,946.00

Executives & Volunteers

The executive team is highly engaged and are working very hard. The events team has been very busy with Making Waves and Survivors. Our SPA and Research coordinators are making progress on their project for the year which will be focused on trans health care and the content will be presented through a Notion website. The volunteer, and training and development coordinators were great supports for managing volunteers and preparing for the social. Our resources coordinator has been determining vendors for upcoming resource purchases. Lastly, promo has been very helpful in preparing and executing promo strategies for a variety of programming.

Volunteers are engaged and a little bit more communicative regarding shift covers and missing shifts. We are still having some difficulties with shift attendance. Volunteers are interested in attending Sangria and excited for the social to be held in March.

Successes

Collective Care responses have demonstrated the need for this programming and having the funding to fulfill requests has been rewarding. Our Survivors groups is also demonstrating a need for this group based on the attendance and interest it has garnered since it was promoted. Our team is really excited for Making Waves and look forward to seeing the WGEN community attending the events.

Current Challenges

We are still a little bit shorter this semester with volunteer capacity which has strained our scheduling a little bit. To maintain the safety of the space, we are still relying on executives/PTMs to fulfill shifts.