



REPORT

From the office of the...

Diversity + Equity Network Director

TO: Members of the Executive Board
FROM: Arash Aria
SUBJECT: Diversity + Equity Network Report #5
DATE: March 27th, 2023

Year plan Update

We have reached the end of the year! This is an exciting time for MSU DEN; however, it is critical we continue the efforts of the rebranding of the service. Last year Diversity Services transitioned to Diversity + Equity Network with hopes to better represent the work that has gone into the revision of the service. In the past, DEN has held a more advocacy-based space, however with the rebranding efforts have been made to expand the mission to creating a community and adapting more casual conversations. This has been evident in the Director and Assistant Director's year plan that included celebratory and engaging events that are meant to unite BIPOC students at McMaster and develop a safe(r) space. We hosted events that were meant to be for the purpose of entertainment as well as advocacy. At this time, the new Director has been hired and the Assistant Director hiring has commenced. The executives have been encouraged to start on their transition reports and no new events will be adapted. We have 2 events left till the end of the year!

Events, Projects, & Activities

General Service Usage

The past couple months has brought in many new students and have gained recognition among students as a BIPOC service. Our social media engagement has increased and our following has also improved. We started this year with around 2,500 followers and we are currently at 3,000. This demonstrated a follower count increase of 500. We hope to increase this number by 200-300 within the next month through social media efforts. We hope to see this momentum continue onto next year.

Projects & Events: Halloween Night (Complete)

The CEP team arranged an event for Halloween in order to bring the BIPOC community together and develop a safe(r) space. Festive activities were planned and there was a great turn out. Additionally, we released an Instagram post that was outlining cultural appropriation along with disability awareness. This was the first in-person event that CEP planned and executed which was a great learning opportunity.

Projects & Events: Diversity on the Streets (On-going)

The SPA team has creatively developed an Instagram reels series that highlights the voices of McMaster University students. This series has an executive go around the university and ask questions to students pertaining EDI. There have been 2 episodes released that have increased our engagement and allowed for students to understand what the service does. This is set to continue for the entirety of the school year and will operate with themes.

This term we are focusing on having topic-based conversations with students at McMaster. We will be speaking on matters related to DEN with students and gaining their perspective.

Projects & Events: Alumni night (Upcoming)

The Alumni networking night has been something that DEN was planning for a few months. It had a lot of logistical components and planning. We collaborated with the Alumni Engagement Office to host 4 Alumni Networking nights for specific faculties/ programs. Throughout the planning process, we had struggles with finding BIPoC alumni which obligated us to merge programs/ faculties together. Thus, we hosted 2 networking events with Social Science and Humanities combined, and Health Science and Science on the second night. This was a learning experience on the planning side but also in the execution of the event. For the first night, we had anticipated a low student turnout due to a lower form submission, however we had 50 student participants and ~ 8 alumni. This was a great success as we had a lot of traffic. On the second night, we had expected a higher turnout as we had 80 form submissions. However, we had a student count of 25 at the beginning of the event. We quickly pushed promotions and were able to bring the count up to 45. The alumni on both nights gave very positive feedback. The collaboration with the AEO office was great and we both understood our objectives for the event. Furthermore, the bridges space must be updated in order to host similar events as some structural component's present safety issues. Overall, this event had a great turnout and great experience. I would encourage the next team to start the planning far in advance and design it as a reoccurring event hosted by DEN.

Projects & Events: Open Mic Event (Upcoming)

Stay woke, McMaster Unspoken and MSU DEN hosted an event on November 18th, where McMaster students are able to come and share any poetry, music, art with an audience. This event will be taking place again this term. Update: the event has set a date and time and will take place early March. We are going to be running this event without a collaboration, and we are excited to host.

This event was cancelled due to the timing of the Alumni Nights that just passed.

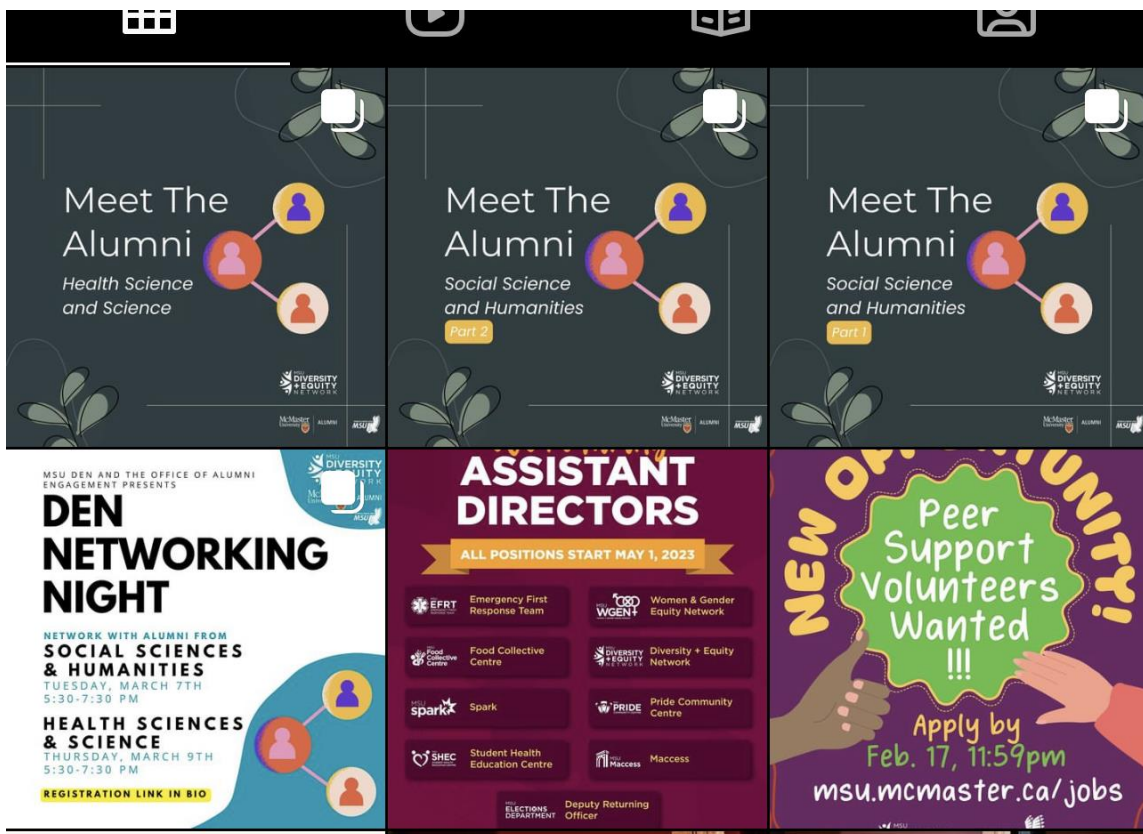
Outreach & Promotions

Summary

The MSU Services have developed a supportive community where we share events and posts on one another's social media accounts. We have also expanded our network to clubs at McMaster representing diverse cultural groups in order to gain perspective and also to ensure students know that our service exists to support them.

Promotional Materials

The major promotional material that has been posted on our social media over the past month has been related to hiring and events. We are looking to do an outro for all the executives. This will emphasize their experience as part of DEN as well as the cultures they are a part of. The graphics posted are as follows:



Social Media Engagement since the Previous Report

Over the past little while, our social media engagement has increased due to the hosting of events and hiring. Our following has increased by 200 which

demonstrates an increasing interest in our service. As we continue with Peer Support services, we will be able to communicate with students an ongoing objective they are able to come out to. This would allow us to develop a occurring student crowd.

Finances

Budget Summary

The past couple weeks have used an abundance of the budget as costs had to be retroactively compensated for. I am currently in the process of finalizing these costs. The Alumni night had catering, product, and alumni costs. This totaled to ~ 1,500. I have updated the budget lines and submitted PO forms for this spending, however I will be submitting receipts and recalculating with specific numbers in the tracker. Additionally, we have purchased end of the year merch for the DEN team to ensure they feel appreciated.

Executives & Volunteers

Successes

The committees are very well equipped with knowledge and the process for executing events. They have been able to execute leadership skills by facilitating discussions and having independent meetings. I have conducted one – on – ones with all executives to get an idea of what they want their experience as part of the team to look like and for any areas of improvements that can be implemented. To further this, the SPA team has been specifically a strong subcommittee, demonstrating a high level of leadership. They were principal planners in the Alumni Nights, with DEN support. We recently hosted an end of the year full team meeting to give some updates about what the next few weeks may look like and what they can expect.

Current Challenges

We had a bit of a delay in hiring our Director, however I am determined to make the transitional period effective and quick.