



# REPORT

*From the office of the...*

**WGEN Director**

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TO: Members of the Executive Board  
FROM: Olivia Crichton  
SUBJECT: Women and Gender Equity Network Report #8  
DATE: March 27<sup>th</sup>, 2023

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## **Year plan Update**

Over the past year, the goals that my Assistant Director and I have set out to achieve have been 1) Re-establishing WGEN an in-person service on campus, 2) improving and increasing the programming we provide to survivors of sexual violence. We feel that we have been able to do this to a solid extent. The year has been long and taxing for the both of us, for a range of reasons: personal circumstances, challenges with the return to in-person, and late hiring for ourselves as well as the exec and volunteer team. Despite these significant challenges, we are proud of the progress we have made with regards to these goals. We are especially looking forward to seeing how our successors can continue this work over the next year.

The directions we see WGEN taking next year with regards to these goals include ensuring our service is known by more community members. I would also recommend seeking out more collaboration efforts for a variety of benefits to the service and community. In terms of survivors, creating more groups that cater towards survivors with different intersections will be important (e.g.: expanding our group we ran this year survivors of sexual violence). This might entail more inter-service collaboration. I will be engaging in conversation with our successors around these goals, and also helping them develop their own goals based on their personal experiences and perceived gaps in WGEN programming/services.

## **Events, Projects, & Activities**

### *General Service Usage*

The Safe(r) Space and Peer Support was accessed throughout the year in our physical space. The service was accessed daily by users for community building, accessing resources and peer support. Despite the challenge of reintroducing WGEN as an in-person service in the return to campus, we were able to build community and support McMaster students. Building awareness through campaigns and collaborations were particularly helpful to grow our audience and

bring in various communities to engage with WGEN. The online space had little engagement although was introduced late in the semester. Physical resources were accessed frequently by the McMaster community. Gender affirming gear was in high demand and demonstrated the importance of WGEN offering these items. Safer sex and menstrual products were accessed frequently by drop-in users as well. Our multi-event campaign weeks, Transforming Mac, Bodies are Dope, and Making Waves were our most accessed community-building efforts this year. Collective Care was hugely popular as well, as we saw about 200 requests within a 3-month period.

#### *Projects & Events: Collective Care (Complete)*

Collective Care is now closed for new requests however we are finishing up fulfilling some requests. The program is very, very popular among students and we have received very vocal appreciation for it. All our funding will likely be distributed by the end of the semester. Our working partnership with OPIRG and support from AVP Services and VP Finance to secure external funding was extremely helpful in ensuring this program could run this year.

#### *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 strong engagement from participants. 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. While we would have wanted to start this programming earlier in the year, the interest in this program is evident and should be continued into the next year.

#### *Projects & Events: Making Waves – (Ongoing)*

Making Waves is our final campaign of the year and is running this week. We have targeted events to cover community building, educational events and a closed space for survivors. Since this is not an identity-based campaign, we have increased our incentives for community engagement.

#### *Projects & Events: Transforming Mac – (Complete)*

Transforming Mac was well-attended and engaged with this year. We are very proud of the work we put into it as it was our first campaign week of the year and set a strong precedent and learning experience for the next two campaign weeks we ran. Highlights of the week were the giveaway and our event with Mela Swayze

### *Projects & Events: Bodies are Dope – (Complete)*

Bodies are Dope was a joy to plan and facilitate. It was quite well-attended, especially given the challenges with *the timing of the events right before reading week*, so we are very proud of what we were able to accomplish. Highlights of the week were our *Black History Month Giveaway and Collaging Conversations of Care event*.

### *Projects & Events: Exam Care Packages – (Complete)*

In the fall semester, WGEN partnered with the other peer support services to distribute exam care packages to students studying for exams on campus. This was a really exciting initiative as all of the peer support services were involved and were able to collaborate. This project was also a strong demonstration of the benefit of pooling resources and collaborating as we also received \$1000 from the Board of Directors to support.

### *Projects & Events: Wellbeing Week “Building a Culture of Consent” – (Complete)*

In January, WGEN participated in SWHAT’s campaign week where we facilitated an event around building a culture of consent on campus. This event was well attended with very engaged participants. The t-shirts that were decorated are now hanging in the WGEN space. This event was also highlighted in the Silhouette for the “Sex in the Steel City” issue.

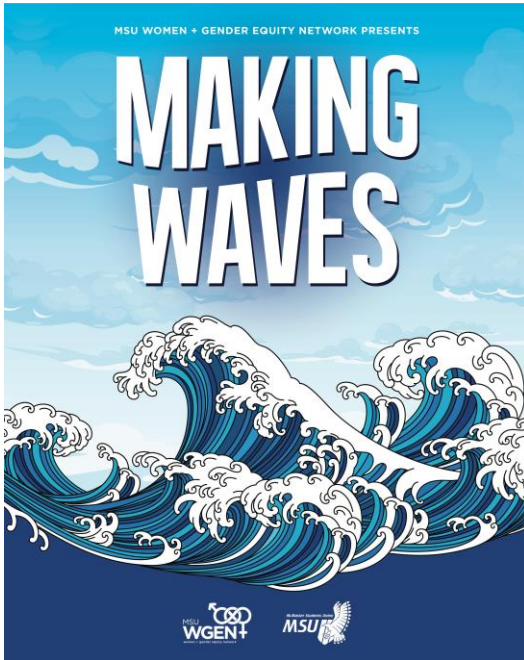
## **Outreach & Promotions**

### *Summary*

Promotions have been focused on the upcoming programming as discussed above. A reel was filmed with MSU comms last week and was just released. Graphics for Making Waves are attached below.

Over the past year, we have shared our posts with numerous McMaster organizations for reposts and to reach a larger target audience. We have done two giveaways this year which have increased our engagement quite well.

Promotional Materials



MSU WOMEN + GENDER EQUITY NETWORK PRESENTS

# MAKING WAVES

- MARCH 27**  
**1:00 - 4:00**  
**Trans Day of Remembrance Vigil - MUSC 224**  
 Due to the previously canceled event, WGEN brings back the Trans Day of Remembrance Vigil. Join us for a space to celebrate the trans lives that continue to exist, open to trans folk. Drop by to build community and solidarity with others on this difficult day, and embrace the fact that we are here and we have always been there.
- MARCH 27**  
**6:00 - 7:00**  
**Bring Your Own Books BIPOC - WGEN Space**  
 Author Edition Similar to WGEN's Music Night, we will be hosting a Bring Your Own Book night! Come share your favourite BIPOC authors and talk about why their stories are important to you! Or come to just listen and receive some amazing new book recommendations.
- MARCH 28**  
**6:00 - 7:00**  
**White Feminism Trivia Night - UN 112**  
 Join us for a fun night of trivia on White Feminism, intersectionality and more! You could also win one of three \$10 gift cards.
- MARCH 29**  
**6:00 - 7:00**  
**Peer Support Workshop - MUSC 203**  
 Come on down to learn about peer support through a workshop led by our WGEN coordinators. We'll brainstorm ways of supporting one another in interpersonal relationships and our broader social communities.
- MARCH 30**  
**5:30 - 7:30**  
**Movie Night + Discussion - 858 B103**  
 Come join us for a fun, relaxing pizza and movie night, while we watch a movie chosen by our followers! Afterwards, we will be holding a discussion where we will reflect on the movie.
- MARCH 31**  
**3:00 - 4:30**  
**Special Survivors Community Group with Pizzat! - WGEN Space**  
 Join WGEN for a confidential space to relax, validate and discuss what it means to be a survivor, as an extension of WGEN's weekly survivors community group, with pizza provided! Sign up in the link in our bio.

MSU WGEN+ MSU

MSU WOMEN + GENDER EQUITY NETWORK PRESENTS

# MAKING WAVES

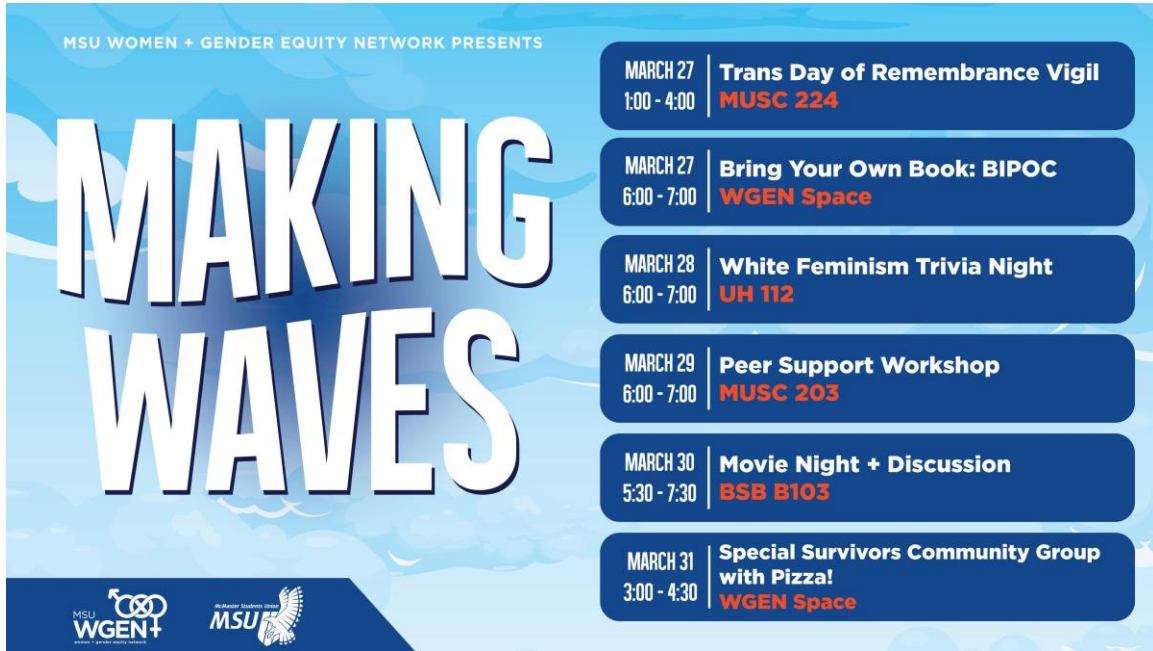
## MONDAY, MARCH 27

**Trans Day of Remembrance Vigil - Location TBD**  
**1:00pm - 4:00pm**  
 Due to the previously canceled event, WGEN brings back the Trans Day of Remembrance Vigil. Join us for a space to celebrate the trans lives that continue to exist, open to trans folk. Drop by to build community and solidarity with others on this difficult day, and embrace the fact that we are here and we have always been there.

**Bring Your Own Book: BIPOC - Location TBD**  
**6:00pm - 7:00pm**  
 Author Edition Similar to WGEN's Music Night, we will be hosting a Bring Your Own Book night! Come share your favourite BIPOC authors and talk about why their stories are important to you! Or come to just listen and receive some amazing new book recommendations.

★ Attend for a chance to be entered into a \$30 Indigo Gift Card giveaway. All attendees will also be automatically entered into the AirPods giveaway entry. ★

MSU WGEN+ MSU



*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	2120	2120	0.00%	2.56%
Reach	226	218	203	-6.88%	-10.18%
Engagement	15	4	2	-50.00%	-86.67%
Page Visits	31	20	20	0.00%	-35.48%

*Table 2: Instagram Engagement Insights*

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Reach	855	1033	1225	18.59%	43%
Engagement	155	100	159	59.00%	3%
Followers	1044	1323	1342	1.44%	29%



## Finances

### Budget Summary

Final expenses will be spent on Making Waves event food and Volunteer appreciation through T-Shirts.

We have spent most of our budget this year and have plans for the remaining funds to improve WGEN. Overall, budgeting has been a relatively smooth process over the past year. Support from VP finance has been a huge help!

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
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
	Making Waves	\$680.00
	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
<b>TOTALS</b>		
	<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>	\$7,150.00
	<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>	\$3,131.95
	<b>REMAINING DISCRETIONARY SPENDING</b>	\$4,018.05

### **Executives & Volunteers**

I'm very proud of the work that my executives and volunteers have put into WGEN this year, especially with all the challenges that came with navigating the return to in-person learning and services. We are getting ready to purchase our executive sweaters and volunteer t-shirts as a show of appreciation for all our volunteers' dedication to WGEN.