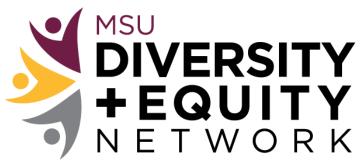# Year Plan

Diversity + Equity Network

Director
Ayesha Zahid

Assistant Director
Roop Sanghu

2023–2024

Submitted: June 11th, 2023

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Introduction

Dear McMaster Community,

The MSU Diversity + Equity Network (DEN) exists in order to celebrate, unite, and advocate with the variety of diverse groups on campus within the realm of race, ethnicity, culture, faith, and Indigenous affairs. Recognizing the state of inequity on campus, our service acts to advocate for an inclusive environment in which BIPOC students can experience a safe(r) space on campus, and beyond.

As the 2023-2024 school year creeps in, DEN will be led by Ayesha Zahid, as the Director, and Roop Sanghu as the Assistant Director. We are grateful to be leading a service with aims of fostering a more equitable campus. Our unique interests and goals have allowed us to develop meaningful year plan through which we hope to continue to uplift our community.

Vision for Diversity + Equity Network

Overarching Vision (I.e., What is the *ultimate* goal you have for your Service?)	*DEN has long sought to represent and unite along diverse expressions of race, ethnicity, culture, faith, and Indigenous affairs. Despite its mission, DEN's successes have failed many groups on campus through its historical misrepresentation, or neglect of various issues. The vision for the service this year, seeks to integrate neglected BIPOC issues with increased attention to the needs of our community. Through understanding the events that our community expects of us, we have developed a year plan that we hope holds within the memories of our peers!*
Description	Together advocacy and peer support will be fused to make DEN's services widely accessible and relevant to McMaster students. We hope to highlight the diversity in lived experiences, culture, and knowledge of our community through hosting a diverse range of events. Also, we hope to leverage existing clubs and partnerships at McMaster University, to create a safe(r) space for students, while also advocating for race-based issues.
Benefits	We hope to further empower McMaster's diverse student body. This will bring about many benefits for our community, such as uplifting students and the struggles of marginalized groups on campus. Our initiatives this year will also allow BIPOC students to experience a safe(r) safe at McMaster University.
Year 1 Goals (2023/24)	• Focus on uplifting historically underrepresented groups in DEN's projects • Expand the service's awareness among students to help increase repeat users • Pilot our peer support program available to students every week • Continue to conduct surveys and feedback forms • Increased social media following • Gain 300 followers on Instagram • Increase number of likes on our Instagram posts by 20%

	• Increase views on our Instagram stories by 20% • Increased promotion to increase the attendance at events
Year 2 Goals (2024/25)	• Focus on uplifting historically underrepresented groups in DEN's projects • Expand the service's awareness among students to help increase repeat users • Pilot our peer support program available to students every week • Continue to conduct surveys and feedback forms • Increased social media following • Gain 400 followers on Instagram • Increase number of likes on our Instagram posts by 25% • Increase views on our Instagram stories by 25% • Increased promotion to increase the attendance at events
Year 3 Goals (2025/26)	• Focus on uplifting historically underrepresented groups in DEN's projects • Expand the service's awareness among students to help increase repeat users • Pilot our peer support program available to students every week • Continue to conduct surveys and feedback forms • Increased social media following • Gain 500 followers on Instagram • Increase number of likes on our Instagram posts by 30% • Increase views on our Instagram stories by 30% • Increased promotion to increase the attendance at events
Partners	Our community partners and other MSU services will be integral to the development of our service in the coming years. Partnering with other MSU services hosting peer support will be important informational sources for how DEN launches its own peer support service. This year, it is incredibly important for DEN to utilize connections

	with race-based, religious-based, and ethnicity-based clubs at McMaster. This is especially important in the pursuit of uplifting historically underrepresented groups on campus, and within DEN's own efforts.
How can VP Admin support you?	VP Admin can help support DEN by being open to discussions which may at times, be difficult. Also, the VP Admin can be someone to bounce ideas off. Also, guidance can be offered through feedback for events hosted, as well as general support.

Project/Events Timeline

Spring/Summer Term

June	
Service Goal/Project/Event (#1):	Hiring for our Executive Team
Why and how?	Why? - The executive team is crucial to how DEN operates and organizes its events. How? - Post job on MSU jobs website, promote on Instagram, reach out to other MSU services to promote on Instagram as well
Potential difficulties? How can you overcome them?	The number of applicants may be reduced given the summer break. Students are usually inactive during these few months, and the number of applicants may not be as high.
Who?	Director and Assistant Director
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Increasing DEN's social media presence
Why and how?	Why: After a long period of dormancy, it's important to get the student body aware of DEN and its services. This will help us with our reach during the school year, if we are able to get a head start with our online engagement.
Potential difficulties? How can you overcome them?	Our promotion strategies may be outdated/ineffective. To overcome this, we can work with our promotions executive team to ensure we are hitting our short-term goals with social media engagement.
Who?	Director, Assistant Director and Executive Team

Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

July	
Service Goal/Project/Event (#1):	Hosting an Execs Social for our team!
Why and how?	Socials with our executive team will not only allow us to foster a closer team atmosphere, but also help us craft a uniting vision for how DEN leads in 2023-2024. Ensuring that our team is on the same page, and also getting along will help DEN run smoother throughout the year.
Potential difficulties? How can you overcome them?	Our team may have conflicting ideas, or too many ideas that are not be possible to accomplish during the year. To overcome this, we would open dialogue with our team to figure out our priorities and passions.
Who?	DEN Director, AD and Executive Team
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Executive Training
Why and how?	The MSU training is important for all our volunteers. This training may be done as a group through an online Zoom event. Also, through coordinating trainings on Mosaic, our team can have all the trainings done.
Potential difficulties? How can you overcome them?	There may be issues with the timing of volunteers and training dates. To overcome this, recordings of the Zoom call can be sent out to our team.
Who?	Director and Assistant Director coordinating times and dates with the team
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

August	
Service Goal/Project/Event (#1):	Welcome Week!
Why and how?	The Student Success Centre (SCC) has reached out to DEN for the Festival of Belonging. DEN will host an interactive painting event for students. The product will be a mosaic of hands, displayed in the SCC. This initiative will demonstrate the diversity at McMaster University, while also highlighting DEN's role in uniting diverse identities.
Potential difficulties? How can you overcome them?	Funding may be an issue, as DEN's annual budget is largely reserved for its events during the Fall 2023 and Winter 2024 semesters. Overcoming budget constrains may require reaching out to the SCC, or other sponsors.
Who?	SCC, DEN Director, AD and Executive Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Hosting another Exec Social!
Why and how?	Socials with our executive team will not only allow us to foster a closer team atmosphere, but also help us craft a uniting vision for how DEN leads in 2023-2024. Ensuring that our team is on the same page, and also getting along will help DEN run smoother throughout the year. Also, we will be able to discuss some goals we hope to achieve during the year.
Potential difficulties? How can you overcome them?	Our team may have conflicting ideas, or too many ideas that are not be possible to accomplish during the year. To overcome this, we would open dialogue with our team to figure out our priorities and passions.

Who?	DEN Director, AD and Executive Team
Priority Level (highlight one)	==High Priority== Moderate Priority Low Priority

Fall Term

September	
Service Goal/Project/Event (#1):	Inuit Throat Singing Event
Why and how?	Hosting a Throat Singing event, open to the McMaster community will help highlight Indigenous culture. Also, hosting this event during the month in which the National Day for Truth and Reconciliation is observed, will help facilitate more meaningful conversations around Indigenous knowledge, identity and culture. To highlight the diversity within Indigenous culture, DEN will focus on throat singing event as lead by Inuit community members. This focus may also help break down the notion of the Indigenous identity as being a monolith.
Potential difficulties? How can you overcome them?	Events which seek to uplift certain communities, can often appear as exclusionary. Because this event is highlighting Inuit culture, some users of DEN's service may feel excluded in some capacity. To overcome this, the event will be promoted as being open, to ensure open discourse and dialogue. This will be done with the guidance of relevant Indigenous groups, and the Faculty of Indigenous Studies at McMaster University.
Who?	Director, Assistant Director, and relevant MSU-clubs
Priority Level (highlight one)	==High Priority== Moderate Priority Low Priority

Service Goal/Project/Event (#2):	Podcast Recording
Why and how?	Through using the Lyons New Media Centre, we hope to revive our podcast. Through recording an initial episode in September, we will be able to gauge how it is received by our community. This podcast will serve as a safe(r) space for our community to discuss various issues it sees as relevant and important. Topics will be polled by our Executive team through Instagram. If this pilot is successful, our team will lead further episodes.
Potential difficulties? How can you overcome them?	Recording the podcast is dependent on access to Lyons New Media Centre. If this space is unavailable, it may lead to issues in scheduling between podcast hosts (executive team members), and potential guests. Booking in advance can help overcome this, preferably 1.5 months ahead of the recording date, the space should be booked with guests confirmed as well.
Who?	Executive team, other relevant MSU-clubs as guests
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space
Why and how?	Having the Bridges Space inaccessible to students has created a barrier between DEN and ability to form a community at McMaster. We hope by opening the space and making it more accessible, DEN can gain more recognition. Also, the space may further allow a better opportunity to offer better peer support to our users.

Potential difficulties? How can you overcome them?	The Bridges Space will be available students, once a week during limited hours. This may limit access for certain students due to conflicting schedules. This would not be ideal and overcoming it may be difficult. To better understand the timings that work for our community we can use Instagram polls to determine which times work best.
Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

October	
Service Goal/Project/Event (#1):	Event with MacMSA
Why and how?	Hosting an event with the MSA is fundamental to ensure that DEN holds up its vision of celebrating, uniting, and advocating with the variety of diverse groups on campus within the realm of faith. In light of the report on "The Challenging Islamophobia on Campus Initiative", and DEN's historical lack of safe(r) space events for religious groups, this event will be novel and crucial.
Potential difficulties? How can you overcome them?	Coordinating with MacMSA may be difficult as it is a large, and very busy student club which hosts many of its own events. To overcome this, planning 1.5 months prior to the anticipated date would be ideal.
Who?	MacMSA, DEN's SPA Committee, Executives, and Director
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#2):	Halloween Annual Campaign
Why and how?	Cultural appropriation is relevant especially around Halloween. A campaign educating students about the effects and realities of cultural appropriation would be helpful. Through a series of Instagram posts, this event can be conducted online, boosting its overall reach.
Potential difficulties? How can you overcome them?	Cultural sensitivities are often nuanced, as such research and representation must be accurate. This would require the support of other identity-based clubs.
Who?	SPA and CEP Committee volunteer teams
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space
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Potential difficulties? How can you overcome them?	The Bridges Space will be available students, once a week during limited hours. This may limit access for certain students due to conflicting schedules. This would not be ideal and overcoming it may be difficult. To better understand the timings that work for our community we can use Instagram polls to determine which times work best.
Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	Unspoken Event
Why and how?	This event will be an open-mic event with Unspoken, an MSU-club. Hosting this event in previous years allowed our service to offer a safe(r) space for BIPOC students to open conversation. This event was also well received by our community, and it would be imperative that it is carried out this year as well.
Potential difficulties? How can you overcome them?	There are many difficulties with such an event. For example, poor turnout, a lack of presenters, or poor coordination with Unspoken. Any of these obstacles will greatly hinder the success of the event. To overcome these, planning and communication is fundamental. DEN will begin its communication at least 1.5 months in advance to avoid delays and issues in communication.
Who?	Director, Assistant Director and Executive teams
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Event with SPHR
Why and how?	DEN has long neglected many underrepresented groups on campus, with little recognition of promoting safe(r) safes for such communities. The Palestinian plight offers many lessons for DEN as the movement itself advocates against various forms of social injustice. As an advocacy service, hosting such an event is fundamental for Palestinian students, as well as those in solidarity against various forms of oppression.

Potential difficulties? How can you overcome them?	This event may potentially be contentious as the nuanced and complex history of Palestine often evokes passionate dialogue. This is not reason to dismiss the event, rather understanding how to mitigate conflict would be ideal. Through monitoring our social media and employing educative discourse may help draw light to the situation. DEN will also not tolerate any hate speech, or distasteful rhetoric purported by any individual. This firm stance will allow us to lead the event, while also ensuring a space for students to facilitate dialogue.
Who?	Director, Executive Team
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space
Why and how?	Having the Bridges Space inaccessible to students has created a barrier between DEN and ability to form a community at McMaster. We hope by opening the space and making it more accessible, DEN can gain more recognition. Also, the space may further allow a better opportunity to offer better peer support to our users.
Potential difficulties? How can you overcome them?	The Bridges Space will be available students, once a week during limited hours. This may limit access for certain students due to conflicting schedules. This would not be ideal and overcoming it may be difficult. To better understand the timings that work for our community we can use Instagram polls to determine which times work best.
Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

December	
Service Goal/Project/Event (#1):	Exam Support Event
Why and how?	Hosting a drop-in space for BIPOC students to come in and discuss all things exams could offer as an outlet to destress and relax. We would provide snacks and treats during this event to help create a relaxed environment for students struggling during this season.
Potential difficulties? How can you overcome them?	The Bridges Space will be available students during limited hours. This may limit access for certain students due to conflicting schedules. This would not be ideal and overcoming it may be difficult. To better understand the timings that work for our community we can use Instagram polls to determine which times work best.
Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Diversity Holiday Posts
Why and how?	Judeo-Christian holidays are the norm and widely recognized and celebrated, while many other cultural and religious holidays go unrecognized. We want to create a space where students of all backgrounds can celebrate their holidays and perhaps learn more about others' traditional festivities. This event was planned by our predecessors, though was not able to be carried out, it would be pivotal to make it happen this year given the emphasis on addressing issues historically neglected by DEN.
Potential difficulties? How can you overcome them?	May find it difficult to accommodate all traditions and might have issues with over/underrepresentation of certain cultures.
Who?	Planning done by the executive team with help from the CEP volunteer team.

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Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	<mark>High Priority</mark>　　　Moderate Priority　　　Low Priority

Winter Term

January	
Service Goal/Project/Event (#1):	Continuing and rebranding Zine (2020): an online catalogue catered to by BiPoc artists, and performers. During this rebrand, we would like to focus on McMaster students when sharing BiPoc art.
Why and how?	This initiative allows DEN to maintain an online platform that is easily accessible for students to view BIPOC artists creations. In addition, this provides BIPOC students on campus an platform to share their artwork. DEN strives to amplify BIPOC talent through

	this initiative. Posting will likely be done on a bi-weekly//tri-weekly basis to provide adequate time to artists and our editors. This initiative would require an external website linked to DEN and the MSU, and is accessible through McMaster websites for students use.
Potential difficulties? How can you overcome them?	This project would require a large team of involved executives and volunteers to create a website and create edits that appease the rebranded aesthetic. In addition, this project requires a team to form a rebrand. To overcome difficult and heavy workload, a group of volunteers should be hired specifically for this initiative.
Who?	This initiative would be worked amongst the Social & Advocacy execs, Promotion execs and a group of volunteers hired for the construction of the magazine.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	January signifies a new year, and is typically a time where most people express their goals for the future. The goal for this month is to be highly active of DEN social media for promotion of the New Year. This allows DEN to remain highly interactive with the student body. For example, creating story posts that allow students to engage (I.e. 'What are your goals for the year?' 'What is your favourite memory from last year?'). In addition, DEN executive should be highly interactive on the social media pages by sharing their own New Years experiences (I.e. Instagram takeovers, answering student questions, etc.)
Why and how?	This allows DEN to remain connected and engaged with the McMaster student body. After covid-19, students have adopted a digital culture of communication and DEN should be transitioned alongside the students. Therefore, remaining active online is very important for the service. Especially,

	since social media is how many students tune in with our projects.
Potential difficulties? How can you overcome them?	The main difficulty with this goal would be to remain consistent. Hence, the promotions team must create a positing schedule to keep an organized timeline.
Who?	The promotions team oversees handling the social media positing and management. All executives should be directed by the team for when a takeover appearance is needed.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space
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Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

February

Service Goal/Project/Event (#1):	Black History Month Event This would be a collaborated event with the Black Student Success Centre. DEN's current ideas for this event would be to host a Black Professionals panel. This would be a speaker's event, where successful Black professionals are invited to speak on a panel for the students. To keep it central to McMaster, there would be a prioritization of Black experts and Professors at McMaster. This reinforces the amplification of BiPoc voices, DEN strives for. Moreover, this would provide an educational and networking opportunity for Black students.
Why and how?	It is important for DEN to provide a safe space for BiPoc students; especially during a month catered to highlighting historical issues, and uplifting the Black community. This project would require DEN to work closely with Black student clubs on campus and refining the event to fit the values of the month.
Potential difficulties? How can you overcome them?	This month can bring upon sensitive topics of discussion and it is important to run an event that avoids discrimination and ignorance. Hence, why it is important to include the aid and opinions of Black student clubs on campus. By working with these clubs, DEN becomes better equipped to discuss issues, provide peer support aid and advocate for Black issues. This allows DEN to become an appropriate and effective ally.
Who?	Collaboration with Black Student Success Centre
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Black History Month Social Media Posts During this month, DEN would like to make it a goal to create advocacy posts on our social media pages. Again, this allows students to stay engaged with our service, provide an essence of education and bring awareness to issues within the Black community.

	More importantly, DEN would like to utilize our social media presence to uplift and highlight the positive achievements of the Black community.
Why and how?	Like our Black History Month events, it's important for DEN to offer peer support for all diversity groups on campus. By remaining active on social media with community catered content, DEN is offering a safe space on an online platform. This would require the research team obtain research and the promotions team creating graphics and managing the social media platforms.
Potential difficulties? How can you overcome them?	Difficulties may arise with inaccurate or ignorant statements that can be made through a lack of research or understanding. This is why it is important for research and promotion teams to be diligent in their work. In addition, it is always vital to have a team review session where content is review through the DEN executive team, including the Director and Assistant Director. This ensures that most mistakes can be caught and edited.
Who?	This project would mainly be handled by DEN's promotions and research team.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space
Why and how?	Having the Bridges Space inaccessible to students has created a barrier between DEN and ability to form a community at McMaster. We hope by opening the space and making it more accessible, DEN can gain more recognition. Also, the space may further allow a better opportunity to offer better peer support to our users.

Potential difficulties? How can you overcome them?	The Bridges Space will be available students, once a week during limited hours. This may limit access for certain students due to conflicting schedules. This would not be ideal and overcoming it may be difficult. To better understand the timings that work for our community we can use Instagram polls to determine which times work best.
Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

March	
Service Goal/Project/Event (#1):	DEN Network Night: an alumni networking event for Social Sciences, Humanities, Health Sciences and Science faculties. This event allows students to speak to alumni in their personal fields and gain knowledge about their career paths.
Why and how?	This event was a well-received event that was first launched in 2023, of last year. DEN would like to continue this event again as it has provided students the resources to network and receive advice about potential career paths. Moreover, DEN offers a safe space to promote BiPoc presence within academic and corporate spaces by hosting an event that prioritizes BiPoc alumni from diverse ethnic, educational and corporate backgrounds. This requires the support from all DEN teams to help create, contact, set up and promote the event.
Potential difficulties? How can you overcome them?	Potential difficulties include finding enough alumni from each faculty to be inclusive. This can be combatted by planning the event early in the year and utilizing the volunteers to delegate workload.
Who?	Social & Advocacy executives and volunteers, and promotions executives.

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#2):	Her Space International Women's Day is globally celebrated and promotes the importance of women, and highlight their achievements. For this event, we would like to dedicate a day to offer a safe space for women. This will be lighthearted event with light snacks and refreshments. For this event, guest speakers will be invited to discuss Women's empowerment and motivation for success. This will be an evening to network, insightfully converse and enjoy a space between women.		
Why and how?	DEN strives to create safe spaces and advocate for BiPoc individual whom have historically been ignored and discriminated against. By hosting this event, DEN is offering a resourceful and comfortable space for women to share and offer their experiences to learn from each other. This will be done by inviting guest speakers on to campus, and have educational social with light food and beverage.		
Potential difficulties? How can you overcome them?	Potential difficulties may arise through lack of engagement due to the multiple events happening during this time. To be avoided, this event would require advanced planning and promotion through social media. Online engagement will keep students interested and tuned in for the event.		
Who?	Social & Advocacy execs and volunteers, promotions execs.		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space		

Why and how?	Having the Bridges Space inaccessible to students has created a barrier between DEN and ability to form a community at McMaster. We hope by opening the space and making it more accessible, DEN can gain more recognition. Also, the space may further allow a better opportunity to offer better peer support to our users.
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Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	==High Priority== Moderate Priority Low Priority

April	
Service Goal/Project/Event (#1):	Execs End of Year Social This will be a lighthearted event organized for the DEN executive team, in Bridges space. This allows the team to relax and reflect on the memories created throughout the year. Light snacks, beverages and games will be offered.
Why and how?	It is important for the team to take a break and enjoy the time spent together throughout the year. It is also vital to reflect on the efforts made throughout the year. This will be done through planning and utilizing Bridges Space.

Potential difficulties? How can you overcome them?	Difficulties may arise in finding a time where all executives are free. To combat this, an online scheduling form will be provided where all execs can fill out their availabilities. This will allow us to plan more accurately.
Who?	Director and Assistant director will plan this social for the team.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Buying specialized merch for the team will be a good memory for all the executives and keep us connected as a service.
Why and how?	This is important as it allows DEN to be a uniformed service and provides a keep's sake for the hard-working executives. The Underground will be utilized for this plan.
Potential difficulties? How can you overcome them?	Obtaining all the needed information (I.e., sizes) from the executives. In addition, receiving the orders in a timely manner. This can be avoided by contacting the executives individually and inquiring. As well as, planning with the underground in advance to ensure merch is received early.
Who?	Director and Assistant director.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Bridges Study Space
Why and how?	Having the Bridges Space inaccessible to students has created a barrier between DEN and ability to form a community at McMaster. We hope by opening the space and making it more accessible, DEN can gain more recognition. Also, the space may further allow a

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Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Increasing (Service) Presence

Service Webpage

Creating a service that is easily accessible to students, professors, guests and other MSU clubs for updates about Diversity + Equity services. This will be an accessible, easy to use websites that can be utilized for all Diversity + Equity services. Such as hiring, events, and advocacy posts. In addition, the rebranding of our magazine will be accessible through this website. This website will be monitored and updated on a weekly-basis by our promotion's teams. Necessary operational changes may include revised executive roles, revised DEN initiatives and collaborations.

Social Media

Consistent social media presence is vital for student engagement as online communications is the main platform for this generation. Moreover, DEN's main initiative is advocacy work and social media allows accessible and simplistic platforms for posting. DEN will continue to create aesthetic graphics that appeal to the students and diversity values. To increase engagement, we encourage our executives to be more active on the DEN Instagram by doing story Takeovers during speciality weeks, answering student inquiries through video story responses, and creating personalized content. This year, we would like to utilize our TikTok page more, as well as Instagram reels to provide a different genre of content than graphics posts.

Merchandise & Apparel

This year, DEN would like to start a plan to create merchandise (I..e T-Shirts, Sweaters) earlier in the year, to ensure they can be distributed throughout the team. Alongside clothing, DEN would like to explore other options for merch (I.e. lanyards, tote bags, pop-sockets). These smaller items can be used during promotional giveaways on our social media. As mentioned, we would like to plan for this early and hope to have it completed by October.

Physical Promotions

Posters will be highly useful for promotions in areas that attract large amounts of students (I.e. Student Centre, libraries and classrooms). Potentially inquiring about banners for our bigger events, such as Diversity week.

Team Management

Executive Management

In terms of managing and creating a support system for the executive team, we have created a plan. This year, the director and assistant director will continue to implement a weekly, monthly and semester check-in. Every week, we will have executive meetings where we will do team updates, delegate tasks and discuss important events. Every month, we will do personal check-ins with each executive team (I.e. promotions, social & advocacy, research, etc.). This will give teams a chance to voice concerns about their tasks and offer critiques about their personalized team initiatives. Semester check-ins will be individual between each member and will be a time to reflect on the semester. In addition, we will continue to provide anonymous feedback forms that will be accessible to our executives so they will be able to express their concerns about the Director and Assistant Director. Assistant director will take the main lead for organizing meetings, executive communication and delegating tasks throughout the team. Finally, DEN has decided to utilize discord as our main platform of team communication due to the organization it provides.

Volunteer Management

Similar to executive team management, Director and Assistant Director will be doing weekly, monthly and semester check-ins will the volunteers. Likewise, we will provide a feedback form to our volunteers to ensure they are able to comfortably voice their opinions. As we will be hiring a volunteer team for each executive team, we encourage executives to lead and delegate tasks to their volunteers.

Master Timeline

Month	Tasks
May	• Throat Singing Event – begin contacting performers • Podcast Recording • Bridges Study Space
June	• Observing the hiring for the executives and performing interviews • Finalizing the team and sending out emails • Planning July executive social
July	• Executive Social • Executive Training
August	• Welcome Week • Executive Social
September	• Bridges Study Space • Podcast Recording • Magazine posting • Planning for the Halloween event • Throat Singing event • Planning for MacMSA event
October	• Bridges Study Space • Podcast Recording • Magazine Posting • Halloween event • MacMSA event
November	• Bridges Study Space • Podcast Recording • Magazine Posting • Event with SPHR • UnSpoken Event
December	• Bridges Study Space • Podcast Recording

	• Magazine Posting • Holiday posts • Exam support event
January	• Bridges Study Space • Podcast Recording • Magazine Positing • Contacting Black student clubs on campus, and panelist speakers for Black History Month event • New Years post
February	• Bridges Study Space • Podcast Recording • Magazine Posting • Black History Month Event • Black History Month promotions on social media • Planning for Alumni night event and contacting alumni • Contacting speakers for International Women's Day event
March	• Bridges Study Space • Podcast Recording • Magazine Posting • Alumni night event • International Women's Day event
April	• Bridges Study Space • Podcast Recording • Magazine Posting • Final exec social

Miscellaneous