



REPORT

From the office of the...

Diversity + Equity Network Director

TO: Members of the Executive Board
FROM: Ayesha Zahid
SUBJECT: Diversity + Equity Network Report #1
DATE: June 29th, 2023

Yearplan Update

The service is getting started once again, given its hiatus. DEN has sought to make sure that underrepresented minorities and historically neglected issues are highlighted this year. As per the overarching vision in the Yearplan, BIPOC issues neglected on campus will be highlighted. To achieve this, DEN has begun interacting with more clubs and established greater connections with partners.

Events, Projects, & Activities

General Service Usage

DEN's service usage cannot be gauged accurately as we are in the process of hiring our executives who will aid in overseeing this. In addition, DEN has not posted anything beyond hiring posts, as well as sharing requests from other MSU-related services. Tracking DEN's use at this point, will not serve as useful.

Projects & Events: Project 1

There are two significant events in the process. DEN is currently reviewing applications for its executive committee. The decisions will be finalized by the end of June, with onboarding occurring in July. We also hope to host socials so as to ensure our team is familiar with each other.

Projects & Events: Project 2

Also, we have partnered with the Student Success Centre (SSC) to host an event for "The Festival of Belonging". DEN is in the process of purchasing supplies for this event, while also planning the logistics with the SSC.

Projects & Events: Project 3

As part of DEN's third initiative, we are hoping to set up the Bridges Space prior to the start of the school year. We are hoping to stock the space with snacks and drinks to ensure the space can be a safe(r) space for our community. We have encountered challenges regarding this as the position of Bridges Coordinator requires restructuring.

Outreach & Promotions

Summary

Instagram has been the primary platform through which Direct Messages have allowed DEN to promote its hiring initiatives. Asking other MSU-related clubs has allowed DEN to promote its hiring while ensuring DEN is doing the same for other services.

Promotional Materials

DEN has largely relied on Instagram to promote its hiring. The posts have each received many views. Rather than using other social medias, we used Instagram as the rest of our Executive responsible for the social media accounts has yet to be hired. The attached posts showcase the increase in views by 30% when hiring was announced, as well the posts use to hire.

Content

Posts Last 30 Days

Reach

Job Title	Applications Received
PROMOTIONS COORDINATORS	1,595
SOCIAL AND POLITICAL ADVOCACY COORDINATORS	1,078
COMMUNITY EVENTS AND PLANNING COORDINATORS	844
RESEARCH & RESOURCES COORDINATORS	798

Executives & Volunteers

This section is not relevant yet as DEN is currently hiring. However, applications have closed, and there have been very strong applications. Many of DEN's volunteers have applied for Executive positions. We have yet to establish a team, as we continue to review applications.

Successes

My AD and I have finalized our vision for the year. This was a major achievement as we held much of the same vision. During the planning stages of events often times conflicts can arise due to differing visions and wishes to prioritize certain events over others. We were able to effectively communicate our needs and priorities, which led to a very successful draft of our Yearplan.

Current Challenges

Ensuring the Bridges Coordinator role is set has been the greatest challenge. As we hope to open the space in the Fall, we require that an individual is able to oversee the space to ensure it remains safe and accessible. The hiring is unable to be conducted by DEN and will be delegated to another MSU-service to prevent various issues. As we wait for this process to finalize, DEN cannot open its space.

Miscellaneous

Peer support is another important aspect of DEN's purview, this is going to be piloted this year. This will require a nuanced discussion with the Equity and Inclusion Office to ensure race-based peer support is well reflective of our community. This is not necessarily a challenge, rather a point of importance.