



REPORT

From the office of the...
Maccess Director

TO: Members of the Executive Board
FROM: Esther Liu (she/he)
SUBJECT: Maccess Report #1
DATE: June 29th 2023

Yearplan Update

Hello! I'm incredibly excited to present the state, goals, and plans of Maccess in the upcoming year. Although I cannot attend this meeting, know that I am eager for your feedback and guidance.

In collaboration with my Assistant Director, we have outlined the 2023-2024 Maccess year plan. Our goals for this year are most prominently:

1. Increased focus on intersectionality within the Maccess community. In particular, having a stronger focus and presence for BIPOC, LGBT, low-income, and otherwise marginalized disabled folks.
2. Increased service usage
3. Increased event registrations
4. Increased connections to other services and disability-focused organizations or groups
5. Continued planning and organizing for Disability Studies Minor at McMaster proposal

These goals directly combat our anticipated challenges while building upon the work and successes of Maccess' past community.

In terms of our current state of affairs:

1. Maccess is in the process of finishing interviews to hire our executive team. We will be moving forward with training our executive team in July.
2. Maccess is currently developing and refining our budget plan for the following year. We have received an extension to the deadline and plan on submitting our finalized budget plan in the next week.

Events, Projects, & Activities

General Service Usage

Maccess is not open during the summer. We will be opening the peer support space after Welcome Week. As such, I will provide further updates then.

Projects & Events: Executive Team Hiring (On-Going)

Executive team hiring began on June 4th and we have opened an extension until June 28th due to exams. We have already begun interviews and will consider all applications before offering positions. We plan to finalize our executive team by early- to mid-July. We will hire a total of nine executive members. The positions we are hiring for include:

1. Community outreach coordinator (2)
2. Promotions (1)
3. Resources (1)
4. Logistics (1)
5. Social and political advocacy (2)
6. Volunteer and training coordinator (2)

We have promoted on Discord (through our previous peer support discord) and on social media.

Projects & Events: Budget Plan (Upcoming)

My Assistant Director and I will be developing and finalizing our budget plan for the 2023-2024 year. We will closely follow our year plan for event planning. One concern that we have is the increased cost for sign-language interpretation and braille. We are hoping to include both of the above in our regular operations and events – this would require a greater cost than may otherwise be seen in other services. Not including both also raises accessibility concerns of other MSU services and in the university as a whole. This is something we hope to also address with the Equity and Inclusion Office.

Projects & Events: Executive Team Training (Upcoming)

Once we complete hiring of our executive team, we will be providing training for peer support and for their specialized roles. This training will also cover disability justice and EDI fundamentals. Trainings will be conducted virtually.

Outreach & Promotions

Summary

I have logged in to Maccess' Instagram and Twitter accounts. To promote executive hiring, we have focused our efforts on Instagram as that is our most active social media with the most interactions and largest follower base. Twitter and Facebook were not used as they are not as active and do not have a large amount of interactions. However, upon hiring our promotions executive, I plan to remedy that.

For promoting executive hiring, I have:

1. Posted the graphic seen below to Maccess' Instagram page.
2. Reposted the graphic to Maccess' Instagram story, my personal Instagram story, and requested other MSU services to post it on their stories. Other groups, such as the Queer Trans Colour Club and the Black Student Success Centre, were also asked to broaden our reach.

3. Sent messages to the 2022-2023 volunteer and executive team to inform them that applications are open. The Discord has been kept active by myself to promote other opportunities and has received a few interactions.
4. Posted “Ask Me Anything” and “Day in the Life” story posts on Instagram to answer questions regarding hiring, Maccess, and keep things entertaining. My Assistant Director was a great help in spearheading the “Day in the Life” story posts.

Promotional Materials

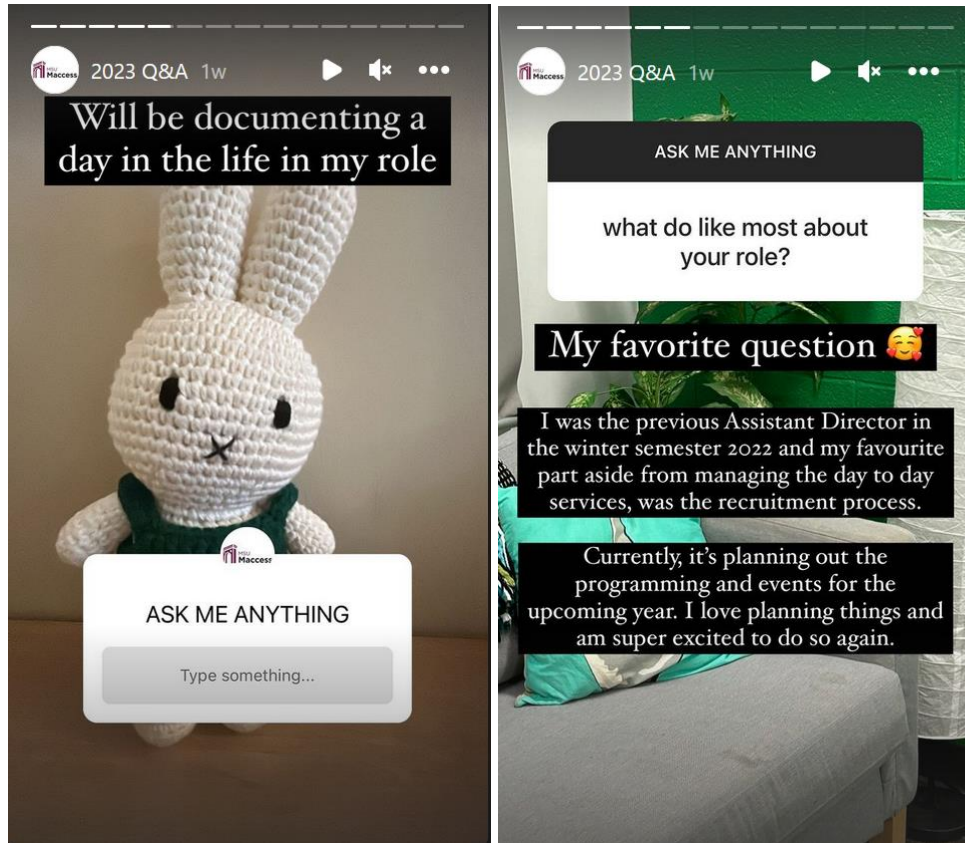


Instagram Post #1

[I.D.: A light blue/green-ish background with slightly darker green leaves and vines on it. Dark green and red text reads "MSU Maccess is NOW HIRING our 2023/2024 Executive Team! Apply by June 18, 11:59pm. Be part of a supportive team that aims to celebrate, advocate, and ensure inclusiveness in the area of disability! To apply, go to <http://msumcmaster.ca/employment/available-positions>." At the bottom on a dark green background there are logos for the MSU and MSU Maccess as well as our social media information: Facebook: MSUMaccess IG/Twitter: MSU_Maccess.]

Instagram Post #1 Statistics:

- Likes: 58
- Saves: 58
- Comments: 1
- Shares: 32
- Accounts reached: 926
- Follows: 11



Instagram “Day in the Life” Series

[I.D.: A screenshot from the Maccess Instagram account on the 2023 Q&A highlights. Question box that reads: "ASK ME ANYTHING" and a caption that reads: "Will be documenting a day in the life in my role". There is a knit bunny toy with a plain beige background.]

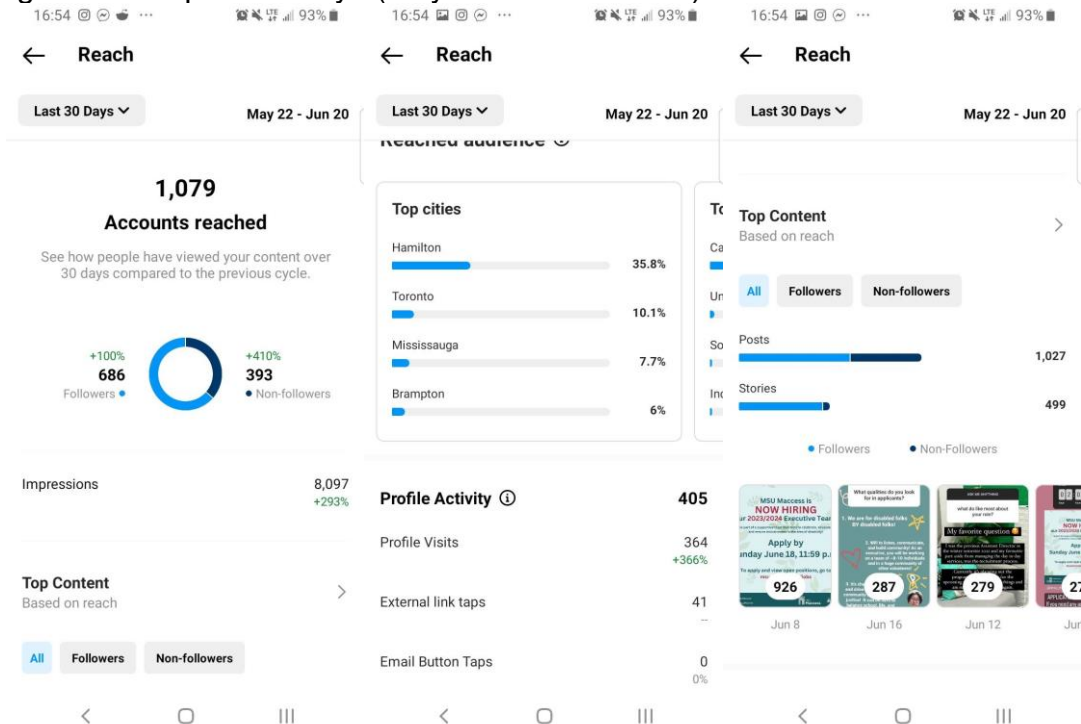
[I.D.: A screenshot from the Maccess Instagram account on the 2023 Q&A highlights. Question box that reads: "ASK ME ANYTHING" with the question: "What do you like most about your role?". The answer reads: "My favorite question 😊". The next block of text reads: "I was the previous Assistant Director in the winter semester 2022 and my favourite part aside from managing the day to day services, was the recruitment process". The next block of text reads: "Currently, it's planning out the programming and events for the upcoming year. I love planning things and am super excited to do so again." The background features a grey couch, a lamp, pillow, houseplant, and green wall.]

Instagram “Day in the Life” Series Statistics:

- Accounts reached: 279
- Interactions: 11 questions, 1 like

Social Media Engagement since the Previous Report

As this is my first report, I do not have insights from the past. Instagram will not allow me to view insights from the past as well. Instead, I have included the insights for the past 30 days (May 22nd to June 20th).



Finances

Budget Summary

I have not yet spent anything from the budget yet. However, once an executive team is hired, I expect this to change.

Executives & Volunteers

The executive team and volunteers have not been hired yet. We plan on finishing hiring both by the beginning of the fall semester. We will be hosting a volunteer and executive team social in the beginning of the fall semester.

Successes

Although Maccess has planned and is currently going through hiring later than some of the other services, this was planned to accommodate our various meetings with other university groups. I'm proud of the work that my Assistant Director, volunteers, and myself have completed.

For instance, we prepared and attended a meeting regarding academic accommodations, disseminated relevant studies and opportunities for the Maccess community, have connected with the community by offering mobility aids, and are in collaboration with other MSU services for future events.

Everyone has shown such genuine passion, dedication, and excitement for the upcoming year and for making McMaster more accessible!

Current Challenges

Currently, our greatest challenge is with a tight schedule as we are meeting with a variety of groups to discuss accessibility issues and implement them. However, my Assistant Director and I have been managing our time through efficient and realistic planning.

Miscellaneous

It is deeply unfortunate that I cannot attend today's meeting, but I greatly appreciate your time reading my report. I really look forward to meeting everyone!