



REPORT

From the office of the...

PCC Director

TO: Members of the Executive Board
FROM: Michelle Caruso
SUBJECT: Pride Community Centre Report 1
DATE: June 26th, 2023

Yearplan Update

So far, the PCC is running quite well. We have been on track to accomplish all tasks listed in the timeline found in our Year Plan. We have planned thoroughly for the 2023-24 school year, are now interviewing applicants for the Executive Team, and have started our plans to redecorate the space.

Allison and I meet regularly to communicate about our efforts and update each other on our tasks in between meetings.

Events, Projects, & Activities

General Service Usage

As the PCC physical space is not open and events are not currently running, we have been interacting with service users online. We have provided informative posts over our Instagram Story, and worked with other groups on campus to mutually promote our recent hiring. As well, a student reached out via email requesting peer support, which I provided through a Zoom meeting. As Director, I have emailed and video-called with different groups and organizations at McMaster. I have answered questions about the PCC's operations and offered insight on how groups/organizations can best support 2STLGBQIA+ students. Recently, we closed Executive Team applications and have begun the interview process.

Projects & Events: Redesigning the PCC physical space.

This is an ongoing project. Following pointers from last years' space users, we have determined what we would like to change in the PCC space. This includes softer lighting fixtures, different wall décor, and a better way of displaying pamphlets and other resources. We are in the process of exploring what specific items to purchase, mainly through searching on Amazon.

Projects & Events: Hiring the Executive Team.

This is another ongoing project. In May, we opened Executive Team applications, which closed on June 12th. Since then, we have reviewed applications and scheduled interviews, which begin on June 26th.

Projects & Events: Increasing our social media engagement.

This is an upcoming project. We want to begin Summer social media engagement extending past our current reposting of info posts. This includes an Instagram Story asking for students' 2STLGBQIA+ novel recommendations, followed up with a post showcasing some of the novels. Once Executives are hired, we hope to brainstorm more social media engagement projects with them.

Outreach & Promotions

Summary

We have collaborated with other MSU members, promoting each other's Instagram posts on our own Stories. For example, WGEN promoted our hiring graphic on their Story, and we promoted theirs.

Promotional Materials



This was posted to our Instagram, promoting our open Executive Team applications.

Social Media Engagement since the Previous Report

Overview

You reached **+42.3%** more accounts compared to Jan 12 - Feb 10

Accounts reached	3,461 +42.3%	>
Accounts engaged	734 +31%	>
Total followers	1,628 +4.2%	>

Overview

You reached **+9%** more accounts compared to Apr 1 - Apr 30

Accounts reached	1,314 +9%	>
Accounts engaged	152 +375%	>
Total followers	1,653	>

Over the last month, our number of followers has increased, however there has been a major decrease in the number of accounts reached and engaged. We understand this to be the result of a less-busy PCC (e.g., less posts about events and initiatives). As we plan for some interactive Instagram Stories and posts, we hope to see an increased number of accounts being reached and engaging with us.

Finances

Budget Summary

We have not yet used our budget.

One challenge we have had with budget planning is determining how much money we can spend on Annual Campaigns. We will need donations and ticket sales to offset the cost of running Queer Prom. Any expenses not covered by these two sources will come out of the Annual Campaigns section of the budget. As we cannot determine exactly how much of Queer Prom will not be covered, we are not entirely able to determine what money we will have left over to spend.

No account changes.

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$7550.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$0.00
REMAINING DISCRETIONARY SPENDING	\$7550.00

Executives & Volunteers

We are currently in the process of hiring our Executive Team, with interviews being conducted from the 26th to the 29th. We hope to host an online meeting to kick off the year once all are hired.

Successes

I'm proud of our Assistant Director, Allison, who submitted a great written piece to the Silhouette to be used for their Pride issue. She was not required to write this but took the task on, and I was able to review it before its submission. I look forward to seeing it on paper when the Pride issue is published!

Current Challenges

Currently, operations have been running quite smoothly.

Miscellaneous

N/A.