Year Plan

Pride Community Centre Director
Michelle Caruso

2023–2024

June 11th, 2023

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Introduction

To Whom It May Concern:

My name is Michelle Caruso, and I am the Director of the Pride Community Centre (PCC) for the 2023-24 year. I use she/her pronouns and am entering my third year of the Commerce program here at McMaster. I am overjoyed to have begun this role and am joined by my Assistant Director, Allison Fang (she/her) as we look excitedly toward the year ahead of us.

The PCC has seen amazing changes over the past year. At the end of the 2021-22 year, a majority of McMaster's student body was unaware of the services offered by the PCC. Our predecessors were able to transform this Service into one enjoyed by many. We saw increased event attendance numbers, many more events and initiatives executed, and overall enjoyment of the PCC by 2STLGBQIA+ and questioning students. Allison and I served as Research and Resources Coordinator and Events Co-Coordinator, respectively, and became well-familiarized with those we served. This strong connection that the PCC has developed with community members has stimulated important feedback found in our Service Review, and so my main goal is to address and adapt to these suggestions made. Ultimately, I am intent on elevating the benefit that the Service provides, and want to enhance our connection with the McMaster student body.

I thank the MSU for affording me this opportunity and am thrilled to have detailed my ambitions within this Year Plan. I look forward to our collaboration.

Sincerely,
Michelle Caruso

Vision for PCC

Overarching Vision (I.e., What is the *ultimate* goal you have for your Service?)	*We want to enhance the connection that we have with McMaster students. Ultimately, we are determined to provide a vibrant and supportive community for those that are 2STLGBQIA+ and questioning.*
Description	The Pride Community Centre has seen a great increase in student involvement with the Service; we want to maintain and enhance this relationship with the student body. Through our Service Review, community members have expressed ways in which they want to see the PCC reach even higher heights. Notably, increasing in-person and online engagement with our community members allows the PCC to become a place of both support and enjoyment. A vibrant, diverse range of activities offered to students ensures the interests of many are fulfilled. We want to ensure that BIPOC and disabled voices in our community are both heard and celebrated, recognizing that representation of these groups in 2STLGBQIA+ advocacy both within and outside the community is inadequate. Additionally, enhancing our connection with the community we service includes our relationship with PCC Volunteers, an integral part of running our Service's operations. Our vision will be achieved through three key methods: 1) Provide consistent, thoroughly organized social media content, initiatives, and events. • Weekly or bi-weekly information posts on 2STLGBQIA+ community icons • Bi-weekly or tri-weekly events (ex. Heartstopper episode screenings and game nights)

- Interactive Instagram story initiatives (ex. "What's your favourite 2STLGBQIA+ movie?" submission boxes, quizzes on themes such as HIV/AIDS)
- Select events that cater specifically to the unique experiences of BIPOC and disabled community members
- Continue our annual Queer Prom

2) Increase the collection of resources available to students and their accessibility.

- Post our inventory of books and pamphlets online for easy access
- Create a "resource table" with supplies for students (ex. Condoms, dental dams, menstrual products)
- Host guest speakers highlighting important resources (ex. A sexual health organization, a gender ID clinic)
- Ensure that all hosted events and initiatives are inclusive toward BIPOC and disabled folks
- Establish two-way communication between executives and volunteers to provide updates on resources and initiatives that members feel may be missing
- Have a specific method of organizing our Instagram (ex. Colour-code posts that are related to a specific theme) that makes it easy to follow

3) Ensure that volunteers are enabled to play a comprehensive role at the PCC.

- Involve Volunteers in PCC operations and decision-making – include their input in event and initiative planning
- Host Volunteer socials
- Provide comprehensive, role-specific training – either for Events and Advocacy or Peer Support Volunteers

Our goals will be measurable through:

- Increased social media information posts (at minimum, one per week)

	• Increased social media engagement - more Instagram followers, likes, and story views • Increased attendance at events • Increased usage of PCC resources - more books borrowed, a steady depletion of supplies • Increased volunteer satisfaction on Volunteer check-ins and on our next Service Review
Benefits	All PCC activities are done with the intent to provide a welcoming space to 2STLGBQIA+ and questioning McMaster students. By increasing the number and quality of events/initiatives and breadth of our resources, we hope to enhance the well-being of those who use our Service.
Year 1 Goals (2023/24)	We want to accomplish what has been set out in our Vision Description: 1) Provide consistent, thoroughly organized social media content, initiatives and events; 2) Increase the collection of resources available to students and their accessibility; and 3) Ensure that volunteers are enabled to play a comprehensive role at the PCC.
Year 2 Goals (2024/25)	We hope that the PCC's larger role at McMaster will lead to increased funding from the MSU. This will allow for the PCC to pursue even larger initiatives, and provide its members with more resources. We expect an Instagram following of more than 2000 followers, and for event attendance to increase by 1.5-2 times when compared to 2022-23 attendance records.
Year 3 Goals (2025/26)	With the PCC's growth, we are hopeful that a formal mentor system can be set in place. This would pair upper year PCC Mentor Volunteers with community members in lower years, offering support and guidance. If PCC funding continues to grow, we would like to see a secondary large event similar in size to Queer Prom.
Partners	• Other 2STLGBQIA+ groups on campus – Engiqueers and Queer and Trans Colour Club • Other relevant MSU Services including WGEN and SHEC

	• 2STLGBQIA+ organizations in our community such as Pride Hamilton and Speqtrum Hamilton • Event collaborators such as Transitioning Style and the Art Gallery of Hamilton
How can VP Admin support you?	The VP Admin is crucial to carrying out the PCC's vision. They are able to handle what is out of our control as PTMs, and answer questions we may have along the way.

Project/Events Timeline

Spring/Summer Term

May	
Service Goal/Project/Event (#1):	**Plan for the 2023-24 year.**
Why and how?	Why: It is important to have a thoroughly prepared year in order to best serve the community. Also, this plan will allow our future Executives to have a better understanding of the year ahead of them. How: Director and Assistant Director can plan for yearly events, hiring, training, Executive team setup, and needed purchases. Done through brainstorming, evaluating the actions of past Executive teams, and researching.
Potential difficulties? How can you overcome them?	• Accessing past documents and action plans > Ask MSU VPs for any resources and advice they can provide. • Unable to commit to certain plans without the opinion of Executives > Do not finalize any plans and keep firm commitments to a minimum for now.
Who?	Director, Assistant Director, VP Admin, MSU Hiring.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Begin the executive team hiring process.**
Why and how?	Why: Hiring the Executive team with plenty of time to train and prepare them for their roles is valuable. How: Decide on roles to hire for, and post job descriptions with submission portals on the MSU website. Obtain hiring advertisement graphics from the Underground.
Potential difficulties? How can you overcome them?	• Applicants experiencing confusion over how to apply (perhaps technology-based issues) > Monitor Pride email and Instagram for any questions submitted.
Who?	Director, Assistant Director, MSU Hiring, the Underground.

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

June	
Service Goal/Project/Event (#1):	**Select Executive applicants to be interviewed.**
Why and how?	Why: Select applicants through a thorough screening in order to ensure the best possible potential Executives are chosen. How: Review applicants based on a set of measurable criteria.
Potential difficulties? How can you overcome them?	• Too many equally well-qualified applicants > Add a new area of relevant criteria and further review applications.
Who?	Director, Assistant Director, MSU Hiring.
Priority Level (highlight one)	<mark>High Priority</mark>　　　Moderate Priority　　　Low Priority
Service Goal/Project/Event (#2):	**Begin online Executive team interviews using a predetermined set of questions.**
Why and how?	Why: A specific set of questions are asked to all interviewees increases fairness in the interview process, as they are evaluated on the same set of answers. Online interviews ensure McMaster students living anywhere over the summer can comfortably interview. How: Use questions from the MSU's set of sample questions, as well as our brainstormed questions. Reach out to interviewees over email.
Potential difficulties? How can you overcome them?	• Technological difficulties impair an online interview > Be prepared with basic technology help (e.g., where the button is to turn on one's microphone), and be open to rescheduling an interview.
Who?	Director, Assistant Director, MSU Hiring.
Priority Level (highlight one)	<mark>High Priority</mark>　　　Moderate Priority　　　Low Priority

Service Goal/Project/Event (#3):	**Redecorate PCC physical space, and place orders for new items needed. This includes creating our resource table filled with useful supplies (e.g., condoms, dental dams, menstrual products).**
Why and how?	Why: Additions to the space are needed in order to best serve community members, as requested by volunteers and other students last year. How: Conduct a thorough review of PCC inventory and what else we might need, as well as what can be improved (e.g., rearranging furniture setup in the space).
Potential difficulties? How can you overcome them?	• Interior design can be expensive > Making sure to examine all purchase options and their pros and cons will be a must.
Who?	Director, Assistant Director, VP Finance.
Priority Level (highlight one)	High Priority <mark>Moderate Priority</mark> Low Priority

July	
Service Goal/Project/Event (#1):	**Finalize the Executive team hiring process.**
Why and how?	Why: Evaluate interviewees based on objective criteria, send out offers, and train hired Executives. These are both ways to ensure our team is at its highest capacity to run well and serve community members. How: Analyse potential executives based on an array of desirable qualities, such as experience with similar responsibilities, communication, teamwork, and passion for 2STLGBQIA+ advocacy work. Send out offers and handle hiring communication over email. Develop a comprehensive training program based on both MSU and PCC-specific knowledge requirements.
Potential difficulties? How can you overcome them?	• Interviewees turn down offers sent > Prepare second and possibly third choices for each role. Only send out rejections once an interviewee is committed to each role.
Who?	Director, Assistant Director, MSU Hiring.

Priority Level (highlight one)	<mark>High Priority</mark>	Moderate Priority	Low Priority
Service Goal/Project/Event (#2):	**Begin planning for first-semester events and initiatives.**		
Why and how?	Why: Early, well-done planning allows for a consistent and well-designed array of opportunities and resources for community members at McMaster. How: Thoroughly plan events with the two Events Coordinators. Include the input of Executives, the requests of last year's Volunteers and general McMaster community members, and the needs or trending topics within the larger queer and trans community.		
Potential difficulties? How can you overcome them?	• Difference in event ideas > Consider the opinions of all involved, and do not jump to any decisions.		
Who?	Director, Assistant Director, Executives.		
Priority Level (highlight one)	<mark>High Priority</mark>	Moderate Priority	Low Priority
Service Goal/Project/Event (#3):	**Develop online library of PCC resources.**		
Why and how?	Why: Increase the community's accessibility to resources as they can easily browse available texts. How: Input all available books and pamphlets at the PCC to an online database (e.g., webpage, Excel sheet) that can be linked on the PCC's webpage.		
Potential difficulties? How can you overcome them?	• Our ideal option, a webpage, cannot be created > Create an Excel sheet.		
Who?	Director, Assistant Director, Research and Resources Coordinator.		
Priority Level (highlight one)	High Priority	<mark>Moderate Priority</mark>	Low Priority

August

Service Goal/Project/Event (#1):	**Continue planning for first-semester events and initiatives.**
Why and how?	Why: Early, well-done planning allows for a consistent and well-designed array of opportunities and resources for community members at McMaster. How: Thoroughly plan events with the two Events Coordinators. Include the input of Executives, the requests of last year's Volunteers and general McMaster community members, and the needs or trending topics within the larger queer and trans community. Begin booking EOHSS and spaces, and reach out to potential guest speakers.
Potential difficulties? How can you overcome them?	• Uncertainty on decided dates due to not knowing Executives' syllabuses > Can narrow down possible available dates. We do not need to book, but can have all materials needed to book so that as soon as syllabuses are known, bookings can be made right away.
Who?	Director, Assistant Director, Events Coordinators.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Develop a standard design for social media graphics (e.g., executive bios, information posts, event promotions).**
Why and how?	Why: As requested by community members, a standard design for social media posts will make our Instagram a lot easier to use and understand. How: Work with Promotions Coordinator and receive input from other Executives. Use Canva.
Potential difficulties? How can you overcome them?	• Limitations in editing on Canva without paying for the Premium version > Determine if there is space in the budget to support Canva Premium, and purchase if necessary.
Who?	Director, Assistant Director, Promotions Coordinator, other Executives.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

Service Goal/Project/Event (#3):	Open volunteer hiring process – open submissions.
Why and how?	Why: Hiring a diverse and talented group helps community members receive the best support possible. How: With Executives, open submission portals posted on our webpage and social medias. Promote the hiring on our social media and on those of our partners (e.g., other MSU Services).
Potential difficulties? How can you overcome them?	• Ensuring that volunteer hiring is fair and unbiased while keeping in mind the importance of the team's diversity > The selection criteria and process should be well-defined beforehand, with each application being reviewed by both the Director and Assistant Director. During interviews, select questions can be tailored to gauge the unique experiences of each applicant that may prove to be an asset to the PCC.
Who?	Director, Assistant Director, MSU Hiring.
Priority Level (highlight one)	==High Priority== Moderate Priority Low Priority

Fall Term

September	
Service Goal/Project/Event (#1):	Finalize volunteer hiring process – close submissions, conduct interviews, hire, train.
Why and how?	Why: Well-selected and well-trained volunteers increase the likelihood that they will provide the best service possible to community members. How: Interview and rate interviewees based on predetermined questions and criteria. Train through presentations and quizzes.
Potential difficulties? How can you overcome them?	• Hiring volunteers in a timely matter so that the space can open early > The Director will hire and train the Peer Support Volunteers, and the Assistant Director and Training and Development Coordinator will hire and train the Events and Advocacy Volunteers.

	• Ensuring that training is thorough and adequate and reflects the unique needs of the PCC that the volunteers will help provide > Training development will begin in May, giving the team ample time to create a comprehensive and beneficial training program.
Who?	Director, Assistant Director, Training and Development Coordinator, MSU Hiring.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Conduct beginning-of-year events: Welcome Week event, Volunteer mixer, and Beginning of Year Social.**
Why and how?	Why: Social events to start off the year can increase comfortability and the bond between volunteers, as well as between the PCC and the community. How: Work with the Events Coordinators to plan, book, and execute these events on-campus.
Potential difficulties? How can you overcome them?	• Finding a date that works for everyone, particularly for the Volunteer mixer > Accept that we may not find a date that accommodates all. Perhaps use a tool like When2meet in order to see when all parties are available.
Who?	Director, Assistant Director, Events Coordinators.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#3):	**Begin year-long (Instagram information posts) and semester-long (Heartstopper episode screenings) events and initiatives.**
Why and how?	Why: These events and initiatives increase the consistent provision of community to McMaster students. How: Work with Executives to create posts and promotions, and gather resources needed. Include the assistance of volunteers.

Potential difficulties? How can you overcome them?	• A major change in campus environment (e.g., an incident impacting access to campus) > Create specific contingency plans for each event/initiative (e.g., moving Heartstopper episode screenings online).
Who?	Director, Assistant Director, Executives, Volunteers.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

October	
Service Goal/Project/Event (#1):	**AIDS Awareness Month theme.**
Why and how?	Why: Raise awareness of HIV/AIDS, focusing on both de-stigmatization and safe sex. How: Work with Executives and volunteers to host a PrEP (HIV-preventing drug) guest speaker over Instagram and create HIV/AIDS-related information posts.
Potential difficulties? How can you overcome them?	• Obtaining a guest speaker may be difficult, as this was the case last year > Booking far in advance, in July and August, will increase the likelihood that we can book a guest speaker.
Who?	Director, Assistant Director, Executives, Volunteers.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**HallowQueer Bash, in partnership with other 2STLGBQIA+-focused groups on campus.**
Why and how?	Why: This event was a success last year, and is expected to provide a great experience for community members yet again. How: Work with other student groups (last year, we worked with Engiqueers and Queer and Trans Colour Club) to create a Halloween event with crafts, games, music, and refreshments.

Potential difficulties? How can you overcome them?	• Coordinating the schedules of many groups > utilize tools such as When2meet. Limit amount of people needed at meetings, perhaps appointing a speaker for each student organization.
Who?	Director, Assistant Director, Executives, volunteers, other student groups.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	**Trans Month campaign.**
Why and how?	Why: November includes Trans Week of Awareness, and hosting events and initiatives dedicated to this group provides them with recognition and resources. How: Work with Executives and volunteers to plan and conduct events and initiatives, including Gender-Affirming Clothing Swap, Accessing Gender-Affirming Healthcare guest speaker/session, and Trans Day of Remembrance event.
Potential difficulties? How can you overcome them?	• Trouble with receiving timely responses from external partners such as the guest speaker > Ensure communication is started as early in advance as possible. Communicate using external partners' preferred methods of communication (e.g., text message, Instagram direct message, email).
Who?	Director, Assistant Director, Executives, volunteers, external partners.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Begin planning for second-semester events and initiatives.**
Why and how?	Why: Assure a consistent and well-designed array of opportunities and resources for community members at McMaster.

	How: Thoroughly plan events with the two Events Coordinators. Include the input of Executives, Volunteers and general McMaster community members, and the needs or trending topics within the larger queer and trans community.
Potential difficulties? How can you overcome them?	• Difference in event ideas > Consider the opinions of all involved, and do not jump to any decisions.
Who?	Director, Assistant Director, Executives, Volunteers.
Priority Level (highlight one)	High Priority <mark>Moderate Priority</mark> Low Priority

December	
Service Goal/Project/Event (#1):	**Continue planning for second-semester events and initiatives.**
Why and how?	Why: Assure a consistent and well-designed array of opportunities and resources for community members at McMaster. How: Thoroughly plan events with the two Events Coordinators. Include the input of Executives, the requests of Volunteers and general McMaster community members, and the needs or trending topics within the larger queer and trans community. Begin booking EOHSS and spaces and reach out to potential guest speakers.
Potential difficulties? How can you overcome them?	• Uncertainty on decided dates due to not knowing Executives' syllabuses > Can narrow down possible available dates. We do not need to book, but can have all materials needed to book so that as soon as syllabuses are known, bookings can be made right away.
Who?	Director, Assistant Director, Events Coordinators, Volunteers.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

Service Goal/Project/Event (#2):	**End-of-semester events: Volunteer Appreciation event and Holiday Craft event.**
Why and how?	Why: End-of-semester events provide a warm ending to the semester. A Volunteer Appreciation event thanks volunteers for their hard work, and a Holiday Craft event has proven to provide community members with stress relief prior to entering exam season. How: Promotions done by Promotions Coordinator, plan and executive events with Events Coordinators and volunteers.
Potential difficulties? How can you overcome them?	• Finding a date that works for everyone, particularly for the Volunteer Appreciation event > Accept that we may not find a date that accommodates all. Perhaps use a tool like When2meet in order to see when all parties are available.
Who?	Director, Assistant Director, Events Coordinators, Volunteers.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

Winter Term

January	
Service Goal/Project/Event (#1):	**Advance preparations for Queer Prom (booked in 2023).**
Why and how?	Why: Finalize Queer Prom decisions as early as possible in order to have time to work out any issues or changes that arise. How: Book catering, gather decorations, begin promotions.
Potential difficulties? How can you overcome them?	• Getting adequate funding to plan such a large-scale event will likely be very difficult > It will be paramount to reach out early as possible to secure grants, partnerships, and sponsorships. Research will need to be done on both external and internal sources of extra funding beyond our MSU budget.
Who?	Director, Assistant Director, Executives, the Underground.

Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Begin semester-long (ex. Game Night) events and initiatives.**
Why and how?	Why: These events and initiatives increase the consistent provision of community to McMaster students. How: Work with Executives to create posts and promotions, and gather resources needed. Include the assistance of volunteers.
Potential difficulties? How can you overcome them?	• A major change in campus environment (e.g., an incident impacting access to campus) > Create specific contingency plans for each event/initiative (e.g., moving Heartstopper episode screenings online).
Who?	Director, Assistant Director, Executives, Volunteers.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

February	
Service Goal/Project/Event (#1):	**Black History Month focus.**
Why and how?	Why: Black History Month is a time that recognizes and honors the Black community for their contributions and achievements in the past and present. Specifically, Black individuals have long played an integral role in the historical push for 2STLGBQIA+ equality— many of their stories remain unknown. How: Work with Executives and Volunteers to plan and execute events and initiatives centred around Black History, including information posts on Black queer and/or trans figures.
Potential difficulties? How can you overcome them?	• Last year, finding off-campus activities relating to Black History Month, requested by community members, was a challenge > Early planning will

	hopefully mitigate this issue and give our Events Coordinators more time to arrange these activities.
Who?	Director, Assistant Director, Executives, Volunteers, possibly external partners.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

March	
Service Goal/Project/Event (#1):	**Queer Prom.**
Why and how?	Why: This was previously successful, providing 2STLGBQIA+ McMaster students a safer space to enjoy themselves and feel connected with others. How: Ideally, this will be done at the Art Gallery of Hamilton. They will handle food, music, and décor, and we will handle ticket sales, promotions, entertainment, and funding.
Potential difficulties? How can you overcome them?	• Not having sufficient ticket sales > This issue can be reduced by ensuring the ticket prices are reasonable and that the event is properly promoted.
Who?	Director, Assistant Director, Executives, Volunteers, external partners.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Preparing incoming Director and Assistant Director for their new roles.**
Why and how?	Why: It is important to adequately train new leaders so that they are thoroughly prepared to succeed in their roles. How: We want to introduce them to EB reports, the budget, and what we do day-to-day as PTMs.
Potential difficulties? How can you overcome them?	• Unsuccessful applicants may still be serving on the Executive team following their rejection > We hope to push the hiring of these PTM roles as close to the end of the semester as possible in order to minimize this

	overlap. We will handle this discomfort with as much grace as possible.
Who?	Director, Assistant Director, MSU Hiring, new PTMs.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

April	
Service Goal/Project/Event (#1):	End-of-year appreciation event for Executives and Volunteers.
Why and how?	Why: An end-of-year appreciation event is important as it recognizes the hard work of Executives and Volunteers. If they feel confident in the work that they have done, they may be more likely to return the following year. How: Planned by Director and Assistant Director.
Potential difficulties? How can you overcome them?	• Finding a date that works for everyone during the busy pre-exam period > Accept that we may not find a date that accommodates all. Perhaps use a tool like When2meet in order to see when all parties are available.
Who?	Director, Assistant Director.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Increasing (Service) Presence

Service Webpage

We will update our Service's MSU webpage with the space's opening and closing times, a PCC 2STLGBQIA+ Handbook, and a link to our online library of PCC resources. We will ensure it is updated and reviewed often by our Promotions Coordinator, Director, and Assistant Director. The MSU will need to help us edit our webpage as needed.

Social Media

We will maintain frequent usage of our Instagram, as it has been the primary way through which students interact with the PCC online.

We want to increase our Service's presence in a virtual space by increasing our amount of Instagram initiatives. This includes Instagram Story takeovers from external partners and interactive posts (e.g., submit your favourite 2STLGBQIA+ book).

We want to focus on consistency in our style and frequency of posts. With our Promotions Coordinator, we plan to develop a template for information posts, event promotions, and Instagram stories.

The MSU's Underground may be needed to develop graphics, especially for Queer Prom.

Merchandise & Apparel

We will need to order lanyards, nametags, and decorative materials used to designate Executives and Volunteers in the space and at events. These purchases will be made before the physical space's opening in late September.

Depending on the interests of our Executives and Volunteers, we may provide them with Pride Community Centre t-shirts or other apparel.

Physical Promotions

We are currently brainstorming rave card designs, to be used at promotional tables during Welcome Week and for other advertisement opportunities. These rave cards can also be available in the physical space, acting as a business card for interested students.

Team Management

Executive Management

We will maintain communication on a platform that works best for all (TBD). Executives will meet once a week, and Events Coordinators may have an extra weekly meeting with the Director and Assistant Director. Executives will be able to schedule extra meetings with the Director or Assistant Director as they require.

We plan on running check-in meetings every month, in which the Director meets one-on-one with each Executive to discuss any of their questions, comments or concerns. The Director and Assistant Director, meeting one-on-one weekly, will discuss any concerns or points to be made regarding the Executive team.

Volunteer Management

Events and Advocacy Volunteers will meet weekly with the Training and Development Coordinator, who will also manage a group chat with these volunteers. In these meetings, they are to discuss upcoming event plans and advocacy initiatives (e.g., developing 2STLGBQIA+ famous figures information posts).

Peer Support Volunteers will meet monthly with the Director, who will manage a group chat with these volunteers. Additionally, they are encouraged to book one-on-one meetings with the Director in order to discuss any comments, questions, or concerns.

At the mid-point and near-end of each semester, the Director and Assistant Director will schedule one-on-one check-ins with each Volunteer. In these, we can discuss what has worked, what hasn't, and will hopefully brainstorm changes or additions to be made.

Master Timeline

Month	Tasks
May	• Director and Assistant Director transition into new roles. • Plan for the 2023-24 year. • Begin the Executive team hiring process.
June	• Select Executive applicants to be interviewed and begin interview process. • Redecorate PCC physical space – place orders for new items needed. • Small Pride Month highlights.
July	• Continue Executive interviews, hire and train new Executives. • Begin planning for events and initiatives. • Develop online library of PCC resources. • Disability Pride Month highlight.
August	• Open Volunteer application process. • Continue planning for events and initiatives – book spaces or guest speakers. • Develop a standard design for social media graphics. • Welcome Week event and promo planning.
September	• Interview, hire, and train Volunteers. • Welcome Week event for incoming students. • Beginning-of-year mixer. • Begin routine Instagram information posts. • Begin Heartstopper episode screenings. • Establish connections and collaboration opportunities with other MSU and relevant services.
October	• AIDS Awareness Month – PrEP Instagram story takeover, HIV/AIDS-focused information posts. • Halloween event. • Continue Heartstopper events.

November	• Trans Month theme – Clothing Swap, Accessing Gender-Affirming Healthcare guest speaker/session, Trans Day of Remembrance event. • Begin planning for second-semester events and initiatives.
December	• Continue planning for second-semester events and initiatives. • End-of-semester Executive and Volunteer appreciation event. • Holiday craft event. • PCC space clean-up and revamp.
January	• Advance preparations for Queer Prom. • Begin second-semester events and initiatives.
February	• Valentine's Day craft event. • Black History Month - focused information posts, events. • Queer multisport event (DBAC/recreation collab).
March	• Two-Spirit and Indigenous LGBTQQIA+ Awareness to Celebration Day, Trans Day of Visibility focused posts. • Queer Prom. • Prepare incoming Director and Assistant Director for their new roles.
April	• End of year Executive and Volunteer appreciation event.