



REPORT

From the office of the...

Diversity + Equity Network Director

TO: Members of the Executive Board
FROM: Ayesha Zahid
SUBJECT: Diversity + Equity Network Report #2
DATE: July 24th, 2023

Yearplan Update

DEN has begun interacting with more clubs and establishing greater connections with partners to uphold its Yearplan and vision for 2023-2024. Many of the initial plans in the Yearplan are being held in August, and preparations are underway! DEN has successfully communicated with various campus partners to move forward with its August scheduling of events.

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 hoping to establish a booth during ClubsFest '23! This will allow DEN to expand its service offerings to many first-year students. For this event, we hope to have lanyards and stickers.

Projects & Events: Project 2

Also, we have partnered with the Student Success Centre (SSC) to host an event for "The Festival of Belonging". As an update, DEN has successfully approved the PO acquired for purchasing the supplies, all within the allocated budget for this event. We hope to have a large mural which will be displayed in the SCC as the final product.

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. Engagement has been minimal on this platform as of recently, as the hiring of Executives is ongoing. Once completed, the Promotions Executives will manage communications and posts to ensure DEN is attending to its community in the most efficient manner.

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

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

Overview

You reached +30.5% more accounts compared to Apr 26 - May 25

Accounts reached	2,096	>
	+30.5%	
Accounts engaged	165	>
	+106%	
Total followers	3,046	>
	-0.8%	

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Social Media Engagement since the Previous Report

Using only Instagram as of right now, our views have gone up significantly, as well increasing the accounts engaged by 106%. These numbers have not changed as of the first EB Report.

Finances

Budget Summary

DEN has finalized its Budget Tracker. Although we have been approved for PO's, the tracker is not updated to reflect the actual costs as we have not acquired our supplies yet. Once the supplies are purchased, using the receipts, our Budget Tracker will be updated.

