



REPORT

From the office of the...
Maccess Director

TO: Members of the Executive Board
FROM: Esther Liu (she/he)
SUBJECT: Maccess Report #2
DATE: August 10th 2023

Year Plan Update

Good morning! Unfortunately, I am again unable to attend this meeting in person. Nonetheless, I am excited to hear your feedback and guidance. Since the last EB meeting, Maccess has continued to run smoothly. We have been following our guide to the year plan.

In particular:

1. Maccess has completed hiring of our executive team and are currently going through interviewing Peer Support Volunteers (PSVs). We have reached our target number of volunteers with the retention of past volunteers and have successfully recruited those new to Maccess as well.
2. Maccess has completed two executive meetings and are currently still training the team. Our executive team will be participating in planning for and attending Welcome Week festivities. In addition, they are assisting in promotion.
3. Maccess has cleaned the space with the help of MSU Maintenance. As our space is currently being used, we have not cleaned out every part but we are still set to open the space in September.

Events, Projects, & Activities

General Service Usage

Again, 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. Otherwise, Maccess has been working alongside other campus organizations such as the EIO, AccessMac, and more. We also continue to use our social media (namely, Instagram and Discord) to post updates and relevant information.

Projects & Events: Executive Team Hiring (Complete)

The Maccess executive team has been hired and all contracts have been submitted. The team is currently undergoing training and is on schedule to have completed training by early September latest. They will be assisting in hiring of PSVs, which they have received training for, under the guidance of the Assistant Director and myself.

Projects & Events: Peer Support Volunteer Hiring (On-Going)

PSV interview offers were sent out the week of August 4th. Though we have reached our target number of volunteers, we have extended our deadline to extend the offer to more people. Interviews will begin next week and we plan on finishing them by late August. By early September, we are on schedule to have our PSV team finalized. They will be trained in September. We have promoted on Discord (through our previous peer support discord) and on social media. Our promotions executive has worked with myself and other members of our team to highlight some past volunteer experiences which we will be posting to promote hiring.

Projects & Events: Promotion of Maccess (On-Going)

Consistently, we have found that many students are unaware of what Maccess is. Hence, we have been trying to promote Maccess to a greater degree by participating in the events of other services (such as Spark) and organizations (such as SAS). Additionally, we have began discussions with our promotions executive and the Underground for more promotional materials and utilizing the campus TVs.

Outreach & Promotions

Summary

I have logged in to Maccess' Instagram and Twitter accounts. To promote PSV 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 was also used but with limited interactions. Facebook was not used as I could not access it at the time. However, as we have hired our promotions executive, I have since gained access alongside my executive and Assistant Director.

For promoting executive hiring, I have:

1. Posted the graphic seen below to Maccess' Instagram and Twitter page.
2. Reposted the graphic to Maccess' Instagram story, my personal Instagram story, and requested other MSU services to post it on their stories.
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. Restructured our Instagram page by pinning basics of disability justice and our hiring post.

Promotional Materials



Instagram Post #1

[I.D.: A dark green background with large darker green leaves. White and yellow text reads: "MSU Maccess NOW HIRING. Apply NOW to be a Maccess Peer Support Volunteer. Applications due: Wednesday, August 2nd. For more info and to apply: tinyurl.com/mr2p47sf" At the bottom on a dark teal 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: 72
- Saves: 96
- Comments: 3
- Shares: 57
- Accounts reached: 1214
- Follows: 20

Social Media Engagement since the Previous Report

I have included the insights for the past 30 days (July 10nd to August 8th). As seen below, Maccess is gaining more interactions and followers on social media. I believe that this is due to the continued and consistent use and largely because of crossposting from other services.

Overview

You reached **+249** more accounts compared to Jun 10 - Jul 9

Accounts reached	1,382 +249	>
Accounts engaged	187 +94	>
Total followers	1,258 +15	>

Finances

Budget Summary

Since the last EB report, our budget has only been utilized through payments to the Underground for graphics and to MSU Clubs for reserving a table at Clubsfest.

6501-0118-C MACCESS - ADV.		MACCESS - ADV. & PROMO	\$2,000.00		
6501-0118-030	MACCESS - ADV. & PROMO	Fall hiring instagram posts	\$100.00	7/7/2023	7/7/2023
6501-0118-030	MACCESS - ADV. & PROMO	500 Maccess Die Cut Stickers	\$189.00	15/7/2023	15/7/2023
6603-0118-C MACCESS - SPEC		MACCESS - SPECIAL PROJECTS	\$1,000.00		
6603-0118-030	MACCESS - SPECIAL PROJECTS	Collaboration with other services - Clubsfest	\$20.00	25/07/2023	27/07/2023
MACCESS					
<i>DISCRETIONARY EXPENDITURE</i>					
Summary					
TOTAL BUDGETED DISCRETIONARY SPENDING			\$7,500.00		
TOTAL ACTUAL DISCRETIONARY SPENDING			\$309.00		
REMAINING DISCRETIONARY SPENDING			\$7,191.00		

Executives & Volunteers

The executive team is hired while volunteers are not. The executive team have expressed excitement for their roles and for shaping Maccess this upcoming year. We have already held a small bonding session virtually and are encouraging more frequent communication through asking ice breaker questions through our online space (Discord).

Successes

I am so proud of the work that my Assistant Director, volunteers, and myself have completed! Hiring has gone by very smoothly and everyone is bringing a great energy for the upcoming year and are so eager to help out.

In addition, I was not anticipating Maccess' online presence to grow as much in the summer but I am happy to see that the collaboration with other services is providing this benefit.

Current Challenges

Our greatest challenge is still with availability – my executive team's schedules are very different so we have been unable to hold a meeting where everyone can come. In efforts to maximize meeting turnout, we have already scheduled meetings according to everyone's availabilities on when2meet and otherwise providing meeting minutes and slides to those who cannot attend.

Miscellaneous

Again, 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 next time!