



REPORT

From the office of the...

FCC Director

TO: Members of the Executive Board
FROM: Samantha Cheng
SUBJECT: Food Collective Centre Report 3
DATE: August 21st, 2023

Year Plan Update

The FCC is continuing to follow the year plan. We are in the process of completing our first round of volunteer hiring, and group interviews will be conducted over the last two weeks of August. We are continuing to run the Lockers of Love service virtually due to the Assistant Director being away.

Events, Projects, & Activities

General Service Usage

The only service that is currently running is Lockers of Love. Requests have remained steady with around 3 orders per week.

Projects & Events: Volunteer Recruitment

Following the recommendations from the previous Director, we hired upper years and returning volunteers earlier (August 1-16) in hopes to open the food bank promptly in September. We received around 70 applications, and will be conducting group interviews for every volunteer. We expect to hire around two-thirds of our volunteers during this round, and have the second round in

Projects & Events: Lockers of Love (On-Going)

The Locker has been restocked for July-August but due to the AD being away, we have switched to virtual gift cards. is continuing to fulfill orders that come in throughout the summer.

Projects & Events: Preparing for September

The FCC will be attending the Health Sciences Faculty Fest on August 28 and ClubsFest on September 5th. Our Promotions Coordinator is in the process of making an updated posterboard.

The AD, one of our S&P Advocacy Coordinators and I met with a student who would like to collaborate with us through her Sprouts Fellowship Grant. We will be integrating her grant into funding S&P events from their year plan.

Outreach & Promotions

Summary

We are currently primarily interacting with MSU members through emails and Instagram.

Promotional Materials

MSU FOOD COLLECTIVE CENTRE

NOW HIRING

UPPER YEAR AND RETURNING VOLUNTEERS

Interested in student life, food equity, and advocating for food security? All experience levels welcome!

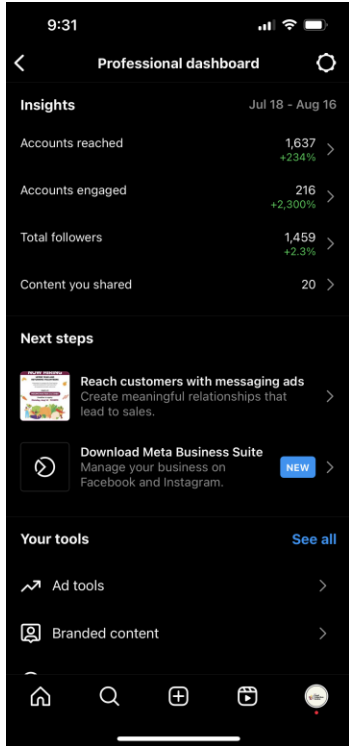
Apply at:
MSUMCMaster.ca/jobs

Deadline to apply:
Monday, Aug 14 | 11:59PM

/MSUFoodCollectiveCentre
 @MSU_FCC

Social Media Engagement since the Previous Report

Social media promotion for volunteer hiring was successful, with our page receiving a lot more traffic compared to previous amounts and 70+ applicants! Our Promotions Coordinator has been actively messaging other MSU accounts to promote the post, as well as post reminders on the story. Instagram has seen the largest changes in engagement with an increase in accounts reached and followers.



We're working on improvements to analytics.twitter.com. In the meantime, you may see some metrics are missing download reports [here](#). You can try the new version of account analytics beta [here](#).

28 day summary with change over previous period



Aug 2023 · 16 days so far...

9:47
 Facebook

Insights

Last 28 days ▾ Jul 20 - Aug 16, 2023

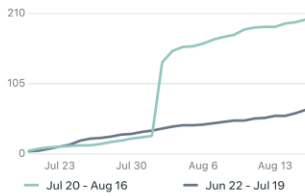
Overview Trends Content Audience

Reach Facebook ▾

Compare your cumulative reach from the selected date range to the previous one.

Facebook Reach ⓘ

201 ↑ 205%



Ways to grow your reach

Reach more people with ads

Facebook paid reach ⓘ 0 .. 0%

Create Ad

Finances

Budget Summary

No changes compared to last month aside from a booth in ClubsFest.

Commented [CT1]: Double check if I've done the money right, do I have to keep the old things, or in total money spent do I only include what I've spent for this month or total since beginning

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0318	FCC – OFFICE SUPPLIES	\$100.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$0.00
5003-0318	FCC – TELEPHONE	\$200.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$200.00
6102-0318	FCC – ANNUAL CAMPAIGNS	\$1,600.00
	TOTAL SPENT IN LINE	\$20.00
	REMAINING IN LINE	\$1,580.00
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$500.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$500.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$400.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$400.00
6501-0318	FCC – ADVERTISING & PROMOTIONS	\$2,900.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$2,900.00
6603-0318	FCC - RESERVE	\$4,000.00
	TOTAL SPENT IN LINE	\$1,000.00
	REMAINING IN LINE	\$3,000.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$9,700.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1,020.00
REMAINING DISCRETIONARY SPENDING		\$8,680.00

Executives & Volunteers

The morale of the newly hired executive team continues to be great! Year plans were completed promptly and everyone has settled into their roles, including good use of the new Discord channel to post Executive announcements and sign-ups (e.g. ClubsFest shifts and interviewing volunteers).

Successes

So far, the new communications platform and smooth volunteer hiring process have been a major successes. Continuing to run the Lockers of Love service has also been steady.

Current Challenges

Since the AD will be away in late August, in-person Lockers of Love service will not be able to run. However, our solution was to temporarily switch to virtual Lockers of Love (offering our remaining stock of grocery store gift cards) for those two weeks.

Moreover, there will need to be changes regarding opening and closing the Bridges space, which is not feasible with the AD on Co-Op placement and my overlapping courses. Victoria has reached out to Facilities to potentially install a lockbox so other executive members will be able to lock and unlock the food bank during opening and closing hours.

Miscellaneous

Met with McMaster Food Charter Council to discuss the presentation, organization, and wording of the Charter for release to the public.