



# REPORT

*From the office of the...*

## **Diversity + Equity Network Director**

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TO: Members of the Executive Board  
FROM: Ayesha Zahid  
SUBJECT: Diversity + Equity Network Report #3  
DATE: September 6<sup>th</sup>, 2023

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### **Yearplan Update**

DEN has successfully moved forward with many of its plans for August and September. Having successfully completed the planned Welcome Week events, we are now moving on to arranging our events for the month of September. However, we do not anticipate covering all the events scheduled for this month due to various reasons further discussed in the *Current Challenges* section.

### **Events, Projects, & Activities**

#### *General Service Usage*

DEN's service usage cannot be gauged accurately as we are in the process of training our executives who will aid in overseeing this. In addition, DEN has not posted anything beyond hiring posts (except for occasional promotional material on DEN's Instagram story). Tracking DEN's use at this point will not serve as useful yet. We anticipate increasing social media use, particularly as our events for September are in the works.

#### *Projects & Events: Welcome Week Recap: SSC Festival of Belonging*

DEN hosted an event in collaboration with the SSC as its first official event. Setting up in the green space between Whiddens Hall and Edwards Hall, allowed our Executive team to greet many first years. The event was hosted on August 30<sup>th</sup>, between 1 PM – 4 PM. Students participated in this event by decorating our canvas with culturally symbolic images and phrases. We hope to hang this piece in the Bridges office.



### *Projects & Events: Welcome Week Recap: Maroons Scavenger Hunt*

As for DEN's second event, it was a collaboration with the Maroons. The Bridges Space was used as part of a larger scavenger hunt which included many other services. The turnout for this event was low, however. It was hosted on September 1<sup>st</sup> between 1:30 PM and 3 PM.

### *Projects & Events: Welcome Week Recap: ClubsFest '23*

The last Welcome Week event included a booth in MUSC as part of ClubsFest '23. DEN brought materials including stickers, and buttons to aid with promotion of the service. Many students attended the event, allowing us to pitch our prospective volunteer hiring calls as well.

## **Outreach & Promotions**

### *Summary*

Instagram has been the primary platform through which Direct Messages have allowed DEN to promote its hiring initiatives. Engagement has been minimal on this platform as of recently, as training our Promotions 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*

*There are few updates as to the promotional aspect of our serve as we have halted posted. DEN has promoted its events through brief Instagram story shares and posts. The most recent posts on DEN's Instagram remain the same for now.*



## Content

Posts

Last 30 Days



### Reach



### Social Media Engagement since the Previous Report

The most recent posts on DEN's Instagram remain the same for now, as our budget is reserved for promotional material pertaining to larger events throughout the year. With this, we are anticipating reporting a greater usage of Instagram, as well as developing a Tik Tok for our service, in the next Report.

## Finances

### Budget Summary

DEN has successfully spent its allocated budget for Welcome Week related events. The main charge we anticipated related to booking a table for ClubsFest, stickers, and the supplies for the Festival of Belonging Event, and drinks and food for the Execs helping with the event. These costs totalled to around \$528.89.

### Executives & Volunteers

DEN has hired its entire Executive team, although we are now in the process of reaching out to hire volunteers as well. We have hired more members than last year as my AD's previous experience with DEN, allowed us to anticipate many of the issues that may arise with not hiring additional Executives. To prevent burnout and delegate tasks more effectively, we opted to hire between 1-2 additional Execs per committee.

### Successes

Apart from the exciting chaos of Welcome Week, our team cleaned the Bridges Office! This was a massive success as the space had not been cleaned out for years. Regretfully not having taken a before and after picture, it is something my

team is proud of accomplishing! Having done this, we are now more than ever excited to be opening up Bridges as well, seeing things come together.

### **Current Challenges**

As mentioned in the last report, hiring for the Bridges Coordinator role is set has been the greatest challenge. As we wait for this process to finalize, DEN cannot open its space to other clubs, or the student body itself as managing it would not be possible. An additional challenge my AD and I are experiencing, is cultivating a group dynamic. We have had few group socials and meetings yet with the collective team, which is why this is the case. However once a few group meeting are hosted, I'm optimistic we will have things figured out!