



# REPORT

From the office of the...

## WGEN Director

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TO: Members of the Executive Board  
FROM: Rijaa Khan  
SUBJECT: WGEN Report #2  
DATE: August 22<sup>nd</sup>, 2023

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### Yearplan Update

There were notable goals listed in WGEN's year plan for August.

- A) The goal for August was to complete round 1 of volunteer hiring. I am happy to say that all interviews have been completed and acceptance emails are being sent out.
- B) Planning for Welcome Week has been happening and the executive team have sent me their availability. WGEN will be helping out in peer support tents during the week.

### Events, Projects, & Activities

#### *General Service Usage*

WGEN is not currently operating in-person and the space is closed until September. We do not have a report on service usage, number of space users, or a summary of attendance.

#### *Projects & Events: Volunteer Hiring (On-Going)*

Our plan to open the applications for Safe(r) Space and Events & Advocacy Volunteers is completed, and hiring has been successful. The promotion and overall hiring process went quite well and the executive team, including our Volunteer Coordinators, helped out a ton.

#### *Projects & Events: Welcome Week (On-Going)*

Since Welcome Week is happening towards the end of August, we have been planning since July. We have ordered promotional materials such as stickers/pins/etc. We have also arranged a timeline for the number of execs who would like to be involved during the events of Welcome Week.

## Outreach & Promotions

### Summary

WGEN has reached out to several MSU services to re-post different promotional materials that we would like to repost on each other's pages. Our social media engagement has notably increased.

Moreover, in the preparation of Welcome Week, we have created stickers to utilize as promotional materials, which we have ordered from The Underground.

### Examples of Promotional Materials



### Social Media Engagement since the Previous Report

Insights: Overall Accounts and Content Reach	In the last 30 days, WGEN has had 2,542 accounts, with an increase of +249% individual accounts reached. The
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engagement also went up to +408% more accounts.

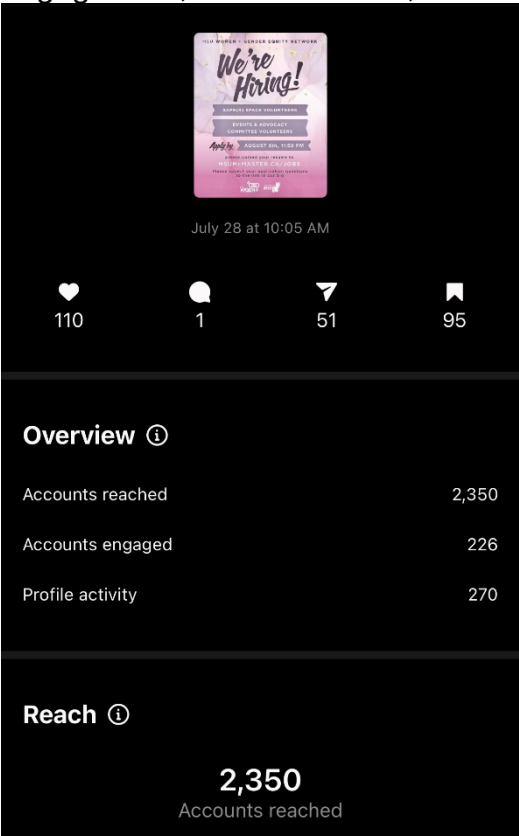
Last 30 Days ▾

Jul 24 - Aug 22

## Overview

You reached +249% more accounts compared to  
Jun 24 - Jul 23

Accounts reached	2,542 +249%	>
Accounts engaged	229 +408%	>
Total followers	1,438 +3.3%	>

<p>Hiring Post Outreach</p>	<p>Our volunteer hiring post had an amazing amount of engagement, as it reached 2,350 accounts.</p> 
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## Finances

### Budget Summary

We have had expenses in our promotional materials, which will be used throughout Welcome Week, Clubs Fest, and the entire school year.

ACCOUNT CODE	ITEM	BUDGET / COST
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PROMOTION	TOTAL SPENT IN LINE	\$423.00
	REMAINING IN LINE	\$1,577.00

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$6,750.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$423.00
REMAINING DISCRETIONARY SPENDING	\$6,327.00

## **Executives & Volunteers**

The morale for executives has been great – we have all introduced ourselves to one another, and the exec team is excited to participate in Welcome Week and Clubs Fest. The moral for volunteers is not yet applicable – WGEN is still in the process of sending acceptance emails.

## **Current Challenges**

We experienced some challenges with scheduling volunteer interviews; initially, there was some overlap with timings for interviewees. A solution for this was getting our Volunteer Coordinators to become involved, who helped us tremendously in the process of hiring everyone.

## **Successes**

We are happy about our continuous engagement on Instagram/socials, and how many number of accounts we reached, as it translated to a very large pool of applicants for both Safe(r) Space and Events & Advocacy volunteers. We are also very excited about the promotional materials that we created for the school year.