



REPORT

From the office of the...
Maccess Director

TO: Members of the Executive Board
FROM: Esther Liu (she/he)
SUBJECT: Maccess Report #3
DATE: September 18th 2023

Year Plan Update

Good morning! I am very excited to be here today. 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 training our executive team and Peer Support Volunteers (PSVs).
2. Maccess has participated in Welcome Week activities and Clubsfest.
3. Maccess is currently preparing to open up the in-person and online peer support space in late September.

Events, Projects, & Activities

General Service Usage

Peer support has not opened yet for Maccess. The projected opening date is the last week of September. As such, I will provide further updates then. However, we have had multiple requests to borrow our mobility aids; namely, our wheelchair. We have found that people are requesting mobility aids we do not have, such as a foldable wheelchair. In the future, we are hoping to accommodate for this in our budget.

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

Projects & Events: Peer Support Volunteer Hiring and Training (Complete)

We completed training in early September. Training was virtual, recorded, and created and presented with the executive team. We may plan for future trainings depending on volunteer interest.

Projects & Events: Promotion of Maccess (Complete)

We have promoted Maccess on the large screen TV in the MUSC atrium and have promoted ourselves at other Welcome Week events (i.e., Maroons

scavenger hunt, Spark webinar, Archway event, CA training). We plan on continuing to collaborate with other campus partners for visibility. Although this is marked as “complete”, we will be continuing to promote Maccess in other ways as we create our media strategy plan for the year.

Projects & Events: First Team Social (Complete)

As the entire team has been hired, we progressed to planning the team social. The social occurred on September 14th and was open to both executive and volunteer members. We also plan to have another team social at the end of the year to promote community and group cohesion.

Projects & Events: Outreach to MSU Services / Clubs (Ongoing)

The Maccess outreach team has been hired and is assisting in connecting with various MSU services and campus partners. We plan on building on existing relationships, such as with services we collaboratively offer peer support groups with, and new organizations that may also be focused on disability.

Projects & Events: Planning week long campaign (Ongoing)

Our next major goal for the executive team is to organize our week long campaign. Planning will occur until reading week in October and the campaign will occur in November.

Outreach & Promotions

Summary

My promotions executive and I have logged in to Maccess’ Instagram, Twitter and Facebook accounts. Both of us and my AD have also had a communications training call with Wooder. We will be solidifying our media strategy plan. We have also promoted for Clubsfest.

My promotions executive and I have:

1. Posted the graphic seen below to Maccess’ Instagram for Clubsfest.
2. Reposted the graphic to Maccess’ Instagram story and requested other MSU services to post it on their stories.
3. Reposted content from other MSU services to maintain good relations.

Promotional Materials



Instagram Post #1

[I.D.: graphic contains light pink map of MUSC and the BSB field indicating locations of club tables, with a red rectangle outlining the location of MSU Maccess's table in front of La Piazza]

Instagram Post #1 Statistics:

- Likes: 20
- Saves: 2
- Comments: 0
- Shares: 1
- Accounts reached: 435
- Follows: 0

Social Media Engagement since the Previous Report

I have included the insights for the past 30 days (August 13th to September 11th). As seen below, Maccess has had a smaller reach (-16.9%) which is a significant depreciation. However, we have increased our total followers on Instagram (+1.9%). I believe that this is partially due to a sudden, unsustainable burst for Welcome Week. Although we were, unfortunately, not as active, our in-person presence and increased word of mouth may have increased our follower count. Otherwise, continued and consistent use and largely because of cross posting from other services has helped us gain a wider audience.

Overview

You gained **24** more followers compared to Jul 14 - Aug 12.

Accounts reached	720 -16.9%	>
Accounts engaged	51 0%	>
Total followers	1,285 +1.9%	>

Finances

Budget Summary

Since the last EB report, we have used our budget for payments to the Underground for graphics and to Amazon and UberEats in preparation for the team social. We have not used the entire planned budget for our first team social and I am hoping that we can allocate those funds for our next.

6501-0118-0 MACCESS - ADV. MACCESS - ADV. & PROMO		\$2,000.00		
501-0118-030	MACCESS - ADV. & PROMO	250 4x5 double sided rave cards	\$72.00	28/08/2023 28/08/2023
6494-0118-0 MACCESS- Voluntee MACCESS- Volunteer Recognition		\$400.00		
494-0118-030	MACCESS- Volunteer Recognition	Fall Team Social Supplies - paint markers, canvas	\$58.30	9/1/2023 9/6/2023
494-0118-030	MACCESS- Volunteer Recognition	Fall Team Social UberEats	\$100.00	9/12/2023 9/12/2023
MACCESS				
<i>DISCRETIONARY EXPENDITURE</i>				
<i>Summary</i>				
TOTAL BUDGETED DISCRETIONARY SPENDING			\$7,500.00	
TOTAL ACTUAL DISCRETIONARY SPENDING			\$467.30	
REMAINING DISCRETIONARY SPENDING			\$7,032.70	

Executives & Volunteers

Both the executive and volunteer team are hired! Our team size has grown slightly from last year and we have emphasized the importance of in-person peer support to our team. The executive and volunteer teams have expressed excitement for their roles and for shaping Maccess this upcoming year. I have begun 1 on 1 meetings with the executive team and have shared their responsibilities. The volunteers will be reviewing their training and signing up for their peer support shifts. At the time of writing, our team social has not happened

but I have high hopes that this will be a great opportunity for us to all get to know each other!

Successes

I am very happy with everything that my Assistant Director, volunteers, and myself have accomplished! Hiring and training went smoothly with the help of the executives. I am very excited to open the space fairly early within the scope of Maccess history. We have a lot of new volunteers, so I am happy to introduce Maccess to new people!

Current Challenges

One of the current challenges is the business of the beginning of the school year. Executives are still easing into their positions while we try to get the peer support spaces set up. There are many different tasks that we must focus on so it may become hard to manage. However, through delegation, focus, and collaboration, we should be able to accomplish everything in a timely manner.

Miscellaneous

Thanks for your attention!