



REPORT

From the office of the...
PCC Director

TO: Members of the Executive Board
FROM: Michelle Caruso
SUBJECT: PCC Report 3
DATE: September 25th, 2023

Yearplan Update

As detailed in our year plan, the PCC has spent the last month getting ready to open our physical space, which opened this past Monday (the 18th). Working with our Executive Team, we have planned for first semester events and initiatives. We hired and onboarded Events & Advocacy and Peer Support Volunteers (second-year and above) and opened our second round of hiring, which is open to first-year and transfer students. We also updated the layout and various details within our physical space, and are in the process of adding new décor.

Some plans originally seen in our year plan have changed or been adjusted. Our Promotions Coordinator created Instagram post templates, and these are now being adopted by the Underground who will be making our Instagram posts throughout the year. Also, we wanted to begin our events starting in the second week of school, but due to scheduling conflicts, they are beginning next week (the fourth week of school). Lastly, we cannot our Heartstopper event because of streaming regulations.

Our Executives continue to be very excited about the PCC's activities and have put together great event plans, resource collections, and information posts.

Events, Projects, & Activities

General Service Usage

Our Instagram has gotten more active, with frequent posting of stories on our Instagram as well as posts on space opening, second-round volunteer hiring, and important queer and trans news.

Since opening our physical space on Monday, the space has been quite busy. Volunteers, executives, and community members hang out in the space, socializing and exploring our library of resources. At any time, there seems to be between 4 and 12 people in the space. For accuracy of reporting, I will get volunteers to count the numbers of space users during their shift.

Projects & Events: Hiring and Onboarding First-Round Volunteers (Complete)

All first-round volunteers have been interviewed, offered positions, trained, signed contracts. Both Events & Advocacy and Peer Support volunteers have begun their meetings or peer support shifts, respectively.

Projects & Events: Developing Instagram Post Templates (Ongoing)

Aditya, our Promotions Coordinator, has created various templates for us to use when developing Instagram Post templates throughout the semester. Just recently, Michael Wooder informed me that all posts must be created by the Underground. So, Aditya and the Underground will be meeting soon so that his templates can be adopted by the Underground for post creation throughout the year.

Projects & Events: Planning First-Semester Events and Initiatives (Ongoing)

Our Events Coordinators, Mikayla and Norah, have planned for the semester's various events. Some have been fully organized with rooms booked, and some require more planning and development, especially as these are often partnerships with other student organizations.

Projects & Events: Hiring and Onboarding Second-Round Volunteers (Upcoming)

As applications for second-round volunteers just opened today, I will consider this upcoming. This hiring round is open to first years and transfer students. We will be reviewing these applications and sending out interview offers after the application deadline closes on October 6th.

Outreach & Promotions

Summary

Our outreach and promotion activity has mainly been done over Instagram, and includes:

- Collaborating with other MSU members by promoting each other's Instagram posts on our own Stories
- Posting information posts on our Story
- Posting an informative/support-offering post about the anti-SOGL protests on September 20th
- Posting about our physical space opening
- Posting about second-round hiring

We also answer students' Instagram Direct Messages and emails. Additionally, we engaged with students at ClubsFest.

Promotional Materials

MSU PRIDE COMMUNITY CENTRE OPENING
MONDAY, SEPTEMBER 18TH

HOURS
MONDAY: 10AM - 4PM
TUESDAY: 10AM - 8PM
WEDNESDAY: 12PM - 8PM
THURSDAY: 10AM - 8PM
FRIDAY: 10AM - 4PM
SEPTEMBER/OCTOBER ONLY

We are saddened by news of the planned protests against sexual orientation and gender inclusivity's place in Canadian schools. It is disheartening to witness resistance to progress, and to the promotion of a more inclusive and equitable environment for Canadian children.

We understand the emotional toll such an event can take. The PCC encourages you to drop in anytime to connect, share, and find solace as our community moves forward from this radical display of prejudice and intolerance. Additionally, the top link within our Linktree will lead you to a webpage with various supportive resources.

Queer, trans, and questioning students: you are worthy and loved. You deserve to be surrounded by individuals who celebrate and embrace you for exactly who you are.



**First-Year & Transfer Student
VOLUNTEER
HIRING**

MSU Pride Community Centre

- Events and Advocacy Volunteer
- Peer Support Volunteer

Apply by **Friday, October 6th at 11:59pm**
For more info and to apply visit the Linktree
in our bio: [Linktr.ee/msupridecommunitycentre](https://linktr.ee/msupridecommunitycentre)

PRIDE MSU

Social Media Engagement since the Previous Report Overview

You reached **+65.4%** more accounts compared to Jul 22
- Aug 20

Accounts reached	1,567 +65.4%	>
Accounts engaged	365 +693%	>
Total followers	1,746 +3.8%	>

Over the last 30 days, the PCC has seen significant development in our social media engagement. 65.4% more accounts have been reached, and 693% more accounts have been engaged. Total followers have increased by 3.8%. We attribute this to our more frequent posting, our community engagement at ClubsFest, and the promotion of our service by other McMaster organizations.

Finances

Budget Summary

Since our last report, our only cost has been registering for Clubsfest. I have also put in two PO orders for event supplies and physical space resources.

Once new concern is the increased costs of advertising and promo now that the Underground will be designing all of our posts. Once, we meet with them, we will have a better understanding of how much money will be spent.

ACCOUNT CODE	ITEM	BUDGET / COST
6102-0119-0300	ClubsFest registration	\$20
SUPPLIES	TOTAL SPENT IN LINE	\$20
	REMAINING IN LINE	\$3980
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7550.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$438.50
REMAINING DISCRETIONARY SPENDING		\$7111.50

Executives & Volunteers

Executives and Volunteers seem happy in their roles and excited for the year ahead. I have begun scheduling our Exec team in for one-on-one meetings over the first week of October. These will not be performance appraisals, but will be check-ins on how they are doing, if they need any support, and if they have any concerns. Today, I began planning for a meeting with all Peer Support Volunteers sometime in October, to go over their first month in the roles.

Successes

We opened our space! Community member turnout has been great so far, and two students have told me that they already feel the year will be great and even better than what they experienced last year. They also mentioned that they appreciate the enhanced organization and training implemented in volunteer management.

Current Challenges

We were not aware that all media must be created by the Underground. Now that we are waiting to meet with them to create content together, it has pushed back our plans to post various resources/information posts.

Another challenge on my end is the amount of time this role requires. I am regularly going over my 14-hour weekly maximum. While I don't mind the significant amount work I am doing, it is undoubtedly draining. Thankfully, it will lessen after these first few weeks of planning, changes, and "getting ready" pass.

Miscellaneous

N/A.