



# REPORT

*From the office of the...*

**WGEN Director**

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TO: Members of the Executive Board  
FROM: Rijaa Khan  
SUBJECT: WGEN Report #3  
DATE: October 2<sup>nd</sup>, 2023

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## Yearplan Update

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

- a. The goal for September was to start round 2 of volunteer hiring. Applications closed this week, and we are in the process of grading the applications and sending out interview offers. Interview offers will be sent out next week. We hoped to have round 2 of volunteers hired by mid-October, and we are currently ahead of our initial schedule.
- b. Planning for Halloween Social
  - a. Although not part of original year plan, we are really happy that we are about to do a WGEN Halloween event. The event planning is currently ongoing, but the location, the Altitude Bonfire pit, has been chosen and booked for October 23<sup>rd</sup>.
- c. Planning for Meet the Execs
  - a. Promotions Coordinators and the rest of the team are working on creating "Meet the Execs" posts for our socials, so the broader McMaster community can become familiar with the 2023 WGEN team.
- d. Planning for (Trans)forming Mac
  - a. With our first campaign, (Trans)forming Mac, happening in November, we have started planning earlier than our original planned timeline on the yearplan. This makes us hopeful for some creative and exciting events to come.

## Events, Projects, & Activities

### *General Service Usage*

WGEN has had service usage through our discord, where some folks have reached out for peer support. Since we were only able to train our volunteers mid-September, we could not open the space right away. In order to ensure all volunteers are properly trained in peer support, we have prioritized the quality of our service, and currently aim to open the physical space by next week.

However, online service usage has been wonderful, and throughout the month we have had up to 12 individuals reach out for peer support or resource requests through our socials/peer support discord. We expect the number of service users will increase dramatically when the physical space opens.

*Projects & Events: Volunteer Hiring, Round 2 (Upcoming/On-Going/Complete)*

The second round of volunteer hiring is currently underway. Applications have been submitted and we are currently marking applications. As soon as interview offers are sent, we hope to send final offers by mid-October.

*Projects & Events: Halloween Bonfire: Spooky Stories (Upcoming - October)*

Planning for a WGEN Halloween Bonfire (the first in 5 years!) is currently on-going, and the date has been finalized for October 23<sup>rd</sup>. Again, executives are currently creating an itinerary, and there is a lot of excitement!

## **Outreach & Promotions**

*Summary*

WGEN has reached out to several MSU services to re-post different promotional materials to boost our engagement. WGEN has done the same for other MSU services. Our social media engagement has notably increased. The number of followers has also increased.

With the second round of volunteer hiring, we had about the same amount of engagement as the first round. To try and push engagement with our hiring post even further, promotion was increased towards the end of it. For example, the use of a reminder post about the deadline and reposting on our story multiple times was effectively done to increase engagement.

*Promotional Materials*

Material used for Volunteer Hiring Promotion:

**Reminder!**

The deadline for WGEN volunteer positions is fast approaching!

Safe(r) Space Volunteer and Events Committee Volunteer Positions Available

Apply by September 24th, 11:59 PM through the link in our bio!






MSU WOMEN + GENDER EQUITY NETWORK

# We're Hiring!

## Round 2

SAFE(R) SPACE VOLUNTEERS

EVENTS & ADVOCACY COMMITTEE VOLUNTEERS

*Apply by* SEPTEMBER 24, 11:59 PM

please upload your resume to  
[MSUMcMASTER.CA/JOBS](https://msumcmaster.ca/jobs)

Please submit your application questions to the link in our bio




Material for “Meet the Execs” posts (*Upcoming*):



meet the 2023-2024  
**WGEN EXECES**

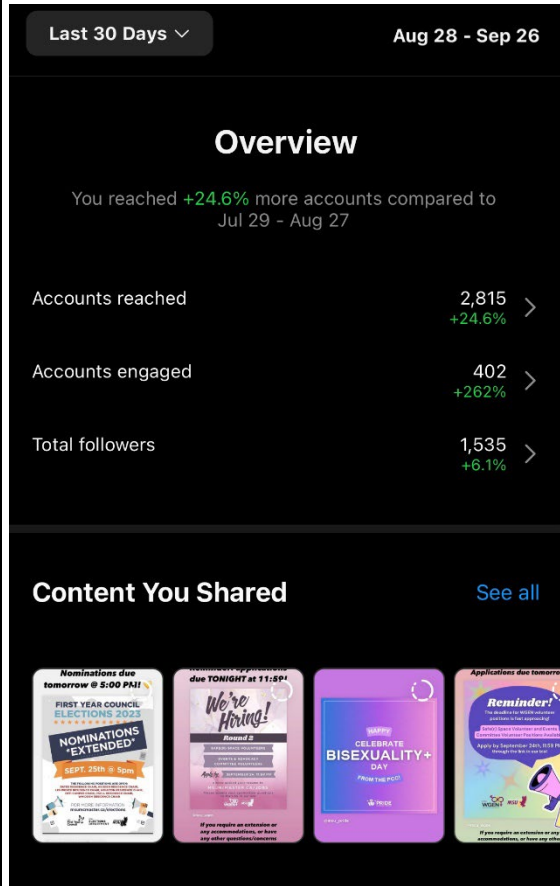
We are so pleased to finally introduce the WGEN Executives!

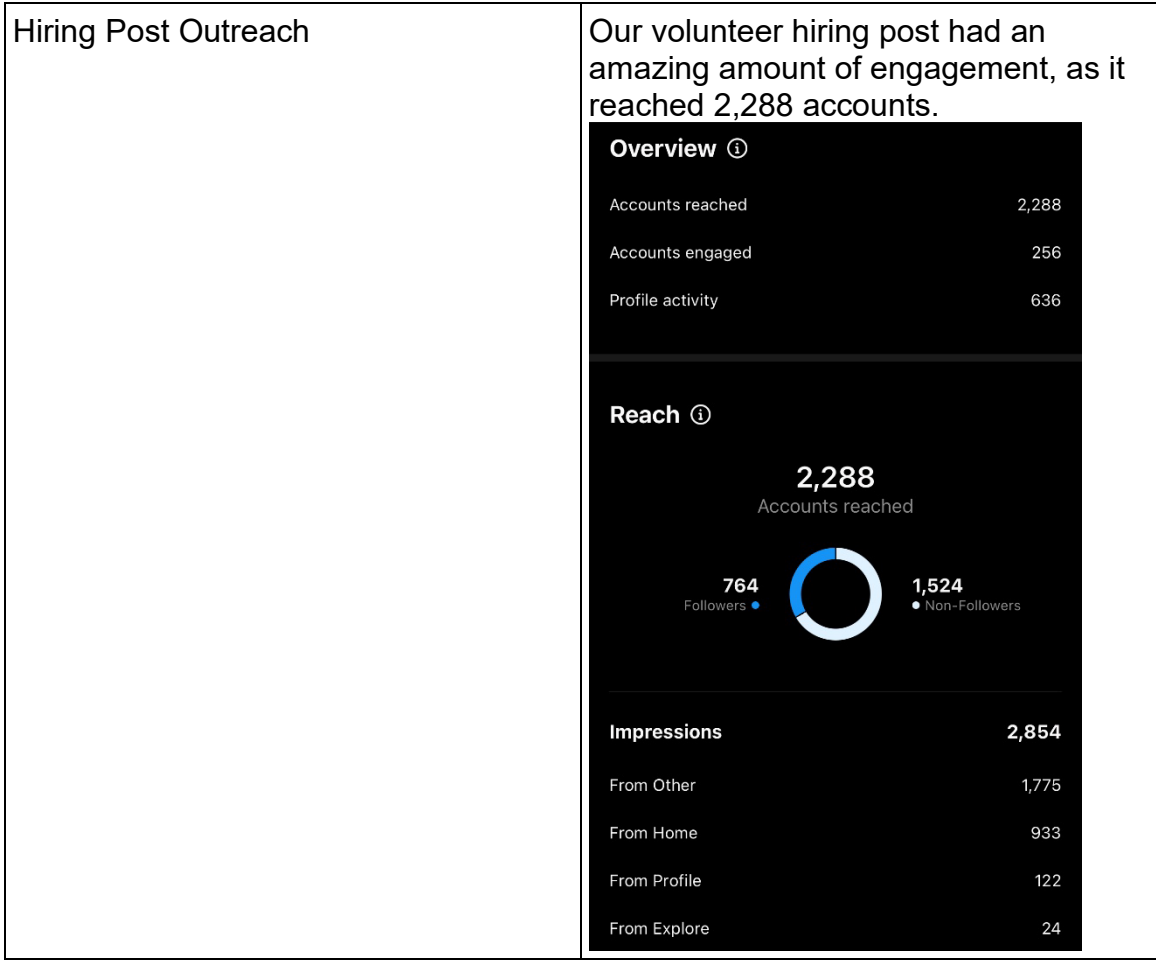
Stay tuned to meet them in our next few posts!

## Social Media Engagement since the Previous Report

Insights: Overall Accounts and Content Reach

In the last 30 days, WGEN has had 2,815 accounts, with an increase of **+262%** individual accounts reached. The engagement also went up to **+24.6%** more accounts.





**Finances**

*Budget Summary*

As the space opens, we are anticipating using about ~\$50.00 for supplies (sanitary supplies, some decorations, etc). We are currently in the process of organizing all the items we might need for the space in terms of priority and what absolutely needs to be restocked.

We are also anticipating a \$125.00 cost for the upcoming WGEN Bonfire on October 23<sup>rd</sup> which will be sent to Altitude. Alongside that cost, we will likely spend ~\$50.00 on snacks for attendees (marshmallows, etc).

Lastly, we are in the planning stages of Transforming Mac (Upcoming: November). This is one of our three major campaign weeks. We have allocated a larger budget for this event, and some execs/volunteers are currently brainstorming potential event/workshop speakers. Since the cost of speakers can certainly vary, we do not have a concrete idea of how much we may spend, but we are remaining within our budgeted discretionary spending for the campaign. As of right now, however, we have not spent any budget since the last EB report. The spendings listed above are anticipatory costs for October-November but they are certainly notable.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
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Promotions	TOTAL SPENT IN LINE	423.00
	REMAINING IN LINE	\$1,577.00
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$6,750.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$423.00
<b>REMAINING DISCRETIONARY SPENDING</b>		\$6,327.00

### **Executives & Volunteers**

Moral of executives has been great in terms of weekly meeting attendance, which has been quite high (90% or above). Execs have separate group chats with their co-exec (e.g., promo team) to encourage open communication, which has been significant as well, since all execs are caught up on their respective tasks. The bonfire has been something to look forward to, and execs are in the midst of planning the itinerary.

In terms of the volunteers, we had our first training session on September 16<sup>th</sup>. Attendance was high as well (80% attendance). The training session encouraged open discussion between volunteers on different situationals they might run into as peer support volunteers (both Safe(r) Space and Events Committee volunteers) which gave volunteers a chance to bond as well.

With our second round of volunteer hiring now, one of our goals is to ensure volunteer bonding across both cohorts of round 1 and round 2 volunteers. Since the second round of volunteers will of course have a separate training day (which is tentatively planned for October 14<sup>th</sup>) so they will not have the chance to bond with earlier hires. One way which we might approach this is having a small volunteer social in October, so that even if they have not been able to bond during the same training session, all the volunteers can get to know each other through their volunteer positions and the social as well.

### **Successes**

Since we are relatively ahead of our original yearplan, we are quite happy. The process of planning for upcoming events such as the Halloween bonfire and (Trans)forming Mac has also created an air of excitement, and execs have been thoroughly involved and productive with this planning.

The Peer Support training day for Volunteers (Sept 16) went quite well. We were able to train volunteers on everything we had planned, from peer support to

different situationals/scenarios, and we had high attendance. We will use this successful training day as a reference for when we train our second round of volunteers in October.

### **Current Challenges**

The number of volunteers that were hired from round one was on the lower end. This has caused some worry, because the physical WGEN space relies on WGEN's Safe(r) Space volunteers. With round 2, we did have a higher number of applicants, but since we do not yet have a final number, we are in a state of uncertainty. One way in which we are dealing with this challenge is extending the shift sign-ups for the WGEN executives, who are already trained in peer support, and a good number of execs have signed up. We hope that this will curb the potential of having a lower number of volunteers this year, so the physical space can continue to operate at our planned hours.