



REPORT

From the office of the...

Maccess Director

TO: Members of the Executive Board
FROM: Esther Liu (she/he)
SUBJECT: Maccess Report #4
DATE: October 30th 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 and we are planning our upcoming events. Otherwise, we have generally been following our guide to the year plan.

In particular:

1. Met with various groups for campus initiatives (such as AccessMac, students to get Braille on campus, and others for our weeklong campaign later in November).
2. Completed check in 1-on-1s with all executive members

Events, Projects, & Activities

General Service Usage

In-person peer support has opened since late September for Maccess. I've connected with some of our volunteers and executives during peer support hours. We have visitors coming in and it has been running relatively smoothly. Unfortunately, we have had some volunteers not show up to their shifts but we've reached out to them and will provide further updates once they respond. We are also in the process of setting up online peer support but are prioritizing creating community circles and volunteer-executive bubbles.

Otherwise, we are connecting with other groups to organize our weeklong campaign, such as AccessMac to have a larger, more promoted week.

Projects & Events: Executive 1-on-1s (Complete)

I've completed executive 1-on-1 meetings with all my executive members to gain a better understanding of their goals and how to support them. We have begun to integrate and work on their goals, such as increased promotion for Maccess.

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

Our team has reached out to various MSU services to collaborate in the future (such as for events and community circles).

Projects & Events: Planning weeklong campaign (Ongoing)

We have continued planning our weeklong campaign. All of the Maccess executives are in the process of sorting out the logistics of the events and, at the time of writing, we will be meeting this week to finalize them and submit EOHSS forms.

Outreach & Promotions

Summary

My promotions executive and I have logged in to Maccess' Instagram, Twitter and Facebook accounts. We are continuing to promote the opening of our peer support space and various other events. We are also in the process of sharing our executive introduction posts, weekly disability trivia posts, and volunteer highlights. We will also be reaching out with Wooder to prepare for an interview with CFMU.

Promotional Materials



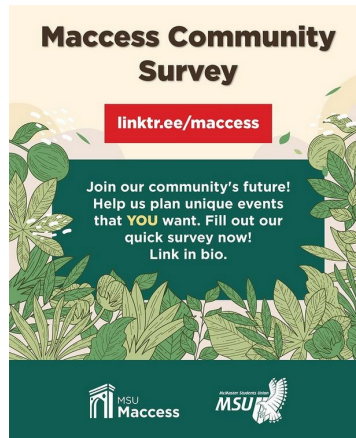
Instagram Post #1

[I.D: Image has a light green background with confetti around the border. White font centered at the top of the graphic reads “ Maccess Space Opening.” Underneath, white font inside a red rectangle reads “September 28th.” Underneath, still centred, smaller white font reads “ We’re opening up in-person! Come visit us during our hours!”. Below that, a thin white line divides the graphic horizontally. Underneath the white line, bold, white font reads “Mon-Fri MUSC B111.” Below that, font in the same size, but unbolded, reads “10am-4pm weekly”. Towards the bottom of the graphic, the same white-bolded font reads “Discord times to be released”. A dark green rectangle horizontally spanning the bottom of the graphic contains the Maccess logo, the MSU logo, as well as the Maccess Facebook and instagram accounts.]

Instagram Post #1 Statistics:

- Likes: 38
- Saves: 7

- Comments: 0
- Shares: 30
- Accounts reached: 639
- Follows: 0



Instagram Post #2

[I.D: Cream background with bold dark brown lettering at the top reading “Maccess Community Survey.” Underneath, a red rectangular textbox with smaller white font reads “linktr.ee/maccess” Underneath, a dark green rectangular textbox reads ‘Join our community’s future! Help us plan events that YOU want! Fill out our quick survey now! Link in our bio.’ Dark and light green leaves populate the empty space around this textbox. At the bottom, a dark green rectangular spans the graphic horizontally and contains the MSU and Maccess logos in white.]

Instagram Post #2 Statistics:

- Likes: 11
- Saves: 0
- Comments: 0
- Shares: 2
- Accounts reached: 372
- Follows: 0

Social Media Engagement since the Previous Report

I have included the insights for the past 30 days (September 25th to October 24th). As seen below, Maccess has had a larger reach (30.7%) which is a significant increase. We have also increased our total followers on Instagram (+1.7%). I believe this is a result of our increased posting and events since Welcome Week. As always, otherwise, continued and consistent use and largely because of cross posting from other services has helped us gain a wider audience.

Overview

You reached **+30.7%** more accounts compared to Aug 26 - Sep 24

Accounts reached	841	>
	+30.7%	
Accounts engaged	73	>
	+180%	
Total followers	1,313	>
	+1.7%	

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 for our team social and snacks for the Maccess space. We unfortunately went over budget and I am still in the process of sorting this out.

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- Volunteer		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

Our entire executive and volunteer teams have been finalized for some team. Currently, our team is meeting weekly and also meeting in their subcommittees. Each week, we dedicate 15-20 minutes to checking in and getting to know each other. Otherwise, we are creating volunteer-exec bubbles to create a stronger intra-service connection and are also beginning to scout out ideas for our end of year social.

Successes

The space is successfully opened and this DisVisibility Week should be big this year as we are collaborating with AccessMac! In addition, my executives are planning on revitalizing older events that interested them and are brainstorming other events as well.

Current Challenges

One of the challenges is coordinating times due to midterms and assignments. Unfortunately, we had to push back planning for our campaign but it luckily worked out as we pushed back the date to match with AccessMac.

Miscellaneous

Thanks for your attention!