



# REPORT

*From the office of the...*

## PCC Director

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TO: Members of the Executive Board  
FROM: Michelle Caruso  
SUBJECT: MSU Pride Community Centre Report 4  
DATE: October 30<sup>th</sup>, 2023

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### **Yearplan Update**

The PCC is running well. Perhaps our top priority over the last month has been to see what needs fixing. Last week, I conducted one-on-one meetings with executives to see what adjustments they felt would benefit the PCC. Together, we planned some change implementation plans. For example, we felt that the pipeline used to create information posts needed to be revised. This week, we began using our new pipeline, and we find that the process is now much more efficient.

As detailed in our year plan, we have conducted second-round hiring. Next week is their first week as PCC Volunteers.

We have finalized all event plans for the semester, and now are busy with planning Queer Prom, which is set to happen in March. Events continue to be well-received by community members.

A few PCC activities differ from those set in our year plan - for example, we decided to have our AIDS Awareness campaign in December. The year plan was created when only Allison and I were on the team. Now that our Executive team's input and availability is factored into our decision-making, certain adjustments needed to be made.

### **Events, Projects, & Activities**

#### *General Service Usage*

The PCC's physical space is always in use by community members. Volunteers who were also on the team last year have commented that students are more frequently requesting peer support or seeking resources, which we are consistently able to provide. From opening to closing, there are at least 1-10 community members (not including volunteers) in the space.

Our events have been quite popular. Last year, we struggled with attendance at BIPOC-specific events; only 3-7 non-volunteer students in attendance was common. At our BIPOC Movie Night, over 15 community members were in attendance.

*Projects & Events: Hiring and Onboarding Second-Round Volunteers (Complete as of Monday the 30<sup>th</sup>)*

All second-round (first year and transfer students) volunteers have been hired and are expected to be trained and have their contracts signed by Monday the 30<sup>th</sup>.

*Projects & Events: Planning First-Semester Events & Initiatives (Complete)*

All first-semester events and initiatives have been planned and booked. In November, we will plan for second-semester events and initiatives.

*Projects & Events: Planning the Instagram's Information Posts (Ongoing)*

Our Social and Political Advocacy Coordinator, Kendal, has spearheaded the planning of this semester's information posts. Posts for the rest of the semester are to be finalized this coming week, and the monthly themes for second semester are to be finalized sometime before December.

## **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 account
- Posting event notification posts on our account
- Reposting important resources from other accounts on our story
- Answering students' Instagram Direct Messages and emails
- Posting engaging polls for students to answer

## Promotional Materials



## Social Media Engagement since the Previous Report

### Overview

You reached +17.2% more accounts compared to Aug 27  
- Sep 25

Accounts reached	2,993	>
	+17.2%	
Accounts engaged	689	>
	-3.1%	
Total followers	1,828	>
	+3.2%	

The PCC has seen moderate increases in our accounts reached and total followers. Last EB Report, the increases were much higher, due to students interacting with our Instagram account after not doing so over the summer. Our number of accounts engaged has lessened. We hope to improve this statistic with our recent implementation of Story question polls.

## Finances

### *Budget Summary*

This month, we have spent money on funding our various events and initiatives.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
6102-0119-0300	Bingo Night #1 gift cards	60.00
	Bingo Night #2 gift cards	75.00
	Bracelet-Making Night materials	248.18
<b>SUPPLIES</b>	<b>TOTAL SPENT IN LINE</b>	<b>\$403.18</b>
	<b>REMAINING IN LINE</b>	<b>\$3 596.82</b>
5003-0119-0300	Shelving units and baskets	130.00
	<b>TOTAL SPENT IN LINE</b>	<b>\$130.00</b>
	<b>REMAINING IN LINE</b>	<b>\$70.00</b>
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		<b>\$7 550.00</b>
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		<b>\$951.68</b>
<b>REMAINING DISCRETIONARY SPENDING</b>		<b>\$6 598.32</b>

## Executives & Volunteers

Executives continue to be excited about the work that they do. They enjoyed the ability to put their requests for change into action after having our one-on-one meetings.

Our volunteers seem very happy with their roles and the current actions of the PCC. This Friday, October 27th, I am meeting with them for an all-day, drop-in check-in session. Allison conducted one-on-one meetings with the Events & Advocacy Volunteers, who all were very happy in their roles so far.

## Successes

Most importantly, our greatest success is the enjoyment that the PCC is bringing to students at McMaster. I am nearly overwhelmed with compliments I receive

from space users and volunteers on their enjoyment of the physical space, of events, and of our social media activities.

### **Current Challenges**

As we enter winter, it is not uncommon for students to be sick. Peer Support Volunteers (PSVs) have been unable to attend their shifts, and many times, no other students are able to cover for them. As we have just hired six new PSVs, we hope that cancelled shifts will get covered more often.

### **Miscellaneous**

N/A