



REPORT

From the office of the...

WGEN Director

TO:	Members of the Executive Board
FROM:	Rijaa Khan
SUBJECT:	WGEN Report #4
DATE:	November 1 st , 2023

Yearplan Update

There were notable goals listed in WGEN's year plan for October:

- a. The goal for October was to wrap up round 2 of volunteer hiring.
 - a. Interviews have now been completed and a training day has been finalized for new hires.
 - b. We are in the process of awaiting contracts from new volunteers, and as soon as training is complete, we will add new volunteers into WGEN's already existing peer-support schedule in the WGEN space.
- b. Community Care Groups
 - a. All WGEN Community Care Groups had running opening dates between October 23rd – October 30th. All Groups are now successfully running in the WGEN space after our normal peer support hours.
 - b. We had more care groups than we originally anticipated in the year-plan, which is exciting.
- c. Spooky Social – Halloween Bonfire
 - a. Our Halloween Bonfire, which was planned earlier in the year, took place on October 23rd. It was a success, and we were happy about the turnout! ~20 or so people attended throughout the night.
- d. Planning for (Trans)forming Mac
 - a. Our first campaign, (Trans)forming Mac, is happening November 20th – 24th. We have been planning for it since September.
 - b. The allocated budget has been finalized.
 - c. All event dates, locations, and descriptions have been finalized.
 - d. Promotions are in the process of being finalized with The Underground.
 - e. EOHSS forms for all events have been submitted and awaiting approval.
 - f. Our last steps are to submit POs for supplies needed across different events. The goal is to submit those POs by the end of this week.

Events, Projects, & Activities

General Service Usage

The space opened towards the end of September, and we've since had a surge in physical service usage. Based on intake forms from Safe(r) Space volunteers, we have had 110+ people stop by the physical space in the few weeks we have been open! Amongst the 110+ people who have stopped by, more than 30 people have been consistently seeking peer support.

Community Care Groups, which are an extension of the peer support WGEN offers (but more identity-specific, e.g., closed peer support for Trans and Nonbinary Folks) has also been good. A notable number of people have signed up. Across all community care groups, 20+ people have signed up to attend. As a couple of weeks pass and groups get more settled, we will make note of actual attendance in care groups as well.

Online service usage has also grown since the physical space opened, with about ~18 service users interacting with our online discord. Some service users have also interacted with our Facebook and Instagram to seek peer support, but this number has been lower than our discord, with about 5-6 people interacting.

Projects & Events: Volunteer Hiring, Round 2 (Complete)

The second round of volunteer hiring is now complete. Interviews are completed and a training day has been finalized for new hires. We are awaiting contracts from new volunteers. As training is completed, new volunteers will be added into WGEN's already existing peer-support schedule.

Projects & Events: Halloween Bonfire: Spooky Stories (Complete)

WGEN's first Bonfire in over 5 years was a success! It was a good way for the community to relax and get to know one another amidst the stress of midterms.

Projects & Events: Community Care Groups (On-Going)

The following Community Care Groups have begun running in the WGEN space:

- Let's Get Lit(erary)!
 - Started week of October 30th, 2023 (Mondays, 5:30 – 6:30 PM)
 - A community care group centered on transformative literature, focusing on passages from cornerstone historical texts and present-day issues. Themes related to gender equity, disability justice, and queerness will be highlighted and discussed.
- Well-being Circle
 - Started week of October 30th, 2023 (Wednesdays, 7:00 – 8:00 PM)
 - A discussion group for folks who experience disability, neurodiversity, and chronic illness to discuss their lived experiences in order to validate, support, and care for one another. Community-oriented and led through peer support.

- Survivors
 - Started week of October 30th, 2023 (Thursdays, 5:30 – 6:30 PM)
 - Survivors is back! Survivors is a closed and confidential peer support group for survivors of sexual violence, intimate partner violence, and gender-based violence to discuss, validate, and share their experiences based on their comfort level.
- Trans + Nonbinary Community Care Group
 - Started week of October 30th, 2023 (Thursdays, 6:30 – 7:30 PM)
 - A closed peer-support group for transgender and non-binary folks to discuss, validate and share their lived experiences.
- South Asian Diaspora Art Group
 - Started week of October 30th, 2023 (Fridays, 5:30 – 6:30 PM)
 - A closed peer support group for South Asian women, trans folks, and non-binary folks. A place for folks to do art based on weekly prompts and discuss, validate, and share their lived experiences.

Projects & Events: (Trans)forming Mac (Upcoming)

Again, our first campaign, (Trans)forming Mac, is happening November 20th – 24th. We are all looking forward to this upcoming campaign as it's WGEN's first campaign this year! Some notable progress has been made. Firstly, the allocated budget has been finalized. Event details, such as dates and preferred locations as well as descriptions have been defined as well.

(Trans)forming Mac Itinerary:

- Monday, November 20th
 - Trans Day Vigil in the WGEN space (10:30pm – 12:30 pm)
 - Heart to He(art) - an art gallery event focusing on showcasing queer artists (5:30pm – 7:30 pm)
- Tuesday, November 21st
 - String Along Social – bracelet making event (5:30pm – 7:30 pm)
- Wednesday, November 22nd
 - Caffeine and Cadence – an open mic night, platform for queer and trans folks where drag is welcome and encouraged! (5:30pm – 8:00pm)
- Thursdays, November 23rd aa
 - Postcards to the Past – an event where we can write letters to our younger selves. For queer folks, trans folks, and their friends (5:30pm – 7:30pm)
- Fridays, November 24th
 - Pride & Popcorn – classic movie night for queer folks, trans folks, and their friends (6:00pm – 9:30pm)

Currently, we are in the process of finalizing promotion with The Underground. They have sent us preliminary designs and our Promotions Coordinators are currently in conversation with them to ensure that the final rendition is complete soon. Logistics

coordinators have also been working with myself and Thifani, our Assistant Director, to ensure that all EOHSS forms are submitted. They are now all awaiting approval. Our last steps are to submit PO forms for supplies needed across different events. The goal is to submit those POs by the end of this week.

Outreach & Promotions

Summary


As we have done in the past, WGEN has reached out to several MSU services to re-post different promotional materials to boost our engagement. We have done the same for other MSU services. Our social media engagement has stayed relatively the same, but we have had more engagements in posts related to events (e.g.: bonfire). One potential reason for this could be the fact that folks are interested in how events actually look like at WGEN, and our current posts help to showcase how events went. We are hoping this encourages more people to come to our events, so there is a better translation from social media engagement to actual attendance of events. Lastly, the number of followers on our social media platforms have also increased.

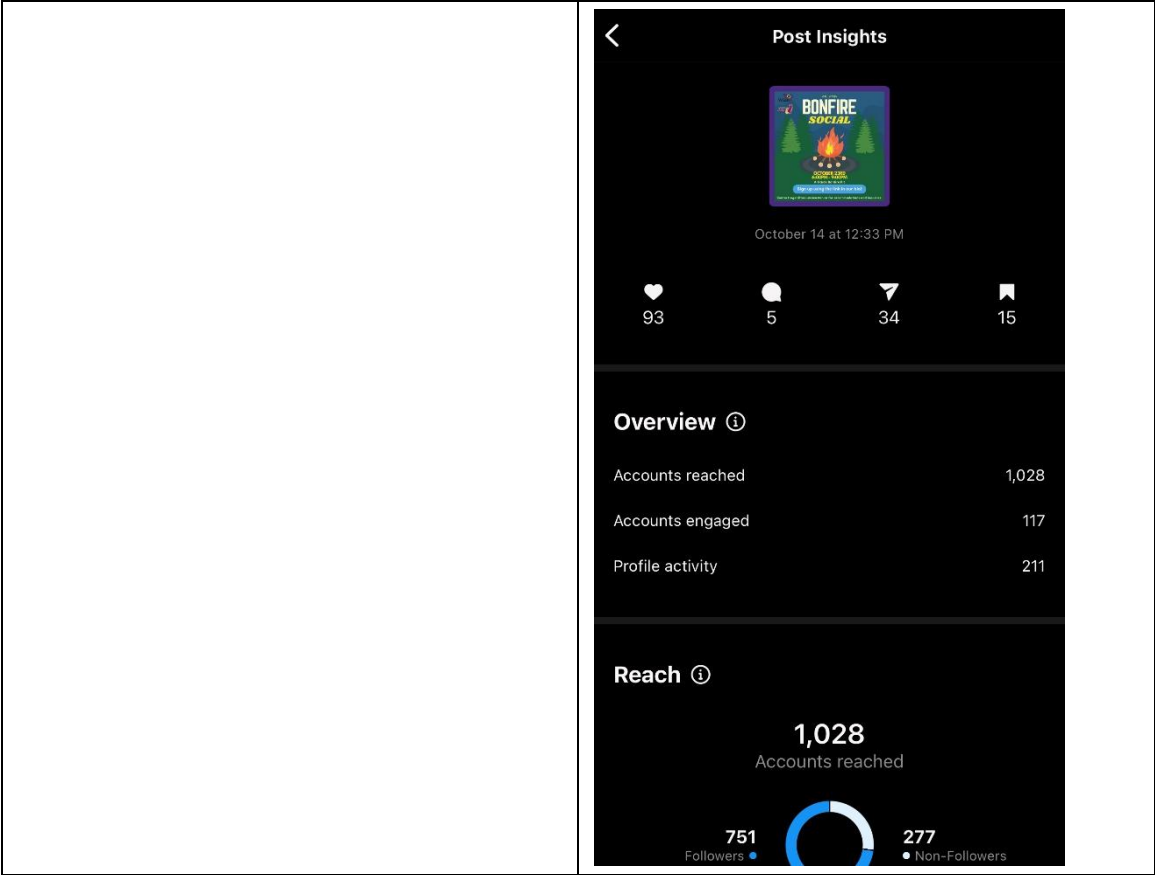
Promotional Materials

Material used for Halloween Social:



Social Media Engagement since the Previous Report

<p>Insights: Overall Accounts and Content Reach</p>	<p>In the last 30 days, WGEN has had 2,373 accounts, with a decrease of -18.7% individual accounts reached. Our total follower count went up +1.6%.</p> 
<p>Halloween Social Post Outreach</p>	<p>Our Halloween bonfire social post had a good amount of outreach, reaching 1,028 total accounts. We had 15 people save the post, which translated to 22 sign-ups for the actual Bonfire.</p>



Finances

Budget Summary

We are currently awaiting an invoice from the Altitude for WGEN’s Bonfire Social. They sent an initial quote of \$125.00 quote earlier in October for this event. The event had other expenses, such as snacks for attendees, which cost \$56.84 in total.

Currently, we have purchased a \$300.00 promotional package from The Underground for the campaign posters of (Trans)forming Mac (Upcoming: November 20th-24th). We are in the process of finalizing POs for other supplies needed for the campaign. Right now, the allocated budget for the campaign is \$600.00 (excluding cost of Promotional Materials). We have planned to spend a total of \$485.00 for supplies needed across all events. This includes electric candles for the Trans Day Vigil, bracelet making supplies for our String Along Social, art supplies, and more.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0308-0300	OFFICE SUPPLIES	
	TOTAL SPENT IN LINE	0.00

	REMAINING IN LINE	\$50.00
6102-0308-0300	ANNUAL CAMPAIGNS	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$2,800.00
6103-0308-0300	SPECIAL PROJECTS	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1000.00
6494-0308-0300	VOLUNTEER RECOGNITION	
	<ul style="list-style-type: none"> • WGEN Bonfire Social - Snacks (Smores, Chips, Snacks) 	\$56.84
	TOTAL SPENT IN LINE	\$56.84
	REMAINING IN LINE	\$343.16
6501-0308-0300	ADVERTISING & PROMOTION	
	<ul style="list-style-type: none"> • Clubs Fest Table • Year-round diverse promotional materials (stickers, etc.) • (Trans)forming Mac - Multi-Event Digital Campaign Promo 	
	TOTAL SPENT IN LINE	\$723.00
	REMAINING IN LINE	\$1,277.00
6804-0308-0300	TRAINING EXPENSES	
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$500.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$6,750.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$779.84
REMAINING DISCRETIONARY SPENDING		\$5,970.16

Executives & Volunteers

For WGEN executives/coordinators, morale has been quite high, despite stress from midterms. Weekly meeting attendance has remained at the higher end, with 80% or above attendance from the entire executive team. Communication in specific executive group chats (e.g., volunteer coordinators group chat) has been significant as well, since all execs are caught up on their respective tasks.

In terms of the volunteers, morale has been high in the WGEN space, and volunteers have been successfully completing shift-intake forms after their respective peer support shifts. Since WGEN opened, we have had 59 shift-intake form responses from volunteers. All WGEN volunteers and executives have a collective group chat with Thifani and I, so open communication has also been great, and problems that arise (e.g., someone having to miss their shift due to a time conflict) have been easily solved, with someone else being able to cover the shift.

Successes

Since we are relatively on top of our year-plan, we are quite satisfied. The process of planning for (Trans)forming Mac has created an air of excitement, and executives and volunteers have been thoroughly involved with the planning.

The bonfire was a great success, with a notable turnout from our executives and volunteers. Everyone had a good time!

Volunteers and executives have been deeply involved in the Community Care Groups, as many of them are facilitating and running these groups together. With the success of these care groups and higher sign-up than we originally anticipated, everyone is quite thrilled. The entire team is looking forward to (Trans)forming Mac.

Current Challenges

We have currently planned an entire day of training for our second round of volunteer hires, but the attendance for this event is lower than September's training day. For this reason, we are worried about successfully training all volunteers in a timely manner. One way we are overcoming this obstacle is by offering asynchronous training, by making modules and slides available online for all new volunteers.