



# REPORT

*From the office of the...*

## **Diversity + Equity Network Director**

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TO: Members of the Executive Board  
FROM: Ayesha Zahid  
SUBJECT: Diversity + Equity Network Report #5  
DATE: November 15<sup>th</sup>, 2023

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### **Yearplan Update**

With the help of our executive team, we have completed planning many of our initiatives for November, while also beginning to draft ideas for 2024. Nonetheless, there are some challenges we have faced in the different collaborations and initiatives we hoped to pursue.

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

#### *General Service Usage*

DEN's service usage has increased over the past few weeks. We have posted a promotional material for our Halloween Event, a post recognizing cultural appropriation, and further promotional material for our Unspoken x Staywoke event. Additionally, DEN is working on Instagram reels to increase engagement. From November 1<sup>st</sup> – November 14<sup>th</sup>, DEN increased its reach to 1,571 accounts, with 746 non-followers viewing our post on cultural appropriation.

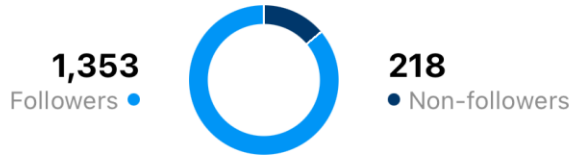


# Reach

Last 14 Days

Nov 1 - Nov 14

## 1,571 Accounts reached



Impressions 10,792  
+38.4%

### Content type

- All
- Followers
- Non-followers

Stories		1,188
Posts		646
Reels		37
Videos		1





## Post Insights

### Overview ⓘ

Accounts reached	1,211
Accounts engaged	--
Profile activity	--

### Reach ⓘ

**1,211**  
Accounts reached



### Impressions **1,369**

From Home	1,127
From Other	151
From Profile	84



### *Projects & Events: DEN x Unspoken x Staywoke*

This annual event is known to be McMaster's largest open-mic event! It will be hosted in the Bridges Space on November 24<sup>th</sup> from 6:30 PM – 10 PM (you should definitely come!). The theme this year is "Speak Your Truth," allowing for BIPOC students to share their unique experiences navigating life thus far. There will be snacks provided as well. Our service has managed the space and a portion of the snacks while the other clubs have managed the logistics of performers and timing.

### *Projects & Events: Holiday Giveaway*

Inspired by many student services, DEN is looking to host a holiday/exam giveaway. This giveaway will also be tied with the opening of the Bridges Space to help promote DEN and its recognition on campus. The items and promotional material will be finalized by the 24<sup>th</sup>, allowing us to host the giveaway before classes end.

### *Projects & Events: Bridges Study Space/Community Circles*

With Bridges opening up to students soon, DEN is looking to host a study space for all students. We are also interested in leading community circles in the space as to better represent the peer-support side of our service. This initiative may require the hiring of volunteers to help facilitate the peer-support space. This initiative is in the works, though is contingent on consultation with Clubs Admin and the Bridges Coordinators.

## **Outreach & Promotions**

### *Summary*

Instagram has been the primary platform through DEN has promoted its hiring initiatives. Engagement has increased significantly as we continue to engage with students. Our Instagram reels have been increasingly popular, and we are hoping to continue this initiative in promoting our events as well.

*Promotional Materials*

*DEN has released several new posts on its Instagram, with the most recent being the post addressing cultural appropriation. This post was very well received as it was informative. This post received 171 likes, for additional perspective last year's post on cultural appropriation received 96 likes. A major win for DEN this year and is thanks to our promotions team!*



# CULTURAL APPROPRIATION VERSUS APPRECIATION:

2/5

Genuine cultural appreciation involves learning about and respecting different cultures, sharing experiences, and participating in traditions with permission and respect. Cultural appropriation is when elements of one culture are borrowed or taken without proper understanding, respect, or acknowledgment.



Examples of cultural appropriation on Halloween:



- Sombreros and ponchos
- “Geisha” costumes
- Indigenous headdresses
- Tribal markings
- Religious garments for those not belonging to that religion



## **WHY IS CULTURAL AWARENESS IMPORTANT?**

**It is important to recognize when you are  
appreciating a culture and when you are  
appropriating it.**

**Painting a culture under a “funny” or “scary”  
lens on Halloween perpetuates  
harmful stereotypes and can be deeply offensive  
to large groups of individuals**

**Think about a time when you felt that your culture  
was being mocked or mischaracterized!**



**DOESN'T FEEL GOOD, RIGHT?**

## **WHEN CHOOSING A COSTUME...**



**Don't dress up as  
a culture or race**



**Don't be  
transphobic**



**Don't dress up as a mental illness or  
someone with a physical disability**



**If you're not sure  
don't do it!**



## **IF YOU'RE WITNESSING APPROPRIATION OF YOUR CULTURE/IDENTITY:**



**You have every right to be hurt and angry  
and your feelings are valid**



**Seek out support and prioritize your well-being**



**Find a community of people with  
similar experiences**



**Know that you aren't obligated to educate  
everyone on why their actions are harmful**

### *Social Media Engagement since the Previous Report*

*DEN's Instagram presence has increased, with more accounts engaging with our service. We are hoping to keep up this momentum into next month, as well as the New Year.*

## **Finances**

### *Budget Summary*

DEN has successfully used portions of its budget to fund our events. We have also purchased another mini microphone to use for the Diversity on The Streets series. We also placed an order for merch for our entire team. Our total spending is at \$1218.23, with \$666.34 of that used from the \$4000 standing order with The Underground.

## **Executives & Volunteers**

DEN's executive team has been working hard on the different projects we have. Our team had decided against hiring volunteers; however, we may lead community circles this year as part of our peer-support service. This will allow

DEN to support students on campus in a more profound way. This initiative will require several volunteers, though several students have already expressed interest in helping DEN again this year given their volunteer position last year!

### **Successes**

Our team has hosted a few Executive weekly meetings in person which has seemed to foster an amazing dynamic between the team! We hope to continue this, although coordinating in-person meetings has also been a challenge given the HSR Strike and the team's personal schedules. Our most recent in-person meeting was complemented by Chatime and baked treats by Adam, and the Exec's really enjoyed this!

### **Current Challenges**

DEN has encountered various challenges this month. As a student-led advocacy service for BIPOC students, our role in advocacy has sought to address issues of importance to our community, while also being mindful of feedback we receive. Also, with various BIPOC students viewing DEN as an ally, our service has been contacted to report instances of hate, discomfort, and frustration students are experiencing on campus. With our service striving to represent marginalized students, our role in advocacy has urged us to support students. We hope to continue to work with Adam to better navigate questions and considerations.

### **Miscellaneous**

Nothing to add here!