



REPORT

From the office of the...
Maccess Director

TO: Members of the Executive Board
FROM: Esther Liu (she/he)
SUBJECT: Maccess Report #5
DATE: November 20th 2023

Year Plan Update

Good morning! I am very excited to be here today. Since the last EB meeting, Maccess has continued to smoothly run peer support and plan our upcoming DisVisibility Week.

In particular:

1. Complete planning for DisVisibility Week
2. Connect with volunteers through executive-volunteer bubbles

Events, Projects, & Activities

General Service Usage

In-person peer support has continued to run smoothly. We have had visitors note that they are curious about the space from the welcoming atmosphere and we are planning to implement a tracking system. One roadblock we are currently encountering is due to the bus strike. Volunteers are struggling to make their shifts at times because they have no way to get to campus.

For online peer support, we are currently finalizing the Discord space. We have begun to implement the volunteer-executive bubbles and have created a newsletter from the executive team to all members of the community to increase cohesion and transparency.

Projects & Events: Implementing Executive-Volunteer Bubbles (Complete)

In collaboration with my volunteer and training executives, we have implemented executive-volunteer bubbles. These are smaller groups where each executive is responsible for a small group of volunteers. As a result, volunteers should feel that they have more support and connections with the executive team.

Projects & Events: Planning weeklong campaign (Ongoing)

We have continued planning our weeklong campaign. The only actionables left are to finalize the locations, purchase food, and promote.

Projects & Events: Executive 1-on-1 meetings (Future)

I will begin to have 1-on-1 meetings with my executive members beginning this week. This is to gain feedback, better understand their experience, and improve for next semester.

Outreach & Promotions

Summary

My promotions executive and I are promoting our executive team. She will also be starting weekly disability trivia posts and volunteer highlights in the future. We will also begin promoting our weeklong campaign. In the future, we have an advocacy campaign ready for the Underground which can be posted after DisVisibility Week.

Promotional Materials



Instagram Post #1

[I.D: Light green background. Maccess logo in top right. In top left, italicized dark green font reads "Meet The." Underneath, larger, bold font in the same colour reads "DIRECTOR." An abstract darker green rectangular text box contains bold, dark green font which reads "Esther Liu'," and underneath, the same unbolded font reads "I volunteer at the McMaster Greenhouse!" At the top right of the textbox, there is picture of Esther in a circular frame. Dark green leaves located to the left and bottom right of the textbox.]

Instagram Post #2 Statistics:

- Likes: 51
- Saves: 1

- Comments: 6
- Shares: 0
- Accounts reached: 526
- Follows: 0

Social Media Engagement since the Previous Report

I have included the insights for the past 30 days (October 16th to November 14th). As seen below, Maccess has had a larger reach (35%) which is a significant increase. We have also increased our total followers on Instagram (+0.9%). I believe this is a result of our increased posting. Otherwise, continued and consistent use and largely because of cross posting from other services has helped us gain a wider audience.



Finances

Budget Summary

Since the last EB report, we have used our budget for payments to the Underground for graphics, PPE, and materials for DisVisibility week.

5003-011		MACCESS - OFFICE SUPPLIES	\$500.00		
003-0118-030	MACCESS - OFFICE SUPPLIES	Masks	\$135.49	30/10/2023	129994
003-0118-030	MACCESS - OFFICE SUPPLIES	Costco Snacks/Hand Sanitizer	\$125.00	30/10/2023	129995
6102-0118-0		MACCESS - ANNUAL CAMPAIGNS	\$3,000.00		
102-0118-030	MACCESS - ANNUAL CAMPAIGNS	Cripping Up Sex - workshops	\$65.33	10/30/2023	129993
102-0118-030	MACCESS - ANNUAL CAMPAIGNS	MUSC atrium booking	\$271.20	11/13/2023	130041
MACCESS					
<i>DISCRETIONARY EXPENDITURE</i>					
<i>Summary</i>					
TOTAL BUDGETED DISCRETIONARY SPENDING			\$7,500.00		
TOTAL ACTUAL DISCRETIONARY SPENDING			\$1,566.32		
REMAINING DISCRETIONARY SPENDING			\$5,933.68		

Executives & Volunteers

Our team meets weekly and we dedicate 15-20 minutes to checking in and getting to know each other. Personally, I am getting to know some volunteers and visitors better and am scouting for feedback from them to better inform how we run our service.

Successes

DisVisibility Week planning is going great! Although things were pushed back a bit, I believe it will run fairly smoothly.

Current Challenges

Commuting to the in-person space has been difficult for many of our volunteers. As such, they are struggling to make their shifts. However, with the implementation of our online Discord, we are hoping to remedy this.

Miscellaneous

Thanks for your attention!