



REPORT

From the office of the...

PCC Director

TO: Members of the Executive Board
FROM: Michelle Caruso
SUBJECT: PCC Report 5
DATE: November 27th, 2023

Yearplan Update

The PCC continues to run successfully. In our Year Plan, our November goals were to execute a Trans Month campaign and to begin planning for second semester events and initiatives.

We are currently carrying out our Trans Month campaign, renamed Gender Diversity. We have released gender diversity-themed information posts and many of our events have focused on this topic (Trans Week Bingo Night, Gender-Affirming Clothing Swap, Trans Day Vigil).

We have begun planning for second semester events and initiatives. Allison and I have been focused on planning for Queer Prom, scheduled for March 15th. This includes meeting and making decisions with Art Gallery of Hamilton, who is hosting the event, as well as discussing plans with the Executive team. We are also reaching out to organizations for sponsorship. Additionally, we have planned for monthly BIPOC movie nights in second semester.

Events, Projects, & Activities

General Service Usage

Events continue to be well-received by students. Attendance has decreased from the beginning of the year, likely to do with midterm season and, at one point, the bus strikes. Between 10-20 users attended our Bingo Night and Clothing Swap. We were happy to see that around 50 users attended our Tote Bag Painting Night yesterday. We hope to see this return to high attendee numbers continue.

After volunteer check-ins last month, I decided to have volunteers record the amount of space users in a Google Form at the beginning of their shift. Numbers ranged from 2 (themselves, and normally during opening shifts) to 9. We appear to be busiest between 2pm and 4pm. Our busiest days change week to week, but have we have been busiest on Wednesday for the last two weeks. I am currently finding a system to compile and sort this data so that it is easier to visualize and comprehend.

Projects & Events: Planning the Instagram's Fall Semester Information Posts and Implementing Monthly Themes (Complete)

Led by our Social and Political Advocacy Coordinator, Kendal, the Instagram's entire Fall 2023 posting plan has been finalized. This past month, we implemented our first monthly post theme, Gender Diversity. In December, we are centering our posts around HIV/AIDS. The different post topics have been decided upon and scheduled.

Projects & Events: Planning for Queer Prom (On-going)

We have secured a location for March's Queer Prom: Art Gallery of Hamilton. We are currently in the process of determining prices, menu and decor plans, and security plans. We hope to have these numbers and plans finalized within the next week.

Allison and I have been reaching out to potential sponsors. We are challenged with few responses and are finding new organizations to reach out to in order to ensure funding is sufficient.

Projects & Events: Increasing Student Engagement and Feedback (On-going)

We want to focus on increasing student engagement with the service, hopefully leading to decisions made by the PCC that better reflect the community it serves. As mentioned in our last report, we are posting interactive Stories on our Instagram, such as fun polls or questions. More recently, we have:

- Released a form link where event attendees can give their opinion on:
 - o An event's highlights/areas of improvement
 - o An event's inclusivity and how inclusivity might be improved
 - o Any event ideas they have
- Posted Instagram Story suggestion box asking about gender-affirming resources students would like to see in the space (e.g., more chest binders, makeup kits).

Outreach & Promotions

Summary

We continue to promote other student organizations' materials on our Instagram Story, as they promote our materials on theirs. We have also collaborated with various groups on different events and initiatives, including:

- QTCC: Gender-Affirming Clothing Swap
- WGEN: Trans Day Vigil, Heart to He(art) Gallery

These have been promoted on our and our partners' accounts.

Additionally, we use Instagram Direct Messaging to communicate with space users who message our Instagram. Sometimes, we direct students to other resources, like SHEC and SWC, or have them email me for more complex inquiries.

Promotional Materials

Our Instagram's information posts are now themed by month and designated by a certain colour. This month's theme was Gender Diversity, and we decided on a blue theme.



Social Media Engagement since the Previous Report

Overview

You reached **+69.6%** more accounts compared to Sep 23 - Oct 22

Accounts reached	4,451	>
	+69.6%	
Accounts engaged	873	>
	+38.1%	
Total followers	1,860	>
	+2.3%	

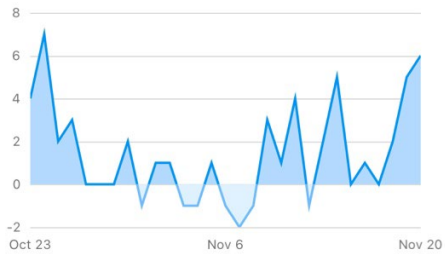
1,860
Followers
+2.3% vs Oct 22

873
Accounts engaged

See how people have interacted with your content over 30 days compared to the previous cycle.

Growth

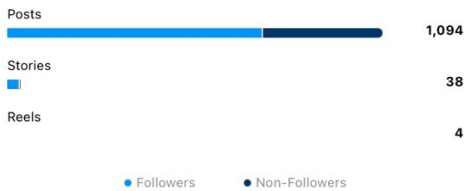
- Overall 42
- Follows 75
- Unfollows 33



Top Content

Based on engagement

- All
- Followers
- Non-followers



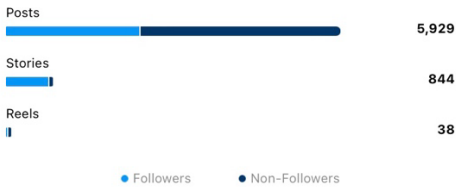
4,451
Accounts reached



Impressions 32,914
+33.7%

Content type

- All
- Followers
- Non-followers



Our sole form of social media communication continues to be Instagram. Over the last 30 days, we have reached more account users, increased the number of accounts we engage with, and increased our number of followers. We believe that increased posting, collaboration with other services, and engagement initiatives have contributed to this rise.

Finances

Budget Summary

Our biggest expenses have been our events. Our foreseeable budget challenge is funding our Queer Prom, which will undoubtedly require the sponsorship funding that we are currently pursuing.

ACCOUNT CODE	ITEM	BUDGET / COST
6102 0119	Bingo Night #3 Gift Cards	56.50
0300	Tote Bag Painting Supplies	221.44
SUPPLIES	TOTAL SPENT IN LINE	\$681.12
	REMAINING IN LINE	\$3318.88
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7550.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1229.62
REMAINING DISCRETIONARY SPENDING		\$6320.38

Executives & Volunteers

Executives and Volunteers continue to be passionate in their roles. In our weekly Executive meetings, all are excited to share their opinions and ideas. Next week, we will be scheduling another round of individual check-ins. Volunteers appear confident in their roles and in their ability to provide effective support in the space. Check-ins with Volunteers happen regularly in the space. Some also approach the Executive team with ideas for events, initiatives, and resources.

Successes

Our Instagram Post on Chella Man, a trans artist and activist, was noticed by Man himself who reposted it on his story.

UrBasics, a gender-affirming gear supplier, donated some binders, bras, and chest tapes for us to include as a resource in the space.

Current Challenges

We are currently emailing potential sponsors for our annual Queer Prom. We haven't garnered many responses and are continuing to reach out to different organizations. Queer Prom is expected to be more expensive due to vendor price increases, so we are challenged with obtaining even more funding than last year.