

REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board

FROM: Rijaa Khan

SUBJECT: WGEN Report #5
DATE: November 29, 2023

Yearplan Update

The primary goal for WGEN in November was our first major campaign, (*Trans*) forming Mac. Transforming Mac is a campaign week annually run during November, often to coincide with Trans Day of Remembrance (TDoR) on November 20th. For TDoR this year, WGEN held an electric candlelight vigil. It is a week specifically to support queer and trans* students at McMaster, consisting of some open but mostly closed events (i.e. closed to trans* folks) to encourage community, resistance, and joy.

The campaign was extremely successful in terms of planning and execution, with close to 100 attendees across the week's campaign events. All our planned goals for the month were met.

Events, Projects, & Activities

General Service Usage

Since the WGEN Safe(r) Space opened in September, we've had consistent service usage. Based on intake forms from Safe(r) Space volunteers, we have had 200+ people stop by the physical space in the previous 6 weeks. Amongst the 200+ people who have stopped by, more than 30 people have been consistently returning to seek 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 been notable in terms of service usage. Across all community care groups, the 15+ people who have signed up to attend have been consistently attending. In the past week, due to final exams on the way, alongside (Trans)forming Mac, some attendance has dwindled.

There has also been online service usage, with about ~10 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: Community Care Groups (On-Going)

The following Community Care Groups are running in the WGEN space:

- Let's Get Lit(erary)! -- 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 -- 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. Communityoriented and led through peer support.
- Survivors -- 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 -- 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 -- 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 (Complete)

Our first campaign, (Trans)forming Mac, went very well, and it has now come to a flourishing end. The campaign happened between November 20th – 24th, with November 20th being the observance for Trans Day of Remembrance. We observed TDoR with an electric candlelight vigil this year.

(Trans)forming Mac's Completed Itinerary:

- Monday, November 20th
 - Trans Day Vigil in the WGEN space (10:30pm 12:30 pm)
 - Event description: (Trans)forming Mac presents our Trans Day of Remembrance Vigil. Honour TDoR with WGEN through a heartfelt and solemn gathering to commemorate the tragic and untimely passing of countless trans lives. Stand with us in resistance and resilience. Light a candle in solidarity against all transphobia.
 - Heart to He(art) an art gallery event focusing on showcasing queer artists (5:30pm – 7:30 pm).
 - Event description: Join us for our vibrant Heart to He(art) gallery, where we will celebrate queer artists and their lived experiences through the captivating lens of visual art! The art gallery will be open for everyone to attend.
- Tuesday, November 21st

- String Along Social bracelet making event (5:30pm 7:30 pm)
 - Event description: Come decompress with us from a stressful week and make cute bracelets! String together your pro-nouns, identities, or names, and share your creativity with each other. It's a great opportunity to unwind and build community with like-minded individuals!
- Wednesday, November 22nd
 - Caffeine and Cadence open mic night, platform for queer and trans folks where drag is welcome and encouraged! (5:30pm – 8:00pm)
 - Event description: Welcome to WGEN's very first coffee house! Serving as a platform for queer and trans folks, come sip on coffee while listening to poetry, music, and live performances! Performance sign-ups are linked in our bio. Drag is welcome and encouraged. Every performance signup is an entry in our giveaway raffle – the winner will win a coffee shop gift card, valued at \$50.00!
- Thursdays, November 23rd
 - Postcards to the Past (5:30pm 7:30pm)
 - What if time travel was possible? Write, draw, and decorate a letter...to your past self! What would you say to yourself? Whether through a silly or encouraging message, this is a chance to laugh and reflect on the person you once were, celebrating growth and resilience. *Closed to queer + trans folks and their friends
- Fridays, November 24th
 - Pride & Popcorn classic movie night for queer folks, trans folks, and their friends (6:00pm – 9:30pm)
 - Come indulge with us (perhaps not too much), with the iconic movie, "The Confessions of Shopaholic"! Watching movies is a great bonding experience - we encourage you to bring along a friend! We will end the night with a discussion of movie themes and ideas.

Outreach & Promotions

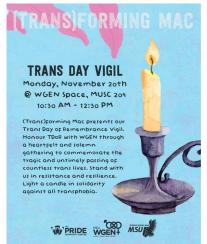
Summary

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 increased significantly with the promotion of our first campaign, (Trans)forming Mac. After each respective event was held, we also followed-up with pictures from the event, which gained tremendous engagement across the board. This campaign has led to a peak of engagement on social media for WGEN in the past 6 weeks. Because of the campaign promotion and increase in engagement, the number of followers on our social media platforms have also increased.

Promotional Materials

Promotional material used for (Trans)forming Mac:















(Trans)forming Mac Campaign Photos:















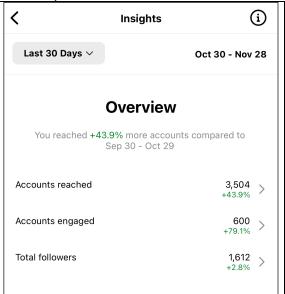




Social Media Engagement since the Previous Report

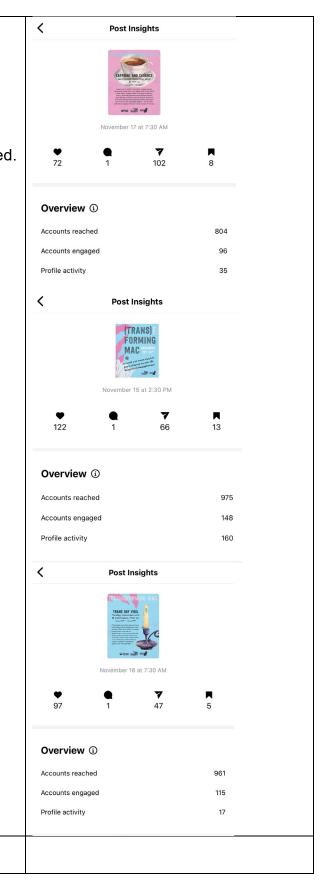
Insights: Overall Accounts and Content Reach

In the last 30 days, WGEN has reached 3,504 accounts, which is an incredible positive change compared to the previous month, with an increase of +43.9% individual accounts reached. The number of accounts that actually engaged with our posts also went up, with an increase of +79.1%. Our total follower count also went up +2.8%

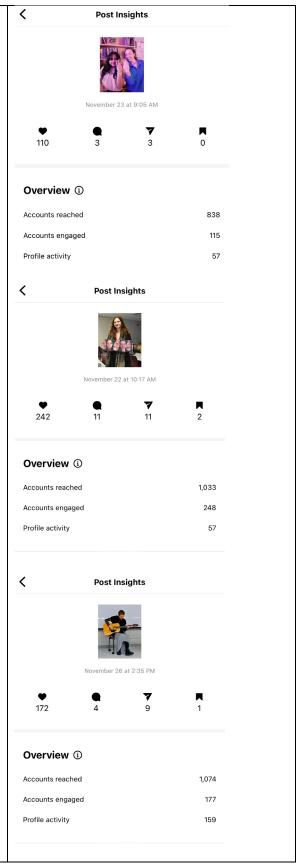


(Trans)forming Mac Promotions Outreach Our (Trans)forming Mac Promotion posts had an incredible amount of outreach, reaching the following amounts of accounts across each post: 975, 804, 961 accounts reached. This engagement translated to 90+

attendees.



The photos we posted from each event contributed to the greatest number of accounts actively engaging that WGEN has seen all year. Most posts reached 800-1000 accounts. The event posts also translated to a higher amount of engagement, with 150-200 accounts engaging with each post.



Finances

Budget Summary

TOTAL SPENT IN LINE REMAINING IN LINE 6102-0308-0300 ANNUAL CAMPAIGNS Large Pizzas - (Trans)forming Mac Event Supplies (electric candles, postcards, JBL	0.00 \$50.00
REMAINING IN LINE 6102-0308-0300 ANNUAL CAMPAIGNS • Large Pizzas - (Trans)forming Mac	
REMAINING IN LINE 6102-0308-0300 ANNUAL CAMPAIGNS • Large Pizzas - (Trans)forming Mac	
6102-0308-0300 ANNUAL CAMPAIGNS • Large Pizzas - (Trans)forming Mac	\$50.00
Large Pizzas - (Trans)forming Mac	
Fvent Supplies (electric candles postcards IRI)	
headphone prize) - (Trans)forming Mac	
Coffee + Tea from Catering Services -	
(Trans)forming Mac	
TOTAL SPENT IN LINE	\$334.48
REMAINING IN LINE	\$2,465.50
6103-0308-0300 SPECIAL PROJECTS	
TOTAL SPENT IN LINE	\$0.00
REMAINING IN LINE	\$1000.00
6494-0308-0300 VOLUNTEER RECOGNITION	
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	
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	\$1,114.32
	\$5,635.6

Executives & Volunteers

For WGEN executives, morale has been decreasing after (Trans)forming Mac week with the semester now coming to an end, and final exams on the way. However, 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. During (Trans)forming Mac, morale was high because of the chance for all execs to participate in the fun campaign events.

For WGEN volunteers, morale has been relatively good in the WGEN space, and most volunteers have been successfully completing shift-intake forms after their peer-support shifts. Since WGEN opened, we have had 137 shift-intake form responses from volunteers. All WGEN volunteers and executives have a collective group chat with Thifani, myself, and the Volunteer Coordinators, so open communication has also been great, and any 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

(Trans)forming Mac has been a tremendous success. We had a significant increase in attendance compared to our attendance at events last year, almost reaching 100 attendees across the entire campaign. We were also able to host our first Open Mic Night/Coffee House and Queer Art Gallery, which were events that received lots of positive feedback from community members.

Current Challenges

Some current challenges include planning for our next event, Bodies Are Dope, since we will only have one month to prepare for the campaign come January. Some executives have started brainstorming early to curb this problem.