



# REPORT

*From the office of the...*  
**WGEN Director**

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TO: Members of the Executive Board  
FROM: Rijaa Khan  
SUBJECT: WGEN Report #5  
DATE: November 29, 2023

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## **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. Community-oriented 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 20<sup>th</sup> – 24<sup>th</sup>, with November 20<sup>th</sup> 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 20<sup>th</sup>
  - 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 21<sup>st</sup>

- 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 22<sup>nd</sup>
  - 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 sign-up is an entry in our giveaway raffle – the winner will win a coffee shop gift card, valued at \$50.00!
- Thursdays, November 23<sup>rd</sup>
  - 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 24<sup>th</sup>
  - 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:

**2023 (TRANS)FORMING MAC NOVEMBER 20<sup>TH</sup>-24<sup>TH</sup>**

**MONDAY, NOVEMBER 20<sup>TH</sup>**  
Trans Day Vigil  
10:30 am - 12:30 pm  
@ WGEN Space, MUSC 204

**Heart to He(art) gallery**  
5:30 pm - 7:30 pm  
@ JHE A102

**TUESDAY, NOVEMBER 21<sup>ST</sup>**  
String Along Social  
5:30 pm - 7:30 pm  
@ WGEN Space, MUSC 204

**WEDNESDAY, NOVEMBER 22<sup>ND</sup>**  
Caffeine and Cadence  
5:30 pm - 8:30 pm  
@ KTH 104

**THURSDAY, NOVEMBER 23<sup>RD</sup>**  
Postcards to the Past  
5:30pm - 7:30pm  
@ WGEN Space, MUSC 204

**FRIDAY, NOVEMBER 24<sup>TH</sup>**  
Pride and Popcorn:  
Confessions of a Shopaholic  
6:00 pm - 9:30 pm  
@ BSB B156

Logos: WGEN+, MSU

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Attend 3 or more events for a chance to win JBL Bluetooth Headphones!

Logos: WGEN+, MSU

**(TRANS)FORMING MAC NOVEMBER 20<sup>TH</sup>-24<sup>TH</sup> 2023**

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**(TRANS)FORMING MAC**

**TRANS DAY VIGIL**  
Monday, November 20th  
@ WGEN Space, MUSC 204  
10:30 AM - 12:30 PM

(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.

Logos: PRIDE, WGEN+, MSU

**(TRANS)FORMING MAC**

**HEART TO HE(ART)**  
Monday, November 20th  
@ JHE A102  
5:30pm - 7:30pm

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.

Submissions are now open to any queer artists through the link in our bio! Every art submission is an entry in our giveaway raffle - the winner will an art supply store gift card, valued at \$50.00!  
\*\*Art submissions closed to queer + trans folks

Logos: PRIDE, WGEN+, MSU

**(TRANS)FORMING MAC**

**STRING ALONG SOCIAL**  
Tuesday, November 21st  
WGEN Space, MUSC 204  
5:30pm - 7:30pm

Come decompress with us from a stressful week and make cute bracelet! String together your pronouns, communities, or names, and share your creativity with each other. It's a great opportunity to unwind and build community with like-minded individuals!

Logos: WGEN+, MSU

**(TRANS)FORMING MAC**

**CAFFEINE AND CADENCE**  
Wednesday, November 22nd  
@ KTH 104  
5:30pm - 8:30pm

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 sign-up is an entry in our giveaway raffle - the winner will win a coffee shop gift card, valued at \$50.00!

Logos: QTCC, WGEN+, MSU

**(TRANS)FORMING MAC**

**POSTCARDS TO THE PAST**  
Thursday, November 23rd  
@ WGEN Space, MUSC 204  
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.

Logos: WGEN+, MSU

**(TRANS)FORMING MAC**

**PRIDE AND POPCORN: CLASSIC MOVIE NIGHT!**  
Confessions of a Shopaholic

Friday, November 24th  
@ BSB B156  
6:00pm - 9:30pm

Come indulge with us (perhaps not too much), with the iconic movie, "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.

Logos: WGEN+, MSU

(Trans)forming Mac Campaign Photos:




## Social Media Engagement since the Previous Report

<h3>Insights: Overall Accounts and Content Reach</h3> <p>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 <b>+43.9%</b> individual accounts reached. The number of accounts that actually engaged with our posts also went up, with an increase of <b>+79.1%</b>. Our total follower count also went up <b>+2.8%</b></p>	<div data-bbox="829 233 1364 289"><p>&lt; Insights ⓘ</p></div> <div data-bbox="829 310 1364 367"><p>Last 30 Days ▾ Oct 30 - Nov 28</p></div> <div data-bbox="829 378 1364 814"><h3>Overview</h3><p>You reached <b>+43.9%</b> more accounts compared to Sep 30 - Oct 29</p><table border="1"><tr><td>Accounts reached</td><td>3,504</td><td>&gt;</td></tr><tr><td></td><td><b>+43.9%</b></td><td></td></tr><tr><td>Accounts engaged</td><td>600</td><td>&gt;</td></tr><tr><td></td><td><b>+79.1%</b></td><td></td></tr><tr><td>Total followers</td><td>1,612</td><td>&gt;</td></tr><tr><td></td><td><b>+2.8%</b></td><td></td></tr></table></div>	Accounts reached	3,504	>		<b>+43.9%</b>		Accounts engaged	600	>		<b>+79.1%</b>		Total followers	1,612	>		<b>+2.8%</b>	
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## (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.

Post Insights




November 17 at 7:30 AM

72 1 102 8

Overview ⓘ

Accounts reached	804
Accounts engaged	96
Profile activity	35

Post Insights




November 15 at 2:30 PM

122 1 66 13

Overview ⓘ

Accounts reached	975
Accounts engaged	148
Profile activity	160

Post Insights



November 16 at 7:30 AM

97 1 47 5


Overview ⓘ

Accounts reached	961
Accounts engaged	115
Profile activity	17

## (Trans)forming Mac Photo Outreach

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.

< **Post Insights**




November 23 at 9:05 AM

110 3 3 0

**Overview** ⓘ

Accounts reached	838
Accounts engaged	115
Profile activity	57

< **Post Insights**




November 22 at 10:17 AM

242 11 11 2

**Overview** ⓘ

Accounts reached	1,033
Accounts engaged	248
Profile activity	57

< **Post Insights**



November 26 at 2:35 PM

172 4 9 1

**Overview** ⓘ

Accounts reached	1,074
Accounts engaged	177
Profile activity	159



## Finances

### Budget Summary

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0308-0300	OFFICE SUPPLIES	
	TOTAL SPENT IN LINE	<b>0.00</b>
	REMAINING IN LINE	\$50.00
6102-0308-0300	ANNUAL CAMPAIGNS	
	<ul style="list-style-type: none"> <li>• Large Pizzas - (Trans)forming Mac</li> <li>• Event Supplies (electric candles, postcards, JBL headphone prize) - (Trans)forming Mac</li> <li>• Coffee + Tea from Catering Services - (Trans)forming Mac</li> </ul>	
	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	
	<ul style="list-style-type: none"> <li>• WGEN Bonfire Social - Snacks (Smores, Chips, Snacks)</li> </ul>	\$56.84
	TOTAL SPENT IN LINE	\$56.84
	REMAINING IN LINE	\$343.16
6501-0308-0300	ADVERTISING & PROMOTION	
	<ul style="list-style-type: none"> <li>• Clubs Fest Table</li> <li>• Year-round diverse promotional materials (stickers, etc.)</li> <li>• (Trans)forming Mac - Multi-Event Digital Campaign Promo</li> </ul>	
	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
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$6,750.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$1,114.32
<b>REMAINING DISCRETIONARY SPENDING</b>		\$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.