



REPORT

From the office of the...
PCC Director

TO: Members of the Executive Board
FROM: Michelle Caruso
SUBJECT: Pride Community Centre Report 6
DATE: January 31st

Yearplan Update

In December, the PCC focused on preparing for second semester's initiatives. Through consulting with end-of-semester volunteers, executives, and space users, Allison and I were able to identify what aspects of the PCC needed to be changed or improved in order to reach our goals more effectively. We also began planning and completing tasks for this Winter semester's initiatives, setting expectations for January.

This January so far, we have focused on setting ourselves up for the rest of the semester. This includes meeting with the Underground to set out promo plans, having executives book events and organize information posts in batches, and re-training our Peer Support Volunteers. Additionally, Allison and I are finalizing plans for Queer Prom (March 15th), our service's most complicated initiative of the year.

Events, Projects, & Activities

General Service Usage

The PCC has not yet opened its physical space/in-person peer support, so we have little information on general service usage since closing in early December.

Preparing for Winter 2024 Peer Support (Complete)

Peer Support Volunteers (PSVs) have been trained on handling sensitive topics in the PCC space. They have also completed a refresher on effectively providing resources. Their shifts for the semester have been scheduled and distributed, beginning this upcoming Monday the 29th.

February Information Posts (On-Going)

We are currently organizing and producing three information posts for the upcoming month. Our Social & Political Advocacy Coordinator has assigned research to Events & Advocacy Volunteers, begun their own research, and

reached out to an external organization so that we can partner on one of the three posts.

Re-Opening Community Groups (On-going)

Our Community Facilitation Coordinator, Kenneth, has reached out to volunteers, offering the opportunity to lead one of our groups this semester. This weekend, he will evaluate volunteer availabilities and create our community group schedule. He will also be reaching out to other student organizations with the opportunity to partner on certain groups.

Organizing Queer Prom (On-going)

Allison and I have been completing all tasks associated with Queer Prom. These include:

- **Allison:** communication with the Art Gallery of Hamilton (AGH), with the Underground for promotional materials, with the MSU for operational purposes (e.g., setting up system to buy tickets) and for any finances that have to do with the AGH;
- **Michelle:** communication with House of Adam and Steve, OPIRG, Provost, and other sponsors TBD; communication with the MSU for finances that have to do with sponsors.

Outreach & Promotions

Summary

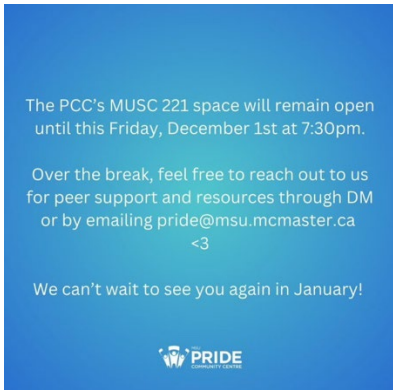
As usual, we have collaborated with other student-led organizations by reposting their content on our Instagram Story (as they also do for us). We also collaborated with MSU WGEN on an event for SWHAT's Wellbeing Week.

We've encouraged event attendees to provide feedback via a Microsoft Form advertised on our Instagram Story. We are planning on incorporating a gift card giveaway for those who complete the form in order to stimulate feedback.

Another goal for the next week, until the space re-opens on the 29th, is to create and advertise a general feedback form for those using the service in any capacity.

Promotional Materials

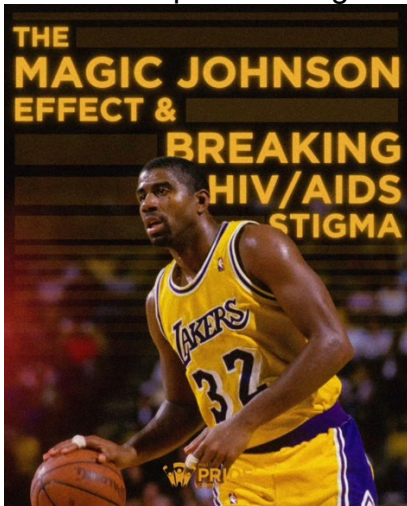
End of semester closing message:



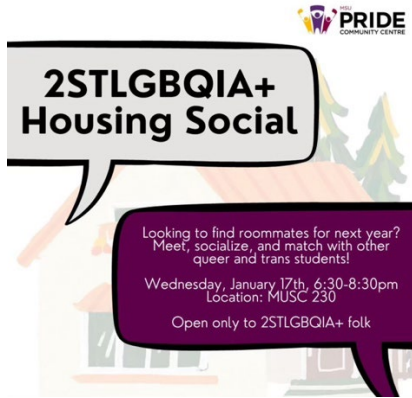
Holiday event promotion:



Information post on Magic Johnson (6 slides total):



Roommate match-up event promotion:



Social Media Engagement since the Previous Report

Overview

You gained 4 more followers compared to Nov 27 - Dec 26.

Accounts reached	1,688 -2.5%	>
Accounts engaged	223 -6.4%	>
Total followers	1,872 +0.2%	>

Due to Instagram’s customization limits, the best estimate of social media engagement since the last EB report is by looking at our performance over the last 30 days.

Our number of accounts reached and engaged has decreased minimally. While this would normally be concerning, we can attribute this to our inactivity over the Winter break. We are happy to see that our number of total followers has increased, even if only minimally.

Finances

Budget Summary

We currently have no financial updates (as of January 22nd), but this is expected to change quite soon as we make purchases with the Underground and for our events.

ACCOUNT CODE	ITEM	BUDGET / COST
TOTALS		
	TOTAL BUDGETED DISCRETIONARY SPENDING	\$7550.00
	TOTAL ACTUAL DISCRETIONARY SPENDING	\$1329.62
	REMAINING DISCRETIONARY SPENDING	\$6220.38

Executives & Volunteers

Executives and volunteers have both displayed excitement over beginning the new semester.

We have had two executive meetings so far and each have gone well. At the end of last semester, reviews I conducted with both executives and volunteered allowed me to find out any PCC operations they were dissatisfied with. These concerns were brought to the attention of Adam as I strategized ways to improve their experiences.

Successes

I conducted five 2-hour training sessions from Wednesday, January 17th to Monday, January 22nd. All students actively participated in refining their peer support skills and were passionate about helping community members most effectively.

Allison has been handling communication with the Art Gallery of Hamilton to work out the specifics of Queer Prom. Her commitment to this has been crucial for the event's anticipated success.

Current Challenges

Peer Support Volunteers unable to fulfil their weekly shift responsibilities remains a consistent issue at the PCC. After consulting with other volunteer-dependent services, I am planning a strike system to be implemented as we begin peer support shifts on January 29th.