



# REPORT

*From the office of the...*

## **Diversity + Equity Network Director**

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TO: Members of the Executive Board  
FROM: Ayesha Zahid  
SUBJECT: Diversity + Equity Network Report #7  
DATE: February 12<sup>th</sup>, 2024

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### **Yearplan Update**

With the help of our executive team, we have completed planning many of our initiatives for January, while also beginning to execute our ideas for February and March 2024. We are wrapping up on our year plan and hope to end the year off with fun and engaging events!

### **Events, Projects, & Activities**

#### *General Service Usage*

DEN's service usage continues to increase online, though we have not been able to record in person users as Bridges is booked out for events and studying. However, with community circles underway, we hope to track how many students are using our peer support service.

#### *Projects & Events: Observing the National Day of Remembrance of the Québec City Mosque Attack and Action against Islamophobia [Concluded]*

On January 29<sup>th</sup>, 2024, DEN planned an event to highlight the importance of expressing solidarity and standing against hate. For this event, our service invited Shaykh Abdullah Misra, Ayman Taher, and Andy Crowell from the SCLC. Hosted in the MUSC Atrium, the event was different than what was initially planned and reported in the previous report. In fact, planning for this event was quite the learning experience! DEN also distributed more than 150 green squares in the days leading up to the event. They may be pinned onto clothing as an expression of solidarity for those in attendance. There were over 75 people who joined prayer (see below), and many others who listened from the sidelines.

Pictures from the event:



Link to IG Reel: <https://www.instagram.com/msudiversity/?hl=en>

*Projects & Events: Wellbeing Wednesdays DEN x Maccess x WGEN [Ongoing]*  
DEN is planning to launch its community circles soon! We have completed hiring our peer support volunteers and are ready to have them complete their trainings. To ensure the project is intersectional and meaningful, we are collaborating with Maccess and WGEN. The community circles will be hosted in Bridges every Wednesday from 6:30 PM – 8:30 PM during the month of March and some of April. We are deciding the themes for the event and hope to report back a successful launch!

*Projects & Events: DEN x Hospitality [Ongoing]*  
Given the success of DEN x FCC's event for SHWAT's Wellbeing Week, our service is collaborating with Hospitality again! We are going to be hosting another "Around the Globe Tasting" event. The event will be held during the first week of March. My AD and I are set to meet with Chef John this Wednesday to decide

the dishes and theme for the event. We have to finalize the number of samples as well, though it may be less than what was done during Wellbeing Week as DEN is doing it solo this time!



### *Projects & Events: Alumni Networking Night [Ongoing]*

DEN's Alumni Networking night last year, continues to be remembered by many! We have reached out to the Alumni Office to host this event again this year. We have selected March 5<sup>th</sup> from 5:30 PM – 7:30 PM. During the event we will host alumni from the Social Sciences, Humanities, Health Sciences and Sciences. Students will be able to connect with professionals who share many of the intersectional identities of our community. We are currently looking to cater for the event and working to finalize this, as well as the alumni in attendance.

## **Outreach & Promotions**

### *Summary*

Instagram continues to be the primary platform through which DEN has promoted its initiatives. Engagement had increased significantly with many of the online campaigns and posts we have launched. We hope to keep this up for the following months! We have reached 3,666 new accounts and had 555 new accounts engage with our content.

 Professional dashboard 	
<b>Insights</b>	Jan 12 - Feb 10
Accounts reached	3,666 +34.8% >
Accounts engaged	555 +113% >
Total followers	3,110 +0.1% >
Content you shared	68 >

### Promotional Materials

DEN has released several new posts on its Instagram, as seen below. DEN has historically approached advocacy online, though this semester we have made it an effort to exert a physical presence on campus as well through in-person events. We will continue to curate online posts and campaigns as we have a standing order with the Underground we can exhaust.

### Social Media Engagement since the Previous Report

DEN's Instagram presence has increased, with more accounts engaging with our service. For our January 29<sup>th</sup> event, our promotional material (see below) stands as our most liked post for 2023-2024. Also, our Black History Month post was launched this month and has already gained 165 likes! Through collaborating with the Black Student Association (BSA), DEN curated an informative and powerful post on the history of the Black Student Success Centre, and the role of McMaster's Fabian Foote in creating the space.



[View insights](#)

[Boost post](#)

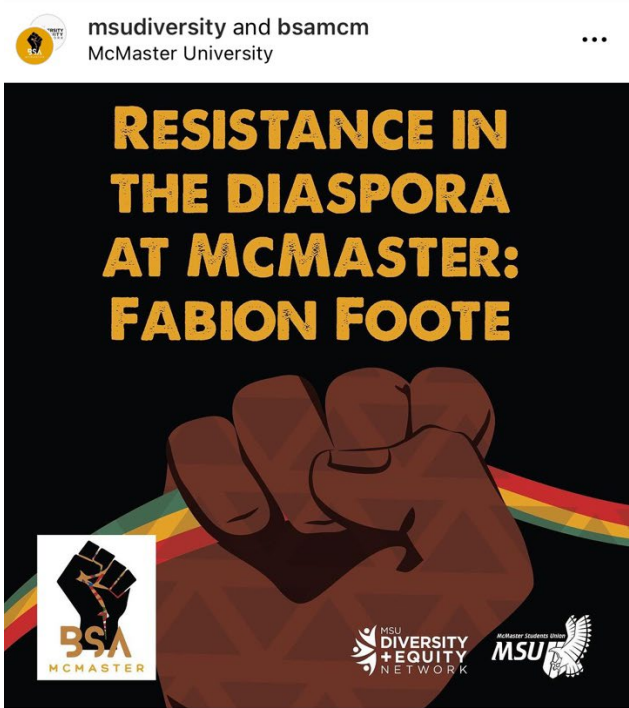


Liked by msu\_wgen and 223 others

**msudiversity** Join DEN this Monday as we mark the 7th anniversary of the Quebec Mosque Shooting. This event is OPEN TO ALL. We will begin with a few... more

**abdullah.misra** Looking forward to it isA! ❤️

January 25



[View insights](#) [Boost post](#)



Liked by [msu\\_mcmaster](#) and **165 others**  
 msudiversity Reflecting on Black History Month with profound admiration for the McMaster individuals who've displayed remarkable resistance within the diaspora. From campus to community, their unwavering commitment to challenging barriers resonates deeply. To acknowledge their narratives, honour the struggles, and collectively strive for a more inclusive and

## Finances

### Budget Summary

DEN has successfully used portions of its budget to fund our events. Our total spending is at \$9338.52, with \$1973.83 of that used from the \$4000 standing order with The Underground. Our recent purchases have included social media posts from the Underground for Black History Month.

Diversity Services	
DISCRETIONARY EXPENDITURE	
Summary	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$12,770.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$9,338.52
REMAINING DISCRETIONARY SPENDING	\$3,431.48

Issue Date	ID	P/O Number	Client	Subject	Invoice Amount
2023-08-31	PS12471	129486	Diversity + Equity Network (DEN)	*Diversity Volunteer Hiring Promo* (Ayesha Zahid)	\$ 166.00
2023-09-30	PS12570	129486	Diversity + Equity Network (DEN)	*Truth & Reconciliation Day Promo* (Ayesha Zahid)	\$ 165.00
2023-09-30	PS12586	129486	Diversity + Equity Network (DEN)	*DEN Custom Stickers* (Ayesha Zahid)	\$ 166.00
2023-10-31	PS12660	129486	Diversity + Equity Network (DEN)	*Halloween Movie Night Promo* (Ilesha P)	\$ 100.00
2023-10-31	PS12661	129486	Diversity + Equity Network (DEN)	*Halloween Cultural Appropriation Campaign* (Ayesha Zahid)	\$ 220.00
2023-11-30	PS12755	129486	Diversity + Equity Network (DEN)	*DEN- Custom Sweaters 2023-24* (Ayesha Z)	\$ 664.43
2023-11-30	PS12756	129486	Diversity + Equity Network (DEN)	*Speak Your Truth Posters & DEN Rave Cards* (Ayesha Z)	\$ 58.90
2023-12-31	PS12790	129486	Diversity + Equity Network (DEN)	*Self-Care giveaway Promo* (Ayesha Z)	\$ 100.00
2023-12-31	PS12791	129486	Diversity + Equity Network (DEN)	*Happy Holidays Graphic* (Ayesha Z)	\$ 100.00
2024-01-31	PS12858	129486	Diversity + Equity Network (DEN)	*Day of Remembrance* (Ayesha Z)	\$ 100.00
2024-01-31	PS12859	129486	Diversity + Equity Network (DEN)	*Community Circles Volunteer Hiring Promo* (Ilesha P)	\$ 100.00
2024-01-31	PS12885	129486	Diversity + Equity Network (DEN)	*Wellbeing Week- Around the Globe Tasting*	\$ 33.50
TOTAL					\$ 1,973.83

## Executives & Volunteers

DEN's executive team has been working hard on the different projects we have. We are hosting an exec social before reading week to show our appreciation for the work they have put in! We have also hired 2 student volunteers who will help run our inter-service peer support circles.

## Successes

Our biggest success would be the larger in person sweaters events we ran in January. They definitely took lots of planning, and last-minute adjustments, but were massive successes. In particular the FCC x DEN event for SWHAT's wellbeing week was recognized by students, but also by the clubs we invited! Also, DEN's January 29<sup>th</sup> event, was attended by several faculty and staff. There was lots of praise that the service received after event for hosting.

## Current Challenges

DEN has been a smooth sailing ship for much of the start of this semester! As we begin to work on many of our other initiatives for this semester, I hope to work closely with my AD and execs to ensure tasks are continued to be delegated. However, a personal challenge would certainly be ensuring that the incoming Director is well equipped with all that I learned throughout my role. I hope to prepare a throughout, and certainly lengthy transition report!

## Miscellaneous

DEN's Director is hired! With transition reports due soon, I'm looking forward to handing off the service to my successor soon!