



# REPORT

*From the office of the...*

**Jenny Zhao (SWHAT Coordinator)**

---

TO: Members of the Executive Board  
FROM: Jenny Zhao  
SUBJECT: SWHAT Report 6  
DATE: Wednesday, February 7, 2024

---

## **Yearplan Update**

Happy New Year! I am ecstatic to report that SWHAT is currently progressing on track with our year plan. Our major updates since the last report on December 4, 2023 are:

- Delivered personalized end-of-semester cards to our volunteers at the end of December
- Completed 1-on-1 meetings with executives over the Winter Break
- Organized and executed a successful Wellbeing Week from January 22-26, 2024 with nine other MSU services
- Attended Thrive Week Dogs Against Catcalls event by SVPRO on January 25, 2024
- Started 1-on-1 check-ins with our volunteers and dispatchers end of January
- Started our winter volunteer dodgeball team
- Organized volunteer appreciation paint night for February 7, 2024
- Placed SWHAT sweater order

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

### *General Service Usage*

From November 30, 2023 to January 31, 2024, SWHAT has completed 146 walks, averaging 3.04 walks/night since we were closed from December 23 – January 7. For reference, SWHAT completed 137 walks in September, 152 walks in October, and 173 walks in November. The total walk count since the start of the year is 615 completed walks, compared to the 569 walks completed during this time last year. It seems that service usage is slow coming out of the winter semester. However, we are still delivering several weekly recurring walks and I am hopeful that traction will pick up again as students return to their regular school schedules.

### *Projects & Events: Volunteer End-of-Semester Cards (Complete)*

This project was scheduled for December in my year plan and was completed on time. The executives and I created hand-written cards for all the volunteers which we handed out before and after the break. I also prepared cards for the executives as well. The cards were very well received! Many of the volunteers mentioned that they were grateful, and even surprised, by the personal touch / little drawings included in the cards. Since our team is so big, I am glad we can prepare small tokens of appreciation to help everyone feel seen and heard!

### *Projects & Events: Executive 1-on-1 Meetings (Complete)*

This project was scheduled for December in my year plan and was completed on time. Over the winter break, I helped 1-on-1 meetings with my six executives. We met over Zoom, and I asked check-in questions like: "Is the role what you expected? What do you think you have done well in your role? What do you think you could improve on in your role? Do you feel that you have adequate support in your role? How can I better support you?" I think this was a great opportunity for my executives to discuss candidly, and for me to see how they are progressing in their role.

### *Projects & Events: Wellbeing Week (Complete)*

Our second annual Wellbeing Week was a significant project for SWHAT to lead and organize, especially for a service with no specific events team. However, SWHAT's PR team (Reem and Yumnah) were up to the challenge and were able to bring together 9 services for this week-long campaign. For reference, the campaign featured 5 MSU services last year. We received a turnout of around 250 students across all five events. The events included:

- SWHAT x SPARK: Housing Hinge Event
  - o This event was held in TwelvEighty. VP Education, Abby, shared a presentation on finding safe housing and tenant rights. Attendees had the option to complete a roommate matching quiz and meet the other attendees. We had around 20 total attendees.
- SHEC x EFRT: Naloxone Training Workshops
  - o Two workshops were held in MUSC in collaboration with a pharmacist. Attendees received a certificate for their training. A vitals booth was also held on the first floor of MUSC. There were around 30 attendees in total.
- PCC x WGEN: Paint and Trivia Night
  - o This event was held in BSB. Unfortunately, the fire alarm went off during the event and the event was cancelled.
- Maccess: Paint and Games Night
  - o This event was held in MUSC. The event received around 15 attendees and looked like a success!
- FCC x DEN: Around the Globe Tasting
  - o This was one of the most successful events of Wellbeing Week. The event was held in MUSC Atrium and gained significant traction. Around 100 students entered the giveaway from this event, but

other students in attendance did not enter the giveaway. I would estimate around 100 to 200 students stopped by for some samples. The cultural clubs were very excited to help with the event, which was amazing!

Since SWHAT does not typically plan events, it is an amazing feat that our PR executives handled the promotions and logistics of the week-long campaign. The impact of this campaign on the McMaster community was evident. Shoutout to WGEN, SHEC, EFRT, Maccess, PCC, Maroons, and DEN, FCC for attending multiple meetings and answering multiple emails to make this possible!

#### *Projects & Events: Winter Volunteer Intramurals (In-Progress)*

Our volunteers decided on dodgeball intramurals for the winter semester! We have around ~20 volunteers signed up for the team and around ~10 volunteers that have attended at least one game. The signup process and payment went very smoothly this time around.

#### *Projects & Events: Volunteer Paint Night Planning (In-Progress)*

Our Volunteer Affairs Executive, Albi, is planning a paint night on February 7. Volunteers will have the chance to paint on a canvas and snack on some light refreshments. The event will be a drop-in for all volunteers! I think the timing works well since it is before most midterms!

#### *Projects & Events: Walker and Dispatcher Check-Ins (In-Progress)*

This project was scheduled for December in my year plan but is being completed over January and February. Walker and Dispatcher Check-Ins are something new I wanted to introduce this year. Although our team consists of 80+ walkers and dispatchers, it is important to me that every one of them feels connected and integrated with our service and community. After discussing with my executives, we decided that the most feasible way to complete these check-ins would be by instant messaging/email. The executives and I divided the volunteers and have been sending simple check-in messages to see how they are doing with SWHAT and school. If the volunteers share something of concern, or they request to meet in person/by Zoom, we will try our best to accommodate this. From my interactions, many of the volunteers have been appreciative of the check-in and it has been nice to chat with them!

## **Outreach & Promotions**

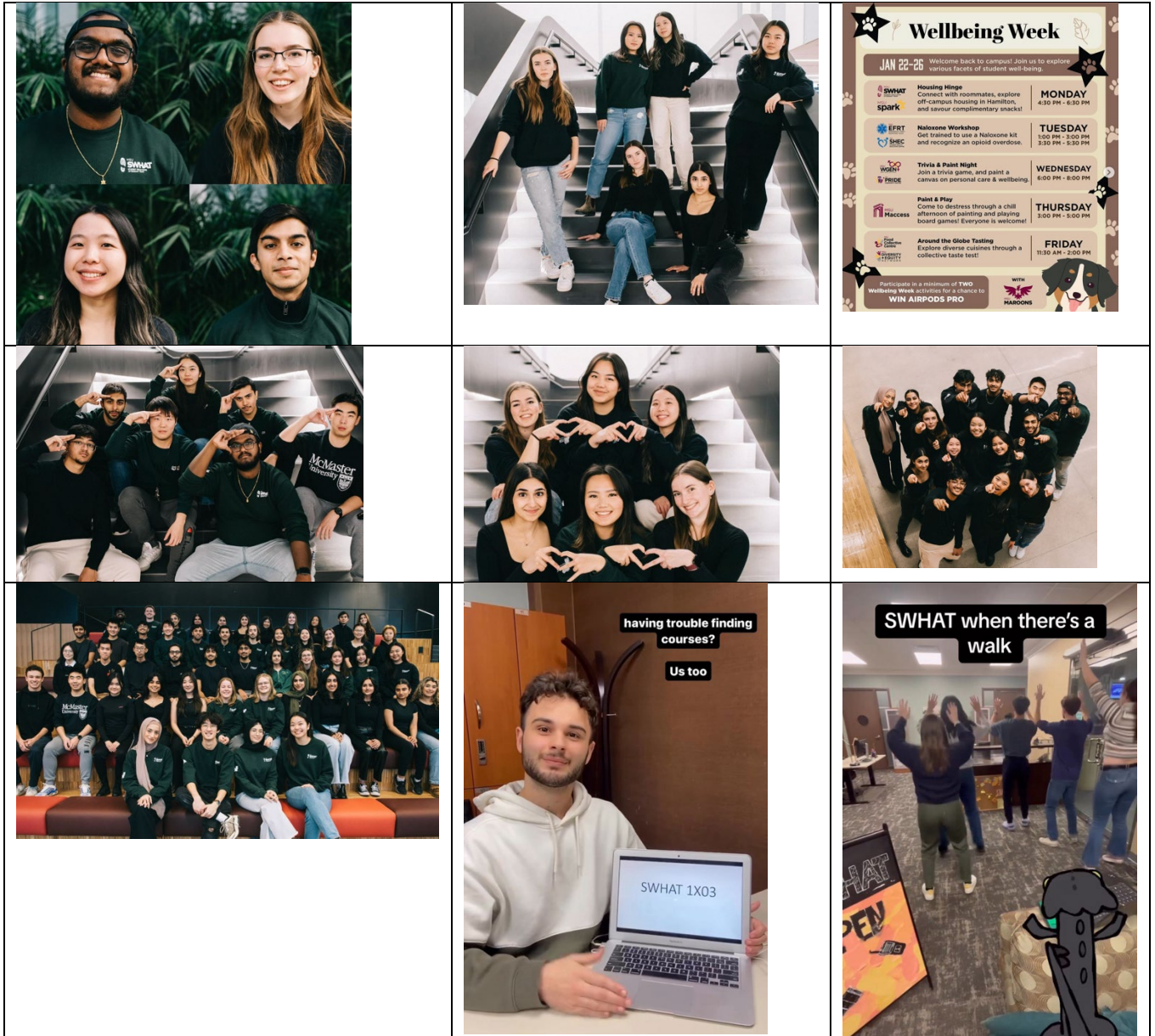
### *Summary*

This month, SWHAT shared seven posts on Instagram and Facebook. This included a big group photo with 40+ SWHAT volunteers, other small group photos, the Wellbeing Week graphic, and the first of our volunteer headshots. SWHAT continues to post nightly Instagram/Facebook stories, which are popular among our service users, volunteers, and the community!

## Promotional Materials







### Recent posts and recent stories:

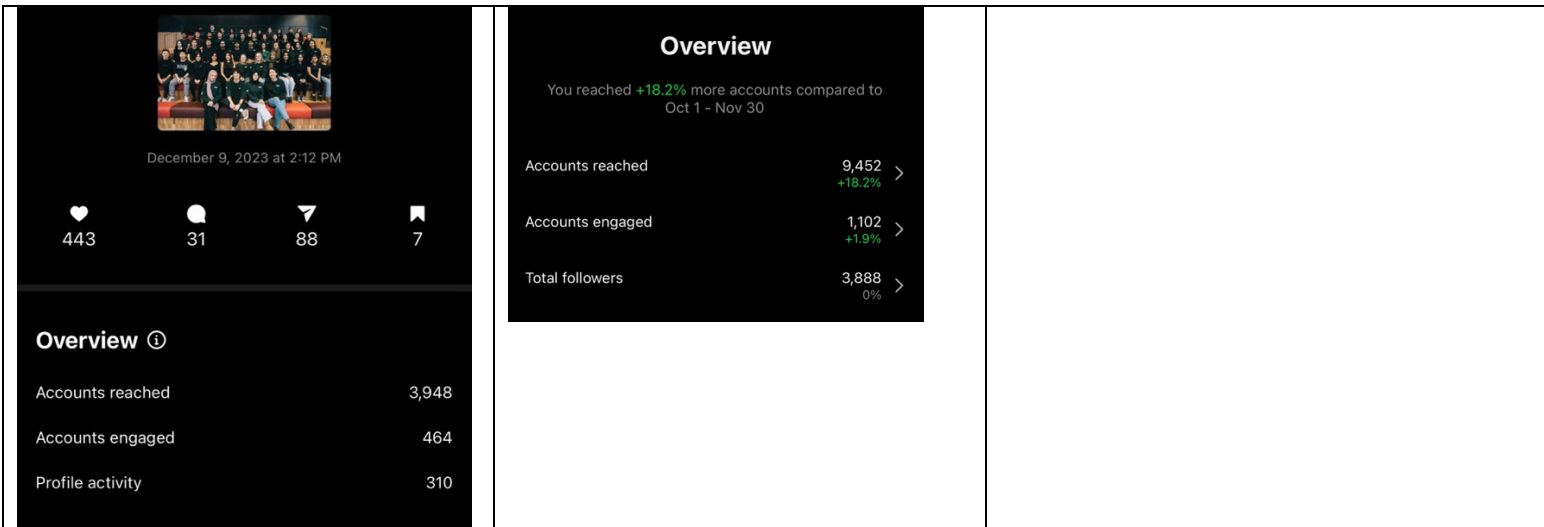
The first seven boxes include our recent posts. Unfortunately, since most of our stories are videos, I can't share them here. If you aren't following us already, you're missing out!



## Social Media Engagement since the Previous Report

Most of our recent posts range from 178 to 248 walks. Our full team photo received 443 likes, making it our most-liked post of all time! We haven't seen an increase in followers lately since we haven't been actively following new accounts.

 <p>January 30 at 11:33 AM</p> <p>194 15 49 2</p> <p><b>Overview</b></p> <p>Accounts reached 1,760 Accounts engaged 205 Profile activity 147</p>	 <p>January 21 at 6:00 AM</p> <p>178 7 13 3</p> <p><b>Overview</b></p> <p>Accounts reached 2,369 Accounts engaged 185 Profile activity 104</p>	 <p>January 17 at 9:55 AM</p> <p>260 14 189 52</p> <p><b>Overview</b></p> <p>Accounts reached 6,140 Accounts engaged 361 Profile activity 82</p>
 <p>January 8 at 6:00 AM</p> <p>199 10 33 0</p> <p><b>Overview</b></p> <p>Accounts reached 2,480 Accounts engaged 219 Profile activity 178</p>	 <p>January 1 at 11:46 AM</p> <p>248 14 12 0</p> <p><b>Overview</b></p> <p>Accounts reached 2,538 Accounts engaged 252 Profile activity 142</p>	 <p>December 22, 2023 at 8:54 AM</p> <p>247 11 30 1</p> <p><b>Overview</b></p> <p>Accounts reached 2,627 Accounts engaged 259 Profile activity 199</p>



## Finances

### Budget Summary

The radio that we ordered as a capital expense arrived at the beginning of January. This has been a great help during our peak hours when we operate with five total walk teams.

In the last report, I mentioned that the office budget and the volunteer appreciate budget line was a challenge. However, I spoke with Sefa about using our \$800 “Uniform” budget to cover these costs (since our SWHAT merch will be ordered from the pooled MSU budget).

This month, our major spending was on the Housing Hinge event. We used \$300 from our SWHAT budget and \$200 from the Special Events line. The wellbeing week graphic was split between the nine services, so we only paid \$33.33.

The new expenses are highlighted in yellow.

ACCOUNT CODE	ITEM	BUDGET / COST
	Walker Dispatcher Hiring Package	100.00
	Executive Hiring Package	100.00
	500 Rave Cards	150.00
	300 Footprint Stickers	183.00
	300 Dog Stickers	20600
6501-0117-0200	New Sticker Design Cost	55.00
	ClubsFest	20.00
	November Walkathon Package	150.00
	Wellbeing Week Graphic	33.33

<b>ADV. &amp; PROMO</b>	TOTAL SPENT IN LINE	997.00
	REMAINING IN LINE	252.67
6901-0117-0200	Volunteer Uber Ride	16.93
	Volunteer Uber Ride	14.05
	Volunteer Uber Ride	11.80
	Volunteer Uber Ride	11.24
	Volunteer Uber Ride	9.80
	Volunteer Uber Ride	17.59
	Volunteer Uber Ride	10.28
	Volunteer Uber Ride	12.28
	Volunteer Uber Ride	30.37
	Volunteer Uber Ride	9.88
	Volunteer Uber Ride	11.48
	Volunteer Uber Ride	16.49
<b>TRAVEL &amp; CONFERENCE</b>	TOTAL SPENT IN LINE	172.19
	REMAINING IN LINE	827.81
6494-0117-0200	Volunteer Volleyball Intramurals	110.00
	Volunteer Bonfire	400.00
	Volunteer Dodgeball Intramurals	85.00
	Holiday Cards	60.90
	Volunteer Paint Night Canvas	36.53
<b>VOLUNTEER RECOGNITION</b>	TOTAL SPENT IN LINE	692.43
	REMAINING IN LINE	57.57
5003-0117-0200	Snacks (September)	98.24
	Snacks (October)	130.00
	Foldable Office Desk	55.00
	Bonfire Fortinoes Snacks	20.24
	Bonfire Food Basics Snacks	48.46
	Snacks (November)	194.22
	January and February Snacks	239.77
<b>OFFICE SUPPLIES</b>	TOTAL SPENT IN LINE	944.29
	REMAINING IN LINE	55.71
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		5850.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		3628.97
<b>REMAINING DISCRETIONARY SPENDING</b>		2221.03

## **Executives & Volunteers**

During the 1-on-1 meetings with my executives, morale seemed to be high. I learned that school, thesis projects, and other activities were picking up for them and we discussed how we can plan for these upcoming events. December and January were particularly busy for our Public Relations Executives due to Wellbeing Week. We decided to slow recent PR events so they can take a break, but we will be meeting to debrief and plan the next steps soon. The Volunteer Affairs, Volunteer Logistics, and Dispatch Executives are also doing well since their workload is steadier!

During the check-ins, volunteers seemed to be quite positive. School seems to be quite busy for volunteers, but they mentioned that they can balance school with SWHAT, and that shifts can be a nice break. Volunteers are always encouraged to contact me if they require a break from SWHAT or accommodations for their shifts. In addition, our volunteers seem to be quite excited about receiving their SWHAG (SWHAT merch)! We've had some very competitive polling to decide on a colour.

## **Successes**

1. **Wellbeing Week** – Organizing Wellbeing Week was incredibly rewarding, and I truly believe that we were about to positively impact the student body. Wellbeing Week was also a learning process, as it was our first time collaborating with nine different MSU services. I am excited to see how SWHAT builds on this experience next year!
2. **Social Media Engagement** – As seen with our engagement, our recent Instagram posts gained a lot of traction. Last year, our best posts gained around ~200 likes and reached around ~2000 accounts. It's exciting to see that we are now averaging these numbers on all our posts. I would like to give credit to Will for the amazing professional photos, Mitch for allowing us to use the beautiful Hub space and our photogenic volunteers!

## **Current Challenges**

1. **Volunteer Burnout** – I am cognizant that volunteers are likely to become burnout, especially as the second semester progresses. We have had some volunteers take breaks or resign because they are feeling overwhelmed with school and SWHAT. We have tried to reduce burnout this year by scheduling fewer volunteers on our quieter shifts (e.g. weekends) and by ensuring that volunteers have around 2-4 shifts each month. In addition, volunteers are welcome to request breaks or shift accommodations during busier months (e.g. fewer late shifts during some months). I also hope that having volunteer appreciation events, receiving merch, and sharing our monthly service highlights (e.g. number of walks completed) will encourage volunteers to stay engaged!



## Miscellaneous

Here's an enlarged photo of our volunteers (only half of the team is pictured here)!

