



# REPORT

*From the office of the...*  
**Maccess Director**

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TO: Members of the Executive Board  
FROM: Esther Liu (she/he)  
SUBJECT: Maccess Report #7  
DATE: February 28<sup>th</sup> 2024

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## **Year Plan Update**

Good afternoon! Most significantly, since the last EB meeting, Maccess has completed hiring our new peer support volunteers, has begun collaborating with other services for events, and has begun planning our weeklong campaign for late March.

In particular:

1. Finished hiring new peer support volunteers
2. Met with other services to plan events and collaborate on community circles
3. Begun planning our weeklong campaign (March 18-22)

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

### *General Service Usage*

Maccess has opened physical peer support and is in the last steps of finalizing the online peer support space on Discord. We will begin tracking usage online by self-reporting from the volunteers as they check in for their shifts.

### *Projects & Events: Opening physical peer support space (Complete)*

Peer support had physically opened in early February. We have seen increased engagement in volunteers attending shifts and have also begun to redecorate the space. We will also be planning out future additions to the space (ex more seating).

### *Projects & Events: Planning Weeklong campaign (Ongoing)*

We have begun planning our weeklong campaign, Disability and Mad Pride Week. We have used feedback from the previous semester and gained insight from other services to improve. We will be implementing an overall raffle to encourage participation to more events, prepare the feedback form so that it is more organized, and will complete planning earlier to better promote events.

### *Projects & Events: Peer Support Volunteer Training (Ongoing)*

Training peer support volunteers is still ongoing. All volunteers, both new and returning, will be engaging in a virtual, synchronous training. Volunteers have

also begun to complete the Be There Certificate to assist them in engaging in difficult conversations and provide peer support.

### *Projects & Events: Setting up Online Peer Support Space (Ongoing)*

We are still finalizing the online peer support space as volunteers have not completed training on how to use the Discord platform. We aim to open online peer support early March.

## **Outreach & Promotions**

### *Summary*

We have promoted our online campaign called 5 Days of Empowerment: celebrating women and gender non-conforming disability advocates. Additionally, the Maccess promotions executive has created a TikTok and we will be launching that early March.

### *Promotional Materials*

#### Instagram Post #1



#### Instagram Post #1 Statistics:

- Likes: 20
- Saves: 1
- Comments: 0
- Shares: 1
- Accounts reached: 290

#### Instagram Post #2



#### Instagram Post #2 Statistics:

- Likes: 53
- Saves: 5
- Comments: 5
- Shares: 17
- Accounts reached: 669

### *Social Media Engagement since the Previous Report*

I have included the insights for the time since the last EB meeting. As seen below, Maccess has had a larger reach (+53.3%) and engaged more accounts (+166%). However, our total followers on Instagram has slightly decreased (-

0.6%). I believe that the increases are due to our more consistent posting with the informational campaign.

Insights		Jan 27 - Feb 25
Accounts reached	940	+53.5%
Accounts engaged	141	+166%
Total followers	1,343	-0.6%
Content you shared	45	

## Finances

### Budget Summary

Since the last EB report, we have used our budget to purchase some items for the space. We will be using more of the budget in the very near future for training, food, and our weeklong campaign.

5003-011   MACCESS - OF   MACCESS - OFFICE SUPPLIES		\$500.00		
MACCESS - OFFICE SUPPLIES	fidget toys and command strips	\$75.00	14/02/2024	
<b>MACCESS</b>				
<i>DISCRETIONARY EXPENDITURE</i>				
<i>Summary</i>				
TOTAL BUDGETED DISCRETIONARY SPENDING		\$7,500.00		
TOTAL ACTUAL DISCRETIONARY SPENDING		\$2,737.32		
REMAINING DISCRETIONARY SPENDING		\$4,762.68		

## Executives & Volunteers

Having biweekly in-person meetings has been helpful in increasing engagement and bonding between the executive team. I also spend time in the peer support space with volunteers and have observed increased cohesion and curiosity as returning and new volunteers mingle.

## Successes

Peer support has been running smoothly and I am proud of my team for their initiative and quick turnaround with event planning!

## Current Challenges

The biggest challenge currently is keeping things to our dedicated timeline. Understandably, people have been busy due to midterms and reading week. I have tried to balance being understanding while still completing the necessary work. However, with the student schedule, we have had to push back training and opening the online peer support space. However, I have engaged 1-on-1 with executives to better find how to support them and delegate work.

## Miscellaneous

Thanks for your attention!