



REPORT

From the office of the...

Diversity + Equity Network Director

TO: Members of the Executive Board
FROM: Ayesha Zahid
SUBJECT: Diversity + Equity Network Report #8 – The End!
DATE: March 22nd, 2024

Year Plan Update

We've reached the end! It's certainly an exciting time for DEN as we worked hard to materialize so many wonderful events. Last year DEN lacked a frequent in-person presence, and this year's team really helped turn this around. We furthered our peer-support branch as well, through coordinating a pilot project – something new we hope to carry on for next year as well. Additionally, we fostered many amazing relationships with fellow MSU services, and clubs to better represent our diverse student body. Our team has also taken great pride in facilitating the launch of Bridges, it's truly an amazing space and we're glad it's accessible to many now! At this time, the new Director has been hired and the Assistant Director hiring has commenced. The executives have been encouraged to start on their transition reports. We have 2 events left until the end of the year!

Events, Projects, & Activities

General Service Usage

The past couple months have brought many new students to the Bridges space, though we don't have a way of quantifying how many. We have also hosted many clubs in Bridges, especially ones intersecting on cultural and religious identities. Ensuring Bridges remains accessible to students is an important concern as the service moves into another year, though there are challenges with this.

Projects & Events: DEN Research Project [On-going]

Our Research and Resources team truly crushed it this year! Launching a research study exploring BIPOC experiences of undergraduate students on campus, we created a survey guided by McMaster's Department of Sociology. The survey closes today (March 22nd) and we have had nearly 300 responses! DEN is working alongside a PhD graduate student, paid for by the Department of Sociology, to aid in the analysis of our survey results, which will be compiled into a published research paper. Our team has sought to explore how comfortable

fellow BIPOC students feel on our university campus, and whether they are aware of the student supports that exist. We fostered an amazing relationship with faculty, and cannot wait to share our findings!

Projects & Events: WGEN x Maccess x DEN [On-going]

DEN is collaborating with WGEN and Maccess to support WGEN's, "Making Waves" campaign. We are helping host a poster making night, and a coffeehouse in Bridges, whereby performers will share any meaningful pieces. This event is set for March 29th. DEN has sought to strengthen its relationships with other peer-support services, to better reflect intersectional identities, and this event may be the perfect collab!

Projects & Events: Alumni Night [Completed]

DEN hosted an Alumni Networking Night, in collaboration with McMaster University's Alumni Engagement Office. We hosted alumni from the Social Sciences, Humanities, Health Sciences and Sciences. We had more than 65 student participants and 10 alumni. This was a great success as we had a lot of traffic flowing in and out of the venue over a duration of two hours. This event fostered many meaningful conversations for students as they saw young professionals like them. This event has almost become an expectation of the service as it's incredibly impactful!

Outreach & Promotions

Summary

The MSU Services have developed a supportive community where we share events and posts on one another's social media accounts. We have also expanded our reach to different clubs at McMaster which represent diverse cultural identities to gain perspective and also to ensure students know that our service exists to support them. We hosted many of these clubs at our Tasting Around the World events!

Promotional Materials

Over the past few months, DEN has been posted event promotion, and advocacy content on our Instagram. We hosted Aaron Perry as part of our Black History Month Campaign. This was filmed in the Lyons media centre and done by our Promotions Executives and Community Events Team! We are looking to do an outro for all the executives as well. Some of the graphics posted for this semester are as follow:



Social Media Engagement since the Previous Report

Over the past few weeks, our social media engagement has increased due to the hosting of events. We have reached 3,684 accounts, with 1,897 of these being from non-followers! Next steps for the service may be to increase following count as over the same period we only gained 11 followers.

Finances

Budget Summary

DEN's budget tracker was not updating the "Remaining Discretionary Spending" line... with this, I believed our service has more money to spend, than it did. I'm working with Jay to resolve any overspent budget lines! By mid-April, I would project that DEN has used 100% of its Annual Campaign line, it Volunteer Recognition line, and 70% of its Promotional Materials line. The former two have been used already, and our promotional line is frequently pulled from, for social

media posts. Our standing order with the Underground of \$4000, now has \$1,278 remaining. We may not be able to exhaust the entire amount for this year. Though I do not have finalized numbers now, I hope to hand them off to my successor.

Executives & Volunteers

Successes

DEN's executive and volunteer team this year was so incredible! We truly benefited from the diverse lived experiences of our team, but also their unique skillset and abilities. As we end of the year and reflect on the successes of the service, our executives and volunteers are at the center of it all! Without their knowledge, and guidance I would not have been able to report so enthusiastically about our events for this year. We hope to host one final social to truly celebrate them!

Current Challenges

While the Bridges space has been amazing for clubs to rent out, its current system hasn't been the most ideal for DEN. The incoming Director, Adam, Omer, and I hope to work out a feasible plan before the end of the year. Talks have already begun, and we hope to seamlessly transition the space into one that is equitable for both clubs, and DEN.