



REPORT

From the office of the...

Maccess Director

TO: Members of the Executive Board
FROM: Esther Liu (she/he)
SUBJECT: Maccess Report #8
DATE: Wednesday 27th 2024

Year Plan Update

Good afternoon! I am very proud to say that Maccess has achieved the majority of our goals this year. Our overall goal was an increased focus on intersectionality within the Maccess community. In particular, having a stronger focus and presence for BIPOC, LGBT, low-income, and otherwise marginalized disabled folks was of vital importance to us.

Although there were some hiccups here and there, the majority of our initiatives have worked towards this vision. For instance, we have had many collaborations with other services that explore the intersections between the respective identities that each service is built for, such as WGEN or DEN. Furthermore, our social media campaigns have explored intersections between disability, gender, and racialization. Unfortunately, some of our plans had to be cancelled as team capacities change. However, I would recommend that there is greater attention to deadlines, delegation of tasks, and collaboration with others to fulfill our goals.

Events, Projects, & Activities

General Service Usage

Maccess has opened physical and online peer support online via Discord. We have begun to track usage online by self-reporting from the volunteers as they check out for their shifts. Peer support offered a consistent and safe(r) space for folks to build community at Maccess.

In-person peer support had more engagement than online, however it should also be noted that online peer support only began later in the year. In the future, I think it'd be wonderful to build off of one of my executive's ideas to implement more daily events online.

The physical resources at Maccess were also utilized heavily by the community throughout the year. In the summer and fall semester, there were more individuals requesting mobility aid lending. In the winter semester, more individuals were borrowing books.

Projects & Events: Planning Weeklong campaign (Complete)

We have just completed our weeklong campaign, Disability Pride Week! Using feedback from last semester, we consulted with other services and the community to gain more insight on how to improve. We had implemented a sign in and prize for individuals who attend 3+ events, collaborated with other services/groups, and leveraged our relationships with other services and clubs to further promote our events. We are launching the feedback form this week.

Projects & Events: Peer Support Volunteer Training (Complete)

Training peer support volunteers is now complete. All volunteers, both new and returning, viewed a recording of last semesters training and were provided additional Q&A sessions along with a drop-in Discord training call. Volunteers had also completed the Be There Certificate to assist them in engaging in difficult conversations and provide peer support.

Projects & Events: Setting up Online Peer Support Space (Complete)

The online peer support space has been finalized as volunteers have completed training on how to use the Discord platform.

Projects & Events: Planning end of year team bonding (Ongoing)

Our team is currently organizing two team socials for the end of the year. Two are being offered as we have a large team (roughly 50 people total) so we would like to provide greater flexibility for our community.

Projects & Events: Transitioning new Director and Assistant Director (Ongoing)

The new Director and Assistant Director have been finalized. I have begun familiarizing the new Director with my day-to-day as well as with the responsibilities of Director (ex filling out POs, updating the budget).

Outreach & Promotions

Summary

Most notably, we have promoted our weeklong campaign (Disability Pride week). Additionally, we have collaborated with the FCC, WGEN, DEN, AccessMac, and MSU Advocacy since the last EB report and have co-promoted these events with them.

Promotional Materials

Instagram Post #1



DISABILITY PRIDE WEEK

MONDAY MARCH 18 GET YOUR SH*T TOGETHER 3PM - 5PM

TUESDAY MARCH 19 RESOURCE FAIR 11AM - 2PM

WEDNESDAY MARCH 20 FINANCE AND DISABILITY 3:30PM - 5PM

THURSDAY MARCH 21 ACCESSIBLE GUIDED TOUR OF THE MCMASTER MUSEUM OF ART (MMA) + ART WORKSHOP 4:30PM - 6:30PM

FRIDAY MARCH 22 THE IMPORTANCE OF DISABILITY AWARENESS AT MCMASTER 11:00AM - 1:30PM 12:00 PM - 1:30PM

MSU Maccess linktr.ee/maccess MSU Maccess MSU

Instagram Post #1 Statistics:

- Likes: 59
- Saves: 9
- Comments: 3
- Shares: 47
- Accounts reached: 572



WGEN'S Making Waves presents...

CALL FOR PERFORMANCE SIGN-UP

sign-up for a chance to win our "writer's kit" stationary giveaway valued at \$50.00!

Writer's Coffee House

Welcome to WGEN's first-ever **Writer's Coffee House** in collaboration with MSU's Maccess and DEN! This open-mic night serves as a platform for **activist poetry and writing** with some coffee + tea! Performance sign-ups are now open (link in our bio). Every sign-up is an entry in our giveaway raffle!

Sign-up Deadline: Wednesday, March 27th

MSU WGEN+ MSU Maccess UNIVERSITY EQUITY NETWORK

Instagram Post #3 Statistics:

- Likes: 67
- Saves: 10
- Comments: 2
- Shares: 37
- Accounts reached: 1143

Instagram Post #2



MACCESS X FCC

ACCESSIBLE COOK ALONG

Friday, March 8th 4 -7 PM
McMaster Alumni House Teaching Kitchen

For all students who experience or identify with disabilities or inaccessibilities

Join Maccess & FCC to discuss accessibility in cooking and learn how to make **Japanese curry!** (Both meat and vegetarian options)

REGISTRATION LINK IN BIO linktr.ee/maccess

MSU Maccess Food Collective Centre

Instagram Post #2 Statistics:

- Likes: 53
- Saves: 4
- Comments: 1
- Shares: 35
- Accounts reached: 920

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 (+69%) and engaged more accounts (+73.4%). Our total followers on Instagram has slightly decreased (+1%). I believe that the increases are due to our more consistent posting and increased collaborations between Maccess and other services.

In the future, more consistent collaborations and promotion between the services would be beneficial to increase our engagement. Additionally, having social media giveaways may also improve engagement.



Finances

Budget Summary

As the financial year is almost ending, we are attempting to use the remainder of our budget to best benefit the community. Last semester, we had been more conservative with spending on food and items for the space. Now, we will be purchasing merchandise and gift cards for the team (mugs and gift cards) We are purchasing bulk to optimize the cost-per-unit and save items for next year. We are also ordering t-shirts for the executive team. We will also be covering catering expenses for collaborations between services for events. Further, we will be using the budget to better decorate the space and fulfill community-requests (ex books).

5003-0118-0300	MACCESS - OFFICE SUPPLIES	MACCESS - OFFICE SUPPLIES	\$500.00		
5003-0118-0300	MACCESS - OFFICE SUPPLIES	Masks	\$135.49	30/10/2023	129994
5003-0118-0300	MACCESS - OFFICE SUPPLIES	Costco Snacks/Hand Sanitizer	\$125.00	30/10/2023	129995
5003-0118-0300	MACCESS - OFFICE SUPPLIES	Bluetooth speaker	\$31.63	22/11/2023	130098
5003-0118-0300	MACCESS - OFFICE SUPPLIES	costco snacks and drinks	\$130.00	18/01/2024	
5003-0118-0300	MACCESS - OFFICE SUPPLIES	fidget toys and command strips	\$75.00	14/02/2024	
5003-0118-0300	MACCESS - OFFICE SUPPLIES	TOTAL SPENT IN LINE	\$497.12		
5003-0118-0300	MACCESS - OFFICE SUPPLIES	REMAINING IN LINE	\$2.88		
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	MACCESS - ANNUAL CAMPAIGNS	\$3,000.00		
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Crippling Up Sex - workshops	\$65.33	10/30/2023	129993
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	MUSC atrium booking	\$379.68	11/13/2023	130041
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Raffle prize 1: noise-cancelling headphones	\$168.26	11/22/2023	130097
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	raffle prize 2: oodie (BOGO)	\$119.00	11/22/2023	130096
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	SHEC winter wonder care collab	\$101.56	12/8/2023	130188
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	MUSC atrium booking (winter sem)	452	3/12/2024	130613
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	winter - Raffle prize 1 & 2: noise-cancelling headphones	\$158.18	3/12/2024	130611
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	winter - raffle prize 3: campus store gift card	\$50.00	3/12/2024	130610
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	disability pride catering - hospitality services	\$314.55	3/12/2024	130612
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	wgen den collab 1 (poster event) - catering	\$239.54	3/20/2024	
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	wgen den collab 2 (coffeehouse) - catering	\$400.00		
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Get your shit together chatime order	\$135.00	3/14/2024	130642
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	end of year collaboration with wgen and other s	416		
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	\$2,999.10		
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	REMAINING IN LINE	\$0.90		

6494-0118-0300	MACCESS- Volunteer Recognition	MACCESS- Volunteer Recognition	\$400.00		
6494-0118-0300	MACCESS- Volunteer Recognition	Fall Team Social Supplies - paint markers, canvas	\$58.30	9/1/2023	9/6/2023
6494-0118-0300	MACCESS- Volunteer Recognition	Fall Team Social UberEats	\$144.35	9/12/2023	9/12/2023
6494-0118-0300	MACCESS- Volunteer Recognition	End of term social - Lava's Pizza	\$74.57	11/28/2023	130118
6494-0118-0300	MACCESS- Volunteer Recognition	end of term social - food	\$100.00		
6494-0118-0300	MACCESS- Volunteer Recognition	end of term decorations / preparations	\$22.78		
6494-0118-0300	MACCESS- Volunteer Recognition	TOTAL SPENT IN LINE	\$400.00		
6494-0118-0300	MACCESS- Volunteer Recognition	REMAINING IN LINE	\$0.00		
6501-0118-0300	MACCESS - ADV. & PROMO	MACCESS - ADV. & PROMO	\$2,000.00		
6501-0118-0300	MACCESS - ADV. & PROMO	Fall hiring instagram posts	\$100.00	7/7/2023	7/7/2023
6501-0118-0300	MACCESS - ADV. & PROMO	500 Maccess Die Cut Stickers	\$189.00	15/7/2023	15/7/2023
6501-0118-0300	MACCESS - ADV. & PROMO	250 4x5 double sided rave cards	\$72.00	28/08/2023	28/08/2023
6501-0118-0300	MACCESS - ADV. & PROMO	Community Survey Post	\$100.00	3/10/2023	3/10/2023
6501-0118-0300	MACCESS - ADV. & PROMO	Social Advocacy Campaign #1	\$330.00	8/11/2023	130025
6501-0118-0300	MACCESS - ADV. & PROMO	wellbeing week - other expenses (ex UG)	\$33.33		
6501-0118-0300	MACCESS - ADV. & PROMO	disability pride promo	\$300.00		
6501-0118-0300	MACCESS - ADV. & PROMO	social advocacy Campaign #2	\$330.00		
6501-0118-0300	MACCESS - ADV. & PROMO	tshirts	\$250.00		
6501-0118-0300	MACCESS - ADV. & PROMO	stickers from the UG	\$195.67		
6501-0118-0300	MACCESS - ADV. & PROMO	open house graphic	\$100.00		
6501-0118-0300	MACCESS - ADV. & PROMO	TOTAL SPENT IN LINE	\$2,000.00		
6501-0118-0300	MACCESS - ADV. & PROMO	REMAINING IN LINE	\$0.00		
6603-0118-0300	MACCESS - SPECIAL PROJECTS	MACCESS - SPECIAL PROJECTS	\$1,000.00		
6603-0118-0300	MACCESS - SPECIAL PROJECTS	Collaboration with other services - Clubsfest	\$20.00	25/07/2023	27/07/2023
6603-0118-0300	MACCESS - SPECIAL PROJECTS	Pottery	\$208.40	27/11/2023	130119
6603-0118-0300	MACCESS - SPECIAL PROJECTS	wellbeing week - paint supplies	\$26.42	16/01/2024	130290
6603-0118-0300	MACCESS - SPECIAL PROJECTS	exec meeting food	44.44	27/02/2024	130530
6603-0118-0300	MACCESS - SPECIAL PROJECTS	decorations for the space (paintings, books)	\$135.74		
6603-0118-0300	MACCESS - SPECIAL PROJECTS	book stickers from the UG	\$150.00		
6603-0118-0300	MACCESS - SPECIAL PROJECTS	mugs	\$415.00		
6603-0118-0300	MACCESS - SPECIAL PROJECTS	TOTAL SPENT IN LINE	\$1,000.00		
6603-0118-0300	MACCESS - SPECIAL PROJECTS	REMAINING IN LINE	\$0.00		
6804-0118-0300	MACCESS- Training Expense - -	MACCESS- Training Expense - -	\$600.00		
6804-0118-0300	MACCESS- Training Expense - -	gift cards for volunteers (\$15 x 50)	\$600.00		
6804-0118-0300	MACCESS- Training Expense - -	TOTAL SPENT IN LINE	\$600.00		
6804-0118-0300	MACCESS- Training Expense - -	REMAINING IN LINE	\$0.00		
MACCESS					
<i>DISCRETIONARY EXPENDITURE</i>					
Summary					
TOTAL BUDGETED DISCRETIONARY SPENDING			\$7,500.00		
TOTAL ACTUAL DISCRETIONARY SPENDING			\$7,496.22		
REMAINING DISCRETIONARY SPENDING			\$3.78		

Executives & Volunteers

I was very lucky to have the team we have had this year. We have seen consistent members of the community come out and show up for our events, advocacy campaigns, and more. Our executive team has shown tremendous dedication and

passion for the work that we do. To show appreciation and improve team retention, we are purchasing gift cards, t-shirts, and mugs while planning team appreciation events.

Successes

One of the primary goals this year for many members of the team was to increase engagement with Maccess. Although I believe there is more work to be done, we have especially picked this up in the winter semester. Within Maccess, we have found occasional in-person meetings (with food especially) increase engagement. Our events have also found increased interest, even with members of the community who had not previously known of Maccess.

I am also particularly happy to have increased collaboration with SAS, CATS/LAS, AccessMac, WGEN, DEN, and MSU Advocacy. Maccess has found great community and connection and I hope to see these relationships continued into the future. We would also love to further collaborate with the other services and organizations focused on disability justice.

Current Challenges

One of the largest challenges this year for the whole team was to balance personal responsibilities and life with Maccess. There were team members had to take breaks or where responsibilities were not fulfilled. I would like to stress that this is expected from a student group and that, especially at Maccess, we are to be understanding with people's capacities. However, as a manager, I have also learned that it people tend to operate better with more firm and concrete directions and deadlines and appreciation. In the future, I would recommend solidifying guidelines and instructions for event-planning, social media coordination, and so on, as well as increased appreciation for the team (ex food, merchandise).

Miscellaneous

Thanks for your attention!