



## **Diversity + Equity Network**

**Director**

**Marc Gonsalves**

**Assistant Director**

**Leilani Xue**

**2024–2025**

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# Introduction

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Dear Executive Board,

The MSU Diversity + Equity Network (DEN) exists to celebrate, unite, and advocate with the variety of diverse groups on campus within the realm of race, ethnicity, culture, faith, and Indigenous affairs. Recognizing the state of inequity on campus, our service acts to advocate for an inclusive environment in which BIPOC students can experience a safe(r) space on campus and beyond.

For the 2024-2025 academic year, Marc Gonsalves is the director, along with Leilani Xue as the assistant director. We are grateful to be leading a service with aims of fostering a more equitable campus and are excited for all the new events and initiatives planned for the coming year. Our unique interests and goals have allowed us to develop meaningful year plan through which we hope will continue to uplift our community.

## Meet the Directors!

**Marc Gonsalves:** I am a fourth year Health Sciences student that has a great appreciation for the emphasis McMaster has on diversity and inclusivity through several services and initiatives. I was a part of DEN last year as a community events planner, and seeing how much of an impact we were able to make through our initiatives has driven me to take on this role. Some of my most recent hobbies include exploring Hamilton, playing with my dog, or listening to the most random songs. I am very excited to work with you all!

**Leilani Xue:** I'm a third year Sociology (Specialist) student whose academic interests lie in systemic and institutional policies and discourses that inform the modern experiences of racism and discrimination. As a former Research and Resources Coordinator, I co-developed a campus-wide research study about Racism, Discrimination, and Belongingness; a report to be published by the Sociology department at McMaster. Aside from my academic passions, I am a full-time Kpop stan and read manga too! I also love sports, with my favourite being hockey. I am so excited to meet another team that will bring change to our Mac community.

We hope that this year plan can provide a comprehensive overview of the layout of our upcoming year. Through working together, we can make these initiatives as impactful as possible, and support the McMaster community in novel ways.

Thank you,  
Marc and Leilani.

## Vision for Service

<p><b>Overarching Vision (I.e., What is the ultimate goal you have for your Service?)</b></p>	<p><b><i>DEN is not only meant to be a service for students, but also a representation of diverse perspectives on campus, including race, ethnicity, culture, faith, and Indigenous affairs. Despite its mission, it seems that some of these perspectives have faced historical misrepresentation, or neglect of various issues. The vision for the service this year, seeks to integrate neglected BIPOC issues with increased attention to the needs of our community. Through understanding the events and advocacy that our community expects of us, we have developed a year plan that we hope holds within the memories of our peers!</i></b></p>
<p><b>Description</b></p>	<p>Together advocacy and peer support will be fused to make DEN's services widely accessible and relevant to McMaster students. We hope to highlight the diversity in lived experiences, culture, and knowledge of our community through hosting a diverse range of events. Also, we hope to leverage existing clubs and partnerships at McMaster University, to create a safe(r) space for students, while also advocating for race-based issues.</p>
<p><b>Benefits</b></p>	<p>We hope to further empower McMaster's diverse student body. This will bring about many benefits for our community, such as uplifting students and the struggles of marginalized groups on campus. Our initiatives this year will also allow racialized students to experience a safe(r) space at McMaster University.</p>
<p><b>Year 1 Goals (2024/25)</b></p>	<ul style="list-style-type: none"> <li>• Evaluate if the peer support program and Indigenous Coordinator position is still viable and necessary for our service by conducting research about other neighbouring universities and McMaster stakeholders (such as services, students, etc.)</li> <li>• Continue the Research and Resources research study series, as supervised and funded by the Sociology department</li> <li>• Continue to conduct surveys and feedback forms on Instagram regarding events, DEN material and inclusion on campus</li> </ul>

	<ul style="list-style-type: none"> <li>• Continue the Food Around the World series with FCC and McMaster Hospitality Services</li> <li>• Increased social media following             <ul style="list-style-type: none"> <li>○ Gain 400 followers on Instagram</li> <li>○ Increase number of likes on our Instagram posts by 25%</li> <li>○ Increase views on our Instagram stories by 25%</li> <li>○ Increased promotion to increase the attendance at events</li> </ul> </li> </ul>
<p>Year 2 Goals (2025/26)</p>	<ul style="list-style-type: none"> <li>• Continue the Research and Resources research study series, as supervised and funded by the Sociology department</li> <li>• Continue to conduct surveys and feedback forms</li> <li>• Continue the Food Around the World series with FCC and McMaster Hospitality Services</li> <li>• Introduce some of the eats from Food Around the World within the meal plans of McMaster Hospitality Services</li> <li>• Increased social media following             <ul style="list-style-type: none"> <li>○ Gain 500 followers on Instagram</li> <li>○ Increase number of likes on our Instagram posts by 25%</li> <li>○ Increase views on our Instagram stories by 25%</li> <li>○ Increased promotion to increase the attendance at events</li> </ul> </li> </ul>
<p>Year 3 Goals (2026/2027)</p>	<ul style="list-style-type: none"> <li>• Continue the Research and Resources research study series, as supervised and funded by the Sociology department</li> <li>• Continue the Food Around the World series with FCC and McMaster Hospitality Services</li> <li>• Introduce some of the eats from Food Around the World within the meal plans of McMaster Hospitality Services</li> <li>• Reintroduce the DOTS series into our platform and add more of the SPA positions to allocate the maintenance of the project</li> <li>• Focus on conducting large scale events related to community building and diversity advocacy</li> </ul>

Partners	<p>Our community partners and other MSU services will be integral to the development of our service in the coming years. Partnering with other MSU services hosting peer support will be important informational sources for how DEN launches its own peer support service.</p> <p>This year, it is incredibly important for DEN to utilize connections with race-based, faith-based, and ethnicity-based services/clubs at McMaster. This is especially important in the pursuit of uplifting historically underrepresented communities on campus, and within DEN's own efforts.</p>
How can VP Admin support you?	<p>We would greatly appreciate if the VP Admin is open-minded and willing to provide ideas for various concerns that may arise throughout the year. Guidance is essential for new PTMs and would ensure that we are addressing needs in the correct way!</p>

# Project/Events Timeline

## Spring/Summer Term

July	
<b>Service Goal/Project/Event (#1):</b>	Hiring/Training
Why and how?	In July, we need to post hiring positions for the 2024-2025 year and conduct all interviews early in order to have sufficient time for training and onboarding.
Potential difficulties? How can you overcome them?	Some potential difficulties we may face is finding an appropriate time for interviews as individuals may work full-time during the summer. We hope to conduct these interviews virtually for accessibility and logistic purposes.
Who?	DEN Directors
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	Ordering all the merch for the incoming execs (and a couple extras to bring out to events)
Why and how?	The merch will be purchased early, allowing the team to wear them for events! It would also help if we could get the sizing for the team out and gage which execs are engaged with DEN early on. Additionally, some merchandise will be ordered for social media campaigns and welcome week events, this will allow us to start promoting DEN on campus earlier in the year and improve campus-wide engagement.
Potential difficulties? How can you overcome them?	Once we have the items delivered to us, some execs might forget to wear their clothes early on. Solution: we sent out reminders and emphasize its importance. Solution 2: We allow execs to keep their shirts with us and we can bring them out for the events.
Who?	DEN + Underground

Priority Level (highlight one)	<b>High Priority</b>	Moderate Priority	Low Priority
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August	
<b>Service Goal/Project/Event (#1):</b>	Planning for Clubsfest
Why and how?	Clubsfest is a fun, memorable moment for everyone, especially incoming first year students. Having a booth in which we can provide small prizes, while discussing the goals of our service, increases the awareness of our events for the upcoming year, and ultimately fosters a sense of community and inclusiveness. We will also have a gift card giveaway to increase attendance and have an Instagram post out to advertising the prizes we'll have for Clubsfest.
Potential difficulties? How can you overcome them?	One difficulty may be planning for this event as executives are still getting settled into the team. With early planning and onboarding however, we should not face this difficulty.
Who?	DEN Community Events Planners + MSU
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority Low Priority
<b>Service Goal/Project/Event (#2):</b>	Peer support hiring/training
Why and how?	Peer support will be integrated into bimonthly book discussions where each month we explore literature representing diverse cultures every 2 months. Each session focuses on a few chapters of a book, tying into discussions which aim to analyze the book and relate its themes to personal stories, exploring how to address these issues on campus. We may delve into general books on lived experiences, like "How to be an Anti-Racist," throughout the year. We plan to host meetings at Bridges, supported by peer support volunteers trained in intersectionality, diversity, and facilitating open discussions. Volunteers will also be knowledgeable about campus resources and EDI literature, ensuring they can direct individuals to appropriate support. These sessions are open to everyone, regardless of prior



	engagement with the book. We aim to collaborate with groups like the McMaster Book Club and other services depending on the nature of book being discussed. For instance, we may work with the PCC to discuss books on the intersectionality of Indigenous Two-Spirited Peoples. Collaborations will especially be emphasized at the start of the academic year in order to get a good turnout.
Potential difficulties? How can you overcome them?	We may experience low turnout in the beginning because this is a new program, however, we will be advertising this during Clubsfest to ensure that we can talk to students about the program in-person and answer any questions. Additionally, another problem we may experience is that it may be a challenge to train our peer support coordinators to ensure that the language they use surrounding these conversations are appropriate and safe. For example, our peer support coordinators may accidentally say something offensive and/or ignorant because they are not well versed on the topic. We will prevent that from happening by ensuring that we hire people who are familiar with the language surrounding race and diversity and will read the book and book reviews beforehand. We will also need to ensure that the students will have access to the physical copies. We will use the HSL book club kits curated for EDI conversations!
Who?	Directors and Peer Support Coordinators
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

## Fall Term

September	
<b>Service Goal/Project/Event (#1):</b>	Exec Social at Bridges or Cafe
Why and how?	It is imperative that we have an event for the entire team for everyone to get to know each other and get accustomed to the DEN team for the following year. This would improve our

	sense of community and encourage everyone to engage with event planning and facilitation!
Potential difficulties? How can you overcome them?	Having everyone's schedules align prior to classes may be a bit difficult as it is summer. We plan on providing small gift cards and refreshments, as well as fun activities so that executives are excited to attend.
Who?	DEN Director + Assistant Director
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	Campus Canvas Event
Why and how?	An introductory event for attendees to develop new friendships with each other. Simultaneously, we will have a canvas to paint in which students will be able to draw items of cultural significance. The piece would be later hung in the Hub to show the diversity on campus. We would work out the logistics with the Hub in terms of the placement in the art piece
Potential difficulties? How can you overcome them?	Developing activities that would interest the general audience! Additionally, ensuring that we can confirm with the Hub to have a big mural to be hung up. Solution: communicating with Adam and other services about what events they planned to gather the community for an opening event
Who?	Entire DEN Exec Team
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#3):</b>	Event/Initiative for National Truth and Reconciliation event
Why and how?	In recognition of the National Truth and Reconciliation Day, we will consult with Indigenous Student Services about an event that they deem appropriate for our service line. Primarily, we will initiate a donation event (in which all proceeds go to a charity such as: <a href="https://reconciliationcanada.ca/donate/">https://reconciliationcanada.ca/donate/</a> ) by selling pins.

Potential difficulties? How can you overcome them?	We will need to ensure that we can clearly communicate with ISS about what we want to initiate and what they believe would benefit the indigenous community.		
Who?	DEN + ISS		
Priority Level (highlight one)	<b>High Priority</b>	Moderate Priority	Low Priority

<b>October</b>	
<b>Service Goal/Project/Event (#1):</b>	Food Around the World (mid-Oct)
Why and how?	Collab with Hospitality, by creating menus to bring to the student population to try new foods! This series was a big hit last year and all the stakeholders had a great experience.
Potential difficulties? How can you overcome them?	Schedule must align with the Hospitality team. Solution: communicate this plan early on. Additionally, the funds add up for these events. Solution: collaborate with FCC or decrease the amount of samples
Who?	Directors and Hospitality staff
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	Halloween post
Why and how?	Cultural appropriation is often a common issue throughout Halloween. Defining cultural appropriation and describing how it can be misused is important to inform those who dress up.
Potential difficulties? How can you overcome them?	Defining the concept of cultural appropriation in a clear, direct way for individuals who come across our post may be a bit challenging. We will heavily involve the underground in ensuring that this communication is clear.
Who?	Underground and DEN
Priority Level (highlight one)	High Priority      Moderate Priority <b>Low Priority</b> (as we carried this out last year and because its on the MSU DEN website)

<b>Service Goal/Project/Event (#3):</b>	Research project MREB Submission
Why and how?	The MREB can take at least 1 month to be processed. We already have the MREB from 2023-2024 that we could partially transfer over (to lessen the technicalities of the process). The research and resources team needs to identify the next research project they want to lead.
Potential difficulties? How can you overcome them?	There is still an adjustment period the team may experience. We may also face a setback if Dr. Jeff Denis cannot supervise for the next year (meaning that we need to recruit as least another prof whose research interests align with ours). Solution:
Who?	Research and Resources Team, Supervisors, and related stakeholders
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> (time is flexible, we can even submit this in early Jan like last year)     Low Priority

November	
<b>Service Goal/Project/Event (#1):</b>	Open mic (Stay woke)
Why and how?	An open mic event where participants can sign up to present their pieces prior to the event are welcome to attend! General attendees are welcome too. Attendance is always great for this event! The event will be hosted at Bridges (enough for approx. 60-100 people) where refreshments will be served.
Potential difficulties? How can you overcome them?	Those who sign up may not attend. Solution: Have participants confirm their attendance 2-3 days prior to the event, have those on the waitlist replace those who do not respond.
Who?	DEN CEP + Stay Woke

Priority Level (highlight one)	High Priority      Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	FCC collab or SWC, food making event
Why and how?	Book a space with a kitchen out for 3 hours and host a cooking session for 10-15 students! It will be similar to SWC's Food for Thought Series! <a href="https://wellness.mcmaster.ca/your-health/food-and-nutrition/food-for-thought/">https://wellness.mcmaster.ca/your-health/food-and-nutrition/food-for-thought/</a>
Potential difficulties? How can you overcome them?	There will be popular demand and we will need to ensure that those who sign up will attend. We cannot have too many participants because the kitchen is small, and we want everyone to be involved.
Who?	Select few students; open to anyone of any background
Priority Level (highlight one)	High Priority      Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#3):</b>	Resources sheet 101 about resources about accommodations and services for racialized students
Why and how?	By developing a handbook for students to be aware of services directed for diverse backgrounds. For example, we would develop a list of accommodations/services such as the RISO and EIO for students who will have different holidays and experiences. The EIO would be a great resource to consult with if they need to report racism. Another example of a service would be the SWC where they have programming directed for BIPOC students. We can also include a section where all the cultural clubs will be listed for students to access.
Potential difficulties? How can you overcome them?	Difficulties would include finding all the resources that our diverse set of students could access. We would access a list from McMaster's website and connect with EIO and related stakeholders about it as well. Additionally, we will set up an open-ended poll on Instagram to ask our followers what are the best services for them as a BIPOC on campus!
Who?	SPA (will develop the resource sheet and initiate contact with stakeholders)

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
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December	
<b>Service Goal/Project/Event (#1):</b>	Winter Giveaway
Why and how?	With the exam season approaching, we want to engage the audience with a special treat! This may be a gift card or a special bundle of gifts (like a skincare or selfcare kit which may include skin masks, a book, and a candle!)
Potential difficulties? How can you overcome them?	If it is a physical gift, arranging a time for pick-up can be an issue.
Who?	Anyone
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority
<b>Service Goal/Project/Event (#2):</b>	Holiday post about all the holidays during the break
Why and how?	As our service will not be operation for half the month, we will compile a post of all the holidays that will be celebrated during this time.
Potential difficulties? How can you overcome them?	This is simple; we did this last year so we can copy the list from the previous year. We can think about making a short post wishing everyone a relaxing winter break!
Who?	Underground and DEN
Priority Level (highlight one)	High Priority    Moderate Priority <b>Low Priority</b> <b>(we did this last year)</b>
<b>Service Goal/Project/Event (#3):</b>	Research Study Research survey design to be finished

Why and how?	All the technicalities must be completed prior data collection. Data collection is scheduled to be conducted mid-January 2025.
Potential difficulties? How can you overcome them?	There may be complications reaching this deadline as we had issues from the previous year, however, this time, we have team members that are experienced with the entire process. The initial stage (which took about 3 months) will not take as long and prolong the entire study.
Who?	Research and Resource Coordinators
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

## Winter Term

January	
<b>Service Goal/Project/Event (#1):</b>	Food Around the World
Why and how?	Since it was so successful last year, we plan on doing this event twice within the 2024-2025 year. Through collaborating with hospitality services, we hope to provide an immersive experience for students on campus in learning about unique cultures and providing a space for discussion among individuals with diverse backgrounds on campus.
Potential difficulties? How can you overcome them?	One potential difficulty we may face is deciding on a diverse menu for the event such that this event is as rewarding as possible. We plan on gathering suggestions from students through polls to overcome this.
Who?	DEN + Hospitality
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority
<b>Service Goal/Project/Event (#2):</b>	Research study survey is released (mid-Jan)

Why and how?	With the required approval and final revision, we hope to release the results of our study within one of the MSU websites by January, along with submission to a journal.
Potential difficulties? How can you overcome them?	We may face some uncertainty regarding the appropriate source for the publishing of the study. We plan on consulting Dr. Jeff Denis for advice, as well as approach the MSU and other stakeholders for their opinion.
Who?	Research and Resources Team, Supervisors, and related stakeholders
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority
<b>Service Goal/Project/Event (#3):</b>	Winter term social media giveaway
Why and how?	A social media giveaway at the start of the semester would not only improve engagement throughout the upcoming term but also spread excitement for students after returning from the break! The giveaway would most like consist of McMaster merch. Requirements to enter the draw will be reposting our post! This added feature will help us reach engagement numbers and
Potential difficulties? How can you overcome them?	We may not have a high number of individuals that enroll for the giveaway if our gift is smaller and less eye catching. We plan on involving other MSU services to help us promote and overcome this.
Who?	Promotions exec + Underground
Priority Level (highlight one)	High Priority      Moderate Priority <b>Low Priority</b>

**February**



<b>Service Goal/Project/Event (#1):</b>	Black History Month Speaker Event		
Why and how?	We will connect with professors and alumni (such as Dr. Ann-Marie and Dr. Stacy Creech) surrounding discourses and research about Black history and stories in Canada. DEN has already made connections with Dr. Ann-Marie (in Sociology) in the fall term when we were looking for supervisors for our research study. Additionally, Leilani, the AD, has many connections with faculty members whose research lies in Black Diaspora studies.		
Potential difficulties? How can you overcome them?	Ideally, this event would involve Black individuals from different professions and life experiences. However, it can be a bit difficult to logistically collaborate with many faculty members and alumni to arrange a time that works for all. We plan on strictly listing who we will collaborate with for this event months in advance to reduce uncertainties		
Who?	DEN, BSSC, Alumni Office		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
<b>Service Goal/Project/Event (#2):</b>	Black History Month with BSSC		
Why and how?	To celebrate Black History Month, we plan on engaging with the unique perspectives of individuals within the BSSC to create an informational interview style post that can inform others on significant aspects, tradition and culture of Black and African American cultures from the perspectives of students on campus.		
Potential difficulties? How can you overcome them?	The form of media in which we use, as students that want to express their culture may vary in terms of comfort with media presence. We plan on asking individuals that are being interviewed for their preference ahead of time, so that we have an adequate amount of time to prepare this project in an appropriate manner.		

Who?	DEN and BSSC		
Priority Level (highlight one)	High Priority	<b>Moderate Priority</b>	Low Priority
<b>Service Goal/Project/Event (#3):</b>	Mid-semester social media check-in + resource post		
Why and how?	With midterms coming up around this time, students may face an elevated amount of stress and uncertainty. By providing an anonymous platform for individuals to share their feelings, as well as sharing campus resources within a post, we hope to alleviate some of this stress.		
Potential difficulties? How can you overcome them?	Because our promotions executives will also be busy around this time, we plan on engaging the whole team on smaller aspects of this project. By dividing work among everyone, there should be significantly less burden on an individual basis.		
Who?	DEN + Underground		
Priority Level (highlight one)	High Priority	<b>Moderate Priority</b>	Low Priority

<b>March</b>	
<b>Service Goal/Project/Event (#1):</b>	Alumni Networking event
Why and how?	This event was a major success last year. By collaborating with the alumni advancement office and inviting McMaster alumni from unique cultures, individuals were able to connect with each other and learn about careers from personal experience. With the amount of support that individuals received from making these connections, we were inspired to rerun the event for the 2024-2025 year.
Potential difficulties? How can you overcome them?	One issue that we had last year was finding a space that was accessible and free. We will aim to book the space approximately two months before the event to avoid this, especially with the number of events that typically occur

	during March. In addition, it may be challenge to arrange a time for multiple alumni to come out, however, the alumni office will be taking care of the logistics on that part.
Who?	DEN + Alumni Office
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	Collab with WGEN (International Women's Day)
Why and how?	To commemorate International Women's Day, we plan on reaching out to WGEN and seeing if we can host a free event involving food and female identifying guest speakers (ranging from faculty to alumni and current students). We hope to raise awareness of the significance of International Women's Day and provide a safe space for discussion and connection.
Potential difficulties? How can you overcome them?	At this point, we may start facing more difficulties regarding budgeting. We plan on discussing WGEN's preferred role within the event and our ability to contribute early on, such that we delegate tasks in an equal manner (whether these tasks are financial or logistical).
Who?	DEN + WGEN
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority
<b>Service Goal/Project/Event (#3):</b>	Assist Maccess with disability resource fair
Why and how?	Helping Maccess with the disability resource fair within the 2023-2024 school year was a very impactful and rewarding experience. We plan on asking Maccess if they also require assistance this year!
Potential difficulties? How can you overcome them?	One difficulty may be engagement as this is usually around the time of second midterms. To prepare for this, we need to advertise early and provide incentives for more students to pass by.
Who?	DEN+Maccess

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
<b>Service Goal/Project/Event (#4):</b>	Hiring PTMs (Directors) for 2025-2026 year		
Why and how?	We will conduct PTM interviews for next year and start discussing candidates throughout April!		
Potential difficulties? How can you overcome them?	It will be a busy time of a year and we will have to think about organizing our time to make space to this.		
Who?	DEN Director and Assistant Director		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority

April	
<b>Service Goal/Project/Event (#1):</b>	Exam Support Event Package or Event
Why and how?	Hosting a drop-in space for BIPOC students to come in and discuss all things exams could offer as an outlet to destress and relax. We would provide snacks and treats during this event to help create a relaxed environment for students struggling during this season.
Potential difficulties? How can you overcome them?	The Bridges Space will be available students during a specific window. This may limit access for certain students due to conflicting schedules. This would not be ideal and overcoming it may be difficult. To better understand the timings that work for our community, we can use Instagram polls to determine which times work best.
Who?	Bridges Coordinator would manage the space ensuring it is safe and open
Priority Level (highlight one)	High Priority      Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	Exec End of Year Social

Why and how?	To thank executives for all their hard work throughout the year, we will host a bowling night for the team to connect and destress before exams. We were unfortunately not able to do this in the previous year due to budget concerns, so this will be high priority for the 2024-2025 year.		
Potential difficulties? How can you overcome them?	One difficulty will be scheduling if this overlaps with exam season. We will aim to have this event by first week of April at the latest.		
Who?	DEN internal		
Priority Level (highlight one)	<b>High Priority</b>	Moderate Priority	Low Priority

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## Increasing (Service) Presence

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### Service Webpage

Creating a service that is easily accessible to students, professors, guests and other MSU clubs for updates about Diversity + Equity services. This will be an accessible, easy to use websites that can be utilized for all Diversity + Equity services. Such as hiring, events, and advocacy posts. With our research team conducting an impactful study, we hope to also add a tab for easy accessibility of our publications. This website will be monitored and updated on an occasional basis by our promotion's teams. Necessary operational changes may include revised executive roles, revised DEN initiatives and collaborations. Another potential addition is a resources page, which can direct individuals facing discrimination to appropriate campus resources and helplines.

### Social Media

Consistent social media presence is vital for student engagement as online communications is the main platform for this generation. Moreover, DEN's main initiative is advocacy work and social media allows accessible and simplistic platforms for posting. DEN will continue to create aesthetic graphics that appeal to the students and diversity values. To increase engagement, we encourage our executives to be more active on our Instagram, which is our most popular platform. By doing additional polls, check-ins and reposting, we hope to create a sense a distinct sense of engagement between DEN and the student body.

### Merchandise & Apparel

This year, DEN would like to start a plan to create merchandise (I.e T-Shirts, Sweaters) earlier in the year, to ensure they can be distributed throughout the team. Alongside clothing, DEN would like to explore other options for merch (I.e. lanyards, tote bags, pop-sockets). These smaller items can be used during promotional giveaways on our social media. As mentioned, we would like to plan for this early and hope to have it completed by October 2024.

### **Physical Promotions**

Posters will be highly useful for promotions in areas that attract large amounts of students (I.e. Student Centre, libraries and classrooms). Potentially inquiring about banners for our bigger events, such as Food Around the World.

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## **Team Management**

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### **Executive Management**

In terms of managing and creating a support system for the executive team, we have created a plan. This year, the director and assistant director will continue to implement a weekly, monthly and semester check-in. Every week, we will have executive meetings where we will do team updates, delegate tasks and discuss important events. Every month, we will do personal check-ins with each executive team (I.e. promotions, social & advocacy, research, etc.). This will give teams a chance to voice concerns about their tasks and offer critiques about their personalized team initiatives. In addition, we will continue to provide anonymous feedback forms that will be accessible to our executives so they will be able to express their concerns about the Director and Assistant Director. A MSU service-wide feedback form will be distributed to the student population, in which the results will be analyzed with the VP Admin. Assistant Director will take the main lead for organizing meetings, executive communication and delegating tasks throughout the team. Finally, DEN has decided to utilize Discord as our main platform of team communication due to the organization it provides.

### **Volunteer Management**

Similar to executive team management, Director and Assistant Director will be doing weekly, monthly and semester check-ins with the volunteers. Volunteers will be in charge of peer support facilitation (should the program continue), as well as relaying information and feedback to DEN. Once all volunteers are hired, we will do a training session to ensure that all concerns are answered.

## Master Timeline

Month	Tasks
May	<ul style="list-style-type: none"> <li>• PO Completion</li> </ul>
June	<ul style="list-style-type: none"> <li>• Observing the hiring for the executives and performing interviews</li> <li>• Finalizing the team and sending out emails</li> <li>• Planning July executive social</li> </ul>
July	<ul style="list-style-type: none"> <li>• Executive Training</li> <li>• Peer Support hiring</li> </ul>
August	<ul style="list-style-type: none"> <li>• Executive Training</li> </ul>
September	<ul style="list-style-type: none"> <li>• Welcome Week</li> <li>• Exec Introductory Social</li> </ul>
October	<ul style="list-style-type: none"> <li>• Food Around the World</li> </ul>
November	<ul style="list-style-type: none"> <li>• Open Mic event</li> </ul>
December	<ul style="list-style-type: none"> <li>• Winter Giveaway</li> <li>• Research Study MREB</li> </ul>
January	<ul style="list-style-type: none"> <li>• Food Around the World</li> <li>• Research study released</li> </ul>
February	<ul style="list-style-type: none"> <li>• EFRT BIPOC Event</li> </ul>
March	<ul style="list-style-type: none"> <li>• Alumni Networking Event</li> </ul>
April	<ul style="list-style-type: none"> <li>• End of Year Exec Social</li> <li>• Hiring for the PTM Directors positions</li> </ul>



Miscellaneous

We will continue regular Instagram polls as check-ins.