



# REPORT

*From the office of the...*

## PCC Director

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TO: Members of the Executive Board  
FROM: Michelle Caruso  
SUBJECT: Pride Community Centre Report 1  
DATE: July 3<sup>rd</sup>, 2025

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### **Yearplan Update**

This is our first submission of the EB report for this year. Our year plan is not yet finalised, and so we are not able to compare our findings in this report with any goals or benchmarks currently.

The biggest change is to our Assistant Director (AD) role. Within the last few weeks, we have been preparing to onboard Donna Mahboubi following the previous AD's acceptance to medical school. This switch was not anticipated when planning for our summer tasks.

PCC operations had been at a standstill while we worked through this change. Now, with a new AD hired, we look forward to resuming initiatives.

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

#### *General Service Usage*

PCC operations have been at a standstill since the ending of the Winter semester, and so there exists no data on general service usage. On operations pauses in the past, we normally still received Instagram messages and/or emails from students seeking peer support. It should be noted that we have not received any yet during this current break.

#### *Projects & Events: AD Transition (Ongoing)*

We are in the process of transitioning from our previously hired AD to the new student entering the role. In the coming few days, I will be meeting with Donna to familiarise her with her new role.

### *Projects & Events: Potential Partnerships (Ongoing)*

I am searching for Ontario businesses who sell gender-affirming items. Once I compile a list, I will be reaching out to see if we can receive donations of these items, or a discount on future purchases from the businesses. Inquiries will be sent out by Wednesday July 3<sup>rd</sup>.

### *Projects & Events: Hiring Coordinators (Upcoming)*

Within the next few days, we will be opening applications for our Executive team of Coordinators. Applications will be open for two weeks, before interviews, decisions, and onboarding take place.

## **Outreach & Promotions**

### *Summary*

N/A.

### *Promotional Materials*

N/A.

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

## **Overview**

You reached +17.8% more accounts compared to Apr 29 - May 28

Accounts reached	224 +17.8%	>
Accounts engaged	1 -66.7%	>
Total followers	1,899 -0.2%	>

Despite our lack of social media usage, we were able to see an increase in accounts reached. I think it may be because I made the Instagram easier to find. We are known as the “PCC” around campus. Our Instagram handle is “*msu\_pride*” and the name on our account had read “*Pride Community Centre*.” Students had complained that they were unable to find our Instagram account because a search of “PCC” did not match the handle or name of our account. This past month, I changed the name on our account to “*PCC – Pride Community Centre*” so that when “PCC” is searched, our account will come up. This has likely made it easier for community members to find our account, as our most commonly used name is now associated with the account.

## Finances

### *Budget Summary*

We have only made one purchase so far, which was payment for an outstanding Queer Prom entertainment fee from last semester.

This past week, we started on compiling a list of potential business partnerships that would grant us donated or discounted resources. We are particularly focused on obtaining gender-affirming items, notably compression tape, which is quite pricey. Once we know how much of our budget can be saved by these donations and/or discounts, we will be much more confident in using our budget in other ways.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
6102-0119-0300	Payment for past semester's Queer Prom	\$550.00
	TOTAL SPENT IN LINE	\$550.00
	REMAINING IN LINE	\$4700.00
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$8950.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$550.00
<b>REMAINING DISCRETIONARY SPENDING</b>		\$8400.00

### **Executives & Volunteers**

N/A.

### **Successes**

Last year, I requested an increase in our budget to account for the costs associated with the Underground's creation of our Instagram's event and information posts. I was thrilled to see that our budget increased from \$7550 to \$8950, an increase of \$1400.

### **Current Challenges**

The stress of uncertainty surrounding the AD position has been quite a challenge.

### **Miscellaneous**

N/A.