



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Anne Peiris
SUBJECT: WGEN Report 1
DATE: July 17th, 2024

Yearplan Update

Although June was not included in the detailed year plan, there are notable updates that happened over the month. We opened executive hiring, conducted interviews, and have completed hiring our entire executive team. There are two executives per role, for a total of 16 executives on our team. We have set up communication avenues with them through WhatsApp, and we held onboarding meeting for the execs in each role to get them familiar with their co-exec and with our expectations for them over the year. We also went over rough year plans with them so that they know what to expect throughout the year. Besides that, we are just waiting to get their MSU emails set up so they can access their OneDrive.

For the month of July, we are prioritizing volunteer hiring. Our postings closed on July 10th, and once we reviewed all the applications, we will conduct interviews with the help of our volunteer coordinators and our training and development coordinators. This month, our assistant director, our resource coordinators, and I will also meet in the WGEN space to update our inventory. We will use this to inform the purchases we make before the year starts.

Events, Projects, & Activities

General Service Usage

Our service is not yet open, so this section is not yet applicable.

Projects & Events: Volunteer Hiring (On-Going)

Volunteer hiring has been open since June 19th and will close on July 10th. We have been promoting hiring through our Instagram and have reached out to other MSU and McMaster-affiliated accounts to share, as well. We will conduct interviews through the latter half of July. We will prioritize quality rather than quantity of volunteers when hiring, and we think that it is acceptable to have reduced hours until our second round of hiring if it maintains the integrity and safety of our space.

Projects & Events: Counting Inventory (On-going)

We have an inventory spreadsheet that we will update this month after meeting in the space with our resource coordinators. From a rough look at what we currently have, we need to restock much of our gender-affirming gear and our menstrual products. We hope to place these orders in August.

Outreach & Promotions

Summary

We have reached out to MSU and McMaster-affiliated accounts to repost our hiring materials to increase our engagement. We will also be meeting with the MSU's Communications Director sometime this month to learn more about how to maximize our engagement through social media.

Promotional Materials



We used the graphics included above to promote our hiring for executives and volunteers.

Social Media Engagement since the Previous Report

Overview

You reached **+246%** more accounts compared to
Jan 13 - Apr 11

Accounts reached	10.9K +246%	>
Accounts engaged	716 +21.5%	>
Total followers	1,742 +2.1%	>

Our insights on Instagram over the last 90 days.

Finances

Budget Summary

We have not used any of our budget as of yet, though next month we have budgeted spending about \$150 for volunteer training. We also will be making purchases to restock our physical resources, but we will have a better estimate of how much that might cost after we check our current inventory

ACCOUNT CODE	ITEM	BUDGET / COST
	TOTAL SPENT IN LINE	
	REMAINING IN LINE	
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		7,250.00
TOTAL ACTUAL DISCRETIONARY SPENDING		0.00
REMAINING DISCRETIONARY SPENDING		7250.00

Executives & Volunteers

When we went over our year plans during our onboarding meetings, our executives seemed excited about the projects we have planned for them this year. Some of them also showed interest in running community care groups, which we are excited about.

We are still hiring our volunteers.

Successes

We are very excited about our executive team! We have lots of diverse perspectives from people who are incredibly smart and compassionate, and we are hopeful for the year.

Current Challenges

An issue we are anticipating is having a tight budget throughout the year for restocking our physical resources, especially since safe gender-affirming gear is quite expensive. We might reach out to various potential distributors to see whether buying in bulk could reduce our costs.