



Year Plan

Women + Gender Equity Network
Anne Peiris, Director

2024–2025



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Introduction

Hello, my name is Anne (she/her), and I am the 2024–2025 Director of WGEN. I am going into my fourth year of the Psychology, Neuroscience & Behaviour program with a specialization in mental health. I'm very excited to get to know you all this year and to help support WGEN, a service I have come to cherish during my undergraduate career.

I started in WGEN as a peer support volunteer in my first year of university. With school being mostly online, WGEN was one of the main ways that I connected with my peers at school. During just one year in the role, I learned the value of a service like WGEN on campus. The communities that we aim to support—gender and sexual minorities and all survivors of sexual violence—are unfortunately not always safe or readily supported by the institutions we are within. Finding support from our peers, sharing lived experiences, and keeping each other safe are integral to what WGEN does on campus, and everything I have learned and continue to learn about providing care feeds my dedication to this service.

For the past two years, I have been the volunteer coordinator for WGEN. Engaging with the service in a different capacity was an incredibly valuable experience. I helped with volunteer hiring, scheduling, and volunteer training and appreciation events. Being a part of the executive team and coordinating the volunteers taught me that the support we provide each other *within* WGEN is just as important as the support that WGEN provides to the greater McMaster community. Helping our volunteers help service users is how we ensure safety for everyone. I hope to carry this principle of mutual support and respect forward in WGEN.

Over the past three years, I have learned a lot from WGEN, and I feel that I have grown as a person from all the PTMs, executives, volunteers, and space users that I have met. Being in WGEN has taught me to keep an open mind, trust that people know what they need, and be willing to be corrected. I sincerely owe a lot of who I am to all that I have learned from the WGEN community. The gratitude that people, including myself, have expressed for our community, peer support, and gender-affirming resources is a reminder of how crucial it is to find and foster community, and this is what I hope to draw upon when thinking about the future of this service.

Vision for Service

<p>Overarching Vision (i.e., What is the <i>ultimate</i> goal you have for your Service?)</p>	<p>WGEN should be a space that is accessible to women, gender and sexual minorities, and all survivors of gender-based and sexual violence to be met with solidarity and support, find community, and practice resistance. Through the various tenets of our service—peer support, community care groups, physical resources, and annual campaigns—we aim to create a space that strives towards growing in safety and respect for people’s lives and experiences.</p>
<p>Description</p>	<p><i>Continuing providing peer support</i> At its core, WGEN is a peer support service. Peer support is a type of support-system building that includes sharing lived experiences, practicing present and mindful listening, encouraging the prioritization of people’s well-being, and offering coping mechanisms, validation, and compassion. Its importance in an undergraduate population comes from being distinct from other types of clinical or institutional support systems that are often accompanied by financial or social barriers. Because of its accessibility and its focus on creating a space for mutual support and respect, sustaining effective peer support is the ultimate goal of WGEN as a service. Users can access support in various ways including dropping into the space or requesting private one-on-one support from trained peer support volunteers or the director or assistant director. This year, we hope to assess and begin to address barriers that folks of certain identities may encounter when trying to access our space. We hope to collect feedback from the community and consider suggestions to emphasize that we are a trans-inclusive space, especially for trans-masculine individuals who may be wary to come into the space given our name.</p> <p><i>Community Care Groups</i> Community care groups are closed, identity-based groups that operate outside of WGEN’s usual hours. They are facilitated by a volunteer, executive, or PTM who has lived experiences within a given identity, and the groups are meant to act as a space for others with similar experiences to talk and seek support. Previous community care groups included <i>Survivors</i>, <i>Well-being Community Care Group</i>, <i>South Asian Diaspora Art Group</i>, and the <i>Trans and Non-binary Group</i>. Because of the unique value these</p>

	<p>groups provide to members of our community, we hope to continue and expand the care groups that we run.</p> <p>Resource Distribution</p> <p>While providing emotional support through peer support is integral to our service, we recognize the importance of providing physical resources to help support our users' practical needs. Some of the resources that are available include binders, packers, menstrual products, and breast forms. Maintaining inventory, advertising our resources, and informing service users of usage safety must be prioritized. Additionally, listening to space users' suggestions and requests for the items they would find most useful is necessary for our resources to be as beneficial as possible.</p> <p>Annual Campaigns</p> <p>Throughout the year, WGEN hosts three campaign weeks: Transforming Mac, Bodies are Dope, and Making Waves. Each week is centered around a theme. Transforming Mac centers transgender, nonbinary, and gender-nonconforming folks, Bodies are Dope centers racialized folks, and Making Waves is meant to focus on intersectional feminist education.</p>
Benefits	<p>Peer Support</p> <p>An important part of our role in the community is providing support that lacks the barriers that more widely accepted avenues for support have. There are several reasons that a person may not seek support elsewhere, including financial limitations, concerns over ties to the carceral system, or a lack of cultural competence in those providing the care. Keeping each other safe through the peer support we provide in the space sustains and betters our communities, especially for transgender folks, nonbinary folks, and gender-nonconforming folks who are often left out of such spaces.</p> <p>Community Care Groups</p> <p>Community care groups encourage solidarity, friendship and support. Creating spaces for people to connect with others with similar lived experiences is important as they may feel limited in how freely they can express themselves or feel burdened with providing education in general groups. The community care groups allow students to be with people to whom they do not need to always explain themselves.</p>

	<p>Resource Distribution Women and trans folks experience high levels of poverty, and trans folks in particular face significant social and institutional barriers to accessing gender-affirming care. Menstrual products and gender-affirming gear save lives. To truly fulfill our mandate, we must put our values into practice. Distributing these products through our service is vital to doing this and to keeping our community safe.</p> <p>Annual Campaigns Our campaigns are a big part of the outreach we do for the McMaster community. For our service to have as much impact as it can, we have to ensure that we are increasing service visibility, especially to people who fall within our service’s mandate. Exposing more people to the service is necessary to grow the benefits of our service and to grow in our intersectional identity.</p>
<p>Year 1 Goals (2024/25)</p>	<p>Improving Space Accessibility We’ve received some feedback over the past year that our service may be unapproachable for transgender students, especially trans-masculine students. This year, we would like to collect feedback and suggestions to learn how to better accommodate those students and to better establish that we welcome transgender folks. At the end of the year, the data will be compiled into a report to outline the issues and proposed solutions for future PTMs to implement. We might also begin the process of changing our service’s name to Gender Equity Network.</p> <p><i>Measure of success:</i> Identifying at least three current barriers for transgender students who want to access our space and proposing at least one solution for each.</p> <p>Expand and Maintain Physical Resources There have been issues in the past with maintaining and advertising our physical resources. This year, we would like to find and confirm safer suppliers of gender-affirming gear and re-stock our items. We also should come up with a better system for keeping track of our inventory and expand the resources we offer (e.g. pregnancy tests). We will try to apply for the SLEF for more funding for gender-affirming items.</p> <p><i>Measures of Success:</i> Finding a new binder distributor, creating a better-maintained inventory system, creating or starting to create a</p>

	resources directory, and identifying at least one new resource that our community asks for.
Year 2 Goals (2025/26)	<p><i>Improving Space Accessibility</i> The feedback and suggestions we received should be considered and implemented. We should continue to seek feedback and make it easy for space users to make suggestions. While Year 1 is especially focussed on making the space more accessible for transgender folks, Year 2 should identify other demographics to whom we might be inaccessible and create a report for Year 3. Year 2 should continue in the process of changing the service's name. <i>Measures of Success:</i> It makes the most sense to measure success here informally or qualitatively through changes in quality and quantity of feedback in the space. It would be harmful in several ways to count the number of trans students that use our space. However, if a quantitative measure is necessary, noting the amount of gender-affirming gear that gets used might be an appropriate proxy.</p> <p><i>Expand and Maintain Physical Resources</i> A comprehensive directory of the resources we offer should be created to include usage instructions and possible safety concerns. We should aim to expand our resource selection by offering a wider selection of the same item (e.g., inclusive sizes, colours, different brands that address specific needs). We should continue to build professional relationships with companies that create these resources. We should apply for the SELF again to implement a request-based gender-affirming program (supplementary to Collective Care). <i>Measures of success:</i> The completion of a comprehensive resource directory of what we offer. Having at least two different brands for some of the resources we offer (planned or purchased).</p>
Year 3 Goals (2026/27)	<p><i>Improving Space Accessibility</i> Hopefully, by this year, the name of the service will be changed which will greatly increase the accessibility of the space for people of diverse gender identities. In Year 3, it would be good to create a plan to have online peer support. However, it's important that this does not come at the expense of reducing the hours that the physical space is open since that it the easiest way for new users to access the space. <i>Measures of success:</i> The creation of an online peer support space. This can be discord, a zoom call, or even a chat line.</p>

	<p>Expand and Maintain Physical Resources</p> <p>If we receive the SLEF, we can implement a request-based gender-affirming gear program. This can either be a stand-alone program that complements our current resource selection or can instead just be used to supplement our Collective Care program.</p> <p><i>Measures of success:</i> The creation of an avenue for students to request the gender-affirming gear they need so that we can buy it on their behalf.</p>
Partners	SVPRO, DEN, PCC, SHEC, OPRIG, Maccess
How can VP Admin support you?	VP Admin would be helpful in the process of changing our service's name. Also, they can assist in creating connections between WGEN and other MSU services and campus partners, especially for campaigns and events. VP Admin would be a great avenue to seek advice for increased funding for resource distribution.

Project/Events Timeline

Spring/Summer Term

July	
Service Goal/Project/Event (#1):	Volunteer Hiring (Round 1)
Why and how?	<p>Purpose: To have a group of volunteers so that the space can be open (potentially for reduced hours) as soon as possible after the beginning of the school year.</p> <ul style="list-style-type: none"> – Open hiring (June 19) – Close hiring (July 10) – Finish reviewing applications (July 14) – Send interview offers (July 15) – Begin interviews (July 20)

	<ul style="list-style-type: none"> - Finish round 1 interviews (July 31) - Send offers (August 1)
Potential difficulties? How can you overcome them?	We may have difficulty with promoting hiring, especially during the summer. We can overcome this issue by reaching out to other MSU accounts to promote our hiring on their social media pages, as well.
Who?	PTMs, Volunteer Coordinators (VCs), Training and Development Coordinators (T&D)
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Counting inventory
Why and how?	<p>Purpose: To identify our current resources and to anticipate and place orders to replenish necessary resources before the school year.</p> <ul style="list-style-type: none"> - Going into the space sometime during the month and inputting the inventory counts into a shared spreadsheet
Potential difficulties? How can you overcome them?	It might be difficult for the necessary people to go into the space during the summer. This can be overcome by sending out a when2meet well in advance so everyone can plan to come in.
Who?	PTMs, Resources Coordinators (RCs)
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

August	
Service Goal/Project/Event (#1):	Volunteer training
Why and how?	Purpose: to ensure that our volunteers are well-informed about relevant topics that fall within our mandate and that they can provide peer support safely.

	<ul style="list-style-type: none"> - Send EOHSS for training (August 6) - Book training room - Finalize training slides (August 25) - Facilitate training (August 31) 			
Potential difficulties? How can you overcome them?	<p>One challenge may be editing all of the training slides as our slide deck is comprehensive and very long. It is important that we start on this early to make sure that the training we provide is thoughtful, accurate, and engaging.</p> <p>It also may be difficult to have volunteers and execs available for this training. We can overcome this by communicating to them early that they will be expected to come to this training. If training is missed, they will have to attend round 2 training in October.</p>			
Who?	PTMs, VC, T&D, other execs as needed			
Priority Level (highlight one)	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; border: none;">High Priority</td> <td style="text-align: center; border: none;">Moderate Priority</td> <td style="text-align: center; border: none;">Low Priority</td> </tr> </table>	High Priority	Moderate Priority	Low Priority
High Priority	Moderate Priority	Low Priority		
Service Goal/Project/Event (#2):	Restocking inventory			
Why and how?	<p>Purpose: to make sure we have sufficient supplies for when the space opens in September.</p> <ul style="list-style-type: none"> - Identify items that need to be restocked - Confirm distributors that we don't have yet (August 15) - Place orders (August 30) - Work on creating a directory of our resources and usage guides 			
Potential difficulties? How can you overcome them?	We might also have trouble with getting safe and reliable suppliers for certain items. We should talk to various community members and do research online to determine resource safety.			
Who?	PTMs, RCs, Social and Political Advocacy Coordinators (SPA)			

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
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Fall Term

September			
Service Goal/Project/Event (#1):	Opening the space		
Why and how?	Purpose: to ensure that the McMaster community has access to the space and its resources as soon as possible <ul style="list-style-type: none"> - Exec-on-call sign up (August 18 – September 1) - Volunteer shift sign-ups (August 31 – September 6) - Schedule distribution (September 8) - Space opens (September 9) 		
Potential difficulties? How can you overcome them?			
Who?	VC, execs for exec-on-call, volunteers		
Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
Service Goal/Project/Event (#2):	Round 2 Hiring (Promotion)		
Why and how?	Purpose: to increase our volunteer capacity to have the space open at full hours. Having another round of hiring allows for first years to be involved, too. <ul style="list-style-type: none"> - Open hiring (September 3) 		

	- Close hiring (September 23)
Potential difficulties? How can you overcome them?	We may have difficulty with promoting hiring, especially during the summer. We can overcome this issue by reaching out to other MSU accounts to promote our hiring on their social media pages, as well. It's also important to take advantage of Clubfest to promote our hiring.
Who?	PTMs, VC, T&D
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

October	
Service Goal/Project/Event (#1):	Round 2 Hiring (interviewing and hiring)
Why and how?	<p>Purpose: to increase our volunteer capacity to have the space open at full hours. Having another round of hiring allows for first years to be involved, too.</p> <ul style="list-style-type: none"> - Finish reviewing applications (September 27) - Send interview offers (September 28) - Begin interviews (October 4) - Finish round 1 interviews (October 13) - Send offers (October 14)
Potential difficulties? How can you overcome them?	We might have trouble with having the capacity to conduct all of the interviews with only the PTMs, VCs, and T&D coordinators. We can overcome this by asking for the support of other execs.
Who?	PTMs, VCs, T&D
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	WGEN Social
Why and how?	<p>Purpose: To show appreciation to our volunteers and execs and foster community</p> <ul style="list-style-type: none"> - EOHSS (September 23)

	<ul style="list-style-type: none"> - Book space (October 4) - Social (October 21)
Potential difficulties? How can you overcome them?	It might be hard for the execs to plan the social all on their own, especially as it would be the first 'event' they've planned. The PTMs will be available to provide support, and we will check in regularly.
Who?	VCs, T&D, Logistics
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#3):	Volunteer Training (Round 2)
Why and how?	<p>Purpose: to ensure that our volunteers are well-informed about relevant topics that fall within our mandate and that they can provide peer support safely.</p> <ul style="list-style-type: none"> - Send EOHSS for training (September 23) - Book training room (October 4) - Review training slides and prepare shift sign up - Facilitate training (October 26)
Potential difficulties? How can you overcome them?	We might have trouble getting volunteers and execs to attend. We can overcome this with providing early notice and informing volunteers in their offer emails that they will not be able to volunteer if they do not complete training.
Who?	PTMs, VCs, T&D
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	Transforming Mac (Campaign Week #1)
Why and how?	Purpose: To create and deliver identity and advocacy-based programming intended to serve the trans, nonbinary, and gender-nonconforming population in the McMaster undergraduate community. It will be held the week of

	<p>Transgender Day of Remembrance (November 18 to November 22).</p> <ul style="list-style-type: none"> - Finalized itineraries for all events including the vigil (September 27) - EOHSS and promo request form (September 30) - Book rooms (before reading week) - Update promo with room locations - Have educational resource (avenue TBD) complete (November 8) - Promote the events (November 4 – 22) - Run events (November 18 – 22)
<p>Potential difficulties? How can you overcome them?</p>	<p>We might have issues with getting attendance to our events. We can overcome this with early promo, promotion through other MSU services' accounts, and offering incentives like prizes and giveaway entries for attendance. We can also collaborate on events with relevant MSU services to increase our reach.</p> <p>We also might struggle with planning and the logistics aspects getting done for the planned deadline. This is insured by the early goalposts we have decided on so that hopefully any delays will have minimal impact on our actual campaign week.</p>
<p>Who?</p>	<p>PTMs, Community Events and Planning execs (CEP), Logistics, Promo, Research, SPA, Events and Advocacy volunteers</p>
<p>Priority Level (highlight one)</p>	<p>High Priority Moderate Priority Low Priority</p>

December	
<p>Service Goal/Project/Event (#1):</p>	<p>Preparation for next term</p>
<p>Why and how?</p>	<p>Purpose: To ensure that we are prepared for the winter term.</p> <ul style="list-style-type: none"> - Art show EOHSS and Promo (December 4) - Bodies are Dope room booking (if EOHSS is confirmed)

	<ul style="list-style-type: none"> – Update inventory and place restock orders if needed (December 5)
Potential difficulties? How can you overcome them?	Some of these tasks are dependent on others being completed first, but they are purposefully scheduled to be done early, so delays won't be detrimental.
Who?	Logistics, Promo, RCs
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Winter Term

January	
Service Goal/Project/Event (#1):	Re-open the space
Why and how?	<p>Purpose: To resume our service and make all of our resources available to the McMaster community for the winter term</p> <ul style="list-style-type: none"> – Create and distribute and exec on call schedule (January 5) – Create and distribute winter schedule (January 5) – Open space (January 6)
Potential difficulties? How can you overcome them?	<p>We might have difficulty with getting the schedule made with responses from WGEN members over the winter break. This can be overcome by distributing sign-up sheets before the break and providing multiple reminders during the break so that people have lots of time to complete it.</p> <p>Another potential problem might be making sure that people know that the space is open. This can be overcome by posting our reopening on Instagram and having other MSU accounts share it.</p>
Who?	VCs, Promo, execs, and safer space volunteers
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Service Goal/Project/Event (#2):	Refresher training
Why and how?	<p>Purpose: to remind volunteers about our standards of practice to make sure we maintain the safe space to the best of our ability and to allow volunteers to interact and get support as a group.</p> <ul style="list-style-type: none"> - EOHSS (November 5) - Finalize training slides (January 12) - Have room booked and confirmed (January 13) - Refresher training (January 18)
Potential difficulties? How can you overcome them?	We might have trouble with attendance, so making sure that people know early (at least two weeks in advance) will allow them time to plan to attend the training. We might also provide an incentive (e.g. a gift card draw) for attendance to encourage people to come to refresher training.
Who?	PTMs, VCs, T&D, Logistics, and all volunteers for attendance
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

February	
Service Goal/Project/Event (#1):	Bodies Are Dope (Campaign Week #2)
Why and how?	<p>Purpose: To create and deliver identity and advocacy-based programming intended to serve and celebrate racialized folks. It is held in February to commemorate Black History Month.</p> <ul style="list-style-type: none"> - Finalized itineraries for all events (November 22) - EOHSS and promo request form (November 25) - Book rooms (Submit requests in December) - Update promo with room locations - Have educational resource (avenue TBD) complete (January 31) - Promote the events (January 27 – February 14)

	– Run events (February 10 – 14)
Potential difficulties? How can you overcome them?	<p>We might have issues with getting attendance to our events. We can overcome this with early promo, promotion through other MSU services' accounts, and offering incentives like prizes and giveaway entries for attendance. We can also collaborate on events with relevant MSU services to increase our reach.</p> <p>We also might struggle with planning and the logistics aspects getting done for the planned deadline. This is insured by the early goalposts we have decided on so that hopefully any delays will have minimal impact on our actual campaign week.</p>
Who?	PTMs, Community Events and Planning execs (CEP), Logistics, Promo, Research, SPA, Events and Advocacy volunteers
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

March	
Service Goal/Project/Event (#1):	Making Waves (Campaign Week #3)
Why and how?	<p>Purpose: To create and deliver identity and advocacy-based programming surrounding intersectional feminist education.</p> <ul style="list-style-type: none"> – Finalized itineraries for all events including the vigil (January 24) – EOHSS and promo request form (January 27) – Book rooms (beginning of February) – Update promo with room locations – Have educational resource (avenue TBD) complete (March 14) – Promote the events (March 10 – 28) – Run events (March 24 – 28)
Potential difficulties? How can you overcome them?	We might have issues with getting attendance to our events. We can overcome this with early promo, promotion through other MSU services' accounts, and offering incentives like prizes and giveaway entries for attendance. We can also

	<p>collaborate on events with relevant MSU services to increase our reach.</p> <p>We also might struggle with planning and the logistics aspects getting done for the planned deadline. This is insured by the early goalposts we have decided on so that hopefully any delays will have minimal impact on our actual campaign week.</p>
Who?	PTMs, Community Events and Planning execs (CEP), Logistics, Promo, Events and Advocacy volunteers
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	Art Show (last event of Making Waves)
Why and how?	<p>Purpose: To encourage the involvement of the wider WGEN community through sharing their art surrounding theme. Art is an often overlooked medium for knowledge-sharing, especially within academic institutions, so we think this is an appropriate way to close out our education-based campaign week.</p> <ul style="list-style-type: none"> - EOHSS and promo request for call for submission (December 4) - Book Art Show room and create a method to collect submissions (January 20) - Art show submission call open (February 3 – March 7) - Organize art submissions (March 21) - Art Show (March 28)
Potential difficulties? How can you overcome them?	We might have difficulty getting submissions, which is why we plan on opening submissions early and for a long time to give people a chance to create work surrounding a decided-upon theme. We will also ask other services to share our call for submissions to maximize our reach. It would also help to collaborate with one or more MSU services to increase our budget and our reach.
Who?	PTMs, Community Events and Planning execs (CEP), Logistics, Promo, Research, SPA, Events and Advocacy volunteers

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
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April	
Service Goal/Project/Event (#1):	Accessibility Report
Why and how?	<p>Purpose: to collect feedback from our community on barriers to accessing our space and resources to guide the future of WGEN.</p> <ul style="list-style-type: none"> - Create a platform to collect feedback and post a link on our social media, our door, and maybe on posters around campus - Collect feedback through the whole year - Create a report summarizing the feedback, identifying commonly noted issues, and suggesting possible solutions (April 1)
Potential difficulties? How can you overcome them?	It might be difficult to get people to give feedback over various concerns, so it would be helpful to make the feedback collection anonymous so people feel more comfortable sharing. It is also important to have the feedback platform posted widely outside the space so that people who don't feel comfortable coming in can provide feedback as well.
Who?	Research Coordinators
Priority Level (highlight one)	High Priority <b style="background-color: yellow;">Moderate Priority Low Priority
Service Goal/Project/Event (#2):	WGEN social #2
Why and how?	<p>Purpose: to show our appreciation to the volunteers and execs for a year of hard work, care, and dedication to our service.</p> <ul style="list-style-type: none"> - EOHSS (March 3)

	<ul style="list-style-type: none"> - Room booked before Making Waves (week of the 17th) - Social (April 4)
Potential difficulties? How can you overcome them?	It might be tough to get people to come to the event, especially with finals around the corner. Ample prior notice can give people the chance to plan accordingly, and we can also provide incentives for coming (e.g. prize draws). We can also ask the volunteers what kind of social they want, as they'd probably be more motivated to attend a social that they got to contribute input to.
Who?	PTMs, VC, T&D, Logistics, all our volunteers
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

Increasing WGEN's Presence

Service Webpage

One thing that should be corrected on the website is that we do not currently offer support through Discord. While we did offer support this way in the past, we are currently planning on prioritizing our volunteer capacity towards keeping our physical space open. Making this correction ensures that there are minimal misunderstandings about how to access our support.

We would also like to include that we offer physical resources. Including some of the resources we offer makes it more likely that people are aware of them and can access them. After we have created a resource directory with usage guides, including that link on the website would also be beneficial.

Social Media

We will communicate with relevant MSU and campus groups to promote our materials such as volunteer hiring promo and information about our campaign weeks. We might also use more short-form video content, especially around campaign times, to boost engagement.

Merchandise & Apparel

We will purchase apparel for our execs and volunteers.

Physical Promotions

We will have posters printed and placed in the space and around campus to promote our campaigns, events, and operating hours. We also have rave cards and stickers that we will distribute at tables and events.

We are planning on updating the posters on the outside of the WGEN door. The current posters are very outdated and have information that is no longer useful. Some of the posters we might include are our hours, a QR code to scan to provide feedback, some of our resources, and a Collective Care poster. We might also include a trans flag to assure that folks who are not familiar with WGEN are aware that all trans folks are included in our mandate.

Team Management

Executive Management

After assessing availability, we plan to have weekly exec meetings so that we can all check-in as a group and update each other on task progress. Regular meetings also ensure that everyone has a chance to get support if they need it and aids accountability. We will maintain regular communication through WhatsApp. We chose this avenue because of concerns some folks have over creating social media accounts.

We think that transparency and being able to anticipate expectations are key for people to complete tasks to the best of their ability. Because of this, we have prepared year plans with tentative due dates for each exec role so that they all know what to anticipate for the upcoming year to plan accordingly. The goals we have outlined are intentionally assigned very early due dates to allow for leniency, as we know that as people and students, not everything always goes according to plan. We will also hold exec onboarding meetings during which execs can ask for clarification on any of our expectations. We would also like to establish plans for accessing support from the rest of the team should they need it. The year plans are also flexible such that execs are welcome and encouraged to share initiatives that they would like to bring to fruition through WGEN in the upcoming year. Collaboration and communication are part of WGEN's values, so we think actively pursuing execs' interests is appropriate.

Volunteer Management

Volunteers will also be part of a WhatsApp group so they can reach out for support and organize shift covers if they need to. Socials, training, and regular check-ins will be used to maintain motivation and support and to show our appreciation to the volunteers who are central to our service.

Master Timeline

Month	Tasks
May	Create an organizational plan and a year calendar
June	Exec hiring and training
July	Volunteer Hiring (Round 1) Counting inventory

August	Volunteer training Restocking inventory
September	Opening the space Round 2 Hiring (Promotion)
October	Round 2 Hiring (interviewing and hiring) WGEN Social Volunteer Training (Round 2)
November	Transforming Mac (Campaign Week #1)
December	Preparation for next term
January	Re-open the space Refresher training
February	Bodies Are Dope (Campaign Week #2)
March	Making Waves (Campaign Week #3) Art Show (last event of Making Waves)
April	Accessibility Report WGEN Social #2

Miscellaneous

Despite not being included above, we do also have several, smaller tasks and goals that we would like to complete throughout the year. They are all important to us but are ongoing, flexible, and are not considered major goals for the purposes of this year plan. Some of these projects will be briefly outlined below:

- 1) WGEN library book review
 - a. We recently updated our library, and someone on our team suggested that we have community members do brief book reviews to share on our social media. This not only facilitates discussions but also might encourage people to take advantage of our excellent educational resources.
- 2) Community care groups
 - a. As mentioned in the vision for the service, community care groups are an essential part of WGEN's role in the McMaster community. We are committed to continuing as many of the existing groups as we can, while also adding groups that are aligned with our team this year.
- 3) Collecting feedback for space accessibility

- a. Throughout the year, we will collect feedback from community members about barriers to our space and our resources. Figuring out a suitable method to get feedback may take some experimenting, but we hope to collect enough suggestions to inform the future of this service.
- 4) Creating our own educational resource
- a. We would like to allow execs, led by the SPA execs, to work on an educational resource on a topic within WGEN's mandate. Currently, we think a zine would be the best tool for this. We think that a resource made by students that explores issues students face is relevant and aligns with our service's mission and values.