



# REPORT

*From the office of the...*  
**Director**

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TO: Members of the Executive Board  
FROM: Michelle Caruso  
SUBJECT: Pride Community Centre Report 2  
DATE: July 31<sup>st</sup>, 2024

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## **Yearplan Update**

Over the last month, the PCC has used its Year Plan to guide its operations and keep itself on track.

To ensure that we are operating with the optimal level of knowledge and foresight, I provided extensive training to the newly hired Assistant Director. Donna was a Peer Support Volunteer last year, coming into this role without experience on the Executive Team. I provided an overview of the Assistant Directors tasks, the tasks of all the Executives, and how she can expect to interact with each of them throughout the year. I also explained what worked and what did not in my previous years at the PCC. I discussed my plans to improve the PCC, and we built on these plans together.

Our most important task has been the onboarding of our Executive Team. This faced some delays, but we are happy to announce that interviews will culminate on July 31<sup>st</sup> with offers sent out that day. We anticipate having Coordinators sign their contracts and finish their training by the 9<sup>th</sup> of August. We updated interview questions from the question bank we used last year, creating some new ones that showed different sides of students that we felt important to analyse when hiring.

We decided to push our communication with potential partnerships to August. As discussed in our past EB Report, we want to form partnerships with businesses that provide gender-affirming items. We are seeking donations of these items or a discount on future purchases from the businesses. We have since compiled our list of businesses to partner with but have not yet reached out to the organisations.

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

### *General Service Usage*

As our physical space is not open until the Fall semester, PCC operations have been at a standstill. On operations pauses in the past, we usually received

Instagram messages and/or emails from students seeking peer support. We have yet to receive those this summer. We have been using our Instagram to promote our hiring and that of other student groups and have communicated with interested students over Instagram DM and email.

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

This activity has been completed, as Donna has become quite familiarised with the role and has begun their tasks as Assistant Director. Learning more about the PCC and MSU is something that never ends, but she has received enough information to begin her tasks with confidence as the new Assistant Director.

### *Projects & Events: Coordinator Hiring (On-Going)*

Applications for our Executive Team have closed and interviews end on July 31st. We anticipate having Coordinators sign their contracts and finish their training by the 9th of August. We updated interview questions from the question bank we used last year, creating some new ones that showed different sides of students that we felt important to analyse when hiring. We also created PowerPoints for each student's interview so that questions were easily visible, as opposed to questions being sent in the Zoom chat box in previous years.

### *Projects & Events: Project 3 (On-going)*

I have searched for Ontario businesses who sell gender-affirming items. A list has been compiled, and we will be reaching out to see if we can receive donations of these items, or a discount on future purchases from the businesses.

## **Outreach & Promotions**

### *Summary*

We have used our Instagram account to promote our hiring and the hiring of other services and student groups. Additionally, we have communicated over Instagram DM with students interested in applying to our Executive team.

### *Promotional Materials*



## Social Media Engagement since the Previous Report

### Overview

You reached **+1,279%** more accounts compared to May 31  
- Jun 29

Accounts reached	3,131 +1,279%	>
Accounts engaged	102 +10,100%	>
Total followers	1,901 +0%	>

Over the last 30 days, our amounts of accounts reached and engaged have soared (+1,279% and +10,100%, respectively) because of the promotion of our hiring post and Instagram stories. We did not receive any new followers, indicating that the promotion of our hiring by other services did not generate any new interest in the PCC. While the number of students who identify with our service is limited, we still hope to bring in more students who would be interested in the PCC's events and initiatives. These results tell us that we should increase our efforts in outreach and attempt to ensure the PCC's events and initiatives reflect the interests of students who have not yet engaged with our service.

### Finances

#### Budget Summary

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

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

## **Executives & Volunteers**

Executives: Students currently being interviewed for Coordinator positions express passion for the PCC and its impacts on the community. We received many applications from previous Volunteers and Executives at the PCC, indicating that their experience was enjoyable, and that the PCC is worth returning to.

Volunteers: I have had a handful of past Volunteers ask me when Volunteer applications will open. I am happy to hear that past Volunteers are interested in returning to the PCC.

## **Successes**

When I transitioned into the role, I was quite stressed because of the limited documents available to help me transition into the role and learn about my tasks. I have begun saving my documents into a folder on my laptop so that they can be sent to the next Director of the PCC. This includes our Year Plan, first EB Report, and the questions used for hiring Coordinators. I am excited to continue being proactive in preparing the future Director for this role.

## **Current Challenges**

Since the second semester of last year, the PCC has been trying to find the best way to communicate our events and opportunities to students who do not use Instagram. At one point, we had discussed starting an email notification service, where students could subscribe and receive emails with all the information that we post to our Instagram account. Before this academic year begins, we hope to set up this service to avoid the alienation of those not accessing our social media.