



REPORT

From the office of the...

SHEC Director

TO: Members of the Executive Board
FROM: Celine Sau Ling Chak
SUBJECT: SHEC Report 1
DATE: August 14th, 2024

Year Plan Update

Since submitting our year plan, SHEC has already begun implementing various initiatives mentioned on the plan. In particular, PSV hiring, installing the new condom dispensers and our volunteer management system have been a high priority. We have just completed our Upper Year PSV hiring, and are preparing to move into our second hiring cycle for first year and transfer students. The logistics of the SLEF project have been figured out, and we are currently moving forward with the installation and stocking of these dispensers. The specifics of our volunteer reward system, dubbed the "SHEC Checks" system, are currently being ironed out as we determine how we aim to reward our PSVs, how we will track progress/accomplishments, and other additional considerations.

Events, Projects, & Activities

General Service Usage

SHEC has paused its service over the summer, so we do not have a lot to report on regarding our Service Usage. However, we have stocked our condom dispenser in mid July (max capacity 200 condoms), and it is already empty, which shows demand for our supplies!

Projects & Events: SLEF Condom Dispensers (On-Going)

We are in the process of installing two new condom dispensers (one in Mary Keyes, the other in the Student Commons building), both funded by the SLEF. At the moment, we are contacting Facility Services to get them installed, and aim to have them fully stocked and operating by early September. We anticipate that this will greatly increase the demand for condoms, as demonstrated by the success of our already existing dispenser outside of the SHEC in-person space at MUSC. As a result, we aim to increase our supply of condoms to address the increasing demand.

Projects & Events: Upper Year PSV Hiring (Complete)

SHEC has recently completed upper year and returner PSV hiring. In total, we accepted 45 PSVs, leaving approximately 15 spaces to be filled by our prospective first year and transfer student hires. 15 of the already hired PSVs are returners that have completed training in previous years. These PSVs will be responsible for running our service during September.

Projects & Events: First Year PSV Hiring(Upcoming)

SHEC plans to hire 15 first year or transfer students, with the application opening in late August, and closing in mid-September. Interviews for these positions will be conducted in mid-September, with acceptances being sent out in late September.

We will be promoting our first year hiring through social media, and a variety of events aimed towards first-years and transfer students (e.g. Spark webinar, Clubfest)

Projects & Events: Starting In-Person Peer Support (Upcoming)

SHEC will be running on reduced hours until October, during which our service will be operated by returning PSVs who have received and successfully completed training in previous years. The reduced hours are as follows:

Day(s) of the Week	Hours of Operation (EST)
Monday - Friday	11:30 AM– 4:30 PM

Before reopening to our maximum capacity, we will need to ensure that our PSVs (upper year AND first year/transfer student volunteers) have successfully completed their training, which will be conducted during the first week of October. By this time, we will also complete our updated PSV guidebook, which needs to be revised and contain our updated policies and initiatives that we have planned to implement this year (e.g. SHEC Checks reward system, Continuing Education (CE) activities).

Projects & Events: SHEC Checks (On-going)

To show appreciation for our volunteers that go above and beyond for our service, we have decided to implement our *SHEC Checks* system. This system is a point-based system that rewards points for activities such as attending shifts or SHEC events, performing additional shifts at our events, covering another volunteer's shifts, or participating in other initiatives. We aim to make the criteria for this system very clearly defined, well-communicated and as objective as possible, as to avoid additional conflict within our team. Volunteers who reach a certain threshold of points, or "Checks", will be rewarded with a badge or reward, tentatively dubbed an "*Award of SHECexcellence*", which we hope will increase volunteer engagement. Additionally, volunteers who are disengaged or struggling to meet a certain threshold of Checks can be identified and reached out to. This will help our leadership keep our volunteers accountable, provide feedback if

appropriate, and improve our volunteer performance. At the moment, we are calculating and experimenting with potential scoring methods that will effectively increase our volunteer engagement but remain reasonably achievable for our volunteers.

Projects & Events: SHEC Avenue2Learn Course Shell (On-going)

SHEC is in the process of getting its very own Avenue2Learn (A2L) course shell! This A2L shell will be used to keep our volunteer training modules, activities, and performance management indicators (through the SHEC Checks system) all in one place. Additionally, A2L is used by most courses at McMaster, so the platform itself should already be familiar with the members of our volunteer team.

Outreach & Promotions

Summary

Our service has been working on targeted promotional events and materials to reach our student population. We are planning to participate in collaborations with other services to increase exposure to MSU members.

Promotional Materials

We are working on a video to be shown to residence staff-in-training. Seeing that this training will begin in late August, we initially aimed to have this video completed by mid August, then shared with ResLife to get additional feedback before it is released. This video will showcase what SHEC is, what we offer, and how CAs can engage with our service. This includes, but is not limited to, discussion of our CA packages (which include health/sexual wellness supplies that can be picked up and shared with students living in residence), how to refer students to SHEC, and sharing contact information for our service, so that we can be reached when needed. However, due to unforeseen circumstances, we have had to pause this project for the time being. Regardless, our promotions coordinators may return to this project at a later date.

Social Media Engagement since the Previous Report

Our social media engagement has been steadily fluctuating in the past 30 days, but has spiked recently, as shown by our Instagram account insights. This spike is likely due to the Upper Year PSV hiring cycle, as many of our new followers are applicants for the PSV or Assistant Director role, and are engaging with us online to learn more about the role.



Finances

Budget Summary

Expenditure has been minimal so far, as our service does not run in the summer, and the supplies we have been using are leftover from the previous year. However, I expect a sharp increase in expenditure in the beginning of September, as we reassess our inventory and purchase new supplies. Additionally, our Fall Training day in October has historically been a major source of expenditures, as we will require guest speaker fees, lunch for our PSVs, and volunteer appreciation supplies.

Additionally, we have received \$4,750 in funding from the Student Life Enhancement Fund (SLEF) which will be used for our condom dispensers and their stock. The total cost of the dispensers, which have just been ordered, has totaled to \$367.25, including the initial unit price of \$150, delivery and tax.

ACCOUNT CODE	ITEM	BUDGET / COST
6102-0116	SHEC – ANNUAL CAMPAIGNS	\$20

	TOTAL SPENT IN LINE	\$20
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$13,550.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$20.00
REMAINING DISCRETIONARY SPENDING		\$13,530.00
ACCOUNT CODE	ITEM	BUDGET / COST
6102-0116	Clubfest Fee	20.00
ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	20.00
	REMAINING IN LINE	2750.00
6101-0116	Pamco Condom Dispensers	367.25
	TOTAL SPENT IN LINE	367.25
	REMAINING IN LINE	\$3,632.75
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$13,550.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$387.25
REMAINING DISCRETIONARY SPENDING		\$13,162.75

Executives & Volunteers

Our executive team is functioning well at the moment, and we do not have any notable issues or conflicts. As for our volunteers, we are currently attempting to break the ice with the team by allowing our volunteers to introduce themselves to each other through our online Discord server. We have found this to be successful so far, as more than half of our current volunteer team has taken the initiative to provide a basic introduction of themselves within the server. Moving forward, we hope to introduce other prompts to give our team opportunities to interact and continue to create a positive and collaborative environment amongst our volunteer and executive teams.

Successes

We've had really great engagement in terms of PSV applications! This year, we received a record amount of applications for the upper year PSV role compared to previous years. I believe this is due to our increased promotions leading up to the deadline and overall increased presence on campus following the transition out of the pandemic.

Current Challenges

Currently, we do not have an Assistant Director, which has led to an increased workload for me as the SHEC Director, in addition to my recent transition into the role. However, we are currently in the process of hiring a new Assistant Director, which will hopefully make things run more smoothly as the year progresses!