



REPORT

From the office of the...

PCC Director

TO: Members of the Executive Board
FROM: Michelle Caruso
SUBJECT: Pride Community Centre Report 1
DATE: Thursday, October 10th

Yearplan Update

Since the last EB Report, the PCC has opened its physical space and begun its events and initiatives. The space opened on September 18th, and our first event happened on September 26th. We are communicating regularly with community members on Instagram, using interactive stories and offering opportunities to provide requests and feedback regarding PCC operations.

Events, Projects, & Activities

General Service Usage

Community members are interacting with the PCC through our Instagram, the access of our online and in-person resources, our physical space, and through our in-person events.

Some statistics and plans:

- An average of 2-5 non-volunteer/executive community members are in the space at any given time. These numbers should improve once space enrichment programs (coffee time, crochet circle, etc.) are implemented following Reading Week.
- Four of forty attendees of our first event filled out the event feedback form. We are hoping to promote this form more strongly at events and provide a QR code for easy access to the form.

Projects & Events: Resource Bank (On-going)

The PCC is increasing its resource provision through our online resource bank, linked on our Instagram page. This gives community members easy access to information. The resource bank launched on October 4th with four different resource documents, and three more will be posted by the end of Reading Week.

Projects & Events: Space Enrichment Programs (Upcoming)

This project will begin the week that we return from Reading Week. Specific activities, like crocheting or playing board games, will be scheduled and promoted on our Instagram. By the time of this EB meeting, a PO for all

necessary supplies will be submitted so that they can be purchased in time for the start of these activities.

Projects & Events: Halloqueer Bash (Upcoming)

This week, our Events Coordinators will begin planning for our Halloween event that occurs in late October. By Friday October 11th, our PO for all necessary supplies will be submitted.

Outreach & Promotions

Summary

We have used our Instagram to promote our events and initiatives with the McMaster community. Interactive Instagram stories, featuring polls and questionnaires, have allowed for more engagement with our account. These also serve as an opportunity to hear directly from community members, learning their wants and needs. We also promote our various forms, found in our Linktree, where students can request certain resources or provide feedback on our events. Additionally, we promote the posts of other student groups on our story, and these groups promote our posts in return.

Promotional Materials



Social Media Engagement since the Previous Report

Profile activity ⓘ vs Aug 8 - Sep 6	899 +29.9%	1,964 Followers
Profile visits	787 +41%	
External link taps	112 -16.5%	

Over the last month, our profile activity has gone up by 29.9%. Profile visits have increased by 41%, however external link taps have gone down by 16.5%. This decrease is likely because in the previous month, many students had clicked the volunteer application link in our Linktree.

Finances

Budget Summary

We have spent money on one Instagram post made by the Underground. A PO was submitted for event supplies, but because we did not receive approval for the purchase in time for the event, the purchase had to be made on a personal Amazon account and reimbursement is now required. After experiencing this, we have learned that POs must be submitted well ahead of time. Events Coordinators are now encouraged to create the PO three weeks prior to the event date.

ACCOUNT CODE	ITEM	BUDGET / COST
6501-0119-0300	Bracelet Making Event Post	\$100
SUPPLIES	TOTAL SPENT IN LINE	\$100
	REMAINING IN LINE	\$1900
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8950
TOTAL ACTUAL DISCRETIONARY SPENDING		\$100
REMAINING DISCRETIONARY SPENDING		\$8850

Executives & Volunteers

Morale of our executives is strong. Remarkably, coordinators are taking more initiative in comparison to last year, being quite passionate about starting partnerships and enhancing our current operations. They communicate openly and provide valued feedback and opinions.

Similarly, volunteers are passionate about their roles at the PCC. They seek out assistance when needed and can handle issues in the space with reason. They are required to complete sign-in and sign-out forms before and after their shift, and most volunteers are successfully doing this. This is improved performance from last year, where volunteers required more reminders to complete the forms.

Successes

Our Social & Political Advocacy Coordinator, Kiran, reached out to McMaster Housing to discuss the possible creation of a 2STLGBQIA Living Learning Community. The representative will be bringing the idea to their team later this month.

Current Challenges

Our Events Coordinators, Mikayla and Norah, sometimes face difficulty when collaborating on plans with other student groups as there are delays in receiving responses.