Year Plan

Pride Community Centre
2024-2025

Submitted:
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Introduction

Dear Executive Board,

My name is Michelle Caruso, and I am the returning Director of the Pride Community Centre (PCC) for the 2024-25 year. I use she/her pronouns and am entering my fourth and final year of the Commerce program here at McMaster. I am so grateful to be able to return to this role for another year, marking my third year overall on the PCC team. With a year's worth of Director experiences, I look excitedly toward the year ahead of me.

The PCC was able to grow tremendously over the last year. We increased the number of volunteers on our team, increased our number of events per month, and saw greater amounts of visitors in the PCC's physical space. We also addressed various concerns of ours and of our community members. We worked hard to eliminate the cliquey nature observed in the PCC in 2021-22 and in previous years. We also implemented a system to better handle the discussion of potentially triggering topics in the space. The previous AD and I fostered a closer and more collaborative executive team dynamic.

While I'm very proud of the past year's achievements, much more can be done to enhance the PCC. In second semester, we focused on increasing the variety and quantity of our physical and online resources. One primary focus for the next year will be ensuring that our resources align as best as possible with the needs and desires of our community members. Additionally, we began to analyse statistics and data concerning PCC activities. Examples included attendance at events and the timeliness of our volunteers arriving to their PCC shifts. We want to strengthen our analysis of PCC operations so that we can more clearly understand where we may be falling short. Ultimately, I continue to be intent on elevating the benefit that the Service provides.

I thank the MSU for affording me this opportunity once more and am thrilled to have detailed my ambitions within this Year Plan. I look forward to our collaboration.

Sincerely,

Michelle Caruso

Vision for Service

Overarching Vision (I.e., What is the *ultimate* goal you have for your Service?)	***The ultimate goal for the service is to more effectively provide for our community members through the provision of our resources.***
Description	We want to ensure that our resources align as best as possible with the needs and desires of our community members. Our resources include: - Peer support in the PCC space; - Our physical resources (e.g., binders, other gender-affirming items); - Our online resources (e.g., informative documents including content such as steps to legal name change or LGBTQ-friendly salons).
Benefits	We are a service for students, so we should strive to serve them in the best way possible. We can foster an environment of support for students who need it, hopefully allowing them to flourish into their best selves and have a positive experience at McMaster.
Year 1 Goals (2024/25)	- **Increase the quantity and variety of our physical and online resources through research, purchases, and receiving donations.** Organised based on feedback and insight from our community members regarding their needs and desires. - **Establish partnerships with businesses who can provide us donated or discounted items to add to our resource library.**

	We are particularly interested in partnerships with businesses that distribute gender-affirming items such as binders. - **Record and analyse data surrounding PCC operations in order to better understand where we may need improvements.** Data collected primarily through the completion of Google/Microsoft forms by community members, volunteers, and executives (e.g., sign-in forms for PCC space shifts, feedback forms for events).
Year 2 Goals (2025/26)	- Further the resource provision to make it more personalised – ideally through a mentor-mentee program. - Establish KPIs based on the previous year's data results. Monitor performance against KPIs. - If any areas of improvement shown in the previous year's data collections were not attended to, this should be done now.
Year 3 Goals (2026/27)	- Follow the pattern of reviewing the previous year's data, setting new KPIs, and handling any unaddressed concerns. - Continue and improve upon the mentor-mentee program, seeking the feedback of those who have been a part of it.
Partners	Other MSU services and 2STLGBQIA+ student groups such as QTCC and Engiqueers. External partners such as 2STLGBQIA+-centred or friendly businesses and organisations.
How can VP Admin support you?	VP Admin can best support the PCC by continuing to encourage a culture of open communication and opportunities for support. The helpful nature currently held by the VP Admin makes PTMs/PTLs comfortable in asking for help. This will be particularly important as the Director may need assistance in establishing quantitative

	measurements of success, or may seek additional funding in order to expand the PCC's resource collection.

Project/Events Timeline

Spring/Summer Term

July	
Service Goal/Project/Event (#1):	**Hire and train the executive team (Coordinators).**
Why and how?	Why: Ensuring our executive team is prepared well ahead of the semester's beginning ensures a smooth opening to the PCC's operations once the semester begins. How: Applications will be released on the MSU website and promoted on our account. We will conduct interviews and evaluate candidates on pre-determined criteria. Hired coordinators will be trained via personalised plans depending on their role.
Potential difficulties? How can you overcome them?	Interviewed candidates may not be available for any proposed interview times/dates. It is important to avoid this by proposing dates well ahead of time.
Who?	Director, AD, applicants, MSU.
Priority Level (highlight one)	<mark>High Priority</mark>　　　Moderate Priority　　　Low Priority
Service Goal/Project/Event (#2):	**Launch our online resource bank and begin regular collection of information for our posted resource documents.**
Why and how?	Why: Building a database of resources provides important knowledge for community members. How: PDFs detailing resources researched by coordinators will be added to a file, with its link added to our MSU webpage and Instagram. This resource will be regularly promoted on our Story.

Potential difficulties? How can you overcome them?	Businesses that we may want to add to lists (e.g., inclusive aestheticians) may not respond to our inquiries, as it is outside the scope of their daily operations. We may benefit from calling the organisations, which adds a personal touch and may elicit a direct response.
Who?	Coordinators.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

August	
Service Goal/Project/Event (#1):	**Hire and train the Volunteers.**
Why and how?	Why: Hiring the volunteers before the semester begins allows us to avoid becoming overwhelmed when hiring after the semester has already begun and operations are much busier. How: Similar process as for Coordinators, and trained in group sessions using our already-made training programs.
Potential difficulties? How can you overcome them?	It may be hard to find a time where all volunteers are available and able to be trained, so we may have to hold multiple sessions.
Who?	Director, AD, applicants.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Schedule events and initiatives for the upcoming semester.**
Why and how?	Why: Planning ahead saves us time and energy during the busy semester. How: Individually, with each of the Coordinators, and using insight from past years.
Potential difficulties? How can you overcome them?	We may not be able to book exact days for specific events, based on space booking regulations, but we will plan for general time frames.

Who?	Director, AD, Coordinators, MSU, MUSC.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

Fall Term

September	
Service Goal/Project/Event (#1):	**Schedule PSV shifts for the PCC's physical space and launch its opening.**
Why and how?	Why: Scheduling the shifts after the drop/add date avoids students' availability changing due to class schedule changes. How: When2meets will be completed by each Volunteer, and the Director will schedule the shifts. The space's opening will be promoted on our Instagram and by the MSU.
Potential difficulties? How can you overcome them?	We may run into changes in PSV schedules when they take on other extracurricular roles. We will set the expectation that changes in scheduling needs to be communicated well ahead of time.
Who?	Director, PSVs.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

October	
Service Goal/Project/Event (#1):	**Halloqueer Bash.**
Why and how?	Why: This is an important event for the semester, as it combines the efforts of the other queer student groups on campus (QTCC, Engiqueers). Much coordination is needed, and it should begin its planning period in September. How: A meeting should be set up with the involved student groups, and tasks and deadlines will be decided there.
Potential difficulties? How can you overcome them?	Communication delays between the student groups involved can cause issues when trying to secure items needed via

	purchasing. Making these purchases at least two weeks prior to the event is needed.
Who?	PCC, QTCC, Engiqueers.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Mid-semester check-ins with Volunteers and Coordinators.**
Why and how?	Why: These check-ins allow us to know how we can better support our team. How: Volunteers will fill out questions via Microsoft Forms, and Coordinators will be individually interviewed.
Potential difficulties? How can you overcome them?	Our team members may fear offending I or the AD with their feedback. We intend to make it very clear that nothing will be taken with offence, and that we appreciate the benefits that any criticism may provide once we adjust our operations accordingly.
Who?	Director, AD, Coordinators.
Priority Level (highlight one)	High Priority Moderate Priority Low Priority

November	
Service Goal/Project/Event (#1):	**Supplies and merchandise evaluation.**
Why and how?	Why: We will need to see if our number of supplies at the PCC (e.g., snacks, pens) and amount of stickers needs to be replenished. How: Director will evaluate the amounts used since opening the space and determine if the remaining supply will be enough to last until the end of the year.
Potential difficulties? How can you overcome them?	Community member interests may change, and so we may increase unexpected demand or disinterest with certain supplies after ordering. This will be taken into account when we estimate the sizes of our orders.
Who?	Director, Coordinators.

Priority Level (highlight one)	**High Priority** Moderate Priority Low Priority

December	
Service Goal/Project/Event (#1):	**Conduct the "big three" end-of-semester activities:** 1. **Final holiday event;** 2. **End-of-semester check-ins with Volunteers and Coordinators;** 3. **Close up the PCC physical space for the semester and announce on social media.**
Why and how?	Why: These three activities ensure an enjoyable, reflective, and clear end to the semester in preparation for the next. How: The tasks required to complete this will have already been practiced from semester-long event planning and the previous check-ins.
Potential difficulties? How can you overcome them?	December is a shortened month, as we close when exams begin. We will need to time manage well in order to fit these tasks within 1-2 weeks.
Who?	Director, AD, Coordinators.
Priority Level (highlight one)	**High Priority** Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Schedule events and initiatives for the upcoming semester.**
Why and how?	Why: Planning ahead saves us time and energy during the busy semester. How: Individually, with each of the Coordinators, and using insight from past years and the previous semester.
Potential difficulties? How can you overcome them?	We may not be able to book exact days for specific events, based on space booking regulations, but we will plan for general time frames.
Who?	Director, AD, Coordinators, MSU, MUSC.
Priority Level (highlight one)	**High Priority** Moderate Priority Low Priority

Winter Term

January	
Service Goal/Project/Event (#1):	**Schedule PSV shifts for the PCC's physical space and launch its re-opening.**
Why and how?	Why: Scheduling the shifts after the drop/add date avoids students' availability changing due to class schedule changes. How: When2meets will be completed by each Volunteer, and the Director will schedule the shifts. The space's opening will be promoted on our Instagram and by the MSU.
Potential difficulties? How can you overcome them?	We may run into changes in PSV schedules when they take on other extracurricular roles. We will set the expectation that changes in scheduling needs to be communicated well ahead of time.
Who?	Director, PSVs.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority
Service Goal/Project/Event (#2):	**Plan and complete the Gender-Affirming Clothing Swap.**
Why and how?	Why: This is an important event for the semester, as it combines the efforts of the other queer student groups on campus (QTCC, Engiqueers). Coordination is needed well ahead of time. How: A meeting should be set up with the involved student groups, and tasks and deadlines will be decided there.
Potential difficulties? How can you overcome them?	Communication delays between the student groups involved can cause issues when trying to decide on a date to book. Setting this date at the inception of planning is needed.
Who?	PCC, QTCC, Engiqueers.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

February	
Service Goal/Project/Event (#1):	**Mid-semester check-ins with Volunteers and Coordinators.**

Why and how?	Why: These check-ins allow us to know how we can better support our team. How: Volunteers will fill out questions via Microsoft Forms, and Coordinators will be individually interviewed.
Potential difficulties? How can you overcome them?	Our team members may fear offending I or the AD with their feedback. We will make it very clear that nothing will be taken with offence, and that we appreciate the benefits that any criticism may provide once we adjust our operations accordingly.
Who?	Director, AD, Coordinators.
Priority Level (highlight one)	<mark>High Priority</mark>　　　Moderate Priority　　　Low Priority
Service Goal/Project/Event (#2):	**Hiring the new Director and Assistant Director (completed in February/March).**
Why and how?	Why; Hiring these two positions well ahead of our departures gives us time to thoroughly train the incoming leaders. How: This will be under the guidance of the MSU.
Potential difficulties? How can you overcome them?	Often, interviewed candidates are already Volunteers or Coordinators with the MSU. We must be cautious of our personal connections to students, and ensure that criteria is pre-determined so as to not be affected by experiences with candidates prior to the hiring process.
Who?	Director, AD, MSU.
Priority Level (highlight one)	<mark>High Priority</mark>　　　Moderate Priority　　　Low Priority

March	
Service Goal/Project/Event (#1):	**Prepare and distribute transitional materials and one-on-one guidance to the newly hired Director and AD.**
Why and how?	Why: In the interest of our community, we want to ensure that the newly hired leaders are able to learn from our insight and succeed in their roles. How: Transitional materials will be produced, and communication methods will be determined for guidance as needed.

Potential difficulties? How can you overcome them?	We may get overwhelmed with balancing current leadership tasks and the explanation of these tasks to those we mentor. Time management, as always, is crucial.
Who?	Director, AD, hired Director and AD.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

April	
Service Goal/Project/Event (#1):	**Conduct our closing activities:** 1. **End-of-semester check-ins with Volunteers and Coordinators;** 2. **Close up the PCC physical space for the semester and announce on social media.**
Why and how?	Why: Check-ins provide important insight for the year to come, and a clear close to the semester avoids any confusion. How: The tasks required to complete check-ins will have already been practiced, as well as those required to officially close the space.
Potential difficulties? How can you overcome them?	April is a shortened month, as we close when exams begin. We will need to time manage well in order to fit these tasks within 1-2 weeks.
Who?	Director, AD, Coordinators.
Priority Level (highlight one)	<mark>High Priority</mark> Moderate Priority Low Priority

Increasing (Service) Presence

Service Webpage

Our service webpage should be regularly updated with that semester's physical space hours and community group schedule. Additionally, it should continue to contain links to our Instagram and email address.

Social Media

Our Instagram, which is our only used form of social media, will continue to be used regularly. We will be posting approximately three information posts per month, as well as advertisements for our events. Our story will be used to promote these posts and our resource collection. We intent on increasing our number of interactive stories posted, which included elements such as polls and opportunities for students to submit recommendations (e.g., favourite queer musicians). These were well received this past year, and our Promotion Coordinator will be scheduling set times to post these each week.

Merchandise & Apparel

The only merchandise that the PCC currently distributes is our stickers, created with the Underground at McMaster. Currently, we have a large stock left over from last year. Later into the Fall semester, we will re-evaluate our remaining amounts and determine if a new order is required.

Physical Promotions

We will likely not make use of physical promotional pieces this year.

Team Management

Executive Management

We will continue with weekly meetings with our executive team this year, as well as individual check-ins before each new month to plan tasks. We will also be conducting mid-semester and end-of-semester morale check-ins with each executive, where coordinators can speak candidly about their experiences in their roles. This allows us to identify any areas where I and the AD can better support them.

Volunteer Management

Both Peer Support Volunteers and Events & Advocacy Volunteers will complete mid-semester and end-of-semester moral check-ins via Microsoft Forms, where they can provide insight on their experience as a volunteer and shed light on operations we need to improve upon. Events & Advocacy Volunteers will meet bi-weekly, and Peer Support Volunteers will interact in the PCC space. Both groups will be in their own group chats where we can regularly communicate news and changes to them. There will also be mid-semester and end-of-semester appreciation events.

Master Timeline

Month	Tasks
June	Open Coordinator hiring. Transition the changing AD into their new role. Finalise the Coordinator and Volunteer training modules. Deactivate unused social media accounts.
July	Hire and train the Coordinators. Launch our online resource bank. Begin seeking partnerships with resource-distributing organisations. Begin collecting information for our posted resource documents. Order and set up any new décor for the space.
August	Hire the Volunteers. Schedule events and initiatives for the upcoming semester.
September	Schedule PSV shifts for the semester and launch the opening of the space. Ensure Instagram and MSU website updates the opening/closing times. Begin with events and initiatives (semester-long).
October	Focus on LGBTQ History Month and the holidays within it. Noted event: Halloqueer Bash. Noted event: Mid-semester Volunteer appreciation event. Conduct mid-semester Volunteer and Coordinator check-ins.
November	Focus on gender identity topics (Transgender Awareness Week and Day of Remembrance). Order more stickers and merchandise as needed (currently have some left from last year).
December	Plan for the upcoming semester. Noted event: Holigay event. Conduct end-of-semester Volunteer and Coordinator check-ins. Close PCC operations for the Winter break and share on our social media.
January	Schedule PSV shifts for the semester and launch the re-opening of the space. Begin with events and initiatives (semester-long). Noted event: Clothing Swap.
February	Noted event: Valentine's Day event. Noted event: Mid-semester Volunteer appreciation event. Conduct mid-semester Volunteer and Coordinator check-ins.

	Begin planning for the hiring of new Director and Assistant Director.
March	Hire the new Director and Assistant Director. Prepare transitional materials and one-on-one guidance.
April	Conduct end-of-semester Volunteer and Coordinator check-ins. Noted event: End-of-year Coordinator and Volunteer appreciation event. Close down PCC operations for exams.

Miscellaneous