



# REPORT

*From the office of the...*

**SHEC Director**

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TO: Members of the Executive Board  
FROM: Celine Sau Ling Chak  
SUBJECT: SHEC Report 3  
DATE: November 7<sup>th</sup>, 2024

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## **Yearplan Update**

Since our last report, SHEC has made significant strides in achieving the goals outlined in our year plan. Our primary focus has been on enhancing accessibility to resources, refining training for volunteers, and expanding outreach to better serve McMaster's student body.

One of our major accomplishments has been implementing the *Avenue to Learn* online training platform for our volunteers. This has been a resounding success, with a high completion rate and consistently strong grading. The platform has streamlined our training process, ensuring that volunteers are uniformly prepared and empowered to provide high-quality support and information which supplement our in-person training days.

Additionally, we have collaborated with on-campus partners to deliver event programming, such as the Prinestock Halloween social, the Boulton SHEC-tacular Haunted House, and our Halloween Campus Connect booth which have been effective in both increasing our visibility on campus and engaging with students in a relaxed setting. These events have allowed us to connect with students who might not otherwise visit SHEC and have broadened our outreach.

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

### *General Service Usage*

In alignment with our year plan goals of increasing accessibility to essential resources, we have observed steady engagement with our services. Currently, our on-campus condom dispensers distribute approximately **850 condoms per week**, reflecting consistent demand and accessibility to our safe(r) sex resources. Additionally, SHEC's in-person support services have averaged **24 interactions per week**, where students seek guidance, information, or simply a safe space. This is tracked based on the shift sign-out forms completed by our volunteers at the end of their shifts.

### *Projects & Events: Project 1 Complete*

Last week, we partnered with the Princetown Residence Life (ResLife) team to host a harm reduction booth at their *Pumpkin Painting and Mocktails* event. The collaboration was a success, with strong student engagement and meaningful conversations around harm reduction and wellness. The Princetown team expressed great satisfaction with SHEC's presence and support, highlighting the impact of our participation on student engagement and safety at the event. This event not only strengthened our relationship with ResLife but also reinforced SHEC's commitment to providing accessible health education and resources directly to students in their community spaces.

#### *Projects & Events: Project 2 (Complete)*

We also hosted a booth at the *Boulton Haunted House* event, where we saw nearly **150 attendees** throughout the evening. Students engaged enthusiastically with our interactive spinner and trivia games, where they could win snacks and SHEC-branded stickers and safe(r) sexresources. This setup allowed us to connect with students in a fun, informal setting and provided an opportunity to share health-related knowledge through engaging activities. The high turnout and the positive interactions reinforced our presence on campus and demonstrated the value of embedding health education into enjoyable, community-focused events.

#### *Projects & Events: Project 3 ( )*

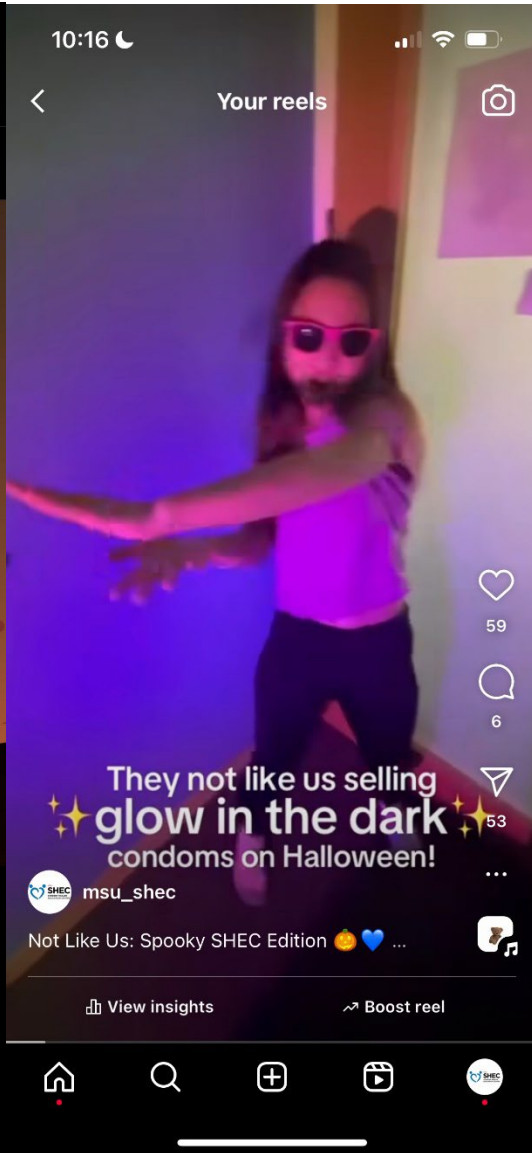
At our *MUSC Campus Connect Booth*, we had *312 interactions* with students and generated close to *\$150 in revenue*, allowing us to break even on expenses and make profit. The event attracted a high volume of visitors, with trivia games and other activities drawing consistent engagement. Volunteers were highly engaged throughout, facilitating conversations, running activities, and ensuring a lively, welcoming environment. Overall, this was a successful event that contributed to our visibility on campus, increased our reach, and allowed us to make meaningful connections with a wide range of students.

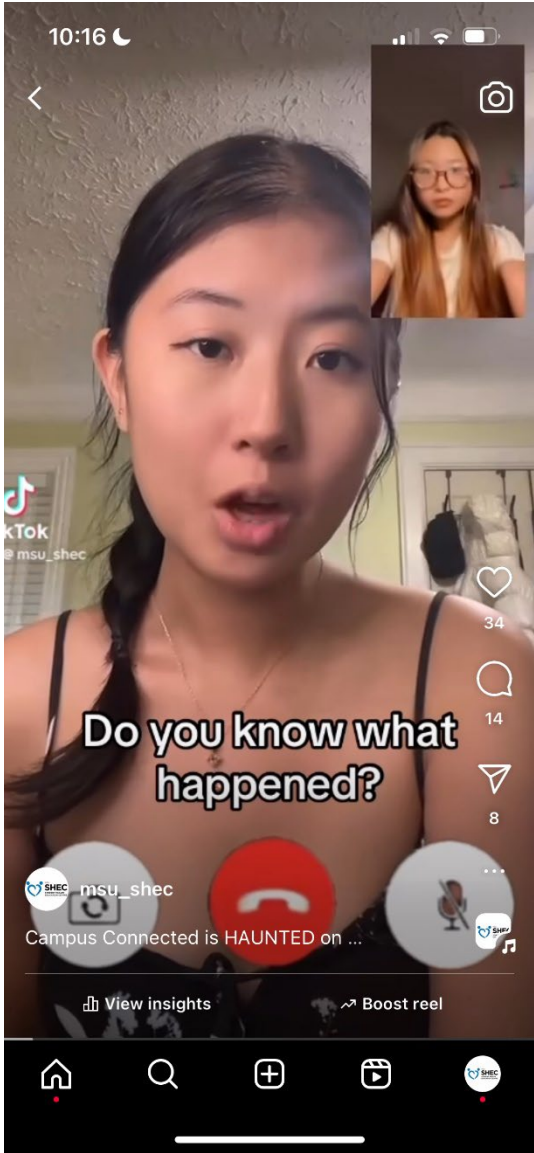
## **Outreach & Promotions**

### *Summary*

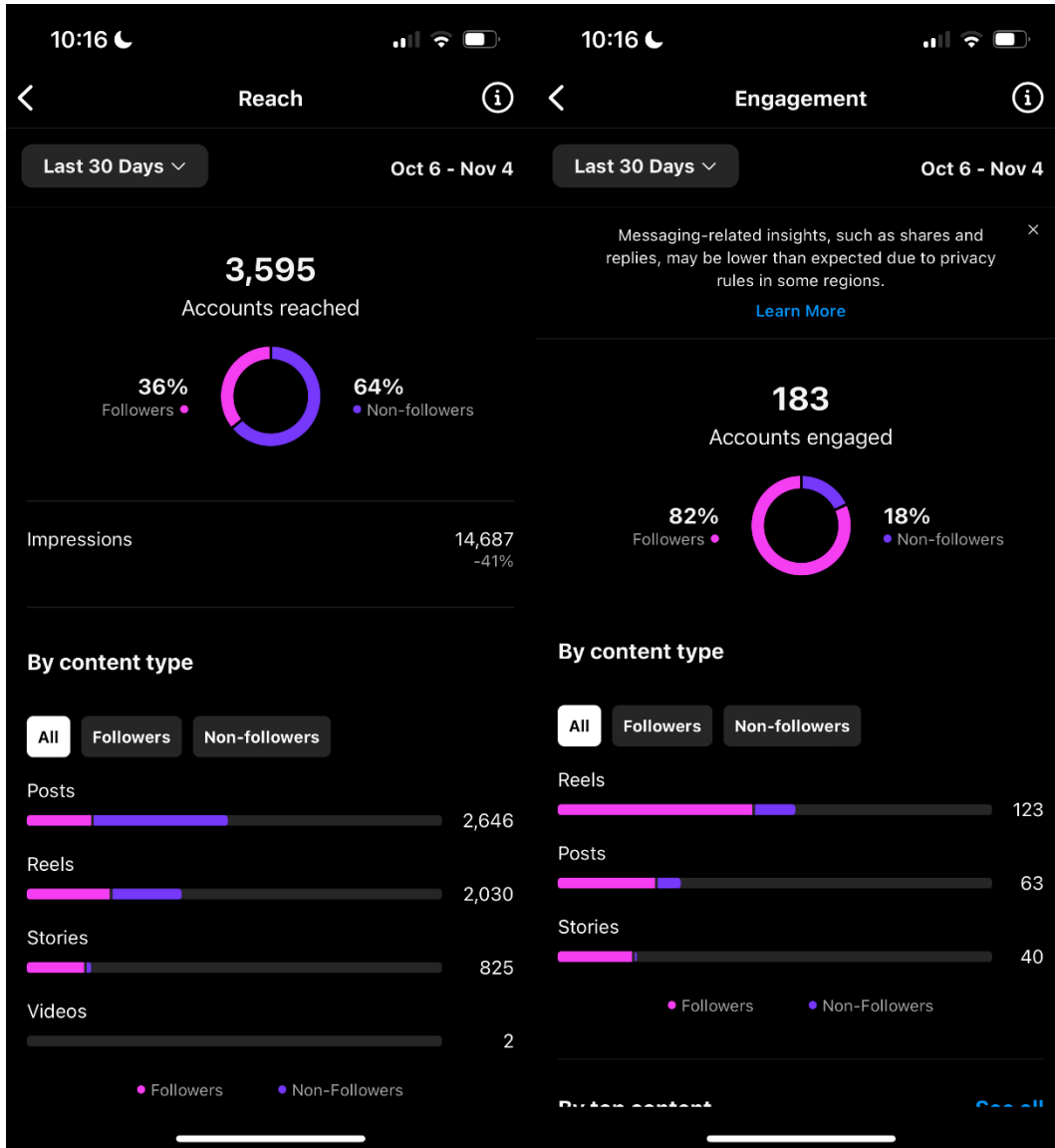
To actively engage MSU members and increase awareness of SHEC's services, we have been leveraging social media platforms, particularly *TikTok* and *Instagram Reels*, for targeted promotions. These platforms allow us to create dynamic, visually engaging content that resonates with students, reaching a broad audience with easily accessible health tips, event updates, and highlights of our resources

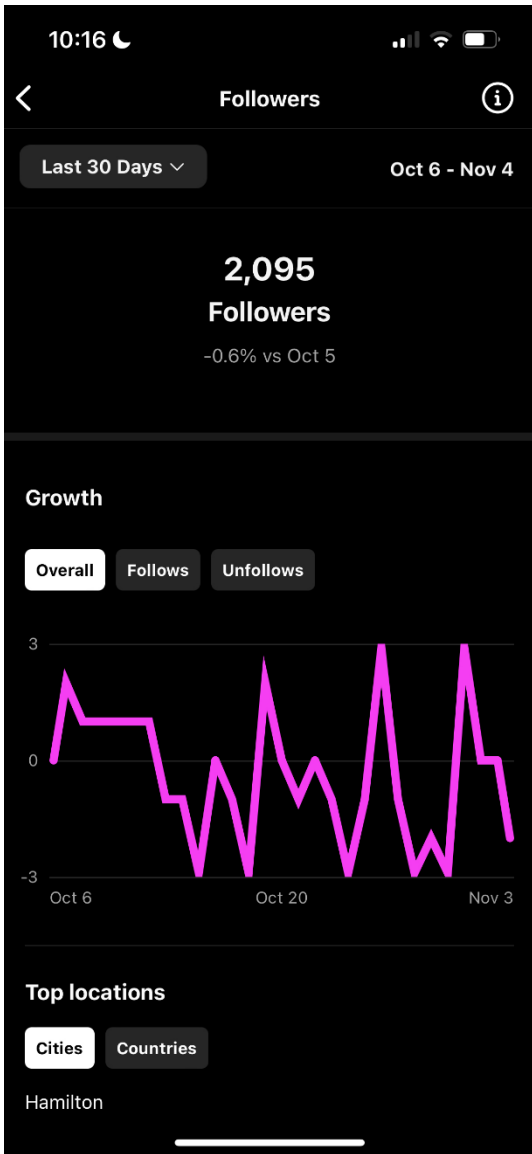
Promotional Materials





## Social Media Engagement since the Previous Report





## Finances

### *Budget Summary*

Since our last report, we've allocated funds primarily toward outreach materials, event supplies, and promotional items. Recent events, including the Princestock Harm Reduction booth and the Boulton Haunted House event, required expenditures on interactive materials (trivia games, snacks, wellness giveaways) that successfully boosted engagement.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
6102-0116-0300	Halloween Booth Supplies - Candy and bags	\$115
	TOTAL SPENT IN LINE	\$100
	REMAINING IN LINE	\$0

6101-0116-0300	SHEC - HEALTH SUPPLIES	\$133
	TOTAL SPENT IN LINE	\$1,586.50
	REMAINING IN LINE	\$7,413.50
<b>TOTALS</b>		
TOTAL BUDGETED DISCRETIONARY SPENDING	\$18,550.00	
TOTAL ACTUAL DISCRETIONARY SPENDING	\$1,771.50	
REMAINING DISCRETIONARY SPENDING	\$16,778.50	

### **Executives & Volunteers**

Overall, morale among our executives and volunteers remains high, with consistent and enthusiastic engagement across events and daily responsibilities. Volunteers have shown a strong commitment to SHEC’s mission, especially during recent events like the Princestock and Boulton activities, where they took initiative in leading activities and interacting with students. To maintain a positive and supportive environment, I make a point to visit the SHEC space sporadically outside of my scheduled hours, which has helped me build rapport with volunteers and foster a sense of team connection.

In terms of professional development, we provide ongoing opportunities for volunteers to gain experience in health education and peer support. Future plans include hosting a volunteer appreciation event to acknowledge their hard work and dedication, reinforcing the value they bring to SHEC and the campus community.

### **Successes**

Our team has a lot to be proud of lately! One major highlight has been the *Halloween Campus Connect Booth*, where we had fantastic engagement with students and nearly \$150 in sales, allowing us to break even and reinforce SHEC’s presence on campus. Volunteers showed incredible enthusiasm, facilitating activities and interacting with visitors throughout the event. This level of engagement reflects their dedication and commitment to our mission.

We’re also thrilled with our *training program’s success*. Volunteers have been completing their training promptly and achieving high grades, which shows they’re not only committed but truly engaged with the learning material. The consistent high scores indicate that our training is effective in preparing volunteers to support students knowledgeably and confidently.

### **Current Challenges**

One of the notable challenges we are facing is the high budget expenditure on condoms due to the new condom dispensers we implemented. While these dispensers have successfully increased accessibility and demand, the costs associated with supplying them have exceeded our initial projections. As a result, we have had to limit distribution to ensure that we have enough budget to fund this project for the remainder of the year.

Despite these adjustments, I'm pleased to report that we are still operating within our overall budget. However, this limitation poses a challenge in meeting the growing demand for these essential resources. Moving forward, we may need to explore alternative funding sources or partnerships to sustain this initiative while continuing to support student health effectively.