



# REPORT

*From the office of the...*

## PCC Director

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TO: Members of the Executive Board  
FROM: Michelle Caruso  
SUBJECT: Pride Community Centre Report #2  
DATE: Thursday, November 14<sup>th</sup>, 2024

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### **Yearplan Update**

PCC continues to follow plans set out in the Yearplan. Since opening our space, we have begun scheduled in-space activities throughout the week. Community groups have begun and we have hosted three events: Charmed Creations Bracelet-Making, Tote Bag Painting Night, and Halloqueer Bash. Check-ins with volunteers are happening next week.

We are also working toward our goals for the year. We are increasing the quality and quantity of our resources through our well-researched online Resource Bank. Our data collection is continuously improving, as we have implemented new feedback forms and analysis methods.

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

#### *General Service Usage*

Visitors in our physical space are analyzed by our volunteer sign-out sheets, where they indicate the number of non-volunteer visitors in the space. Since the space's opening in September, an average of 2.13 community members visit the space each shift.

We are intent on improving this statistic. In-space activities were implemented last week, which encourage visitors in the space. Additionally, community groups have begun. Both of these are expressed in further detail in Projects and Events.

Students have been enjoying our selection of stickers, both those that have the PCC logo and those which are accompanied by identity-specific pride flags. They have also borrowed books from our in-space library.

#### *Projects & Events: In-Space Activities (On-Going)*

These new activities in our physical space, MUSC 221, are hopefully going to boost student enjoyment of the space and improve our amount of visitors each shift. Here is the weekly schedule (Monday-Thursday) and the activity descriptions, as uploaded to our Instagram:



### *Projects & Events: Community Groups (On-Going)*

Each semester, we run identity- and experience-based community groups to foster a sense of support and comfortability amongst queer, trans, and questioning McMaster students. These began last week, and the schedule runs as follows:

#### **Mon | 5:00 - 6:00 PM**

- **International Students 2STLGBQIA+ Group** - A closed group for 2STLGBQIA+ international students at McMaster.

#### **Mon | 6:00 - 7:00 PM**

- **Men Loving Men (MLM) Group** - A closed group for men who are attracted to men.

#### **Mon | 7:00 - 8:00 PM**

- **Bi-Pan-Poly Power Hour** - A closed group for bisexual, pansexual, polysexual, - and other m-spec folks.

#### **Tue | 3:30 - 4:30 PM**

- **Pride Book Club** - A group for folks to read and have discussions about 2STLGBQIA+ literature. \*\*\* IN CONNECTION CENTRE, 1ST FLOOR OF MILLS \*\*\*

#### **Tue | 5:00 - 6:00 PM**

- **Trans & Non-binary Group** - A closed group for transgender and/or non-binary folks.

#### **Tue | 6:00 - 7:00 PM**

- **BIPOC 2STLGQBIA+** - A closed group for 2STLGBQIA+ Black, Indigenous, and People of Colour.

#### **Tue | 7:00 - 8:00 PM**

- **Asexual & Aromantic Group** - A closed group for asexual and/or aromantic folks.

#### **Wed | 5:00 - 6:00 PM**

- **Disabled Queer & Trans Group** - A closed group for folks who identify as disabled or a person with a disability and 2STLGBQIA+.

#### **Wed | 6:00 - 7:00 PM**

- **Women Loving Women (WLW) Group** - A closed group for women who are attracted to women.

**Wed | 7:00 - 8:00 PM**

- **Where We Come From** - A group for 2STLGBQIA+ folks who come from unsupportive backgrounds.

### *Projects & Events: Resource Collection (On-Going)*

We continue to build our Resource Bank, which consists of PDFs detailing helpful information for students. Topics are decided upon based on ideas of our executives and volunteers, as well as requests from students who complete our Resource Request Form. This form is conveniently linked in our Instagram Bio and advertised on our Instagram Story. Since our last EB Report, we have uploaded two new resources to the collection: Gender-Affirming Healthcare at McMaster and 2STLGBQIA+ Sports Opportunities. By the end of this week, our 2STLGBQIA+ Gaming Opportunities document will be posted.

## **Outreach & Promotions**

### *Summary*

As detailed in our last EB Report, 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 Sep 5 - Oct 4	1,122 +20.1%	<b>1,995</b> <b>Followers</b>
Profile visits	966 +18%	
External link taps	156 +34.4%	

+1.6% vs Oct 4

Our profile activity has increased by 20.1% over the last 30 days. This measures the number of actions people take when they engage with our Instagram profile. Profile visits have gone up by 18%, and external link taps (i.e., visiting links on our Linktree) have gone up by 34.4%. As well, our number of followers has gone up by 1.6% over the last month.

## Finances

### Budget Summary

This past month, we have spent money on events and supporting the PCC space.

ACCOUNT CODE	ITEM	BUDGET / COST
610201190300	Amazon purchase for Tote Bag event	205.61
650101190300	Tote bag post via UG	100.00
TOTALS		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$8950
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$405.61
<b>REMAINING DISCRETIONARY SPENDING</b>		\$8544.39

## Executives & Volunteers

Executives and volunteers continue to be passionate about their contributions to the PCC and their positive impact on the McMaster community.

## Successes

Our Halloqueer Bash event, in partnership with Engiqueers and the Queer and Trans Colour Club (QTCC), had over 70 attendees. Our Events Coordinators, who were in the same role last year, noted that this was a higher number of event participants than last year.

## Current Challenges

Ensuring that executives are tracking their projects and tasks on Notion can be a challenge, as some have mentioned that it is an extra task taking away time from their day. It is important to have tasks tracked in one centralized location, but we also do not want to put added stress on our executives who are in unpaid roles.