



REPORT

From the office of the...

Maccess Director

TO: Members of the Executive Board
FROM: Nat (Natalene) Sim (she/her)
SUBJECT: Maccess Report #5
DATE: November 17, 2024

Hello everyone!

We have been working hard to ensure Maccess continues to run smoothly and to make progress on our main goal for this year of “creating a more visible, warm, supportive, and welcoming”.

As a reminder, to accomplish this we plan to:

- Increase our focus on disability as it intertwines with narratives of race, gender, sex, queerness, economics, health, Indigenous narratives, and other marginalized narratives
- Increase our reach and presence on campus
- Increase collaborations with other MSU services, SAS, LAS/CATS, PACBIC/DIMAND, NEADS, and other disability-focused groups
- Expand our social and political advocacy work and initiatives, becoming a stronger resource and support for disabled students
- Increase our social media usage and content creation
- Increase event attendance & number of new and returning service users
- Improve accessibility and approachability of our physical and online spaces

Yearplan Update

Our current progress:

- We have finished planning and preparing for our Campaign week this week!
- We have met with groups on campus for various initiatives
- We have started creating more short form social media content to increase engagement, and reaching out to more accounts for promotion

Events, Projects, & Activities

General Service Usage

In-person peer support at Maccess has continued to run relatively smoothly, with many visitors attending our support hours. With the addition of more new adjustable sofa tables, we have received feedback that this has also helped students who want to study in the space before heading to a test at the SAS Testing Centre down the hall.

Projects & Events: Resource Executive Hiring (On-Going)

We are currently in the process of hiring a Resources Executive. Although we have had a few delays in getting interviews out to applicants, we are now in the process of coordinating interview times with candidates and on track to have them start projects in the new year. We are also considering hiring 2 resource executives, as they will have added work to complete with only 1 semester with Maccess.

Projects & Events: Collaborations & Engagements (Upcoming/On-Going)

- CATS/LAS
 - We will be collaborating with LAS for one of our DisVisibility Week campaign events, in order to promote their services and space (CATS) on the second floor of Mills
- WGEN
 - We will be collaborating with WGEN for 2 events during their campaign week:
 - Dress to Express: Drag
 - Maccess will stay open as a chill sensory safe place where attendees can go if feeling overstimulated, due to its proximity to TwelvEighty.
 - We are also covering food costs for the event.
 - Zine Fiends
 - Both WGEN and Maccess will be working on a zine (small handmade art book/magazine) making event
- AccessMac
 - We have met with AccessMac to discuss plans for an event for International Day of Persons with Disability (December 3rd)
 - We have decided to run an event called Chill & Chat: Celebrating Disability Leadership. The event will feature a personal talk by a member of our campus community who will share their lived experience as a person with disability in leadership. After this, we will open the room for discussion and creative expression, with art supplies available with the goal of creating a community art piece. Snacks and drinks will also be available.

Projects & Events: DisVisibility Week (Upcoming)

We have finalized our plans for our campaign week this week (Nov 18-22), with

the theme of Creativity, Arts, and Disability. We have purchased all necessary materials, including snacks and beverages, and raffle prizes. We have had limited event engagement in past years, and hope that by offering a participation-based raffle with prizes like headphones and gift cards, that we will be able to improve upon this.

Outreach & Promotions

Summary

Our main focus for the past month has been coordinating promotion for our Campaign Week and filming more short form content to promote our service and our events. In the past event promotion has been limited to just the informational posts, but now we have also made reels that use trending audios to increase our engagement. Additionally, in our process of reaching out to other accounts for reposting, we are expanding the number of pages that we contact. Our captions have also become shorter to grab attention and more engaging with emojis.

DisVisibility Week Promotions

Before our Campaign Week we:

1. Posted the Raffle Information and Calendar graphic (seen below), and the Event Descriptions graphic
2. Posted the graphics to our Instagram story, and contacted a number of clubs and MSU services to repost it to their stories.
3. Created Polls and Q&A stories, to engage with our stories audience
4. Posted a reel relating to our campaign week



Image Description: (Slide 1) An instagram post from MSU Maccess with a beige background. A bunch of images surround the post in a scrapbook-like style, with a white flower in the top right corner, a hand holding a pencil, two gift cards, a large stuffed bear named 'Otis', a pair of headphones, and a sunflower in the bottom left corner. A disability pride flag runs across the post at the top. The main heading reads "Maccess Disvisibility Week" in white and yellow text on a grey circular background. Under that heading is a subheading in yellow that reads "Crippled Creativity" on top of a red rectangle. Under that is another subheading in yellow text that reads "November 18 – 22" Underneath that text, reads "Join us in exploring and celebrating diverse creative expressions of disability! Each event you participate in earns you 1 raffle ticket for the chance to win a gift card of your choice, headphones, and other exciting prizes! Accessibility concerns? Dietary restrictions? Reach out to @msu_maccess and we can figure it out!" in white text on top of a brown background.

Caption:

Hi everyone!!! 🍷 🐻

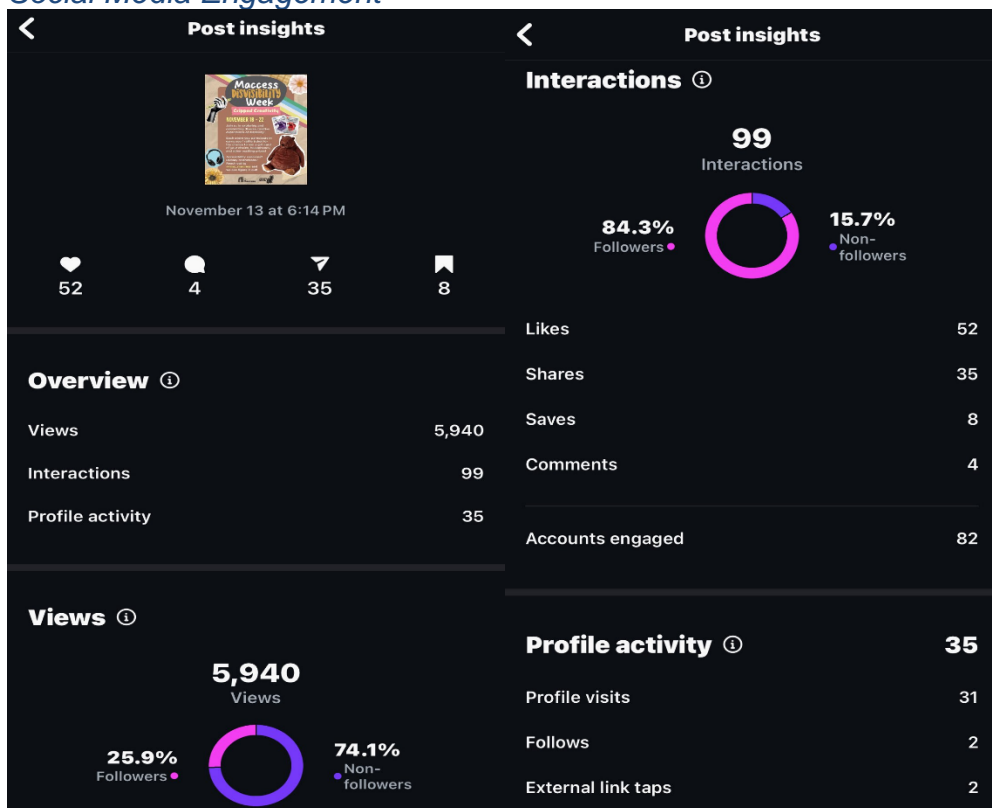
We're excited to announce our plans for our DisVisibility Week this year from November 18th-22nd! 🌟🍂

Our theme is "Crippled Creativity", where we will be hosting a variety of creative events for you to come and join us in! From buttons to zines, to doodles and jeopardy, and an amazing movie night, we hope to see you there! 🖋️🎨🍿

📅 Each event you participate in earns you 1 raffle ticket to win prizes like a gift card of your choice, noise cancelling headphones, and more! 📅

Stay tuned for more information on each event in our next post! 🎉🌟

Social Media Engagement



Along with promotion through reels, and reaching out to a wider range of accounts, this year we were able to get posts up slightly earlier and together with the event description posts. In the past we have had last-minute issues with event and room confirmation which made us delay in posting the individual detailed event description slides until the day of which was definitely not ideal. As we started planning earlier this year and with firm deadlines for subteams, the process was able to be a lot smoother than previously.

Finances

Budget Summary

All purchasing since the last report has been towards our Campaign Week, with the entire campaign week costing \$949.26.

Purchases we have made since the last report include:

MACCESS - ANNUAL CAMPAIGNS			
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	MACCESS - ANNUAL CAMPAIGNS	\$3,000.00
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Raffle Prizes	\$145.15
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Disvisibility Week: Zines	\$65.90
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Disvisibility Week: Button Making	\$67.33
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Disvisibility Week: Jeopardy	\$140.85
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Disvisibility Week: Collaborative Art Piece	\$8.56
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Disvisibility Week: Movie Night	\$321.47
6102-0118-0300	MACCESS - ANNUAL CAMPAIGNS	Disvisibility Week: Drag Show w/ WGEN	\$200.00

For DisVis Week

MACCESS - ADV. & PROMO			
6501-0118-0300	MACCESS - ADV. & PROMO	MACCESS - ADV. & PROMO	\$2,000.00
6501-0118-0300	MACCESS - ADV. & PROMO	DisVisibility Week - Promo	\$300

<i>Summary</i>	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$7,500.00
TOTAL ACTUAL DISCRETIONARY SPENDING	\$3,273.94
REMAINING DISCRETIONARY SPENDING	\$4,226.06

Executives & Volunteers

All the Executive subteams were able to submit their plans for DisVisibility Week by our internal deadline so that we could get promotion up and materials purchased on time!

We have received some feedback from PSVs that shift selection next semester could be improved. We are working with our V&T team to talk about streamlining this process and the communication around it when we open the form for next semester. We also plan to discuss further whether opening peer support through Discord would be beneficial.

Successes

We are so proud of our team for all the work they have done with planning for our campaign week, as for many of them this was the first time planning an event from scratch. We are excited to see how our upcoming campaign week will go!

Current Challenges

One of our current challenges is time conflicts with our executive meeting time.

As the semester continues to get busier with assignments and midterms, it is often difficult to have everyone meet at our assigned time. There are a small number of executives who have not showed up for meetings without notice, and Honey and I plan to check in with them in the upcoming weeks. Check-ins that we have had so far with executives have gone well, with them being very responsive to our feedback to any concerns we have had.