



# 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  
DATE: November 28<sup>th</sup>, 2024

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## **Yearplan Update**

The PCC continues to operate based on plans set out in the Yearplan. We continue to run events, host in-space activities, lead community groups, and offer resources and information both online and in-person. Since our last EB Report, we conducted check-ins with volunteers to seek feedback on their experience and have conducted a supplies and merchandise evaluation of the space to see what additions we require.

## **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. An average of 2.00 community members visit the space each shift, down from the statistic of 2.13 on our last EB report. This follows the trend experienced last year: a dip in student engagement as the semester intensifies. However, we have taken steps to combat this by promoting our in-space activities on our Instagram story and by word-of-mouth at events. Students continue to take from our selection of stickers and borrow from our library.

### *Projects & Events: Semester-Long Events, Activities, and Groups (On-Going)*

The PCC continues to run its scheduled events. Since the last Yearplan, we hosted Queer Jeopardy Night, and will host our Gender-Affirming Clothing Swap on November 28th. Our in-space activities and community groups continue. The community group facilitators held a feedback meeting on November 22nd, the results of which will be discussed in our meeting on November 26th.

### *Projects & Events: Information and Resource Provision (On-Going)*

Since our last EB Report, our Research and Resource Coordinators have been working on gathering more information to provide to community members. One resource task was finding scholarships for 2STLGBQIA+ students,

information we hope to have posted as a feed-style Instagram post by the end of this week.

An Instagram post to commemorate Transgender Day of Remembrance was released on November 20th. This week, we are releasing a post about the protests against SOGI education in Canadian schools. Currently, we are working on a post surrounding the topic of pinkwashing, and hope to have this posted next week.

This week, we will be posting a call for artistic community members to bring their art to the PCC space, giving them the opportunity to promote their work.

### *Projects & Events: Check-ins and Supplies and Merchandise Evaluation (Complete)*

On November 15th, we conducted check-ins with PCC executives and volunteers. They were encouraged to express any comments, questions, and concerns about the PCC space, and were given the opportunity to suggest any changes or additions that should be made to our operations. From this, we gathered advice pieces; most prominently the following:

- PSVs and EAVs would like to meet each other more, and a group chat can be made between the two groups (as well as the executives) to foster dialogue and centralize communication for PSV- or EAV-nonspecific notifications.
- The space should incorporate: an air purifier (as there is no centralized heating system), a projector to show music videos and other media, and art pieces from community members.
- The 10am-noon shift should not run next semester, as students are, apparently, usually not on campus at that time unless they have to be.

We are taking actions promptly to address these advice pieces and make changes accordingly.

Additionally, our supplies and merchandise evaluation led us to determine that we should purchase more stickers, and also promote in-space activities and community groups via posters displayed around campus.

## **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

|                  |  |                       |
|------------------|--|-----------------------|
| <b>2,003</b>     | Profile activity ⓘ<br>vs Sep 26 - Oct 25 | <b>1,001</b><br>+6.6% |
| <b>Followers</b> | Profile visits                           | 932<br>+21.9%         |
| +1.4% vs Oct 25  | External link taps                       | 69<br>-60.6%          |

Our profile activity has increased by 6.6% over the last 30 days, a decreased growth from the last rate of 20.1%. This measures the number of actions people take when they engage with our Instagram profile. Profile visits have gone up by 21.9%, an increased growth rate from last EB Report's 18%. However, external link taps (i.e., visiting links on our Linktree) have gone down by 60.6%. This can be attributed to the fact that our events this month did not require link registration, which Halloqueer Bash did. However, we should work to promote our Resource Bank on our story even more, which is accessed through our Linktree. Lastly, our number of followers has gone up by 1.4%, or seven accounts, over the last 30 days.

Finances

Budget Summary

This past month, we spent money on promotions supporting PCC activities. Not featured on the cells below, as payments have not been completed, are a reimbursement \$110.89 purchase of in-space activity supplies and a \$104.93 e-transfer to Engiqueers as they purchased all supplies for a collaboration event. As well, we prepare for purchases of around \$400 in in-space additions from Amazon, around \$300 from the Underground in stickers, and around \$150 in supplies for end-of-semester volunteer appreciation activities. As well, expenses will arise for our upcoming posts, created by the Underground.

| ACCOUNT CODE | ITEM                 | BUDGET / COST |
|--------------|----------------------|---------------|
| 650101190300 | Jeopardy post via UG | 100.00        |

|  |                            |                  |
|--|----------------------------|------------------|
|  | TDoR post via UG           | 165.00           |
| <b>SUPPLIES</b>                              | <b>TOTAL SPENT IN LINE</b> | <b>465.00</b>    |
|  | REMAINING IN LINE          | 1535.00          |
| <b>TOTALS</b>                                |                            |                  |
| <b>TOTAL BUDGETED DISCRETIONARY SPENDING</b> |                            | <b>\$8950.00</b> |
| <b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>   |                            | <b>\$670.61</b>  |
| <b>REMAINING DISCRETIONARY SPENDING</b>      |                            | <b>\$8279.39</b> |

### **Executives & Volunteers**

Executives and volunteers continue to be passionate about their contributions to the PCC and their positive impact on the McMaster community. Many were eager to share their opinions on how to enhance PCC operations and activities and express genuine interest in seeing the PCC shine.

### **Successes**

The PCC intended on completing the pinkwashing post last year, which educates students on a very relevant topic. Due to various factors, it could not be completed, but we are thrilled to be pursuing this post now.

### **Current Challenges**

Scheduling challenges continue to be a struggle, as it is hard to find a time to meet that works in each persons' schedule.