



REPORT

From the office of the...

Diversity Services Director

TO: Members of the Executive Board
FROM: Ryan Deshpande
SUBJECT: Diversity Services Report 4
DATE: January 31, 2017

UPDATE

Since my last report, Diversity Services has undergone its biggest event series of the year: Diversity Week. This was a week of programming from January 9-13. In addition, we ran one event in December about Donald Trump. Finally, we have created our first two resource guides as part of our plan to become a resource hub.

SERVICE USAGE

For Diversity Week, we were constantly promoting the service over a long period of time, advertising the week and promoting the service in general. This resulted in a long period of interaction, resulting in over 1000 likes over the course of the promotional period. This was the result of both organic and paid interactions.

Diversity Week boasts our highest engagement overall, as the week is a summary of the service; however, there was large variation across event attendance, ranging from 3-4 for some small events, and over 100 for our largest events. This was the result of varied promotion for certain events, and the nature of compact campaigns filled with events.

Living in Trump's World had about 10 participants who were highly engaged with the event.

PAST EVENTS, PROJECTS & ACTIVITIES

Diversity Week

The planning for Diversity Week started in July, when we brainstormed during executive training. Over the course of first terms, ideas were generated and events were created. By November, we had created the theme *Taking Action*, centering the week around activism and turning passion into action.

We partnered with MISCA for two events this week, the Effects of Colonization speaker series, which saw over 150 participants throughout the course of the day in the MUSC atrium; and the self-care workshops, which saw varied attendance from students and community members.

Our SPA committee planned a guided art tour (It Happens Here Too) that highlighted racism in Canada by drawing parallels to the United States. We still have the display for

this and will use it in future events. We are hoping to display some of the posters created in Bridges Café.

The CEP committee planned two events for the week, the Write to Heal workshop and What Would You Do. Write to Heal saw low turnout, but was a very powerful event that equipped participants with the tools to heal from the strains of activism/oppression using writing. What Would You Do was an event based off the social experiment TV show, where the committee played scenarios in the MUSC Atrium and lead a discussion on how to have difficult conversations about race with those in their everyday lives.

DiversiTweet was a great event that drew a lot of attention, as we projected tweets onto the MUSC atrium wall. This was an effective awareness tool and is something we hope to use in the future.

Our keynote event was a panel discussion on activism, called What About Us. This event saw good turnout even though it was in an unfavourable location (JHE). The panelists came from a variety of backgrounds and brought insightful perspectives. Overall, this panel was a success.

Other highlights of Diversity Week included Food for Thought and Faith in Action, which had cultural/religious club involvement. The 13th documentary screening proved to be a very good initiative, and I would recommend that this event be repeated next year.

Resource Guides

Our Assistant Director and Research & Resources Executive have been working to create resource guides, and two have been published: an introduction to Allyship, and an introduction to Land Acknowledgements. We are trying to get these published to the MSU's Issuu account and embed them on our website. We intend to do a poster campaign to draw attention to these resources.

Living in Trump's World

This event was created in response to the election of Trump in the US. In order to plan it properly, we had to hold it in the first week of December, and this resulted in low turnout. The people who attended, however, were very engaged with the event. One participant came to derail the event and I had to mediate the event. The event did not go as planned and the environment became hostile, but it was a worthwhile discussion because many other people in the room got to step in and discuss how they felt.

Bridges

Term 2 booking has opened and is filling up quickly. We are banning clubs from booking more than once per month, as this makes it unfair to other clubs who want to host events.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Resource Guide

We have another resource guide in the works about Intersectionality, and this will be published next month along with the release campaign.

Black History Month & Gentrification Campaign

Our BHM campaign, titled *Black History: Declassified* is nearly ready to be published. This campaign is focusing on the intersection of blackness and class for the purpose of our programming. We will be having a discussion on blackness & class, as well as a panel of professors who we are hoping will speak on the topic.

As part of this month's programming, we will be having a gentrification awareness campaign, and focusing on how gentrification affects people of colour. There will also be an event as part of this campaign.

Unpacked

We are hoping to start up a regular discussion series called "Unpacked" where our CEP committee will delve deep into certain issues. The two events happening during BHM are the first events of this series.

Queer History Week

We are partnering with the QSCC to run Queer History Week in the last week of February. We are also hoping to bring a speaker from Black Lives Matter Toronto to speak about the intersectional history of the queer movement. The week is also aimed at exploring other intersections with queerness, such as faith.

Vice-Provost, Equity & Inclusion Hiring

I am sitting on the hiring board for the new Vice-Provost, Equity & Inclusion. This process will be underway throughout February and March, and the individual should be hired by the end of March.

BUDGET

For the Eight Months Ending December 31, 2016

	Current	Current	Approved	% Budget
Month	YTD	Budget	Budget	Used
December	2016-17	2017	To Date	
All:				
3301-0317 DIV - EVENT REVENUE	(320.00)	(2,000.00)	(6,000.00)	33.33%
3801-0317 DIV - DONATIONS/MISC		(330.00)	(600.00)	55.00%
5003-0317 DIV - OFFICE SUPPLIES		56.55	150.00	37.70%
5101-0317 DIV - TELEPHONE		353.00	900.00	39.22%
5201-0317 DIV - PHOTOCOPYING			24.00	0.00%
6102-0317 DIV - ANNUAL CAMPAIGNS	50.05	619.97	9,000.00	6.89%
6103-0317 DIV - PANGAEA EXPENSES	3.50	12.15	6,000.00	0.20%
6501-0317 DIV - ADV. & PROMO.		1,081.14	2,000.00	54.06%
6804-0317 DIV - VOLUNTEER RECOGNITION		175.70	450.00	39.04%
7001-0317 DIV - WAGES	1,947.04	7,909.01	12,500.00	63.27%
7101-0317 DIV - BENEFITS	138.35	527.51	800.00	65.94%
8001-0317 DIV - DEPRECIATION EXPENSE		567.86	900.00	63.10%

Total All

1,818.94 8,972.89 26,124.00 34.35%

66.67%

VOLUNTEERS

After Diversity Week, we held a volunteer appreciation Dinner at August 8. The cost of the meal was subsidized, while the volunteers payed the balance. Diversity Week put a lot of strain on the volunteers, so we took the next two weeks to not host any programming. The committee coordinators have started up their committee meetings for the term, and are seeing good engagement, especially from the SPA committee.

CURRENT CHALLENGES

Our main challenge is fatigue from Diversity Week. As of now, it is not affecting our programming, and the team seems to be on board with working hard to implement Black History Month properly.

Turnout at events from Diversity Week seems to be another challenge, and we are working to be more creative with how we promote events, especially when they are part of a large event series. We are hoping to meet with Sarah Conrad to discuss new strategies for promotion that fits the type of programming we are hoping to put out.

SUCSESSES

Diversity Week was overall a huge success. We saw high engagement online and overall high engagement at events. Our theme was well received from all campus groups, and there was no apparent backlash to the messaging and imagery used.

We are also continuing to build relationships with campus and community groups, which has been very helpful in building our reputation in the broader campus community.

Groups, such as Residence Life, the McMaster Womanists, the Daughters of Abraham, and others have reached out to us for partnerships which we are hoping to continue into the future.