YEAR PLAN
MSU SHEC Coordinator
Sutina Chou
2017-2018
(submitted June 26th, 2017)
Introduction to Vision

Dear Executive Board,

It is a pleasure to be returning for another year and submitting yet another year plan for SHEC – my team and I have big things in store and are excited for what the coming term brings.

SHEC, or the Student Health Education Centre, has had various reincarnations since its ratification in 1973. We’ve undergone a variety of changes, from being solely a sexual health service to one that deals more broadly with student health by incorporating both mental and physical wellbeing. Most notably, the service has undergone a restructuring as of last year to comprise of only two committees: Research and Advocacy, as well as Events and Programming. What once were our pillars have been reimagined as strategic priorities; however, our focus remains providing peer-run, non-denominational health promotion, education and referral services for McMaster students.

This year, I am hoping to push the service into a direction that not only encompasses service delivery, but also advocacy. You will find that between this year and at, my year long objectives have remained the same (enhancing volunteer engagement, increasing campus partnerships, having more effective advertising, and improving the visitor experience), with one additional point that encompasses this new direction.

The year-long objectives continue to be supported by a critical pathway consisting of a variety of implementable ideas such as campaigns, events, or partnerships. Collectively, the critical pathway ideas correlate directly to action items that my team and I will complete in order to put things in motion. Finally, I will round out my analysis of the year-long goal by providing an assessment of their associated value but also any challenges that may present themselves in the process of attaining them.

Taking SHEC to the next level will be a large project– as such, you will notice that many of my critical pathways involve delegation and consultation with my executives based on projects that they have indicated interest in. On that note, I am always open to suggestions and feedback on how SHEC can deliver the highest quality of service and value to all of its stakeholders. Should you have any questions, concerns, or comments on my year plan, please feel free to get in touch. Thank you for your continued support of student wellbeing on campus – I’m incredibly excited for the year ahead.

Yours in health education,

Sutina Chou
SHEC Coordinator
2016-2018
### GOALS

<table>
<thead>
<tr>
<th>Objective 1</th>
<th><strong>Enhance Volunteer Engagement</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Often when we evaluate services the focus is on how value is being delivered to those who access it, rather than those who are involved in providing it. This year-long objective involves enhancing the engagement of volunteers by improving their experience when contributing to SHEC and empowering them to go beyond a typical volunteer role in shaping the service.</td>
</tr>
<tr>
<td>Benefits</td>
<td>Implementation following the critical pathways suggested will result in increased value in a variety of areas, most noticeably through more efficient service operation due to volunteer commitment and dedication. If peer supporters are adequately equipped, motivated, and empowered, the quality of service delivered will certainly reflect this volunteer centric approach to team management. Using these strategies, SHEC will be able to fulfill its mandate competently and consistently due to volunteer retention and engagement. As well, working towards these action items offer and excellent starter for volunteers to remain involved with the MSU, both within peer support services, but also on an advocacy level should they choose.</td>
</tr>
<tr>
<td>Difficulties</td>
<td>It is always difficult to maintain volunteers throughout stressful periods of the school year including midterms and finals – as well, teams traditionally experience engagement fatigue after the beginning of second semester due to burnout. As well, it is important to remember that volunteers live very full lives due to commitments not only to SHEC, but to their academic and personal lives. The approach outlined also puts a lot of emphasis on the Internal Programming and Coordinator roles, but it must be remembered the team management is a joint responsibility shared over all executives.</td>
</tr>
<tr>
<td>Long-term implications</td>
<td>Despite the challenges outlined, the potential returns on this year-long goal are huge and long-standing, including positive impressions of the MSU being created with its members (both visitors and volunteers) and increasing the reputation of SHEC as a service that provides exceptional value to those who not only access it, but are involved with it. Finally, it may provide compounding value to the service to focus on this year-long goal, as it will ensure the retention of volunteers from year-to-year.</td>
</tr>
</tbody>
</table>
How?

1) Volunteer Management

Primary efforts at improving the volunteer experience through team management involves building a stronger sense of community amongst volunteers, which can happen through a variety of initiatives, including:

- Continue using a points-based rewards system to encourage engagement in training throughout the year and participation in shift coverage
- Emphasize the debrief system for volunteers to help deal with tough peer support sessions and emphasize the role of self-care that makes all executives available to chat
- Evaluation forms for each executive and the coordinator that are anonymous and open throughout the year to encourage feedback
- More socials and volunteer recognition events – alternate one small and one medium sized one every other month (to coincide with in-person trainings) in addition to one large one at the end of every semester

2) Volunteer Training

Another component of helping volunteers feel more engaged involves a reformatting of training available to peer supporters to include things such as:

- Continued emphasis on mock situations during training so that volunteers are exposed to as many different possible scenarios as possible
- Keeping the frequency of online training at every other month
- Bringing back the printed articles and other on-shift activities to keep volunteers busy when they are in the space
- Enforcement of official service protocols on pregnancy testing, individuals in distress, CA condom packages, answering the phone, use of the lending library, peer support debrief, and visitors in the SHEC space

<table>
<thead>
<tr>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Executive Team</td>
</tr>
<tr>
<td>✓ Volunteer Team</td>
</tr>
<tr>
<td>Objective 2</td>
</tr>
<tr>
<td>------------</td>
</tr>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
</tr>
<tr>
<td><strong>Difficulties</strong></td>
</tr>
<tr>
<td><strong>Long-term implications</strong></td>
</tr>
</tbody>
</table>
| **How?** | 1) **Increased Outreach with First Years and Welcome Week**  
✓ Working with ResLife to continue Sex 101 programming in residences and develop Sex 202 event dealing with more complex issues surrounding sexual health and safety in addition to putting up promotional/informational posters about SHEC in residence buildings |
Participation in Horizons Successfest
- Representation at SOCS Sleepover and SOCS Welcome Week programming to promote the services and resources that SHEC provides to off-campus students
- Participation in Welcome Week meetings with respect to strategic priorities
- Integration into Welcome Week programming through workshops in residence

2) Emphasizing Intersectionality in Peer Support
- Working with Diversity Services for an event involving dialogue about the way sexuality is perceived in different cultures and religions and to ensure that intersectionality is constantly considered in SHEC programming
- Programming with WGEN such as Vagintine’s Day and other events to discuss issues of sexual health and safety that pertain specifically to female-identifying individuals
- Continued consultation with QSCC to ensure that the resources and peer support that SHEC provides surrounding sexual health also addresses issues for those in the LGBTQ+ community

3) Engagement with the New Mental Health Strategy
- Continued relationship the SWELL/SWC through programming such as Stressbusters, but also developing new programming based on student feedback and responses
- Reaching out to the Hamilton Mad Students’ Collective and McMaster COPE to offer SHEC services as a potential support for their members but also to collect feedback on how to improve programming

Partners
- QSCC
- WGEN
- Maccess
- PSL
- Hamilton Mad Students’ Collective
- MSU Clubs such as COPE
- Diversity Services
- Welcome Week partners (ResLife, SOCS)
- SWELL/SWC
<table>
<thead>
<tr>
<th>Objective 3</th>
<th>Develop More Efficient Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Advertising has always been one of the areas in which I have felt SHEC could do better in – I often find first-time visitors remarking that although the centre provides important and useful services, that they didn’t know that much about it (or that it existed at all) before coming in. In response to this, I have identified four avenues through which we can increase SHEC’s visibility.</td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td>The value of improving the way SHEC approaches advertising is pretty self-explanatory: if more students know about the service, the hope is that more of them will access it and tell their friends about it.</td>
</tr>
<tr>
<td><strong>Difficulties</strong></td>
<td>Promotional activities by nature have to be extremely timely, which means that the executive in charge must be on top of things at all times and plan hugely in advance for the creation of advertising materials, which can be incredibly time-consuming. As well, social media and other online presences require a lot of upkeep as they must be updated pretty much daily – thus, it is important that the executive in charge is responsible and able to take care of things; otherwise, the promotional aspect of SHEC can become all-consuming.</td>
</tr>
<tr>
<td><strong>Long-term implications</strong></td>
<td>By drawing more students into engaging with the service and another relevant resources, they can be better connected to ways that they can maintain their mental and physical wellbeing.</td>
</tr>
</tbody>
</table>
| **How?** | **1) Social Media**  
✓ Make sure Facebook and Twitter pages are up-to-date and current (in terms of information and cover pages, etc.)  
✓ Become more active on Twitter especially  
✓ Regularly post content on Facebook and Twitter so that social media feeds are more than just promotions for our own/MSU events  
✓ Work with official MSU social media to make sure that sufficient promotion is stay on top of what’s happening in the community in relation to student health, and help promote other services with similar goals  
✓ Develop a system and/or protocol to respond to messages/interactions on Facebook/Twitter and take a survey of people with access to the pages  

2) **Online presence**  
✓ Restructure website to improve visual appeal and organization  
✓ Ensure that all information on the MSU website is recent |
3) Printed Materials
- Create general informational rave cards that can be handed out at promotional events like Horizons Successfest, Clubsfest, etc. that outline what SHEC is, what services are offered, and how to access the service
- Create a general external resources card consisting of frequently referred to services both on an off campus (i.e. professional help, organizations that deal with specific issues, etc.)

4) Promotional Campaign
- Work with Sarah Mae Conrad to create an informational/promotional video for the service that will appear on the webpage and replace the old one
- Have a year-long campaign that promotes SHEC generally - similar to the “More Than Just Condoms” posters from previous years

Partners
- MSU Underground
- Promotions Coordinator

<table>
<thead>
<tr>
<th>Objective 4</th>
<th>Improve Visitor Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>This year-long goal is perhaps the most critical component of improving the overall value that SHEC provides to the MSU. By improving visitor experiences, SHEC will be able to encourage more people to access the service, and ensure that the ones that do are able to receive the highest quality of care possible.</td>
</tr>
<tr>
<td>Benefits</td>
<td>Again, the value of pursuing this particular long-term goal is pretty self-evident. Improving the visitor experience is critical to ensuring that students start accessing the service and continue to do so over their careers at McMaster. As well, ensuring that the people who visit have positive experiences also improves the chances that more students will stop by the space through word of mouth.</td>
</tr>
<tr>
<td>Difficulties</td>
<td>Probably the biggest challenge in this situation is the fact that improving the visitor experience is not something that happens overnight - it will only come as a result of a series of implementable changes that occur in conjunction and over the long-term.</td>
</tr>
<tr>
<td>Long-term implications</td>
<td>Overall, retaining returning visitors while encouraging new ones through helpful interactions with the service will ultimately ensure that SHEC is able to fully fulfill its mandate.</td>
</tr>
</tbody>
</table>
**How?**

1) **Integrate data collection mechanisms to inform service direction**
   - Investigate best practices from other universities in regards to peer support as well as more generally student health-focused resources
   - Create a peer support log binder to determine that nature of situations that students are coming in for in order to provide appropriate training to volunteers and inform service protocols
   - Use surveys at events to determine what promotional strategies/content appealed to visitors and use feedback to shape future programming

2) **Improve accessibility for visitors**
   - Design an online pickup for students to “place an order” for safe sex items that can then be placed in non-descript bags outside the centre for pickup – this will help students access the space more conveniently and without the associated stigma that can sometimes occur

3) **Ameliorate the physical space that the centre occupies**
   - Maintain a physical calendar in the SHEC space that will outline events that might be happening in the community so that students can stop by and learn more about what is happening
   - Reorganize the pamphlet and Lending Library collections to be more visually appealing and organized
   - Reevaluate pamphlet and book library to see what resources can be updated
   - Purchase new anatomical models

**Partners**

- Executive team
- External vendors for health related items

---

**Objective 5**  
**Increased Involvement With Advocacy**

**Description**
This is the newest addition to the year-long objectives from last year – with the restructuring, we are hoping to push the service to go beyond offering services and into educating and advocating for students’ health needs.

**Benefits**
I think the most important thing about this shift is to have the service do something different from the role that it has traditionally filled. By adding another facet of the service, we can provide the most value for MSU members.
**OFFICE OF THE SHEC COORDINATOR**

<table>
<thead>
<tr>
<th>Difficulties</th>
<th>As this is a new venture, it will be hard to predict what will go well, and what might not work in our new structure. It will require a degree of experimentation and recalibration based on feedback. As well, it will also be tempting to champion a multitude of clauses at once, so it will be difficult to pick out a few specific cases that we really want to focus on.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-term implications</td>
<td>By introducing an active education component (in addition to service provision) to the service, it will help distinguish us from the other health services on campus. As well, it would also be a unique opportunity to do some more targeted advocacy in the health field within the realm of the MSU.</td>
</tr>
</tbody>
</table>
| How? | 1) Involvement with Health Services Review  
Being involved in this services review will help set the stage for further involvement in advocacy on the university level. As well, the information collected will also be helpful in informing the direction of the service in future years, as we seek to fill gaps in the university’s health service provision.  
2) More online educational campaigns  
Having a committee that is dedicated to research and advocacy will be crucial to producing content that can be disseminated on our social media, resulting in a wider service reach. As well, it will allow us to provide services beyond physical products, and more in the realm of education. These campaigns will be similar in style to those run by the Social and Political Advocacy Committee of Diversity Services in the 2016-2017 year.  
3) Deeper engagement with health-related issues  
Part of the new committee structure hopes to move students beyond basic knowledge translation and into a more critical understanding of health issues. Much of this goal involves applying an intersectional, anti-oppressive lens onto common health issues. One example would be advancing discussions about mental illness as opposed to mental health awareness. |
| Partners | ✓ VP Education and the Education team  
✓ Executive team  
✓ Volunteer Committees |
### Office of the SHEC Coordinator

#### Action Item Summary and Overview

## Repeating Events/Items

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>✓ Executive Meetings</td>
</tr>
<tr>
<td>Bi-weekly</td>
<td>✓ Meetings with Cathy Jager (SWC Nurse Manager)</td>
</tr>
<tr>
<td>Monthly</td>
<td>✓ Volunteer recognition token (e.g. chocolates in the center)</td>
</tr>
<tr>
<td>Termly</td>
<td>✓ Executive Board report – write and present to EB</td>
</tr>
</tbody>
</table>

## Projects/Services/Events: A Year At SHEC

### Summer Prep

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>Sign-up for ClubsFest and SuccessFest</td>
</tr>
<tr>
<td>✓</td>
<td>Order t-shirts from The Underground</td>
</tr>
<tr>
<td>✓</td>
<td>September Training planning</td>
</tr>
</tbody>
</table>

### First Semester

**September**

- ✓ Welcome Week: MacQuest, ClubsFest
- ✓ First-year volunteer hiring
- ✓ Volunteer Training weekend
- ✓ Consent posters in residence
- ✓ Exec Meeting #1: Map out Term 1

**October**

- ✓ SHEC-wide Social (IP exec)

**November**

- ✓ Stressbusters: all of SHEC
- ✓ Holiday social for all Volunteers

**December**

- ✓ SHEC Reduced/Exam Hours

### Second Semester

**January**

- ✓ Reduced hours for the first week back
- ✓ Volunteer training weekend 2 (first weekend back)
- ✓ Exec meeting: SHEC week planning and term 2 “sketch”

**February**

- ✓ 1280 Dirty Sexy Bingo

**March**

- ✓ SHEC Week
- ✓ Hiring new exec and new SHEC volunteers

**April**

- ✓ SHEC Reduced/Exam Hours
- ✓ Stress Busters (All SHEC)
- ✓ Transition reports
- ✓ Do incoming SHEC Coordinator transition
- ✓ End of Year social, committee dinners, executive dinner