

YEAR PLAN

Student Community Support Network

Coordinator

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2017-2018

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OFFICE OF THE *SCSN Coordinator*
INTRODUCTION

Over the years, the Student Community Support Network has undergone major changes to improve how it supports McMaster students living in off-campus housing. Through programming, peer-to-peer resolution and advocacy campaigns, the SCSN has grown to serve students through peer mediation, maintenance of community relations, events programming encouraging community engagement and city exploration, and delivery of housing resources and information.

This year, I will continue this work under the theme of 'making Hamilton home' which fits neatly with the SCSN's purpose in the McMaster Students Union. This will be accomplished through 1. A focus on improving student housing issues and resource retention and 2. A focus promotion of various sites, attractions and eateries that appeal to students.

GOALS

Objective 1	<i>Addressing Student Housing Issues</i>
Description	Supporting students living off-campus and addressing housing concerns are an important aspect of the service that SCSN provides. The objective is to address issues cited in the 2016 Near Campus
Benefits	Providing impactful changes to the lives of students living off-campus in addition to educating students on tenant rights, bylaws and other student housing information
Difficulties	Achieving every goal within the year may be difficult if there are delays or lack of interest of possible partners.
Long-term implications	By focusing on setting frameworks that better address student housing issues, a strong foundation is left for future coordinators to improve on service delivery
How?	<ul style="list-style-type: none"> • Connect with on-campus and community groups on various services and resources. Reach out to the Off-Campus Resource to collaborate on a lease review event or lease clinic for students during the house search season • Actively attend and contribute to community meetings such as AWWCA to advocate on behalf of the student experience • Advocate for an SCSN Info Board on campus for students get information regarding tenant rights, bylaws and other important housing tips and information • Establishing a framework to aid students living in toxic living situations (i.e. Neighborhood Assistance Program) • Host a livestream orientation with the MSU Maroons on finding student housing • Collaborate with SWHAT on a Campus & Community Safety week covering topics such as PartySmart, Commute Safe and Home Security
Partners	SWHAT Coordinator, Carly Van Egdorn Off- Campus Resource Centre Coordinator, Jennifer Kleven Vice President of Education, Ryan Deshpande Vice President of Administration, Preethi Anbalagan President, Chukky Ibe Maroons Coordinator, Karan Choudhry

Objective 2	<i>Continue year-long promotion of Discover Your City initiatives</i>
Description	<p><i>Showcasing Hamilton culture: Eateries, Volunteering and Attractions</i> My main idea with this is to have monthly newsletters/graphics listing 5 top places or locations students should check out. For example, Top 5 waterfalls, Top 5 places to eat vegan/vegetarian, Top 5 Places to Go On a Date, Top 5 Places to get a Haircut, etc. We would make a post in the beginning of the month encouraging</p> <p><i>Continue providing full year programming for ‘Discover Your City’ and ‘Engage Your City’ brands</i> Provide events programming monthly to students that bring and engage students into the Hamilton community. In the past, Discover Your City has been a weeklong event that featured programming throughout Hamilton to just five days. Discover Your City programming can be stretched throughout the year to be more accessible to McMaster students.</p>
Benefits	<p>Along with providing events programming to encourage students to discover their city, it’s important to also promote what Hamilton has to offer. In general, many students are unaware of places they could go to get a haircut or best places for date, and through these blogs, SCSN can encourage more students to explore Hamilton.</p> <ul style="list-style-type: none"> • Provide students with lists of places for various needs or wants • Encourages students to explore Hamilton
Difficulties	<p>The main difficulty will be ensuring all information in the blogs are helpful, thoroughly reviewed and unbiased. The goal is to provide lists that apply to different students and helps them. For example, recommending barbers that students have cited good experiences with rather than just the closest or most well-known barbers.</p>
Long-term implications	<p>In the long-run, the goal is to have SCSN blogs provide a reliable source of recommendations for fun and food for McMaster students. As the service grows, each year the promotions coordinator can focus on new things students would like to hear about in their community</p>
How?	<ul style="list-style-type: none"> • This will be executed through the CCs program and in collaboration with other student groups. The Promotions coordinator will manage the creation of the monthly blog posts • For certain topics, I hope to run promotions online through the SCSN page to get student recommendations and connect with certain students groups who can provide good recommendations. • CCs who have promotions as their secondary duty will meet bi-weekly with the promotions coordinator to brainstorm blog ideas. • Design layouts will be made through the Underground • Every first week of the month, the SCSN Facebook page and twitter will reach out to students to send in recommendations of some of their favourite places
Partners	<p>Michael Wooder, Director of Marketing Underground Media & Design</p>

Objective 3	<i>Revamp the Volunteer Operations of the Community Connectors program</i>
Description	<p><i>Adding Clear Secondary Duties for Community Connectors</i> In years past, an issue for the Community Connector program and its predecessor program, The Community Assistants, was that the SCSN struggled to provide meaningful work for its volunteers. Volunteers focused mainly on their patrol duties with minimal input on events programming or ways to better serve students. The goal is to allow Community Connectors to specifically choose of three pillars, Advocacy, Promotions and Events, as secondary duties. Along with normal duties, Community Connectors will help with events programming, or content translation or Promotions and the Discover Your City Blog.</p> <p><i>Establishing a Neighborhood Assistance Program with the peer-to-peer program</i> Western University provides one of the best off-campus advising programs in ontario, according to the Town and Gown Association of Ontario. The objective is to integrate a call-in service or chat service into the peer-to-peer program to allow McMaster students to directly contact a Community connector regarding a housing/community issue, landlord problem, or general questions. The goal is to improve support to students as well as education on housing bylaws and tenant rights. Currently, SCSN is working with the President to draft a program that works best for McMaster to have running for this school year.</p>
Benefits	<ul style="list-style-type: none"> • The benefits of the program is it migrates from the current complaint-based system which relies on permanent residents and community members to make complaints to a Hamilton bylaws officer who then relays complaints to SCSN. It allows for effectively education on bylaws and rights, as well as directs students to proper resources. Essentially, it provides a better medium for students to deal with their housing issues • Increase interaction between students and Community connectors. This adds value to the work that CCs do in the community and provides more information to SCSN regarding students' living situation for advocacy • Expediates the process of peer mediation since landlords and permanent residents may use the call-in service to submit complaints and report issues.
Difficulties	<ul style="list-style-type: none"> • Initial outreach: Promoting the new change will take some time to ensure students are actually aware of the service. • Getting approval for the job description changes and additional funding to run the program • Providing excellent training to all Community connectors to be fully capable of answering students' questions and responding to permanent residents' concerns
Long-term implications	<ul style="list-style-type: none"> • The long-term implications is setting a reliable platform for students and community members to improve and address community concerns and student housing issues.

	<ul style="list-style-type: none"> The hope is each year, the program will be improved to provide better service and ensure service is effective.
How?	<ul style="list-style-type: none"> Initial phase: the SCSN coordinator, in consultation with the MSU President and Volunteer Coordinator, will write a feasibility report on setting up the service for McMaster A proposal to the Executive Board and other necessary committees for approval for the program Change the Job Descriptions for the Community Connectors Provide training
Partners	<p>MSU President, Chukky Ibe SCSN Volunteer Coordinator, Jordy Satok SCSN Promotions Coordinator Vice President of Administration, Preethi Anbalagan</p>

Objective 4	<i>Prepare First Years for Life After Residence</i>
Description	<p>Bursting the ‘McMaster Bubble’ and ensuring students are knowledgeable about housing resources should start early in their undergraduate careers. First years who will be moving off-campus at the end of the school-year are most vulnerable to housing issues because they have less experience dealing with student housing.</p> <p>Run programming and promotions targeted towards first years to prepare them for student housing. Reach out and educate first year students on looking for student housing and things to do in Hamilton.</p>
Benefits	<ul style="list-style-type: none"> New students entering the housing market as tenants are better informed, knowledgeable and aware of resources and rights More effort directed towards students living on campus who are often least likely to explore past McMaster campus
Difficulties	<ul style="list-style-type: none"> Translating technical content and information that is interesting and palpable to first year students Bringing information to first students (active) rather than relying on passive promotion to educate students
Long-term implications	This will prepare first year students for off-campus living and better equip students when dealing with landlord(s)
How?	<ol style="list-style-type: none"> <i>Make Hamilton Home Bucketlist:</i> A list of tourist-recommended sites, attractions, and restaurants to see in Hamilton with the student experience in mind <i>Student Housing Information Sessions:</i> Provide sessions to educate first year students about how to find a student house, dealing with

	<p>landlords, tenant rights, choosing roommates and knowing available resources</p> <ol style="list-style-type: none"> a. November (2): Student Housing Session in residence on looking for student housing b. January: Student Housing Session <p>3. Providing promotional materials in residences on boards, in residence common rooms and front foyers for students.</p>
Partners	<p>Possible Collaboration: SPARK, First Year Council ResLife Community Coordinator, Tara Off-Campus Resource Centre, Jennifer Kleven Underground Media & Design</p>

Objective 5	<i>Educate Students on Housing bylaws and Tenant Rights</i>
Description	<p>Another challenge that brings about many student housing issues is a lack of knowledge and misinformation about rules, housing bylaws and tenant rights. As a vulnerable group, students are at a disadvantage in terms and condition negotiations because they often are not equipped with the knowledge to hold their landlord accountable and/or demand adequate living conditions in cases when households are unsafe.</p> <p>Provide educational programming and resources to students to inform them about tenant rights, Hamilton bylaws and other necessary information regarding housing.</p>
Benefits	<ul style="list-style-type: none"> • Information is made available, accessible and palpable to students • Students are made aware of already existing resources available • Works towards resolving some concerns cited in the 2016 MSU Near-Campus Neighbourhood Housing advocacy report
Difficulties	<ul style="list-style-type: none"> • Bringing information to students rather than only posting resources (active versus passive promotions) • Supplying enough resources and information to students under budget
Long-term implications	<p>Establishing the SCSN as a source of information for students to improve student knowledge of tenants rights and city bylaws</p>
How?	<ol style="list-style-type: none"> 1. Bylaws campaign week in the month of November 2. Provide adequate training with bylaws officer to CCs to be able to answer student questions and concerns 3. Neighbourhood Assistance Program to effectively support off-campus students with housing concerns [to be approved] 4. SCSN board to promote Discover Your City events and post information and other resources

Partners	VP Education, Ryan Despande Off-Campus Resource Centre
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Objective 6	<i>Campus & Community Safety Week</i>
Description	<p>An important aspect of the off-campus student experience at McMaster is ensuring students feel safe and secure both when travelling through their community and while living at home. There are numerous amounts of things that affect student safety off-campus such as transportation late-hour accessibility, home security (break-and-enters), safety codes for student housing, lighting in student communities, etc.</p> <p>The purpose of this event is to bring awareness to security concerns on and off-campus for McMaster students and provide students with programming that will advocate for better security and give tools to staying safe. This event will be a week-long venture with table booths providing resources and information to students, events programming such as defense lessons and other activities to educate students, and focus groups to collect data.</p> <p>This is an awareness campaign to inform students about resources regarding security and safety and collection of student feedback about community safety concerns.</p>
Benefits	<ul style="list-style-type: none"> • Students can be educated on the safety precautions and tools they can use to improve their sense of security • Collection of data to be used for advocacy to the University and Hamilton police
Difficulties	<ul style="list-style-type: none"> • For a successful and informative event, it will be necessary to bring in as many partners to cover many aspects of campus and community safety. Because of the many moving parts, it will be difficult managing and maintaining the programming for the week
Long-term implications	The long-term goal is for this campaign week to continue for years to come as a way of collecting student feedback on safety concerns
How?	<p>Topics</p> <ol style="list-style-type: none"> 1. Home security 2. Commute Safe <ul style="list-style-type: none"> • GoTransit Security • Walking through Campus • [Bike Security]Sexual Assault Prevention and Support • Navigating the HSR at Night 3. Sexual Assault Prevention and Support 4. PartySmart: 5. How to Keep Your Friends Safe

	<ul style="list-style-type: none"> • EFRT <p>Tentative Date: January 22nd-26th</p>
Partners	<p>Possible Collaboration:</p> <p>Student Walk Home Attendant Team Coordinator, Carly Von Egdorn Women & Gender Equity Network Coordinator, Padmaja Sreeram Off-Campus Resource Centre Coordinator, Jennifer Kleven SACHA Hamilton Police Campus Security</p>

Long-term planning

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Rebranding of SCSN</i>
Description	As with any MSU service, good branding is key to students understanding the purpose and function of the SCSN and maintaining its associated meaning. For many students, the name 'SCSN' is not known, and if it is, it is not clear. The current name does not reveal much about what the service provides. This year, the service will evaluate its options for rebranding the name of the Student Community Support Network.
Benefits	For one, changing the name of the service to something more clear and obvious will likely increase promotional efforts, student participation and possibly advocacy as ambiguity of the service's function is avoided. It is important for a service to have an impact on the student population, it has meaning to that population, and I think a name change will support that.
Year 1	Discussions and proposals to SRA and Executive Board at end of the school year regarding need for a name change
Year 2	Development of service name alternatives and branding packages to be selected from
Partners	Michael Wooder, Director of Marketing Victoria Scott, Administrative Services Coordinator Vice President of Administration, Preethi Anbalagan

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September

1. Preparing and transitioning executive team: Hiring for Promotions Executive position and Social Political and Advocacy Executive position, conducting Executive training, transition and
2. Complete Year-plan and map out logistics for events programming for the school year
3. Reach out to the AWWCA, OCRC to establish collaboration and connection: contact various stakeholders about possible collaboration with the direction of the service
4. Make Hamilton Home Bucket list for Welcome Week
5. Contact different shareholders about possible collaboration for initiatives i.e. SPARK, Advocacy, Maroons, etc.,

List 5 things you would like to have completed during the fall term (1st)

1. Preparation, planning and execution of the First-Year Housing Speaker Series
2. Hiring and Training for all Community Connectors
3. Hold first two Discover Your City Events in community
4. Hamilton Santa Claus parade
5. Begin research and consultation regarding Peer Support for student housing issues (Neighborhood Assistance Program)

List 5 things you would like to have completed during the winter term (2nd)

1. Starting new initiative to assist students with lease review (Potential collaboration: Off-Campus Resource Centre)
2. Hold campaigns: Cycle Your City Campaign and Campus & Community Safety Week
3. Begin talks about SCSN rebranding

Master Summary

(calendar and checklist)

Administration

Events

Volunteers

Social & Political Advocacy

Promotions

August	<ul style="list-style-type: none"> • Hiring for Promotions Executive position and Social Political and Advocacy Executive position • First Meetings with shareholders that will collaborate with Student Community Support Network: AWWCA, Westdale Community Policing Centre, McMaster Research Shop, Off-Campus Resource Centre, Society of Off-Campus Students • Executive General Meeting and Training • Creation and packaging of Make Hamilton Home bucket lists •
September	<ul style="list-style-type: none"> • Distribute Make Hamilton Home Bucket list for First Years • Community Clean-Up for Homecoming • Hamilton resources in residences • Advocate for SCSN board in MUSC • Walking Tour of Places Close to McMaster (Food Basics, Westdale theatre) • Collaboration with Community Volunteering Circles • Planning the Discover Your City Board
October	<ul style="list-style-type: none"> • Cootes Pumpkin Hike with Cootes Elementary School & Maroons • Hiring and training of Community Connectors • Discover Your City Event • Cycle Tours of Waterfront • Contact SSC about potential collaboration with volunteer fair
November	<ul style="list-style-type: none"> • Bylaws Campaign • Hamilton Santa Claus Parade: partnership with Maroons • Farmer's Market Trip
December	<ul style="list-style-type: none"> • [Potential Collaboration]: Orientation Session podcast with Maroons • Student Housing Sessions for First Years 1 & 2

	<ul style="list-style-type: none"> • McMaster community Exam Destressor (Possible Collaboration SHEC or MSS or SWHAT or SWELL or SSC)
January	<ul style="list-style-type: none"> • Student Housing Session for First Years 3 • Campus & Community Safety Week • Skating • Trip to Historical Sites
February	<ul style="list-style-type: none"> • Engage Your City Campaign •
March	<ul style="list-style-type: none"> • Cycle Your City week (tentative) • Discover Your City Scavenger Hunt
April	<ul style="list-style-type: none"> • Art Crawl • Coordinator and Executive Transition due