

YEAR PLAN
MSU WGEN Coordinator
Jocelyn Heaton
2018-2019
(submitted *June 13th 2018*)



OFFICE OF THE *WGEN Coordinator*
INTRODUCTION

Dear Executive Board,

My name is Jocelyn Heaton and I am looking forward to serving as the WGEN Coordinator for the 2018-2019 term. This past year I had the pleasure of serving as the Volunteer Coordinator, a position I think will lend itself well to a transition onto the role of Coordinator. My main goal for this year. The main goal for this year follows much of the amazing work WGEN has already done in previous years, but simply expanding and improving on the quality, consistency and awareness of our service in general.

WGEN is an equity-based service which aims to support and provide space for survivors of gender-based violence, and gender-oppressed students at McMaster University. To be more specific, WGEN caters to all survivors of sexual violence, women, transgender, and gender-nonconforming students. That being said, WGEN also necessarily operates within an anti-oppressive, anti-racist, intersectional feminist framework which very much informs the programming we create and the supports we provide for McMaster students. The bulk of our efforts falls into two categories – preventative work (workshops, trainings, advocacy, poster campaigns), and reactive work (peer support space, support groups, referrals, advocacy, community building, etc.).

I have three main goals for this year, for which all the objectives in the Year Plan below will contribute to at least one. First, I want to improve on the consistency of events and promotion of WGEN events. Over the years we have run so many successful campaigns and events which the McMaster community enjoyed, but the yearly turnover of teams can lend itself to inconsistencies, which although can foster new opinions and innovations, more often result in the loss of lessons learned and important information. To do this I will be working closely with the Community Events and Planning executives and the Promotions executives. Second, I want to expand and advertise our donations programs. We have a variety of menstrual health products,

safe sex related products, chest binders, breast forms, bras and a few other items available for donation, and I have noticed that immediately after promotions, we see surges in the usage of these programs. I want to make sure we are reaching as many McMaster students as possible with these programs, and expanded them where possible. I will be working with the Resources executives and the Promotions team for this goal. Finally, I would like to strengthen the content of our training, support groups and educational programs. As a feminist organization, we always have room to grow and learn more about what we should be training our volunteers in, how we should be supporting our users, and what we should be promoting through our educational events and campaigns. The Volunteer Coordinator and the Social and Political Advocacy executives will be key partners in achieving this goal. Other goals for the year include updating our resource library check out method to include content and trigger warnings, reestablishing a relationship with the Silhouette so we can contribute content articles for the student population, and increasing user-ship of all our services, the Space, support groups, events and donation programs alike.

To summarize, WGEN's operates under three main themes, a) providing peer support, b) providing education and advocacy on gender equity issues, and c) building community for women, transgender and gender non-conforming students, and all survivors of sexual violence. All of these require resources to achieve but the work that has been done by this service, and the work I hope to continue this year, are vital in providing space for folks who are most in need, and improving the McMaster community to make it the best and most inclusive that it can be. I welcome your input and look forward to the upcoming year.

Regards,

Jocelyn Heaton

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Hire Executive Team
Why:	Need to fill all executive positions, ideally early enough to begin term work in the summer.
Difficulties:	I had some troubles organizing a schedule of interviews which worked for all interviewees and interviewers, as well as making final decisions regarding a group of highly qualified candidates.
Partners:	Previous WGEN Coordinator, Previous WGEN execs, Maddison Hampel (Hiring postings), Underground (Hiring Graphics)
Service Goal/Objective	Transition executives into their roles (exec training May 16th), and create Year Plan templates for them all to fill out
Why:	I want the team to be prepared to start their work over the summer so as to best prepare ourselves for a successful year. I wanted to make it as easy as possible for them to do this so I customized Year Plans for each role to fill out and submit to me
Difficulties:	Organizing the schedules of 10 people all working in various capacities was difficult, and will continue to be throughout the year. I have completed 3 out of 5 Year Plan templates and will have the final ones finished soon
Partners:	Exec team
Service Goal/Objective	Beginning Hiring Volunteers (prepare application questions, get Underground graphics, choose dates, June 3rd-17th)
Why:	We want to have the bulk of our hiring completed during the summer so that during September, when many other services and groups are recruiting, we already have a solid basis. This will also make it easier to open our space promptly as new will need less time to complete the smaller second round of hiring in September.
Difficulties:	I will be leaving the province June 14th and I need to make sure my team is equipped to handle interviews with me not physically present.
Partners:	Exec team, Maddison Hampel (Hiring postings), Underground (Hiring Graphics)

Personal Goal	Effectively balance work and studying. As I am wiring my LSAT June 11th, this month offered a sort of trial run in balancing being WGEN Coordinator with school, and I used it to gauge what works and doesn't work in terms of allocating time and effort to both commitments.
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JUNE	
Service Goal/Objective	Hire Safe(r) Space and Events Committee volunteers
Why:	Having the bulk of Volunteers hired in the summer spreads all tasks involved in hiring across a longer period of time, putting less localized strain on my executive team.
Difficulties:	Summer hiring always presents challenges in organizing schedule for interviewers and Interviewees alike. I will also personally be out of the province but I will still be very involved in the hiring process
Partners:	Entire executive team (Specific roles for Volunteer Coordinator, Promotions executives, and the Committee lead for Community Events and Planning and Social Political and Advocacy executives), MSU Social Media Coordinator, and Maddison Hampel
Service Goal/Objective	Organize various collaboration requests with community and university partners (Maroons, OPIRG etc.)
Why:	Various groups have reached out to WGEN regarding potential collaborations and we would like to get back to them ASAP, and begin planning collaborations where they are going to happen.
Difficulties:	Organizing meetings is an initial difficulty in the summer months, but more potently there is the complication of organizing collaboration events that serve the goals and needs of all parties involved.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Promotions executives, MSU Maroons, OPIRG etc.
Service Goal/Objective	Collect Year Plans from Executive team
Why:	Creating a Year outline with expectations for each role is an important part of having a successful year and assuring executives feel prepared

Difficulties:	Given various, job, volunteer and other time commitments it is often difficult to set deadlines in the summer.
Partners:	Executive team
Personal Goal	Attain my goal LSAT score on June 11th.

JULY	
Service Goal/Objective	Begin Planning Training
Why:	Having an outline of training early in the summer will minimize time and effort requirements in late August and early September when there are many other commitments going on.
Difficulties:	Setting deadlines and task lists in summer months can be difficult and hard to enforce.
Partners:	Volunteer Coordinator, Resources, Social and Political Advocacy, TRRA, Hamilton partners for external training
Service Goal/Objective	Organize Resource Library/Update checkout system
Why:	Going into the year we would like to have a solid set of resources for checkout/donation and have adequate systems for dispersal.
Difficulties:	Both Resources execs live out of city for the summer and some of these tasks require physical presence in the space, and will therefore have to be deferred to the Fall.
Partners:	Resources executives, external partners
Service Goal/Objective	Create completed Year Plan for all executives (tasks lists, goals etc.)
Why:	Giving executives a clear outline of year expectations and goals is key to setting up a successful year. I want to establish consistency throughout the year in our events programming and other services, and this is only possible if all executives feel prepared for the year.

Difficulties:	Creating customized year plans for all the execs will take effort and time but have a greater reward than generalizing them would.
Partners:	VP Admin (when needed)
Personal Goal	I will be travelling for most of this month, so I would like to maintain my professional responsibilities within a time of leisure. This is an important skill to refine as there will be times during the year where I have leisure needs and wants in which I will have to continue fulfilling responsibilities.

AUGUST	
Service Goal/Objective	All executive members complete outstanding summer tasks
Why:	Ensuring that the goals set out for the summer are completed is an important precedent to set, that will hopefully encourage similar dedication throughout the year. It is also important that all tasks are completed simply because they are required for us to continue with expected programming at the beginning of the year such as Volunteer Hiring, training and an opening event.
Difficulties:	The goals set out are ambitious but manageable. Assuring that these tasks are completed will require adherence to tasks lists and deadlines throughout the summer months.
Partners:	Exec team
Service Goal/Objective	Plan Opening Event
Why:	September will be a busy month and we will need to have content designed and promotional graphics ready in late August in order to run the event successfully. The event is tentatively set as a Feminist Trivia night to be held in late September in Bridges.
Difficulties:	There are many difficulties that arise in event planning ranging from booking space, working with various partners and creating content. It may also be difficult to begin the planning process in the summer months.
Partners:	Community Events and Planning executives, Underground, Bridges Coordinator, external partners for potential event prizes

Service Goal/Objective	Complete Training
Why:	Following through with the summer plan of designing training will assure that we can open the Space as soon as possible. We hope to open the space by September 17th or September 24th.
Difficulties:	Working with various partners over the summer will be difficult, and depending on others timelines it may be hard to complete tasks in time.
Partners:	Volunteer Coordinator, Resources, Social and Political Advocacy, TRRA, Hamilton partners for external training
Personal Goal	I want to finalize a managing style. Although I will have had my team for a few months at this point, during the year interactions, meetings and responsibilities become heightened so it is vital to have strong leadership skills, especially on a team with many close friendships.

SEPTEMBER	
Service Goal/Objective	Hire Safe(r) Space volunteers (Second round)
Why:	We want to offer a second hiring period to allow first years, an upper years who missed the first round, a chance to volunteer with WGEN.
Difficulties:	The timeline for hiring will likely be very short because we will be aiming to open the space ASAP and therefore the first few weeks of the month will be very busy.
Partners:	Entire executive team (Specific roles for Volunteer Coordinator, Promotions executives, and the Committee lead for Community Events and Planning and Social Political and Advocacy executives), MSU Social Media Coordinator, and Maddison Hampel
Service Goal/Objective	Train all volunteers
Why:	Opening the space as soon as possible is important and therefore training Volunteers in early September is a goal.

Difficulties:	Aligning training with other MSU services may be pursued and therefore coordinating services timelines may be a problem. Also there a variety of complications that arise when organizing large-scale events such as a training weekend which will need to be anticipated if possible, and mitigated when they arise.
Partners:	Executive team, MSU peer support and equity based services, TRRA, Hamilton partners for external training
Service Goal/Objective	Run Space opening campaign (Instagram launch, opening event, giveaways)
Why:	Running a successful opening campaign is important for setting up a successful year and creating interest in the rest of the year.
Difficulties:	Event planning inevitably presents complications that arise on a short notice, and knowing how to handle those situations through risk management assessments is vital to a successful event. I anticipate a difficulty with this event will be promotions, and assuring we are reaching a large audience for attendance of the events and participation in the campaign.
Partners:	Community Events and Planning executives, Events Committee, Underground, MSU Social Media Coordinator, Bridges Coordinator, external partners for potential event prizes
Personal Goal	I want to complete all tasks and goals for the month so as got set up for a successful year as well as to make the WGEN team, executives and volunteers feel confident and prepared for the year.

OCTOBER	
Service Goal/Objective	Plan Transforming Mac campaign (Nov. 20th-22nd)
Why:	Transforming Mac is an important campaign primarily meant to support and serve McMasters Trans community. The events are necessary for education, foster community and solidarity, and improving the quality of Trans students universities experience.

Difficulties:	Many members of marginalized communities face difficulties engaging with larescle events and campaigns for a variety of reasons. Incorporating these concerns and thoughts in the design of the campaign are vital to it's success. It is also important to assure the week is advertised and executed respectfully, verifying that the content of the week is accurate and inclusive to all trans folks and actually succeeds in creating community for them.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Underground, McMaster Womanists
Service Goal/Objective	Launch Black & Gendered and Survivors Support group
Why:	Both of these groups are consistently well attended and received and both serve distinct needs on campus in creating space for marginalized and oppressed folks to seek support from peers.
Difficulties:	Support groups are always difficult to promote and run as they often rely on confidentiality and privacy. Risk management is absolute necessary for these groups so as to assure proper handling of the sensitive nature of information and content from these discussions.
Partners:	McMaster Womanists
Service Goal/Objective	Run Spooptacular event (Oct. 29th, 30th, 31st)
Why:	Spooptacular has been an annual Halloween event for a few years now. People associate the event with WGEN and running this programming allows for consistency over the years.
Difficulties:	Event planning inevitably presents complications that arise on a short notice, and knowing how to handle those situations through risk management assessments is vital to a successful event. The content of this event has drawn unwanted attendance by members wishing to disrupt the event. We must keep this in mind in designing the event and also while running it.
Partners:	Community Events and Planning executives, Social and Political advocacy executives, Events Committee, MSU Social Media Coordinator
Personal Goal	Law school applications open this month. I would like to submit my applications as early as possible.

NOVEMBER

Service Goal/Objective	Run Transforming Mac campaign (Nov. 20th-22nd)
Why:	The campaign ideally takes place in November, overlapping with Trans day of remembrance in order to highlight the importance of that day.
Difficulties:	The campaign takes place close to exams and therefore it may be difficult to prioritize tasks associated with it. Further, assuring that the work is spread evenly across the executive team will be vital to the success of the week, given the identity based nature of the campaign and that this often places more work on individuals holding such identities.
Partners:	Community Events and Planning executives, Social and Political advocacy executives, Events Committee, McMaster Womanists, MSU Social Media Coordinator
Service Goal/Objective	Plan Volunteer appreciation
Why:	Assuring a well thought out and successful appreciation event requires significant planning and effort, which will be best started in November.
Difficulties:	Having just finished a camping and heading into exams, it may be difficult to prioritize time for the planning of appreciation.
Partners:	Volunteer Coordinator
Personal Goal	I would like to have learned something improved my self awareness through facilitating the Survivors group. Although I am a facilitator I think I can benefit very much from the other members and the group discussions.

DECEMBER

Service Goal/Objective	Volunteer Appreciation
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Why:	Having a WGEN specific appreciation event is important, on top of MSU delivered events, to offer a calm space which is more attractive to many of our volunteers. It also allows for more meaningful and specific bonding within the WGEN volunteer team.
Difficulties:	Exam period can be a difficult time to schedule around, especially for a large team such as our volunteer team. However, the timing also offers a nice break from the stress of exam time and is therefore still manageable.
Partners:	Volunteer Coordinator
Service Goal/Objective	Exec Appreciation
Why:	Executives will have been very busy in first term opening the space, running initial events and completing a campaign. They will deserve an appreciation event of their own which will also encourage social bonding among the team members.
Difficulties:	Much like Volunteer Appreciation, exam period can be a difficult time to schedule around, but will also be rewarding after a hard term of work.
Partners:	N/A
Service Goal/Objective	Evaluate first term and update second term plan as necessary
Why:	Evaluating the term will be very useful in updated the second terms budget schedule and goals to better align with what has transpired and what is expected of the service in the second term,
Difficulties:	During exams it will be difficult to put time aside to do a comprehensive review, but it will be very useful in shaping the second term
Partners:	VP Admin, Executive team, Safe(r) Space Volunteers, Events Committee
Personal Goal	I would like to achieve grades of 11 and above and in all of my courses.

JANUARY

Service Goal/Objective	Plan Bodies are Dope campaign
Why:	Bodies are Dope is an important campaign primarily meant to support BIPOC students and is ideally run in February. The events will focus around support and solidarity within these communities.
Difficulties:	The campaign often requires significant research into the content and therefore will require significant effort from the relevant executive members. Further, and much like Transforming Mac, many members of marginalized communities face difficulties engaging with large scale events and campaigns for a variety of reasons. Incorporating these concerns and thoughts in the design of the campaign are vital to it's success. It is also important to assure the week is advertised and executed respectfully, verifying that the content of the week is accurate and inclusive to BIPOC students and actually succeeds in creating community for them.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee, Underground, McMaster Womanists
Service Goal/Objective	Refresher Volunteer Training
Why:	Refresher training allows the team to incorporate critiques from the first round and further elevate the knowledge and competence of the volunteer team. This is a great opportunity for Volunteers to bring question and evaluate the previous term.
Difficulties:	Scheduling a large group of people is often difficult. We will need to do our best to assure the most attendance we can to optimize the trainings messages
Partners:	Executive team, TRRA
Service Goal/Objective	Launch support group (depending on term one groups success)
Why:	There has been increased interest in our support group services and therefore, pending feedback and success of our term one groups, a new support group may be beneficial. Preliminary ideas for such a group are a Queer support group, with weekly topics advertised ahead of time to ensure the best turnout of folks interested in that weeks discussion.
Difficulties:	We may face difficulties running 3 support group, as they typically need 2 facilitators from our team and fairly consistent commitment on the part of those facilitators.
Partners:	Underground, Relevant campus groups (PCC, Engiqueers etc.)q

Personal Goal	At this point in the year I would like to see the WGEN team becoming close and forming friendships on top of professional relationships. The service is at its roots a support service and therefore I hope fosters long term support systems for users and volunteers.
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FEBRUARY

Service Goal/Objective	Collaborate with other campus groups for Black history month campaigns
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Why:	There are typically many groups on campus that collaborate and coordinate Black History Month events and this year we would like to be involved in those discussion and contribute to the efforts and campaigns.
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Difficulties:	At this point we will be planning our largest campaign of the year and therefore may tend to focus our efforts there. It is important we continue to put time towards the ongoing programming such as Black History Month.
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Partners:	All relevant campus partners (McMaster Womanists, Muslims for Justice and Peace, Mac Africans etc.)
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Service Goal/Objective	Run Bodies are Dope campaign
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Why:	This campaign ideally takes place in February during Black History Month.
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Difficulties:	Given that the campaign is largely base don identity it is vital to assure that the work is spread evenly across the executive team. Identity based events can tend to places more work on individuals holding such identities, however it is important all members of the team contribute to content creation and event execution.
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Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee, McMaster Womanists, MSU Social Media Coordinator
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Service Goal/Objective	Plan Making Waves Week
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Why:	Making Waves week is a perfect end to the year, a large campaign of feminist programming meant to bring folks together from all communities.
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Difficulties:	The campaign often requires significant research into the content and therefore will require significant effort from the relevant executive members. This campaign is typically targeting a much larger audience than previous ones however it is still important to remember that members of marginalized communities face difficulties engaging with large scale events and campaigns for a variety of reasons and we must consider this in the design of the campaign. It is also important to assure the week is advertised and executed respectfully, verifying that the content of the week is accurate and inclusive to all McMaster students.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee Underground, McMaster Womanists
Personal Goal	I would like to begin hiring the next years PTM at this point as I feel the earlier they are hired, the more opportunity for them to have a smooth and comprehensive transition.

MARCH	
Service Goal/Objective	Run Making Waves campaign
Why:	This campaign is meant to be our biggest of the year and a close to the years programming. For this reason it is ideal to have in March, before finals pick up too much for our team and for the students we want to come out.
Difficulties:	Near the end of the year and finals it may be difficult to motivate folks to complete tasks and do the work necessary for a successful campaign.
Partners:	Community Events and Planning executives, Social and Political Advocacy executives, Events Committee, McMaster Womanists, MSU Social Media Coordinator
Service Goal/Objective	Plan Volunteer Appreciation
Why:	Assuring a well thought out and successful appreciation event requires significant planning and effort, which will be best started in November.
Difficulties:	Having just finished a camping and heading into exams, it may be difficult to prioritize time for the planning of appreciation.

Partners:	Volunteer Coordinator
Personal Goal	I would like to have heard back from law schools at this point regarding my admission, ideally getting into at least one of my desired schools.

APRIL	
Service Goal/Objective	Volunteer Appreciation
Why:	Having a WGEN specific appreciation event, especially at the end of the year, is important, on top of MSU delivered events. A calmer and smaller space which is more attractive to many of our volunteers will allow for more meaningful and specific bonding within the WGEN volunteer team.
Difficulties:	Exam period can be a difficult time to schedule around, especially for a large team such as our volunteer team. However, the timing also offers a nice break from the stress of exam time and is therefore still manageable.
Partners:	Volunteer Coordinator
Service Goal/Objective	Exec Appreciation
Why:	Executives will have been very busy in first term opening the space, running initial events and completing a campaign. They will deserve an appreciation event of their own which will also encourage social bonding.
Difficulties:	Much like Volunteer Appreciation, exam period can be a difficult time to schedule around, but will also be rewarding after a hard term of work.
Partners:	N/A
Service Goal/Objective	Evaluate year long success and Transition to new Coordinator
Why:	Evaluating the year is one of the most important things for the ongoing success of the service so as to best transition to a new team, and set them and the service up for future success.
Difficulties:	Finishing the term it may be desirable to finish up work as quick as possible which can lend itself to neglecting important tasks like this. It is however vital to perform this evaluation.

Partners:	VP Admin, Executive team, Safe(r) Space Volunteers, Events Committee
Personal Goal	I would to have achieved grads of 11 or above in all of my courses.

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>Create more interactive/donation based programming (similar to binder, bra and breast form programs)</i>
Description	<ul style="list-style-type: none"> • Create consistent and long-lasting relationships with companies and exterior organizations in order to promote donation/discount programs that will serve the McMaster population
Benefits	<ul style="list-style-type: none"> • This goal will increase user-ship of WGENs service by reaching a more diverse audience by catering to diverse needs. • This goal will make McMaster a safer space for students as they will feel not just superficially but materially supported by their institution
Year 1 Goals	<ul style="list-style-type: none"> • Increase the consistency of interaction with company's and groups we wish to have longterm relationships with
Year 2 Goals	<ul style="list-style-type: none"> • Organize consistent donation processes that can continue the teams turnover throughout the years
Year 3 Goals	<ul style="list-style-type: none"> • Maintain relationships with all partners

Partners	External donation partners (Gender Gear, GC2B, LeWand etc.)
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Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Foster relationships with the Hamilton community</i>
Description	<ul style="list-style-type: none"> • Create opportunities for collaborations and relationships with Hamilton based groups that align with WGENs mandate and goals by running events together, promoting each others programming and service to McMaster and Hamilton communities
Benefits	<ul style="list-style-type: none"> • Increase opportunity for collaboration and mutual benefit • connect McMaster and Hamiltons demographics which would benefit from our services (women, trans folks, survivors etc.) • Coalition relationships with the community will encourage more widespread inclusion and anti-oppressive practices beyond our service
Year 1 Goals	<ul style="list-style-type: none"> • Begin reaching out to Hamilton groups, so as to familiarize ourselves with each other and the various services we offer
Year 2 Goals	<ul style="list-style-type: none"> • Plan events or campaigns in collaboration which could be repeated and continued throughout the years
Year 3 Goals	<ul style="list-style-type: none"> • Maintain relationships, and always be open to new ones
Partners	Hamilton partners (YWCA, Anti-racism resources centre, Indigenous Women shelter, etc.), other McMaster groups (PCC, Macsess, Diversity Services etc.)

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Adapt hiring practices and programming to encourage diversity in executive teams, volunteers and user-ship of the service</i>
Description	<ul style="list-style-type: none"> • Create an environment in which the demographics WGEN aims to represents are accurately reflected in the exec and volunteer team dynamics as well as a diverse user base for the service • Encouraging members form marginalized demographics to engage with the service in all capacities (users, execs, volunteers etc.)
Benefits	<ul style="list-style-type: none"> • Although we may serve certain communities, it is important that communities are involved in their own organizations so as to best provide the support needed • Encouraging involvement in school services increases opportunities for vulnerable and marginalized communities by providing institutional support, whether that be through wages, appreciation, reference letters etc.)
Year 1 Goals	<ul style="list-style-type: none"> • Evaluate current hiring practices, in search of areas of improvement
Year 2 Goals	<ul style="list-style-type: none"> • Advocate for necessary changes in institutional hiring practices
Year 3 Goals	<ul style="list-style-type: none"> • Implement changes in hiring practices
Partners	McMaster Student Union, CUPE, Equity and Inclusion office