

REPORT

From the office of the...

CLAY Coordinator 2018

TO: Members of the Executive Board
FROM: Rachel Persaud
SUBJECT: Creating Leadership Amongst Youth (CLAY)
DATE: Tuesday, July 3rd, 2018

UPDATE

From Friday, May 25th to Sunday, May 27th the MSU CLAY Conference took place at Camp Trillium and it was a huge success! While a significantly less amount of youth attended conference this year (118 students showed up, there was about 12 students who failed to show up the Friday morning of conference or had to pull out for personal reasons), the verbal feedback I've heard from both delegates and staff has been all positive. I am incredibly proud of the conference by team and I pulled off, and it was fulfilling to see all our hard work come together. **Staff and delegate feedback (qualitative and quantitative) will be included in my transition report.**

SERVICE USAGE

Outreach

We had about ~130 students register for conference, with many pulling out the days leading up to conference or not showing up the Friday morning of. Prior to conference weekend, all registered delegates were sent a Delegate Welcome Package containing all information about drop off and pick up. We had 15 delegate groups this year with 7-9 delegates in each group – I have heard from multiple LD's that this ratio of delegates to staff was ideal in regards to delegate connections and LD's feeling more competent about handling their group's logistics and forming closer/intimate relationships with their students. Unfortunately this year, we were not able to partner with the Crown Ward program in Hamilton as they did not have the funding to send any students by the time we needed all delegates registered. Our Outreach team did reach out to a number of high schools in Peel, Hamilton and Toronto and organizations located in Hamilton including Empowerment Squared, Boys and Girls Club, Pathways to Education and NGen. All delegates from these organizations paid either partial subsidies of \$82.50 + HST or were completely subsidized (32 delegates), the rest [aid in full either through their schools or by their own accord (\$165.00 + HST) apart from one. I have confirmed all delegates that paid in full have paid, and still double checking to ensure delegates who could pay the partial subsidy have paid. For next year, hopefully Crown Ward will have the funding to send students, I feel as if this had happened, more delegates could have attended (like in 2016 and 2017) and been paid for through this partnership. 42 delegates attended from Hamilton/Ancaster high schools. It would be lovely to see this number increase in future years, but a stronger partnership with open communication needs to be formed with the HWDSB school board.

Ezza Jalil and Morganna Turner did a fantastic job with the time they were provided with to recruit delegates for conference. It is not an easy job to promote something

like CLAY to people who have never heard about it, and they worked tirelessly to get delegates by sending hundreds of emails, meeting with community partners, talking with guidance counselors and doing class talks. They recruited such an incredible group of delegates this year for conference – the students this year were unreal!!!

Events

The Events Team and their team of Leadership-Developer Events went ALL out this year with new and improved events! I was so, so impressed with how hard these 7 individuals worked to improve delegate experience – while sessions are incredibly integral to the success of delegate-staff interactions, events at conference play a massive role in forming a larger feeling of community during the weekend itself. The Theme Night was incredible – there was such thought put in to planning the programming to ensure it was accessible to all individuals and that there was an array of activities for people to partake in. Jess and Devin (and their team) planned and created handmade Carnival Games with prizes, a boardgame corner, interactive dance party and even had a cotton candy stand. There was something for everyone! They worked to revamp the Camp Hour, which was introduced last year. The hour of free time to chill with your session group was rehailed so that there was facilitated activities including a Arts and Crafts Jam Session in the Bell Tower, an Escape Room, Pick Up Sports, and Capture the Flag. The Greatest Show (Coffee House) experienced some issues with logistics and execution, but was nonetheless such a safe and supportive space for so many talented people to share their skills! It was followed closely by a beautiful campfire in which s'mores were made and distributed by the LDE's and songs were led by staff. The guest speaker Dejean Hamilton was a huge hit with the delegates! Jess and Devin ensured they were finding a speaker who might've been able to relate better to delegates this year – someone who we met with beforehand to ensure he was adjusting his talk and style to the demographic at conference was very helpful and showed us that he had a vested interest in the students who were actually attending.

Jessica Sadri and Devin Glim blew me away with creating such a strong foundation for their LDE team – they were a huge pillar of support for their team of 5 and I trusted them so much with the execution of conference events. They were able to create an environment that allowed delegates to connect to others outside of their session groups. In the CLAY recap video, if you fast forward to scenes from The Greatest Show, you'll be able to see a number of delegates from different groups come together to perform and I think that speaks volumes to how well Jess and Devin worked to create a community.

Sessions

Matthew Shannon and Sabrin Salim created 8 sessions for delegates to engage in during conference weekend with various consultations done with equity based services! I was incredibly happy with the amount of creativity and thoughtfulness that went into incorporating delegate and staff feedback from 2017 to improve the sessions for this year – from the activity names to materials to content itself. Their sessions had a very natural and purposeful build up in establishing group dynamics within session groups and it was something you could spot tangibly with delegate groups after they were done each session (from a third party perspective!). They revamped the Trust and Risk session, changing it to Trust and Consent to be more reflective of the content they were adjusting. Their Social Awareness session thoroughly impressed me as they restructured both activities and materials to be more applicable to actual real life situations and experiences high school students go through on a daily basis. Matt and Sabrin were also sure to run through with staff during training weekend tips and advice on how to execute content so it is less

robotic and more meaningful for students to engage in. Their Support and Wellness session also allowed delegates to touch on topics that are more of a serious nature, and worked hard to ensure that they were actively incorporating ideas and activities that would work to create a safe space in session where delegates and staff alike could feel comfortable opening up about their lived experiences with mental health and illness – they ensured that their activities also focused on discussing ways of active self-care, as well as debunking stigma and perceptions of mental health and how it is fluid, and how experiences with MH differ in different communities.

I am so proud of Matt and Sabrin for all of their hard work leading up to conference – this is the co-ship I find that has to spend the most amount of time together going back and forth on different ideas and opinions, which can be exhausting. They were able to have materials completed for training weekend itself, which is difficult to do because most of the time there is so much running around the week before getting things finalized. This helped a lot with staff feeling more comfortable going into conference weekend itself, as they knew which materials they needed to use for which session and how to use it.

Sponsorship and Fundraising

Angelica Rivas and Atiya Iqbal were two individuals I took a chance on when hiring them and putting them together in this role specifically, as neither one of them had done CLAY before but were now responsible for bringing in money to subsidize delegates. Looking back now, this is one of the best hiring decisions I could've made. The two of them balanced one another out so, so well – this co-ship brought in a total of \$6611.45 of sponsorship and fundraising money, as well as donations from Moksha Yoga, the Campus Store, and the Hamilton Tiger Cats (and wine from Scott – thank you!). They were able to raise this money by hosting succulent sales, working alongside Giancarlo to plan a Trivia Game amongst staff during the second staff social, and reaching out to a number of faculties and businesses. They were incredibly organized and developed contingency plans once they realized that they were not going to get money from certain businesses (or that Crown Ward did not have the budget to send delegates). They have put so much effort into reducing financial barriers for delegates, and it is because of the two of them that so many delegates, especially in Hamilton, got to have this incredible experience. Boys and Girls Club reached out to our Instagram post-conference and sent us videos of their students talking about CLAY and doing the cheers, and let us know that CLAY is all they had been talking about since they got back and how appreciative they were that their youth got to have this experience that they will carry with them for the rest of their lives! It is so important that CLAY continues to happen for the Hamilton community – students who would otherwise not have the opportunity to attend a conference of this caliber because of financial barriers get to experience the same chance at self-development and growth because of this role. It is so important that we are working to continue making the conference as financially accessible for youth as possible – a massive number of delegates came up to me after Closing Ceremonies while the I'm Special Because activity was happening to thank me and my team personally for allowing them the opportunity to come to conference because of the experience they were walking away with – so many of them were so unbelievably thankful and raving about their time during the last three days (many delegates who expressed hesitancy about coming in the first place during delegate calls leading up to conference or during Outreach meetings).

Media and Design

Haleigh Longo is a literal superstar! She did such a phenomenal job with developing and redefining CLAY's branding – she created beautiful design materials with CLAY's

color scheme while incorporating elements of our carnival theme this year! The delegates absolutely loved the lanyard colors, and our entire team was blown away by the beautiful manuals, massive banner, and t-shirts Haleigh created. I want to also give such a **massive shoutout** to Connor MacLean for the absolutely gorgeous video he created and photos he and Haleigh took capturing special moments during conference weekend. They placed an emphasis this year on taking more candid and group pictures of delegates actually partaking in activities and making friends, and the photos for conference this year reflect that - you can see the tangible joy in the conference photos and I am so, so pleased looking through them. They 110% capture the feeling of community that was present at CLAY this year. I have had so many people reach out to me to heavily compliment the CLAY recap video this year (including past Coordinators, even from 2015) - if you have not seen it yet, **please watch it!**

Volunteer and Logistics

This conference ran so smoothly. In addition to Camp Trillium being so centralized which makes getting around the camp easy, Giancarlo Da-Re was an absolute champion in the amount of work and thought he put into planning the logistics for every event. We went with Two-Way Radio Rentals as we did last year, and this year all of the LDE's and Media Leaders Team had radios and this made communication a lot more efficient and effective. It is definitely worth the money to get extra radios! We worked in a lot of buffer time into the schedule, and this mitigated us ever getting too behind or off of schedule. We were able to follow our schedule exactly, while Giancarlo and I accomodated different for every group. For example, some groups tht were deep in conversation during session and running late to lunch were able to continue maximizing those conversations as Giancarlo and I would plate food and bring it to them. Giancarlo and I worked incredibly well together - we were able to balance one another out so well, and come up with solutions on the spot together that were different from how past year's LDL/Coordinator had handled different situations, and that was very comforting to know I could rely so confidently on Giancarlo. He was great leading up to conference, as he ensured every single aspect of conference (that we were aware of) was planned accordingly with a contingency plan set in place if anything were to come up. One thing that Volunteer and Logistics did especially well this year was prioritizing delegate experience above all else - logistics are malleable and can be moved around, delegate experience should come above all else. Prioritizing delegate experience paid off - taking a more relaxed approach with logistics but ensuring we were striking a balance was reflective in how the vibe was at CLAY this year. Delegates were more comfortable with coming up to both Giancarlo and myself and voicing any concerns they had about certain events or how their experience was going at CLAY, and this was so helpful as Giancarlo and I worked then to ensure we were changing things and adjusting logistics as need be for both delegates and staff.

PAST EVENTS, PROJECTS, AND ACTIVITIES

CLAY happened! What a perfect weekend!

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Staff Reunion

I'd like to plan a staff reunion sometime this summer - it'll be a chill thing with perhaps a waterfall or Cootes hike, and maybe a movie/picnic! It will be a nice way for staff to get together and catch up. Because conference is so delegate focused and fast paced, sometimes staff won't get to interact too much! Having a nice reunion might help strengthen the bonds that were set up at CLAY!

Exec Reunion

I would still like to use the remaining money in my Exec Appreciation Line to plan something with my exec team, as they definitely deserve something special! I'd like to have a bonfire at Altitude and then a nice dinner.

Conference Reunion*

Originally, I wanted to have a Staff and Delegate reunion event in July with catering through 1280 or Paradise Catering (a BBQ picnic on BSB field!). While I have vocalized I don't mind working past my contract, I don't think there is funding for it available.

RECOMMENDATIONS FOR NEXT YEAR

I will be including a much more detailed list of recommendations in my transition report for next year once I complete delegate and staff feedback, but here are some from the top of my head! In my transition report, I am going to go through all major events on the schedule (i.e. delegate registration; delegate move in; delegate move out; etc.) and note what went well and what can be improved for next year.

Conference Support - EFFT

This year Dani Campagnolo from EFRT came up during conference weekend! Dani was such a phenomenal presence to have at CLAY! Her expertise was very useful and saved us a number of times - I don't know what we would have done without Dani there because there were many health concerns with delegates (i.e. faintness because of the weather, allergic reactions, holding staff/delegates accountable in taking medication, etc.). Having a member of EFRT there is a hugely effective, and we did not have to take any LD's out of session which has happened in the past.

Continue Camp Hour

Having unfacilitated, chill time for delegates and staff alike is so important - CLAY is already so hectic and filled to the brim with programming, so it is nice to have a portion of the day dedicated to ensuring people can get back to an equilibrium and take some time for themselves if need be. We tried to balance this with having facilitated events led by the LDE's including an Escape Room, Capture the Flag, and an Arts and Crafts Jam session so that delegates who wanted to partake in an activity would be able to - these events also have a big role in forming a larger sense of community at CLAY outside the session room.

Speaker Demographic

Having a guest speaker who was born and raised in Hamilton, closer to the delegates age, someone they can better relate to through shared experiences, and having them come in pre-conference to learn about what CLAY is and its purpose was a good decision my Events Coordinators and myself made. Dejehan also made his talk interactive by having delegates and staff come up to the front of the stage, which was a huge success! I found delegates were able to get more out of the talk as they were more engaged and vested in what he had to say.

Meet with Community Partners ASAP

One thing I did not do this year was set up a meeting with the HWDSB (Hamilton Wentworth District School Board) - perhaps if I had done this earlier, we might've been able to establish working towards a better relationship with them and finding a common ground that would've been beneficial in recruiting delegates from Hamilton public schools. They said that they were no longer able to sponsor delegates or promote CLAY because it would be a liability as the school board isn't planning it.

Sleep!

Maximizing and prioritizing the amount of sleep staff is getting is incredibly important to ensure they are as alert with their delegates each day. This year, GC and I adjusted the schedule to maximize the amount of rest staff was getting, with nights being planned to not go later than 1:00 AM.

BUDGET

This year is unique in that I required additional money for Devin Glim’s transportation to and from Camp Trillium (wheelchair accessible cab). The lines within my account code were not reflective of certain costs/fees that I need to complete in order to run a successful conference. Sponsorship & Fundraiser Coordinators have raised close to 7K and this money went towards providing partial/full subsidies to delegates, with a priority on students coming from local Hamilton organizations. **The final budget breakdown will be included in my transition report, as I do not have the breakdown from Underground yet about those charges.**

CREATING LEADERSHIP AMONGST YOUTH				
EXPENDITURE				
ACCOUNT CODE	ITEM	BUDGET / COST	PO SUBMITTED (DATE)	PO APPROVED
6102-0121	CLAY - CAMP FEE	\$28,800.00		
	Meal Costs	\$15,725.00		
	Accommodations	\$10,350.00		
	Room Rentals	\$800.00		
	TOTAL SPENT IN LINE	\$25,775.00		
	REMAINING IN LINE	\$3,025.00		
6102-0121	CLAY - TRANSPORTATION	\$4,000.00		
	Staff bus one way (May 25th)	\$339.00	Devin's transportation total	\$496.30
	Delegate Bus x 2 (May 25th)	\$1,356.00		
	Staff Bus one way (May 27th)	\$339.00		
	Delegate Bus x 2 (May 27th)	\$1,356.00		
	Accessible Cab to Camp Trillium (May 9th)	\$220.00		
	Morganna Trips Part 1 (Gas Reimbursement)	\$24.60		
	Emergency Transport (Devin)	\$26.30		
	NGen/Empowerment Squared UBER Visits	\$53.46		
	Boys and Girls Club UBER Visits	\$43.24		
	Camp Trillium Visit (Giancarlo Gas Reimbursement)	\$75.30		
	Camp Trillium Visit (Matthew Gas Reimbursement)	\$75.40		
	Events Transportations (U-HAUL Rental & Gas)	\$150.00		
	Ezza Outreach Visits Part 1 (Gas Reimbursement)	\$64.50		
	UHAUL Rental & Gas	\$150.40		
	Devin Glim Transportation Roundtrip (25th, 27th)	\$250.00		
	Morganna Outreach Visits Part 2 (Gas Reimbursement)	\$108.85		
	TOTAL SPENT IN LINE	\$4,632.05		
	REMAINING IN LINE	-\$632.05		

6102-0121 CLAY - PRINTING/ADVERTISING		\$1,200.00		
	Sponsorship Package Design + Print	\$194.00	Underground total	\$7,139.00
	Staff Team Promo	\$75.00		
	Planning Team promo (UG)	\$75.00		
	Outreach Promo Contest (campus store)	\$75.00		
	Facebook promo - delegate registration	\$40.00		
	Succulent stickers	\$71.00		
	Campus Store Hat (Giveaway)	\$30.00		
	Staples Printing (waiting for reimbursement)	\$23.50		
	Sessions Boardgame Printing & Lamination	\$29.75		
	Delegate Packages	\$506.52		
	Outreach Packages	\$506.52		
	Rave Cards	\$69.75		
	LD Manuals	?		
	Delegate Manuals	?		
	LDE Manuals	?		
	Nametags	?		
	Photobooth banner	?		
	Delegate Welcome package design	?		
	Lanyards	?		
	12"x10" Boardgames (Sessions Materials)	\$24.75		
	Identity Cards (Sessions Materials)	\$16.50		
	Camp Hour/Theme Night Materials (Events)	\$13.32		
	Sessions Materials Printing	\$53.10		
	TOTAL SPENT IN LINE	\$1,803.71		
	REMAINING IN LINE	-\$603.71		

6102-0121 CLAY - EVENTS		\$2,000.00		
	Keynote Speaker	\$600.00		
	Amazon Prime Materials	\$106.36		
	Dollarama Materials	\$93.95		
	Canadian Tire Materials	\$263.10		
	Fortinos Materials	\$13.54		
	Bulk Barn Materials	\$75.00		
	Poppacorn Total	\$29.83		
	Canvas Photo Frames	\$190.22		
	Cotton Candy Rental	\$249.73		
	Home Depot Materials	\$23.50		
	Helium Tank Rental	\$101.67		
	Bargain Balloons	\$34.89		
	LDE/Media Leader Team Hats	\$36.13		
	Reimbursements	\$60.00		
	Walmart Materials	\$87.14		
	TOTAL SPENT IN LINE	\$1,965.06		
	REMAINING IN LINE	\$34.94		
6102-0121 CLAY - SESSIONS		\$500.00		
	Sessions Materials	\$506.77		
	TOTAL SPENT IN LINE	\$506.77		
	REMAINING IN LINE	-\$6.77		

6102-0121 CLAY - TRAINING		\$500.00		
	AOP UM Coffee/Tea	\$64.00		
	May 19th Staff Meal (Lunch)	\$146.80		
	May 19th (Vegan Meal - Taco Del Mar)	\$8.80		
	May 20th (Gluten Free Meal - Starbucks)	\$3.49		
	May 20th Staff Meal (Lunch)	\$139.00		
	Training Weekend UM Coffee/Tea	\$90.40		
	Drinks/Plates/Snacks for 19th and 20th (Breakfast for 19th included)	\$92.78		
	Metro - Training Weekend Breakfast (20th)	\$25.63		
	Foam plates	\$6.78		
	TOTAL SPENT IN LINE	\$577.68		
	REMAINING IN LINE	-\$77.68		
6102-0121 CLAY - T-SHIRTS		\$2,200.00		
	Delegate Shirts	?		
	Staff Shirts	?		
	Exec shirts	\$434.00		
	TOTAL SPENT IN LINE	\$434.00		
	REMAINING IN LINE	\$1,766.00		
6102-0121 CLAY - STAFF APPRECIATION		\$700.00		
	Meal for Hiring Board	\$55.21		
	Exec Retreat Snacks	\$110.00		
	Staff Team Hiring Snacks + Meals	\$178.03		
	Exec Meeting Meal (April 22nd)	\$53.90		
	Starbucks treat	\$15.76		
	LDE/Media Team Frozen Yogurt Treat	\$23.82		
	TOTAL SPENT IN LINE	\$436.72		
	REMAINING IN LINE	\$263.28		
6102-0121 CLAY - LDL EXPENSES		\$800.00		
	Radios	\$799.00		
	TOTAL SPENT IN LINE	\$799.00		
	REMAINING IN LINE	\$1.00		

6102-0121 CLAY - YEAR-LONG EVENTS		\$1,000.00		
	Staff team hiring materials (labels; admit tx; markers; baskets)	\$30.06	SALE	COST OF
	AvTEK - Staff Social #1	\$112.61	Succulents (S&F #1 sale)	\$678.00
	Staff Social #2: Curry's Art Materials	\$5.79	Succulents (S&F #2 sale)	\$1,050.00
	Staff Social #2: Serve Ping Pong	\$439.20		
	Staff Social #2: Shopper's Snacks	\$22.97		
	LDE Bonding/Training Refreshments	\$57.81		
	Staff Social #2: Dollarama Materials	\$42.43		
	Delegate/Staff Snack (Friday evening)	\$63.87		
	Session Group Photos/Glue sticks	\$61.67		
	Lanyard hooks for nametags	\$28.19		
	Feminine hygiene products/juice boxes/extra watches for staff	\$33.09		
	Misc. items for conference (i.e. flashlights, garbage bags, etc.)	\$61.75		
	Saturday snacks for staff/delegates; snacks for LDE/V&L/Events	\$89.56		
	Extra toothbrushes for delegates/staff	\$14.99		
	Dates for Ramadan	\$11.98		
	Nametag Holders	\$85.25		
	Extra misc. Sessions materials (paid for out of pocket - glue sticks, glue guns, scissors)	\$44.17		
	TOTAL SPENT IN LINE	\$1,205.39		
	REMAINING IN LINE	-\$205.39		
TOTALS				
TOTAL BUDGETED DISCRETIONARY SPENDING			\$41,700.00	
TOTAL ACTUAL DISCRETIONARY SPENDING			\$38,135.38	
REMAINING DISCRETIONARY SPENDING			\$3,564.62	

CONCLUSION

CLAY's success this year would not have been possible without all the support and help we have gotten. There was many people who played a crucial role in helping with the near perfect (in my opinion) the execution of conference weekend: thank you to the 2017 and 2018 BoD, full-time staff (especially Pauline! <3), a passionate and dedicated planning team who absolutely KILLED their respective roles and made my

job and life 10x easier and brighter, 46 phenomenal volunteers who worked tirelessly to create a safe and supportive space for students, community partners and sponsors, and over 100 delegates who were brave enough to step outside of their comfort zones to attend CLAY this year.

CLAY is one of the most meaningful things I have ever gotten the chance to experience, with it being the first thing I got involved with at McMaster during the end of a particularly difficult first year the last thing I have done at Mac. I could not be more proud of the conference my team and I pulled off - taking a step back by planning the behind the scenes work was a huge step outside of my own comfort zone. Budgeting, administrative work and logistics had never my favorite things about conference - delegate interactions were. I remember struggling with the fact that I would not have my own delegate group this year, but being able to see this conference from a different perspective and seeing the hard work and dedication that goes into this role into ensuring the success CLAY has provided me with an experience and skillset that I will carry with me forever. Because of my team, during conference weekend I was actually able to talk to so many delegates and have those one-on-one conversations with them about their lives, experiences, and hear about their time at conference. I got to do it all! There were definitely times where I felt jaded by the planning experience as a PTM, but experiencing the final product come together and seeing delegates interact with one other and staff during conference, and especially being able to finally put faces and stories to names that were just on administrative spreadsheets before conference made it all worth it.

I received an email from a fully subsidized delegate shortly after conference was over, and in it he wrote *"I personally wanted to genuinely thank you for your work toward the CLAY conference. Because of you, I was provided with a great opportunity to not only share but also to expand my knowledge in a trustworthy community of great individuals. I honestly learned more about myself in barely 3 days than I ever did in 15 years. You, the LD's, and the team empowered me to really be productive and work toward my passion to impact the world positively. There wasn't one moment where I wasn't happy. I made bonds and friendships that will last me a lifetime TBH. If I were to change one thing I would only change the length to spend more time with everyone and make it so you are the coordinator for longer. From the depth of my EXISTENCE, I thank you for the long-lasting impact YOU made on my life through CLAY, and this goes for the entire team!"* This email made me remember why I applied to be Coordinator in the first place, and also reminded me what I got out of CLAY the first time around I did it, and why I continued to stay involved with it after that first year in 2015. This email also reminded me why we have a service like CLAY within the MSU in the first place and who it is for and why is it important we continue to support it.

This conference has provided me with a confidence in myself and abilities - it has honestly been one of the most challenging yet rewarding things I have ever done, and I am so thankful that I was given this opportunity in my fourth and final year at Mac. I cannot wait to see the continued growth of this conference! I know it will only get better from here.

Thank you from the bottom of my heart,

A handwritten signature in black ink. The signature is stylized, starting with a large, looped 'R' that has a vertical line through it. The name 'Persaud' is written in a cursive script to the right of the 'R', and a long horizontal line extends from the end of the signature.

Rachel Persaud
CLAY 2017-2018 Conference Coordinator