



# REPORT

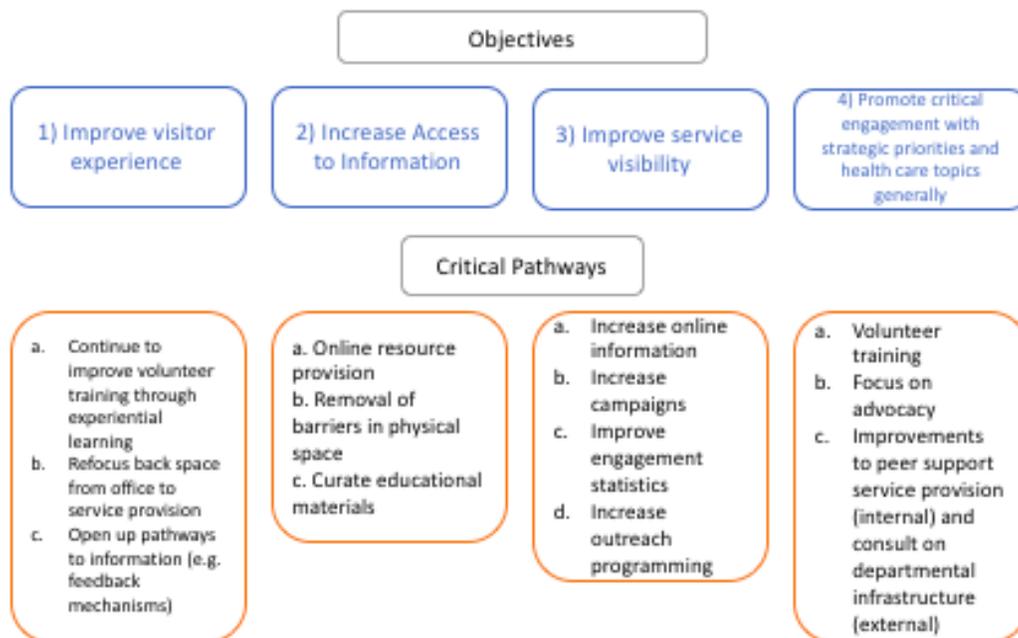
*From the office of the...*

## SHEC Coordinator

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TO: Members of the Executive Board  
FROM: Adrianna Michell  
SUBJECT: End of Year Report  
DATE: 28 March 2019

### YEARPLAN UPDATE



May 2018 - March 2019

- ✓ Update health supplies inventories
- ✓ Improve online engagement and information dissemination
- ✓ Improve resource content; include more content that engages critical with health care sector, intersections of identity, and allow for different knowledges
- ✓ Improving physical space to reduce barriers to information, improve environment for visitors and volunteers, and improve visitor experience
- ✓ Promotional objectives created and implemented
- ✓ First year outreach

- ✓ Increase focus on peer support and improve strategies and volunteer confidence
- ✓ Continue partnerships with Residence Life to bring health related educational programming to first year students
  - Monthly therapy dogs event
  - Welcome week events
  - Provision of CA packages
  - Cross promotion
- ✓ Execute SHEC welcome week programming; provide peer support opportunities for first year community
- ✓ Implement effective training that provides volunteers with knowledge, confidence, and community with a focus on experiential learning
- ✓ Hold weekly executive meetings
- ✓ Continue to improve data collection
  - Data updated monthly that includes both type and number of services provided and number of supplies provided
- ✓ Execute Sex 101
- ✓ Improve volunteer experience through regular social events or opportunities to engage with peers and executive team in a meaningful way
- ✓ Continue focus on advocacy surrounding student health related topics
- ✓ Collaborate with other MSU services and on campus partners
- ✓ Execute 4 strategic priority events
- ✓ Execute 4 strategic priority campaigns
- ✓ Holiday social for SHEC volunteer
- ✓ Reduced exam hours
- ✓ Create feedback mechanisms for service users
  - Static feedback forms on both main SHEC page and volunteer group
- ✓ Implement meaningful and engaging second term volunteer training that a) addresses volunteer concerns/areas of interest, b) maintains quality of service, and c) allows for volunteer cohesion
- ✓ Improve SHEC week programming
- ✓ Volunteer appreciation tokens
- ✓ Improve volunteer engagement
  - See below
- ✓ Transition in new coordinator and executive team
- ✓ End of year social

Incomplete projects:

1. Execute an STI fair for student community
2. Interactive resource map for the student community use, both online and a physical poster
3. Space tour/service intro video
4. Collaborate with TRRA and other peer support services to implement a community needs assessment

These will be included in transition reports for new executives. While I would have liked to have completed these projects, they do carry over from the previous team. Since these have been ongoing since 2017, I do think we made

some headway, so hopefully future teams will be able to use the work we have done to make the projects come to fruition.

## Objectives

### 1. Improve visitor experience

- ✓ Created feedback mechanisms and incentivized visitor feedback (giveaway)
- ✓ Instituted new volunteer expectations, including disallowing laptops and encouraging teamwork
- ✓ Instituted take home pregnancy tests in response to service user feedback
- ✓ Back room in SHEC space refocused towards peer support: new couch, reorganization, new volunteer expectations, ion therapy light
- ✓ Improvements to volunteer training to improve service user experience. Move toward experiential learning

### 2. Increase access to information & improve service visibility

- ✓ I just need to say a big thank you to my promotions coordinator, Michelle, who has been instrumental to effectively improving service visibility. With her diligent work, we have improved our social media presence and increased engagement. Our social media has been some of the best this year (although I am obviously biased) which I credit to frequent, informative posting, engaging graphics, and varied output.
- ✓ Livestream event during our SHEC week. Makes event accessible, increases engagement online. (900+ views)
- ✓ Circulated 3<sup>rd</sup> party health information via social networks
- ✓ Created physical and online content for campaigns
- ✓ Improved website by adding pictures, additional information, updated campaigns
- ✓ Cross-promotion with other services
- ✓ Space updates: removed physical barriers by reducing number of bookshelves, changing chairs for volunteers, moving pamphlet wall so is more accessible, etc.
- ✓ Diversification of health resources

### 3. Promote critical engagement with strategic priorities and health care topics generally

- ✓ September volunteer training was effective and focused on equipping our volunteers with the knowledge necessary to operate the centre day to day. January training built on existing ideas and used active learning techniques to encourage volunteers to think critically about peer support and health, while working with group members to fill knowledge gaps.
- ✓ This year we rebranded our annual “addictions awareness fair” to a Harm Reduction fair in order to align with service messaging. This references a turn toward holistic thinking about substance use and harmful behaviors that recognizes the social determinants of health that disproportionately impact marginalized communities.

- ✓ Our campaigns this year have been thoroughly researched and well-designed. The research and advocacy committee, led by my research and advocacy coordinator Sydney, has done amazing work that is critical, communicates messages well, and focuses on current issues for the student community.
- ✓ We have continued or focus on advocacy. Having now completed our second year with this service structure, the rebranding and restructuring has been effective. My RAC has done excellent work, alongside the rest of the executive team, which has resulted in engaging advocacy work.

#### **4. Volunteer engagement**

- ✓ Promoted and incentivize committee involvement through volunteer recognition.

### **SERVICE USAGE 2018-2019 Year:**

**September: 131**

**October: 191**

**November: 190**

**December: 85**

**January: 283**

**February: 152**

### **EVENTS, CAMPAIGNS, AND PROJECTS 2018-2019**

#### **September:**

- ✓ Welcome week events: therapy dogs, clubsfest tabling,
- ✓ First year volunteer hiring
- ✓ Online welcome week campaign: summer self-care tips
- ✓ Volunteer training

#### **October:**

- ✓ Sex 101 event: partnered with medical students

#### **November:**

- ✓ Harm reduction fair (November 26, MUSC atrium)
- ✓ Sex Ed: pride edition event

#### **December:**

- ✓ SHECares: care packages, social media posts, de-stressor tip cards
- ✓ Harm Reduction online campaign

#### **January:**

- ✓ Volunteer training

#### **February:**

- ✓ SWELL's Thrive week
- ✓ Executive team hiring

#### **March:**

- ✓ SHEC week
- ✓ Cannabis campaign
- ✓ Volunteer hiring

**April:**

- ✓ Upcoming sleep campaign
- ✓ Upcoming SHECares event

**BUDGET**

<i>McMaster Student's Union</i>							
<i>Dept. 0116 - Student Health Education Centre</i>							
<i>For the Ten Months Ending Thursday, February 28, 2019</i>							
	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budget
	Month	Month	YTD	YTD	YE	Budget	Used
	February	February	2018-19	2017-18	2017-18	2019	To Date
All:							
5003-0116 SHEC - OFFICE SUPPLIES			364.89	163.48	163.48	110.00	331.72%
5101-0116 SHEC - TELEPHONE		35.30		670.70	741.30	850.00	0.00%
5951-0116 SHEC - REFERENCE LIBRARY			318.54	372.98	372.98	350.00	91.01%
6101-0116 SHEC - HEALTH SUPPLIES	141.02		879.32			1,500.00	58.62%
6102-0116 SHEC - ANNUAL CAMPAIGNS	10.00	30.69	1,061.15	1,579.77	2,414.81	2,000.00	53.06%
6494-0116 SHEC - VOLUNTEER RECOGNITION			521.94	1,844.47	2,570.74	2,500.00	20.88%
6501-0116 SHEC - ADV. & PROMO.			1,553.50	2,506.72	3,379.82	2,500.00	62.14%
6804-0116 SHEC - TRAINING EXPENSE	284.85		1,532.56	603.60	603.60	1,500.00	102.17%
7001-0116 SHEC - WAGES	791.32	801.02	7,498.14	6,634.63	8,227.34	9,500.00	78.93%
7101-0116 SHEC - BENEFITS	45.79	47.21	578.17	495.69	599.44	650.00	88.95%
8001-0116 SHEC - DEPRECIATION EXPENSE			238.66	238.66	357.99	350.00	68.19%
Total All	1,272.98	914.22	14,546.87	15,110.70	19,431.50	21,810.00	66.70%
							83.33%

**SUCCESSSES**

It has been such an honour to work with my amazing team. My executives have gone above and beyond to make this year successful. They are compassionate, enthusiastic, and capable individuals. I am confident that they will take the skills they have gathered and expanded upon this year and carry them forward into a new team and into their diverging paths. My executives have made my tenure as coordinator so wonderful. This year has been extremely successful. We have maintained quality service provision while expanding on programming to provide further information to the student community. My team and I have worked to improve our community, and I am endlessly proud of the work we have done. We have been focused on our volunteers and our service and we have learned and grown together. Despite institutional constraints, team turnover, and things outside of our control, we have met our mandate and gone beyond it. I am excited to move on knowing that my time at SHEC has been impactful for myself and those around me.

