

YEAR PLAN
MSU Diversity Services
Prarthna Sakhuja
2019-2020
(submitted June 3rd, 2019)



OFFICE OF THE Diversity Services Director

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Hire exec team
Why:	Allows us to do training in the summer and have help of the execs with producing and delivering AOP. Allows execs to get to know one another before the year starts and be prepared to plan and implement programming in September.
Difficulties:	Scheduling interviews during the summer as some people are not in Hamilton.
Partners:	N/A
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	

JUNE	
Service Goal/Objective	Small online campaign/information about Pride Month

Why:	Pertinent to Pride Month, reflects on connections between race/culture and sexuality and gender orientation, provides information about the history/relevance of the March
Difficulties:	<ul style="list-style-type: none"> - promoting engagement with students over the summer time - coordinating information - navigating working with exec team to produce posts over summer time when people have different schedules and are in different location
Partners:	PCC, WGEN
Service Goal/Objective	Set Up Exec Facebook Page and Slack
Why:	<ul style="list-style-type: none"> - connect with exec members, provide them with contact information, find out relevant and accessible forms of communication
Difficulties:	<ul style="list-style-type: none"> - determining what modes of communication are most realistic, communicating with exec in different locations/with different schedules
Partners:	N/A
Service Goal/Objective	Meet with Mijia to discuss previous year + transition report details
Why:	<ul style="list-style-type: none"> - go over ideas we did not get to implement last year, feedback on things to do differently/aspects of the service I did not manage
Difficulties:	<ul style="list-style-type: none"> - scheduling conflicts
Partners:	N/A
Personal Goal	Busy month with summer school, efficiently manage time + delegate

JULY	
Service Goal/Objective	Train execs, make sure all the execs have received their transition reports
Why:	

	Allows execs to have time to plan and think about their goals for the year. Allows them to meet one another. We will be able to start planning and implementing programming sooner the team is trained.
Difficulties:	Making sure everyone is able to make it to Hamilton
Partners:	N/A
Service Goal/Objective	Hire Bridges Coordinator
Why:	Were not able to find a good candidate during interviews last month. Would be ideal to hire now so that they can be trained and prepared for the role before the year begins.
Difficulties:	Promoting hiring during the summer term can be a challenge.u
Partners:	N/A
Service Goal/Objective	Begin working on an AOP online resource
Why:	If we are able to have it ready before August, services and groups can use it to reference during training sessions next month and throughout the year
Difficulties:	Not familiar with creating online content, might be difficult to explain such complex problems online
Partners:	N/A
Personal Goal	Get to know execs, make training engaging and well spaced

AUGUST	
Service Goal/Objective	Ask execs to make a tentative year plan and begin planning one event and campaign in detail that we can run next month
Why:	Exec will likely have more free time this month to get started on this, will allow for us to be more prepared next month when running events/launching campaigns.
Difficulties:	Might be difficult for them to collaborate with the rest of the team and their cos since not everyone will be in Hamilton.
Partners:	N/A
Service Goal/Objective	

	Meeting with Pangaea to discuss upcoming year and previous year conflicts. Sort out finances/budget.
Why:	Mijia suggested to meet early on in the year to get organized. There was a conflict between 2 clubs last term that was never fully resolved.
Difficulties:	Not very familiar with Pangaea operations and not sure how the 2 clubs who were involved with the conflict are currently standing.
Partners:	N/A
Service Goal/Objective	Schedule network training with Pauline
Why:	- Get equipped to navigate network before the year begins
Difficulties:	- Not great with tech but excited to learn!
Partners:	N/A
Personal Goal	Become familiar with our website and begin making changes to it before the year begins

SEPTEMBER	
Service Goal/Objective	Hiring and training volunteers. Work with promo exec to update all social medias and start the year off with a giveaway to gain more followers.
Why:	Want to have volunteers hired early so execs will be supported with planning and implementing programming right away
Difficulties:	- Getting people to apply - making volunteer training engaging: this training runs for a long time and can sometimes go on for a full weekend, can be difficult to maintain interest if its format is not engaging and the language not accessible
Partners:	N/A
Service Goal/Objective	Meet with MISCA and plan Land Acknowledgement workshop.
Why:	Discussed and planned this event last term but never had the right time to run it, a very important event that I am super excited for!

Difficulties:	Haven't discussed the event since last term, hopefully can pick up where we left off
Partners:	MISCA, speaker (Hayden King?)
Service Goal/Objective	One event and one campaign (end of the month)
Why:	Chance for execs and volunteers to run their first event and campaign. Will hopefully be prepared if they were able to begin planning in August as suggested.
Difficulties:	Some execs are new to the service, might have some difficulties navigating the planning process
Partners:	- connect with RezLife
Personal Goal	Efficient meetings, expand social media presence (specifically insta)

OCTOBER	
Service Goal/Objective	Halloween themed event, cultural appropriation campaign
Why:	Important issue and usually gets high engagement from our followers/audience
Difficulties:	Finding a new creative way to cover these topics rather than re-using previous content
Partners:	
Service Goal/Objective	Work with resources exec to update old content on website
Why:	It is currently lacking and outdated, website is difficult to navigate.
Difficulties:	Learning how to edit and control website.
Service Goal/Objective	Begin Taking Up Space discussion group (recurring closed event)
Why:	Allows us to offer peer support in some capacity without having a space on campus. Allows for attendees to direct the direction of the event. Healing

	event. Allows us to cover topics that students are interested in. Finding a space for the event that can be consistently associated with the service
Difficulties:	Getting people to show up to each event, building a consistent audience.
Service Goal/Objective	Volunteer social
Why:	Allows for team bonding and builds a stronger dynamic between the execs which will hopefully carry through to our programming
Difficulties:	Scheduling/getting people to show up for socials has been challenging in the past
Personal Goal	Engage and bond with the full team (exec and volunteer) in some capacity, find a new creative way for Halloween programming this year

NOVEMBER	
Service Goal/Objective	Collaborative event/social with Interfaith Council
Why:	Important to have a space for faith-based groups on campus to gather and socialize. Pertinent to our mandate.
Difficulties:	Getting everyone to contribute on a timely manner.
Partners:	IFC
Service Goal/Objective	Anti-racism summit at U Waterloo
Why:	Invited by PACBIC
Difficulties:	Don't know many details about this yet
Partners:	PACBIC
Service Goal/Objective	Taking Up Space
Why:	<ul style="list-style-type: none"> - as it will be the second time running this event, cana reflect upon attendance, outreach and engagement and determine if and what things should be changed for subsequent versions of the event

Difficulties:	- in terms of promo: making the promotions material consistent enough that people associate it with the series, but also different enough that it highlight the different topics of the event and remains engaging
Partners:	N/A
Personal Goal	Get all members of IFC to contribute and feel engaged, get the word out about Taking Up Space

DECEMBER	
Service Goal/Objective	Planning for Diversity Week: decide theme, look into inviting speakers, reach out to potential partners, book rooms
Why:	Important to start planning early so we are prepared next month and not doing things last minute. Need to reach out to people early if we want to book a speaker.
Difficulties:	Busy month with exams: ensuring that execs and volunteers are taking care of themselves and focusing on school work whilst also being cognizant that Diversity Week and Black History are early on in the next year
Partners:	Not sure yet but will likely collab with other equity-based services
Service Goal/Objective	One campaign, potentially something with IFC. National day of remembrance and action on violence against women; social media post/mini campaign--help with Red Dress initiative.
Why:	An important issue that relates to our mandate. Indigenous issues are often neglected by our service, important that we contribute where we can.
Difficulties:	In the past has been difficult to work with MISCA/CISSA due to internal conflicts.
Partners:	MISCA/CISSA
Service Goal/Objective	Taking Up Space
Why:	

	<ul style="list-style-type: none"> - can provide a relaxing, low-stress environment for both service members and attendees during a stressful time - as it is the final time running for the semester, can reflect upon the pros/cons of the event, determine if it should be run more/less often in the new year
Difficulties:	<ul style="list-style-type: none"> - Usually low turnout with exam time - finding engagement with exec and volunteers during exam/pre-exam time
Partners:	N/A
Personal Goal	Get most of Diversity Week details sorted out early on to make things run more smoothly next month

JANUARY

Service Goal/Objective	Diversity Week
Why:	Allows the service to concentrated set of programming that showcases it mandate and increases outreach within student body --allows us to use campaign and events to communicate one overall message that resonate with students and McMaster community
Difficulties:	<ul style="list-style-type: none"> - ensuring we have an appropriate amount of events: in previous years many events were planned that had low turnout and lacked engagement <ul style="list-style-type: none"> - it is important to find balance in the number of events run and the amount of material produced to ensure they can be engaged with in its fullest form by the student body - coordinating over the Holiday Break with execs and volunteers
Partners:	N/A
Service Goal/Objective	Refresher training (following diversity week). Get feedback from execs and volunteers about Diversity Week as well.
Why:	Important to gather feedback on how the week event + check in on team after the week as can be draining. Will likely be new things to cover in training and will give us the chance to cover more nuanced/complex topics that will come up during the year.
Difficulties:	

	Finding the time since it will be a busy month.
Partners:	N/A
Service Goal/Objective	Planning for Black History Month
Why:	<ul style="list-style-type: none"> - important to begin thinking about BHM programming in early months and begin coordinating with campus partners and thinking of events themes and locations
Difficulties:	<ul style="list-style-type: none"> - often BHM planning gets overlooked in the busyness surrounding Diversity Week, ensuring that service members are not overexerted - ensuring that times/theme of events are well communicated to campus partners in order to ensure streamlined promotions material
Partners:	EIO, Black History Month @ Mac, campus clubs (e.g. BAP-MAC etc.)
Personal Goal	High turn out/engagement for Diversity Week, invite a speaker/panelist. Engage all volunteers/execs during this week.

FEBRUARY	
Service Goal/Objective	Black History Month programming
Why:	<ul style="list-style-type: none"> - An important month that covers pertinent themes pertaining to our mandate
Difficulties:	<ul style="list-style-type: none"> - Will be many groups on campus planning, finding a way to collaborate/make programming run efficiently - Making sure we leave time to start planning early on since Diversity Week will be happening month before
Partners:	<ul style="list-style-type: none"> - EIO, Black History Month @ McMaster
Service Goal/Objective	Taking Up Space (likely closed to Black students)
Why:	<ul style="list-style-type: none"> - important that Taking Up Space is responsive to relevant during the time; holding a closed event will allow space for Black students to connect and reflect
Difficulties:	<ul style="list-style-type: none"> - Making sure Black students on exec/volunteer team are not taking on the sole responsibility of facilitating/planning

Partners:	N/A
Service Goal/Objective	
Why:	
Difficulties:	
Partners:	
Personal Goal	Have more programming this month than we had last year, start promo early and have a clear plan in advance

MARCH	
Service Goal/Objective	Women's History Month programming
Why:	<ul style="list-style-type: none"> - Pertinent to mandate, highlights the intersections between gender and race
Difficulties:	<ul style="list-style-type: none"> - allowing for appropriate collaboration amongst identity-based services to avoid overlap
Partners:	WGEN, Womanists
Service Goal/Objective	Having new content/resources uploaded to website.
Why:	The website is currently outdated and by March the resources exec will have had enough time to work on creating new content.
Difficulties:	In the past, the resources exec position has been very loosely defined and this often resulted in a lack of motivation/guidance.
Partners:	N/A
Service Goal/Objective	Taking up Space (maybe make the theme connected to WHM)
Why:	Closing this month's discussion to women + non-binary folks of colour could provide an important safe space for this marginalized group to heal.
Difficulties:	Getting good turnout as there will be many events happening this month.

Partners:	N/A
Personal Goal	Effectively collaborate with partners, find a new theme/lens to create WHM programming.

APRIL	
Service Goal/Objective	Get feedback from execs and volunteers about the year and their roles. Transition reports.
Why:	Will allow me to consider what works and doesn't work, perhaps update job descriptions. Can use feedback in my transition report to incoming Director.
Difficulties:	Busy month with exams, make sure execs have time to complete tasks.
Partners:	N/A
Service Goal/Objective	One event and campaign early on in the month. Event should be chill/discussion based as it's end of term.
Why:	Good way to wrap up the year/destress and thank students for engaging throughout the year.
Difficulties:	Turnout is difficult at this time due to exams.
Partners:	N/A
Service Goal/Objective	Open hiring for execs.
Why:	Start hiring execs early on so we have more time to promo and get more applicants. Will make the interviewing process easier for incoming PTM.
Difficulties:	Can be difficult to get people to apply during this time due to exams.
Partners:	N/A
Personal Goal	Start promo early and have a successful final event/campaign.

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 (<i>what is the ultimate goal?</i>)	<i>Increasing Accessibility Online</i>
Description	<ul style="list-style-type: none"> ● increasing reach and accessibility of social media <ul style="list-style-type: none"> ○ include image descriptions for all posts ○ being more explicit about audience for events, what events are open and closed ● increasing retention with events <ul style="list-style-type: none"> ○ collecting emails of people who attend events ○ send them emails of upcoming events/ways to get involved with the service
Benefits	<ul style="list-style-type: none"> ● an email list will allow the service to keep track of who is attending events ● emails also allow for more direct ways to gain feedback ● can improve retention and increase engagement with the service through more direct modes of communication

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Expanding Social Media Presence/Outreach</i>
Description	<ul style="list-style-type: none"> ● increasing outreach through instagram <ul style="list-style-type: none"> ○ using instagram highlight section as a resource section <ul style="list-style-type: none"> ▪ can archive past campaign and events ○ use of instagram stories and posts as a form of promotion
Benefits	<ul style="list-style-type: none"> ● instagram is becoming a more popular mode of social media, more students are engaging with it than with facebook, it is important to adapt to this ● can allow for us to save promotions from past campaigns and events and put them in a space that is more engaging and accessible
Partners	N/A

Overarching Vision (<i>what is the ultimate goal?</i>)	<i>Creating an online AOP resource</i>
Description	Will no longer be providing AOP training so having some sort of online resource available for folks to access for any questions they might have or for reminders of how to implement anti-oppressive practices would help us build an inclusive and equitable environment on campus.
Benefits	Will be available for everyone to access so will hopefully have a wider outreach if we promote it well. Can encourage clubs and services to distribute or promote this resource to their

	volunteers/execs after or during training so that they can refer back to what they learned.
Partners	N/A

Monthly Breakdown

April	<ul style="list-style-type: none"> • Applications open for exec hiring
May	<ul style="list-style-type: none"> • Interviews for exec roles, make hiring decisions
June	<ul style="list-style-type: none"> • Pride Month promotions online, set up online communication avenues for the exec team
July	<ul style="list-style-type: none"> • Train execs, hire Bridges Coordinator
August	<ul style="list-style-type: none"> • Ask execs to begin planning for programming in September, meet with Pangaea
September	<ul style="list-style-type: none"> • Hiring and training volunteers, run at least one event and one campaign
October	<ul style="list-style-type: none"> • Halloween event + campaign, update online resource hub, begin Taking Up Space discussion group event (race-based peer support, will take place every month)
November	<ul style="list-style-type: none"> • Event/social with Interfaith Council, anti-racism summit at U Waterloo
December	<ul style="list-style-type: none"> • Planning for Diversity Week, one campaign, help out with Red Dress initiative

January	<ul style="list-style-type: none"> • Diversity Week, refresher training, plan for BHM
February	<ul style="list-style-type: none"> • Black History Month programming, Taking Up Space closed to Black folks this month
March	<ul style="list-style-type: none"> • Women's History Month, Taking Up Space closed to women/nb folks of colour this month, have new content for resource hub uploaded by this point
April	<ul style="list-style-type: none"> • End of the year event + 1 campaign beginning of the month, open hiring for execs, get feedback from current execs about the year and their roles