

YEAR PLAN

MSU Food Collective Centre Director

Hannan Minhas

2020-2021

(submitted June 8th, 2020)

OFFICE OF THE MSU *Food Collective Centre* Director
INTRODUCTION

Dear Executive Board,

Food insecurity is defined by the state of being without reliable access to a sufficient quantity of affordable, nutritious food that meets dietary restrictions. When we think of food insecurity, the mental images of poverty and homelessness often come to mind. However, food insecurity affecting students is more nuanced. Students that are facing food insecurity often don't associate their situation with the seemingly distant concept of food insecurity. It presents itself as the debate between making next month's rent and affording nutritious groceries for the week. Many students have the mentality that skipping meals or substituting nutritious foods for instant noodles or frozen meals is part of the university experience. Food insecurity has become so normalized and prevalent, that students do not access support when they need it. Unfortunately, there is also this stigma associated with being unable to afford to buy meals. Many people are embarrassed and often hide the fact that they cannot afford to eat. Students feeling this stigma is yet another barrier that stops people from accessing our services.

No one should have to worry about where their next meal comes from especially students who already have a lot to worry about. With rising tuition and rent costs, students are placed in difficult personal situations, where affording food seems difficult. The role of the FCC is to assist students, staff and community members with access to healthy and nutritious food. We hope to support students through our emergency food support systems such as the FCC food bank space, as well as our food based events. Seeing the impact FCC has made since its conception has been truly amazing. Through the hard work of passionate student leaders, FCC has changed and adapted from a donation box in 2005 to an official MSU service that ensures that food is always available and accessible to students. But there is always more that can be done, more people that we can support, and more ways in which we can make food more accessible.

As this year's Food Collective Centre Director, I am beyond excited to work with a hardworking and passionate executive team in order to normalize seeking help and accessing our service. I want to focus on redefining what food insecurity means to students and community members as well as using educational campaigns to destigmatize accessing help. This will be done through short term programming such as events, videos, educational campaigns and improvements or additions to long term programming such as running of Lockers of Love, and Ladles of Love. Although this year is seemingly uncertain because of COVID- 19, my year plan has been adapted and includes new programming events that will be better suited to a virtual fall semester. I have thought of alternative ways that students can access the service while staying safe, as well as running events virtually in order to encourage student engagement. My hopes are that FCC can use this upcoming year in order to create more of an online presence and be known in the community, especially by first and second

year students.

I look forward to continuing to grow in my capacity as next year's director as well as accomplishing all of my goals I have outlined in my year plan. Please feel free to reach out if you have any questions about the service or my directions for next year!

Best,
Hannan Minhas
Food Collective Centre Director 2020-2021

Goals/Objectives

(calendar and checklist)

MAY	
Service Goal/Objective	Hiring an Executive Team
Why:	We want to hire and start training the team as soon as possible so that everyone is comfortable and confident in their roles. First round of general exec hiring will take place Early-May. Will re-open and extend application deadlines as necessary.
Difficulties:	Due to the global health pandemic, interviews will be online and may be harder to coordinate. Not everyone has access to internet connection and
Partners:	N/A
Service Goal/Objective	Brainstorming ideas for events to accommodate for COVID
Why:	A lot of FCCs original events and services are in person which aren't in line with guidelines for social distancing, therefore FCC needs to adapt many of the events for an online fall semester.
Difficulties:	Thinking of engaging and effective online events to encourage students to check out FCC. Lots of other services will also have online events.
Partners:	VP Admin
Service Goal/Objective	Work with SHEC to figure out a delivery system
Why:	Folks will not be allowed to come into the FCC space, so collaborating and working SHEC will allow us to deliver potential good food box. Details about this are still not concrete.
Difficulties:	Uncertain right now if a delivery system is even worth the resources since the semester will be online.
Partners:	SHEC
Service Goal/Objective	Good Food Box Program Planning/ Alternative
Why:	I wanted to contact the church as our good food box program is depended on theirs to see if it would be operational in the fall and if there might be

	opportunity for FCC to start our own, independent of the church if there's enough stakeholders.
Difficulties:	Due to Covid, and online semester in the fall, there might not be a Good Food Box program or enough people to purchase a subscription
Partners:	Grace Lutheran Church
Personal Goal	Create a proper routine and workout regularly

JUNE	
Service Goal/Objective	1-1 with execs and first meeting with everyone!
Why:	I need to meet with everyone to establish guidelines for their roles, answer any questions, and start to build a connection with each team member so that we can work cohesively and openly as a team! This will be a good opportunity to go over transition reports, as well as year plans so that everyone has an idea of what's going on over the summer before the school year starts.
Difficulties:	Exec team might be busy with other summer commitments, or not be in Hamilton for the summer.
Partners:	Executive Team
Service Goal/Objective	Working with McMaster library to create a pick up location for folks wanting to access the service.
Why:	Since people cannot visit the FCC space, we will be working with McMaster library to implement a pick up location so folks can access food in the McMaster community.
Difficulties:	Might be difficult to advertise and may have low traffic due to the semester being online
Partners:	McMaster Library
Service Goal/Objective	Do inventory for Food Collective Centre Space (food bank)
Why:	The year was cut short due to Covid so it would be nice to check up on the space and throw away old items that are expired. We need to make sure that we are not giving out any expired food. This is an issue of safety, dignity, and respect for our partners. I will also be taking this opportunity to start training the Assistant Director and making her more familiar with

	our space and our operation.
Difficulties:	Since campus is not open, might be hard to access the space. Time consuming.
Partners:	Assistant Director.
Service Goal/Objective	Reach out to past donors/community partners of FCC
Why:	I want to thank all previous donors for all their help in supporting our service and the students who access our service, and keep in touch to maintain a good relationship for future collaborations. Groups who hold food drives and donate to us their proceeds are extremely helpful in keeping our food bank stocked.
Difficulties:	Lots of previous partners, will have to do some digging to find all their contact info.
Partners:	Groups who have donated to us in the past, i.e. Mills Library, Graduate Students Association, etc.
Personal Goals	Eating healthier and working out more

JULY

Service Goal/Objective	Work with Taryn and Community Kitchen Coordinator to adapt workshops to an online platform.
Why:	Since the Community kitchen workshops cannot be conducted in person, we need to find a way to hold the workshops online, maybe through Facebook live or pre-recorded videos
Difficulties:	There might be some issues with logistics since everyone is working in different places. Also there are risk management considerations keeping in mind allergies and viewer retention.
Partners:	SWC
Service Goal/Objective	Planning Promotional Cooking Videos (Bon appetite)
Why:	Create a cooking series that will help promote FCC and educate students on nutritious foods they can make at home!
Difficulties:	A good way to promote our service, especially in these times when people are engaging more in social media. Making these videos a couple months

	in advance will hopefully ensure that we have them ready for the school year. We will most likely make 4 recipes as an at home edition called quarantine cooking.
Partners:	Exec team Communications Officer
Service Goal/Objective	Plan for a student Cooking challenge
Why:	Due to the cancellation of Ladles of Love, I hope to run a cooking challenge for students as a promotional event for FCC and to engage students in the same way as Ladles of Love. Hopefully, this will entice students to hear learn about FCC and win a prize. The challenge would include students following a recipe provided by FCC and posting it on social media in order to be considered for a prize.
Difficulties:	Might be difficult to get students to engage in the challenge since they will be busy with school/ might take a lot of effort.
Partners:	Exec Team
Personal Goal	Improve my leadership and communication skills so that I can work with my team and lead meetings efficiently.

AUGUST	
Service Goal/Objective	Hiring a volunteer base
Why:	Can't run the FCC without volunteers, however, their role might look a bit different this year as the physical space won't be open.
Difficulties:	There is no apparent need for volunteers in the Fall semester since it is online but it would be better to hire them in advance and be transparent with the position.
Partners:	Exec Team
Service Goal/Objective	Conduct Volunteer training
Why:	Volunteers will need to be prepared to handle the day-to-day tasks of running the FCC during their shifts, as well as a variety of situations that may arise while volunteering. I want volunteers to be confident in their roles, and to understand the extent of their capabilities as volunteers, and the extent of the FCC's capabilities as a service. To be able to understand how we operate and what we can do to support students is immensely important

	as this is information that they will then be able to disseminate to FCC users, as well as the general student population. This will also be the opportunity to have them meet the exec team so that they understand who it is they can reach out to when they require support. The Good Food Coordinator will be their first line of support, followed by the Assistant
Difficulties:	We will not need volunteers immediately but we will still hire them for the winter 2021 at this time.
Partners:	Assistant Director, Good Food box
Service Goal/Objective	Getting the whole team together to prepare for the upcoming year
Why:	Everyone will be very busy with the beginning of the new year, so I want to make sure we are able to touch base and establish meeting times, guidelines, means of communication, and relationships with each other. Weekly group meetings, as well as individual 1-on-1s, are important to keep everyone updated and on the same page. Hopefully room bookings for the year will have been done prior to this meeting
Difficulties:	Finding a time that works for everyone is always difficult, but hopefully everyone will be accommodating to each other and will try their best to ensure that we are all able to meet on a weekly basis.
Partners:	Exec Team
Personal Goal	Get better at time management and creating schedules for myself

SEPTEMBER	
Service Goal/Objective	FCC reopening/ Pick up location at Mills
Why:	The FCC space will not be open for folks to access so a pick up location at mills will be more convenient and safer
Difficulties:	Might get a lot less traffic since fall semester is online and might take a lot more promotion to give
Partners:	McMaster Library
Service Goal/Objective	Lockers of Love Reopening
Why:	Since the closure of the university, The lockers of love program

Difficulties:	Might get a lot less traffic since fall semester is online and might take a lot more promotion to
Partners:	Assistant Director
Service Goal/Objective	Food challenge for prizes.
Why:	I hope to run a cooking challenge for students as a promotional event for FCC and to engage students in the same way as Ladles of Love. Hopefully, this will entice students to hear learn about FCC and win a prize.
Difficulties:	Might be difficult to get students to engage in the challenge since they will be busy with school/ might take a lot of effort.
Partners:	Exec Team
Service Goal/Objective	Planning for Food symposium/ Panel
Why:	Trick or Eat will not be able to run, instead I'm hoping to plan a virtual food symposium or a panel to allow students to learn more about food insecurity.
Difficulties:	Getting guest speakers and students to engage in the event might be difficult
Partners:	Exec team
Personal Goal	Setting academic goals for the school year and trying to relax as well.

OCTOBER

Service Goal/Objective	Community Kitchen Workshop Online
Why:	Community Kitchen workshops provide a safe and open environment for students to learn new cooking skills and improve their food literacy. We hope to promote and instill confidence in students to cook at home, and take charge of their own dietary lifestyles. This year, I want these workshops to not only teach a new recipe each time, but also tips and tricks for shopping, budgeting, and food storage. Being a student and living alone can be daunting, as students are probably having to shop and cook for themselves for the first time. Tackling this issue is a step in the right direction in addressing the issue of unhealthy eating habits or overspending on eating out. Since the fall semester will be online, we will have to hold these workshops online
Difficulties:	Having enough turn out will be a challenge as the workshops will be online.

Partners:	SWELL
Service Goal/Objective	Campaign for racism embedded food systems
Why:	In light of the protests and BLM campaign, I want to have a campaign about racism embedded in food systems. This would be an informational and relevant campaign that will educate McMaster students and people in general through social media so they can be more aware of racism in food systems.
Difficulties:	Might not be as relevant in October but it is still worth advocating and spreading awareness for.
Partners:	Exec Team
Service Goal/Objective	Good Food Box program
Why:	Good Food Boxes provide students the opportunity to purchase an affordable large box of fresh produce that will get delivered to their home, or to MUSC for pickup.
Difficulties:	This program has a chance that it might not run since there may not be enough volunteers or students to purchase the good food box on campus
Partners:	Grace Lutheran Church
Personal Goal	Make meaningful connections with my exec team!

NOVEMBER

Service Goal/Objective	Food Symposium/ Panel
Why:	Trick or Eat will not be able to run, instead I'm hoping to plan a virtual food symposium or a panel to allow students to learn more about food insecurity.
Difficulties:	Something that hasn't been done before, so unsure of the engagement level for students or if it's something that they are interested in
Partners:	Exec Team
Service Goal/Objective	Exec Bonding
Why:	Bonding and developing personal relationships with the team outside of a

	work capacity can be super helpful in creating a positive work environment. This will be a great opportunity to build those relationships, as well as show an appreciation for the team!
Difficulties:	Difficult finding a time that works well for everyone.
Partners:	Exec Team
Service Goal/Objective	Volunteer Appreciation
Why:	Appreciating the hardworking and wonderful volunteers. They have been so helpful throughout the year, and deserve to be celebrated and appreciated
Difficulties:	Finding a time that best works for everyone!
Partners:	Good Food Box Coordinator
Personal Goal	N/A

DECEMBER	
Service Goal/Objective	Promotional video (bon appetite) series
Why:	Create a cooking series that will help promote FCC and educate students on nutritious foods they can make at home!
Difficulties:	Might have to promote a lot for people to watch the videos!
Partners:	Exec Team
Service Goal/Objective	FCC Giveaway (Study Snack Support alternative)
Why:	A FCC giveaway during exam season can be a fun alternative to study snack support, where students can like our Facebook page and follow our Instagram in order
Difficulties:	We would need a lot of promotion.
Partners:	Exec Team
Service Goal/Objective	Feedback
Why:	Four months of the year have gone by, and the team will have accomplished so much already at this point! However, there is always

	room for improvement, and feedback from the team and volunteers is necessary for this process. 1-on-1s with the exec team, and a google survey for the volunteers will be helpful for me to gauge how the team has been running so far, and what needs to be changed/improved for a better functioning team and service.
Difficulties:	Scheduling 1-on-1 during exam season.
Partners:	Exec team, Volunteers
Personal Goal	Make new year's resolutions and reflecting the past year of what can be improved.

JANUARY	
Service Goal/Objective	Hiring next year's PTM
Why:	Having the lead for the next year, and being able to be a support for them to learn everything about FCC and how they want their year to look.
Difficulties:	A large promotional push
Partners:	VP Admin
Service Goal/Objective	Extra Volunteer Hiring/Training
Why:	Volunteers may not return for the second semester for a multitude of reasons. In the case that we do not have enough volunteers to run the FCC space, we will re-open applications. Re-training will be conducted for all volunteers to give everyone a refresher. New volunteers would be included in this session, and would be receiving the training for the first time.
Difficulties:	Promoting volunteer hiring as well as finding a time that works for everyone.
Partners:	Exec Team
Personal Goal	Balancing FCC with Other commitments

FEBRUARY

Service Goal/Objective	Valentine's giveaway
Why:	Promotional campaign to generate some buzz about the FCC! This giveaway has historically been quite successful over the past couple of years, and I intend to continue to use this opportunity to increase our social media presence, as well as awareness surrounding our programs.
Difficulties:	Might have too many giveaways planned at this point, but this could be changed to something else
Partners:	Marketing and Communications director
Service Goal/Objective	First Ladles of Love
Why:	Ladles of Love is a community-based event open to everyone. People can come by for a hearty bowl of soup, and during this process, we will be able to start a discussion about who we are as a service, what our goals are, and how food insecurity is an issue at McMaster. These events fill a niche position between anonymity and transparency in terms of accessing food support via the FCC. In doing so, we are able to reach out to more people, and make more people aware of the different programs we have to support students.
Difficulties:	Needs to be promoted, might be cancelled depending on if the winter semester is online or not
Partners:	Grind Twelve eighty
Personal Goal	N/A

MARCH	
Service Goal/Objective	FCC Week/Day
Why:	An opportunity for the FCC to shine a spotlight on food insecurity and some of the ways it inserts itself into the everyday lives of university students. This will be an educational campaign targeted to the student body to promote awareness and understanding of what food insecurity is, and how they can access support if they need it.
Difficulties:	Getting students engaged with our service and our campaign will be difficult. Providing students with real, tangible ways to support their fellow

	students is also a goal of this campaign.
Partners:	Exec Team Collaborations with other services.
Service Goal/Objective	Exec team hiring
Why:	Help the incoming director hire the new team!
Difficulties:	This will be a popular time for exec hiring, so we will have to manage to promote well to get enough applicants.
Partners:	VP Admin
Service Goal/Objective	Volunteer Appreciation
Why:	Appreciating the hardworking and wonderful volunteers. They have been so helpful throughout the year, and deserve to be celebrated and appreciated
Difficulties:	Finding a time that best works for everyone!
Partners:	Good Food Box Coordinator
Personal Goal	Start thinking about the 2021-2022 school year, and work the incoming Director.

APRIL	
Service Goal/Objective	Transition reports and meetings
Why:	It is so important to continue to learn and grow as a service, and this wouldn't be possible without the experiences of each year's executive team. Learning from each other's mistakes so that our partners can have a better experience the following year is a must. Meetings will be an opportunity to flesh out any grievances or problems that were experienced throughout the year, and reports will be passed on to the next generation of FCC so that they don't have to remake the wheel.
Difficulties:	It may be uncomfortable to share negative experiences, but hopefully this can be avoided through online, anonymous feedback if necessary.
Partners:	N/A

Service Goal/Objective	Food On the Move
Why:	An opportunity to collect food donations from individuals moving out of their residences/student homes. This is a great way to help restock the FCC for the summer months. It is also a nice end of year promotional tactic to let students know that we exist
Difficulties:	Finding enough partners willing to have our donation bins present at their location. Will most likely be partnering with other food groups on campus this year to extend our reach through collaboration, and hopefully have their food donations go towards the FCC as well.
Partners:	RezLife TCBY SWELL
Service Goal/Objective	Study Snack Support
Why:	This event provides space and snacks for students to study during exam season. We hold this event during the later hours of the evening, after most food options on campus have closed. This provides students the opportunity to access snacks and drinks besides the vending machines on campus. I want this event to run for more days this year, so that we can provide students with more days where we are able to supply study snacks. I also intend to use this event as an opportunity to reach out to local food partners, and ask for them to sponsor us with their leftover, undistributed food resources for the day. I want to incorporate the aspect of food rescue into Study Snack Support events, as it was a common feedback request that we distribute more holistic, healthy foods, as opposed to snacks like chips and cookies.
Difficulties:	Finding times that work best with exam periods, as well as having a wide enough variety of healthy, dietary-inclusive snacks. It will also be difficult to find enough local food partners willing to donate food at low- or zero-cost.
Partners:	Community food partners
Personal Goal	Reflect on the year on what has accomplished and how much FCC has grown.

Long-term planning

Overarching Vision (<i>what is the ultimate goal?</i>)	To have the Food Collective Centre exist as a visible and accessible service at McMaster to all students who need our support, provide meals or food items to students on a regular basis, and receive support from local food businesses to achieve this goal.
Description	The Food Collective Centre is first and foremost a service that ensures food is available and accessible to students. We offer students multiple means of accessing our service at different levels of comfort, from complete transparency, to complete anonymity. The goal of our service has always been to support students how they want to be supported, but this cannot be achieved if the FCC is not a prominent presence on campus and in Hamilton that is widely acknowledged. In addition, with the limited resources of our service, it is not possible to provide students with free meals very frequently. With the partnering of local food businesses, the FCC can become more integrated into the Hamilton community, and receive support from a larger audience to ultimately support its students.
Benefits	<ul style="list-style-type: none"> • The FCC provides food insecure individuals with access to food—a literal necessity of life that cannot be compromised—so the awareness of FCC’s presence is crucial to those who need it most. • Providing students access to free meals/food is a popular request that we have received in feedback forms, and to receive support from local businesses would be immensely helpful in achieving this goal.
Year 1 Goals	<ul style="list-style-type: none"> • Increase the outreach and engagement of FCC among McMaster students and community through more community-based food events where all students are able to access a free meal, and to generate awareness of our service.
Year 2 Goals	<ul style="list-style-type: none"> • The Student Activity Building should be opening this year, and we will move into our new space. • The availability of the community kitchen will provide new opportunities to partner with local grocery stores/businesses, and hopefully we will be able to stock our space with fresh produce for students to access and cook with. • The space can also be used by the FCC or volunteers to cook meals to then distribute to the student population.
Year 3 Goals	<ul style="list-style-type: none"> • Establish a larger presence at not just McMaster but in Hamilton to garner support and acknowledgment.

	<ul style="list-style-type: none"> This will hopefully make the FCC a more prominent and powerful figure in the community to advocate for changes to food systems and availability on campus, and to better support our students.
Partners	Local Business VP Admin VP Finance VP Education

What you want to do/accomplish:

1. Successful Alternative programming
2. Create more awareness of FCC
3. Redefine students understanding of FCC

General Timeline

May	<ul style="list-style-type: none"> Initial planning and hiring for next year’s team Brain storming for alternate event planning Work with other services to establish a potential delivery system Planning for GFB program/ hosting our own
June	<ul style="list-style-type: none"> Start 1-on-1s with exec team Planning logistics and preparing for major programming throughout the year (GFB, CK workshops, educational campaigns) Doing inventory of FCC space Create a pick up location in partnership with the library Reach out to donors
July	<ul style="list-style-type: none"> Plan promotional video materials and bon appetite cooking series at home Planning for Student Challenges Plan Community Kitchen workshops online
August	<ul style="list-style-type: none"> Volunteer hiring and training Team bonding
September	<ul style="list-style-type: none"> Getting the FCC open and running at the pickup location Reopening of Lockers of Love Student Cooking Challenge Planning for Food symposium

October	<ul style="list-style-type: none"> ● First Good Food Box ● Campaign for FCC – Racism embedded in Food Systems ● First CK workshop ● Student Cooking Challenge
November	<ul style="list-style-type: none"> ● Food symposium/ panel ● Reflect on the year so far ● Exec Bonding ● Volunteer Appreciation ● Student Cooking Challenge
December	<ul style="list-style-type: none"> ● Bon appetite Cooking series ● FCC Giveaway ● Volunteer and exec appreciation ● Feedback
January	<ul style="list-style-type: none"> ● Volunteer hiring and training ● PTM hiring
February	<ul style="list-style-type: none"> ● Valentine’s contest ● Ladles of Love
March	<ul style="list-style-type: none"> ● FCC day/week ● Volunteer Appreciation
April	<ul style="list-style-type: none"> ● Food on the Move ● FCC Giveaway ● Year-end wrap up + transitioning