



# YEARplan12

*Department:* Teaching Awards Committee

*Date Submitted:* June 11, 2012

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*Date Revised:* July 29, 2012

*Administered by:*

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*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 2<sup>nd</sup>, 2012.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by August 6<sup>th</sup>, 2012.

The final copy will be submitted to the Executive Board for review and approval.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

For the 2012-2013 year, the Teaching Awards Committee (TAC) will seek to maintain the visibility that TAC has achieved over the past few years while striving to increase the number of nominations each term. This will be achieved through partnerships with various MSU services and the utilization of online avenues such as Twitter and Facebook which have been not been explored to their full potential in the past.

TAC will continue to promote, recognize and encourage teaching excellence by recognizing professors from each faculty who have been nominated by their students. As well, the Lifetime Achievement and Merit Awards will be awarded to recognize instructors who have shown their dedication to teaching quality.

This year, TAC plans to liaise with other student associations with teaching award services in order to find out how to make our process more transparent and efficient. This process has already begun with communication with administrators at Queens University. TAC will also explore the possibility of awards to recognize teaching excellence among Teaching Assistants, as well as an award acknowledging creative and progressive teaching styles.

TAC will continue to work with the elected SRA and MSU members to increase membership which will allow the nomination and evaluation periods to run smoothly. As well, a strong committee will allow TAC to increase its visibility as an MSU service. This year, the nomination periods will be held from November 5-16 and February 4-15.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	Kevin Scott (Clubs Administrators)	Kevin can help send out emails to all club heads so they can email their volunteers or members regarding nominations and the awards ceremony.
2.	Faculty Presidents -Alexander Burnett (Social Science) -Lisa Bifano (Humanities) -Paige Burgess (Science) -Erin Middaugh (Engineering) -James Bao (Health Sciences) -(Nursing) <a href="mailto:iscisociety@gmail.com">-iscisociety@gmail.com</a> (iSci) - Jeremy Bober Inoue (Commerce) -Irena Papst (Arts & Science) -Natalie Langstaff (Kinesiology)	The Faculty Society Presidents will be an amazing resource for the promotion of the nominations and award ceremony. Using the various methods of communication they have at their disposal, they can communicate with the MSU members from within their faculty.
3.	Huzaiifa Saeed (VP Education)	Huzaiifa will be an excellent resource

		regarding the operation of TAC.
4.	David Campbell (VP Administration)	David will also be an excellent resource regarding the operation of TAC, as well as any employment related inquiries.
5.	Pauline Taggart (Network Administrator)	Pauline will provide any assistance I may need with the MSU website, as well as other MSU interfaces
6.	MUSC Admin Staff	The MUSC Administration Staff will help with the booking of tables in MUSC for promotion.
7.	TAC SRA Members	The elected TAC SRA members will provide a means of communication to the SRA. They can then inform the SRA faculty representatives of the progress of the nomination, evaluation and awards processes.
8.	TAC MSU Members and general volunteers	The TAC MSU Members and other general volunteers will be able to help with the nominations, evaluations or award ceremony. There will be frequent meetings where the volunteers can stay informed on what I need their help with.
9.	MSU PTMs (Specifically, but not limited to) <ul style="list-style-type: none"> <li>-Justin Korolyk (Maroons)</li> <li>- Advocacy Coordinator</li> <li>-Farmstand (Alvand Mohtashami)</li> <li>-BreadBin (Gillian England-Mason)</li> <li>-SCSN (Erika Richter)</li> <li>-SHEC (Stephanie Assman)</li> </ul>	The Maroons and the Advocacy Street Team will be invaluable resources for the promotion of nominations and the awards ceremony. These services generally have large numbers of dedicated volunteers who would be a great help! Other MSU services such as BreadBin, SCSN and SHEC may provide some outlets for the distribution of information regarding TAC.

## OBJECTIVES step by step

Objective 1	Increase the number of nominations each semester
Description	Last year, TAC saw an excellent turnout for nominations. First semester TAC received 900 nominations, and second semester had 800 nominations. However, I believe that striving to increase the number of nominations this year is an excellent objective. This year, I would like to increase the number of nominations by approximately 20%, giving a yearly total of 2000 nominations.
Benefits	By increasing the number of nominations, it shows that we have essentially increased the visibility of this service, and thus the MSU. A large number of nominations also means that the recipients of the awards are also based on a larger population of students, making the award more meaningful.
Difficulties	The biggest concern with this objective is student apathy. We need to address the issue of making sure that students take the initiative to actually nominate their professors after getting an email or seeing a poster. By ensuring that TAC has a strong presence around campus year round, students will see the importance of this service, and be reminded to nominate their favourite professors.
Long-term	The number of nominations is something that can be increased year to year. The success of TAC one year, ultimately will lead to its success in consecutive years, as TAC will increase its visibility and presence on campus, leading students to nominate their professors each year.
How	<ul style="list-style-type: none"> <li>-Tables at Clubsfest and Horizons Mini Clubsfest</li> <li>-Tables in MUSC leading up to and during nomination periods</li> <li>-Utilize the Clubs Administrator, Faculty Presidents, Faculty Deans, PTMs and the SRA for the promotion of nominations</li> <li>-Utilize Facebook and Twitter to have a strong online presence before and during nomination periods</li> <li>-Email all professors a slide with detailed information regarding the nomination process that they can display before the start of their lecture</li> <li>-Use coffee sleeves, posters and banner space to promote nominations</li> <li>-Create a video featuring past recipients of the awards, and other individuals from within the MSU speaking to the importance of the awards and teaching quality. This will be used for promotion of the nominations as well as the importance of teaching quality and the awards themselves. Erika Geremia, an elected MSU member on the committee is in Communications and will be a great asset with the creation of this video. The video will be short and to the point and can be displayed on the MSU website as well as through social media outlets such as Facebook and Twitter.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>-Pauline Taggart (Network Administrator)</li> <li>-Jeff Doucet (Social Media Coordinator)</li> <li>- All PTMs</li> <li>- SRA</li> <li>-Faculty Presidents and Deans</li> <li>-Michael Wooder (SLDC)</li> </ul>

Objective 2	Collaborate with other MSU Services and Businesses
Description	Traditionally, TAC has a smaller group of volunteers than other MSU services. As well, other MSU services such as Maroons, SHEC and SCSN have larger mailing and distribution lists. By partnering with these services and finding ways to use their services to advertise TAC, we can make the service stronger and more visible, while simultaneously increasing the awareness of other services the MSU offers.
Benefits	By collaborating with other MSU services, TAC will experience increased visibility, leading to an increase in the number of nominations. As well, the services that TAC collaborates with will also benefit through cross promotion.
Difficulties	The only difficulty that may arise when collaborating with other MSU services, is the cooperation of other PTMs. However, by meeting with the PTMs early in the planning process and explaining the importance of the TAC and how we can benefit each other, this problem would likely be averted.
Long-term	By establishing working relationships with other MSU services this year, next year's coordinator will be able to turn to these various outlets for promotion of the service in the future.
How	<p>-I will meet with the various PTMs to discuss how they can help promote TAC and how we could perhaps help their services, this can be achieved through the monthly PTM meetings.</p> <p>-I have already begun communication with the PTMs from Farmstand, Advocacy, SHEC, Maroons and Mac Bread Bin.</p> <p>-I will then use TAC volunteers to help carry out the work that needs to be completed</p> <p>-Finally, I will thank the services for their help, and acknowledge them through our website and Twitter feed. This will help establish a long-term relationship . TAC will also offer assistance to other MSU services who may also benefit from our help.</p>
Partners	<p>I will approach the following regarding various means of promotion:</p> <p>Farmstand - Write the nomination information on their brown bags</p> <p>Union Market - Get labels printed for their coffee sleeves</p> <p>PAC - Help with the distribution of posters</p> <p>Bread Bin - Flyers in their good food boxes and with their food vouchers</p> <p>Jeff Doucet - Social Media Coordinator</p> <p>TwelvEighty - Catering for the award ceremony</p> <p>Underground - Poster design and printing</p> <p>CFMU - Run radio ads promoting the nominations</p> <p>Silhouette/ Michael Wooder - Article/Ad on President's Page</p> <p>Maroons - Volunteers for promotion, use mass email list, get Maroon reps to change their profile picture and promote via Facebook</p> <p>SCSN - Promote through their newsletter</p> <p>SOCS - Partner with SOCS in a similar fashion to that of the Maroons</p> <p>SHEC - Advertisement in Fall and Winter Cooking Guide</p> <p>Advocacy - Collaborate in a similar fashion to that of the Maroons/SOCS.</p>

	However, get Advocacy members to do class talks, as these students are usually very passionate about the quality of education. If Advocacy does a Fall Stress Week/Month, perhaps partner with them in some way
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Objective 3	Acknowledge excellence among Teaching Assistants through the creation of an award where students can nominate TAs who they feel are worthy of the award.
Description	<p>Professors are not the only ones who are dedicated to the quality of education. Some Teaching Assistants are just as passionate and for this reason should be acknowledged by the MSU. Smaller group settings and friendly TAs often provide an environment for students in which it is easier for them to learn the material and discuss the content.</p> <p>Some student associations who distribute Teaching Awards, also have awards to recognize Teaching Assistants. McMaster currently awards TAs through CUPE and the GSA. We are liaising with these groups in order to find out the success of their awards, their nomination processes and their thoughts on the MSU creating their own award dedicated to Teaching Assistants. The possibility of a collaborate ceremony or nomination process is also being explored with the GSA.</p>
Benefits	By recognizing Teaching Assistants in addition to Professors, the MSU will continue to expand on the reputation of our Teaching Awards. As well, this will show the MSU's dedication to teaching quality, in all of its forms.
Difficulties	<p>The McMaster GSA, as well as CUPE 3906 already distribute awards to teaching assistants, therefore it is important to meet with them to figure out how we can either collaborate, or if they would be concerned in any way about the MSU giving its own award. Currently the GSA has expressed some concern that having two awards may take away from the success of each award. However, this will be discussed further in coming meetings.</p> <p>Another issue that may arise is how to standardize the process so that it is fair and transparent. This issue is currently being explored by communicating with administrators at Queens and University of Calgary to determine how their prestigious TA awards function.</p>
Long-term	By developing a process for the nomination and evaluations of TAs and having a trial year to see how many nominations come in, the incoming coordinator could evaluate the process and determine how the award could be made better for the 2013-2014 year.
How	<ul style="list-style-type: none"> <li>-Liaise with GSA, CUPE 3906 and other student unions to develop a nomination and evaluation process</li> <li>-Meet with the VP Education and Administration to refine the process</li> <li>-Implement the nomination period during the same time as the regular nomination period</li> </ul>
Partners	<ul style="list-style-type: none"> <li>-CUPE 3906</li> <li>-GSA</li> <li>-Other student associations</li> </ul>

	-VP Education -VP Administration
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Objective 4	Reevaluate the Teaching Awards nomination and evaluation process
Description	An excellent way to evaluate our service, is to look at it relative to other student associations who distribute Teaching Awards. By liaising with administration at other schools, and looking at the pros and cons of their nomination and evaluation processes, we can figure out where the MSU Teaching Awards stand in comparison to other schools, and improve in the areas where we are not at par.
Benefits	Both the MSU and other student associations will benefit from having these conversations, which will contribute to the development of sound teaching award processes from both parties.
Difficulties	One difficulty that may arise, is getting a response from various student associations. Because various people hold these positions at the other schools, it may be difficult to get a hold of them before the nomination and evaluation processes should be in place.
Long-term	By liaising with other student associations now, the TAC process will benefit in years to come.
How	-Email the individuals responsible throughout the summer -Determine how the TAC process could be improved
Partners	-Various student associations from across Canada that distribute teaching awards

Objective 5	Increase student involvement within TAC
Description	A great way to increase the visibility of TAC, is to develop a large, dedicated group of volunteers. The volunteers will be used for the promotion of nominations, carrying out the class evaluations and preparation for the award ceremony. Bi-weekly meetings will be held to keep volunteers up to date about what is going on.
Benefits	By having a large number of committee members, work can be delegated to these individuals, alleviating a large burden from the coordinator and elected individuals.
Difficulties	TAC involves high levels of commitment during some periods of the year, and less of a commitment at other times. Therefore, during less busy periods, involvement may dwindle. This can be combated, by having biweekly meetings to keep the volunteers up to date with what is going on.
Long-term	Those who become involved in TAC this year, may want to continue their involvement in the following years. This could lead to a group of very dedicated and passionate individuals who are eager to help.
How	-Tables at Clubsfest and Horizons Clubsfest -Tables in early September -Utilize the MSU Volunteer board -Include volunteer information on the class evaluation forms

Partners	-Elected MSU and SRA members
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## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Liaise with other student associations and have a well developed plan for nominations and class evaluations.
- 2) Determine the status of the Teaching Assistant award by conversing with CUPE 3906, GSA, Huzaifa and David as well as other student associations
- 3) Update website, Twitter and Facebook page

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Bi-Weekly TAC meetings
- 2) Tables booked in MUSC for fall nomination period (November 5-16)
- 3) Have class evaluation forms prepared

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Carry out second term nomination and evaluation period (February 4-15)
- 2) Determine recipients of all awards
- 3) Plan and execute award ceremony (Sometime within the first two weeks of March)

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

At the end of my term, I would love to be able to tell people the impact that TAC had. Teaching Awards, may be one of the most underappreciated, yet most important services that the MSU offers. Over the course of our time at McMaster, amidst the chaos of meeting new people, trying to get involved and experiencing everything University has to offer, we forget why we are really here - to get an education. The MSU Teaching Awards are highly important as they recognize and encouraging excellence in teaching quality from a student perspective. This means that students essentially give back to the professors who have made a difference in their undergraduate experience.

I hope one of the highlights of the year will be a substantial increase in the number of nominations we receive. This means that the recipients are more representative of the entire MSU member population which means that the awards are more meaningful to the instructors, thus encouraging excellent instructing.

Another highlight of the year that I would love to be able to tell people about, would be the acknowledgement of Teaching Assistants being included within the MSU Teaching Awards. Teaching Assistants have become the main point of contact for many students, and recognizing these instructors' successes is essential to encouraging teaching excellence in all aspects of University education.

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Prepare for ClubsFest and Horizons Mini-ClubsFest</li> <li>-Introductory meetings to prepare for ClubsFest</li> <li>-Update the MSU website, Twitter and Facebook</li> <li>-Email various PTMs to explore areas for collaboration</li> <li>-Email CUPE 3906, GSA and other student associations to investigate the possibility of an MSU Teaching Assistant award</li> <li>-Liaise with other student associations who distribute teaching awards to evaluate our process</li> <li>-Book tables for September</li> </ul>
September	<ul style="list-style-type: none"> <li>-Finalize the nomination and evaluation process and disclose this information on the MSU website</li> <li>-Hold tables in MUSC to recruit volunteers</li> <li>-Develop the nomination and class evaluation forms</li> <li>-Develop posters and other means of promotion</li> <li>-Book tables for following month</li> </ul>
October	<ul style="list-style-type: none"> <li>-Put up posters</li> <li>-Do class announcements</li> <li>-Email professors slide to put up during nomination period</li> <li>-Send emails to club heads, PTMS ,faculty presidents and deans</li> <li>-Use residence TV's, library screens, BSB screens to promote nominations</li> <li>-Book tables for following month</li> </ul>
November	<ul style="list-style-type: none"> <li>-Carry out fall nomination period from November 5-16</li> <li>-Tally the scores with help of TAC members</li> <li>- After arriving at the highest ranking professors, pick three people from difference faculties from TAC members to evaluate the comments without knowing the name of the person being evaluated to ensure impartiality.</li> <li>- Organize the data from nominations</li> <li>- Possibly release top nominees on MSU website to keep interest going</li> <li>-Carry out class evaluations</li> </ul>
December	<ul style="list-style-type: none"> <li>-Plan for winter nominations</li> <li>-Hold recognition night for all volunteers</li> </ul>
January	<ul style="list-style-type: none"> <li>-Make sure a table is booked for Winter ClubsFest</li> <li>-Update previous advertising and nomination material</li> <li>-Book tables for February</li> <li>-Begin to plan award ceremony</li> <li>-Poster campaign</li> <li>-Information on residence and library screens</li> <li>-Email slides for professors to display during nomination period</li> </ul>
February	<ul style="list-style-type: none"> <li>-Carry out winter nomination period from February 4-15</li> <li>-Tally the scores using the same method for the fall term</li> <li>-Carry out term two class evaluations</li> </ul>

	-Determine winners -Send out invitations so that people can RSVP
March	-Hold ceremony sometime in the first two weeks of March -Send thank-you notes to all individuals who helped throughout the process
April	-Work on transition report
Weekly	-Check email -Send out any necessary emails to committee members

## COLLABORATION between MSU Services

Maroons - I plan on collaborating with the Maroons this year in order to help promote the nomination process. The Maroons are a large group of dedicated and energetic volunteers who are usually involved in other areas of McMaster. By asking the Maroons to help with promotion tables in MUSC, change their profile or banner pictures on Facebook and nominate professors themselves, this should help with the overall number of nominations.

Advocacy - The Advocacy Street Team is composed of a large group of volunteers, alike the Maroons. However, those who are involved in Advocacy are usually passionate about quality of education and for this reason they would be excellent individuals to do class talks. As well, by meeting with Advocacy, there may be a few members who would like to get more involved in the TAC process. I would also ask the Advocacy volunteers to nominate their professors, and promote the service through their Facebook and Twitter accounts.



# YEARplan12

*Department:*  
Student Walk Home Attendant Team

*Date Submitted:*  
July 2<sup>nd</sup> 2012

*Prepared by:*  
James Dowdall

*Date Revised:*  
August 19<sup>th</sup>, 2012

*Administered by:*  
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*Date Approved:*

## MISSION an overview

Our mission is to continue to promote safety on and off campus while seeking to improve the service offered by SWHAT to the McMaster Community. We will seek to improve our exposure and usage by consulting with members of the McMaster Community and other Walk Home programs in order to determine what is most effective for the functioning of SWHAT. SWHAT's three primary objectives for the year are to extend our hours, branch out into social media and to focus on volunteer recruitment.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	Theresa Tingey	Director of Special Projects, Objectives 1-7
2	Brian Li	Director of Volunteer Logistics, Objectives 1-7
3	Lisa Liu	Director of Volunteer Logistics, Objectives 1-7
4	Rammeshay Mubasher	Director of Public Relations, Objectives 1-7
5	Elissa Robinson	Director of Public Relations, Objectives 1-7
6	Myles Francis	Director of Public Relations, Objectives 1-7
7	Chad Grover	Director of Volunteer Affairs, Objectives 1-7
8	Angela Huh	Director of Volunteer Affairs, Objectives 1-7
9	Cherryl Doria	Director of Dispatch Operations, Objectives 1-7
10	David Campbell	Vice-President Administration Objectives 1 and 5 primarily
11	Jeff Wyngaarden	Vice-President Finance Objectives 5 and possibly 1
12	Pauline Taggart	Network Administrator Objectives 6 and 7
13	Michael Wooder	Student Life Development Coordinator He will most likely help out with all of the projects in some way
14	Erik Ingerman	SWHAT – Security Liason, Objective 1 and other security issues with SWHAT
15	Brian Hogg	He hosts our shift sign-up website Objective 7

## OBJECTIVES step by step

Objective 1	Operational Hours
Description	After consultation with multiple Walk Home programs I have noticed that they remain open and operational until at least two in the morning. On multiple occasions over the last year it was noted that SWHAT had been contact via phone or drop by after 1am. SWHAT would like to look into extending its hours till 2 am.
Benefits	The benefits of this objective are more focused towards the McMaster community. Staying open till 2am will allow for more people to get walks at later times.
Difficulties	<p>Volunteers: Staying open till 2am is only possible with volunteers who are willing that long. To encourage people to stay for that shift we will attempt to find a way to recognize volunteers who stay till 2am through our Volunteer Appreciation.</p> <p>There is also a concern about the safety of my volunteers. Although many volunteers have expressed comfort in walking themselves home I would like to look into a way to provide them with options that improve their safety. Taxi slips are one such solution. In order to do so SWHAT will need to pursue a General Travel budget, as we currently do not have one. This will require the executives and coordinator to take on a more leadership role in monitoring the usage of the slips and making sure that they are not being misused.</p> <p>Another problem maybe the insurance cost behind operating at later hours. Unfortunately there is not much information at this point. My assumption would be that the ability to provide the volunteers with a taxi slip should minimize this concern. Also SWHAT has a policy in which volunteers have the right to refuse walks. During training we use a similar approach as to the SmartServe program to help them identify intoxicated individuals who may be dangerous to walk home.</p>
Long-term	If successful then next year the next coordinator should be able to open SWHAT till 2am for everyday of the week.
How	Given that this is a very volunteer dependent objective it will be broken up into steps. To start the year we will choose one or two days and add on an extra shift to gauge the feeling of the volunteers. At the moment we are looking at extending the hours on a Thursday and/or Saturday night. If successful in term 2 we would look to extend the hours on more days, perhaps from 2 days a week to 3 or 4 days a week. The Executive Team will recognize volunteers who sign up for these shifts as outstanding volunteers and we will seek a way to reward them for such.
Partners	<p>Campus Security</p> <p>SWHAT Executive and Volunteers</p> <p>VP Administration</p>

	VP Finance
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Objective 2	Update all promotional material
Description	In the middle of June it was decided to that the SWHAT logo needed to be updated. As a result this has caused all our current promotional material to be outdated and potentially not Visual Identity Guide approved.
Benefits	This will create a sense of unity between all our promotional materials. Updating promotional material will also allow SWHAT to run a new promo campaign. This will especially benefit SWHAT if the hours change, as it will help members of the community learn more about the new hours as well as any upcoming events SWHAT will be involved in.
Difficulties	A primary issue will be Budget Constraints. Even though we have been promised 1000 extra dollars to help with the rebranding we still only have a finite amount of money. One project I had hoped to complete this year was to replace the SWHAT mascot. However, looking at the price of printing new promotional material and purchasing new sweaters I now believe that replacing the mascot is a task for another time.
Long-term	Completing this task this year will give next years coordinator some freedom. Updating material this year gives flexibility to the new coordinator in terms of any promotional campaigns that they would like to run and not have to worry about using their budget on replacing all the outdated material.
How	The primary step is to get the new logo decided upon and approved. Once that has been completed the next step will be to design and print posters, pamphlets and other promotional material. From there we can begin replacing most of the posters around campus and brochures that are located throughout various offices and departments.
Partners	Underground Media and Design

Objective 3	Rail Trail Posters
Description	<p>Last year Richard Cioci was given permission by the city of Hamilton to place posters on the Lamp Posts on the rail trail. Unfortunately the logistics behind doing so were greater than predicted. Richard and Myself solved all the problems that arose but by that time it was the middle of April and it didn't seem like a good idea to advertise during the summer.</p> <p>Due to the logo change the posters that were purchased by the previous coordinator are no longer useable. I'm currently working on a new and better design with the new logo to replace these posters.</p>
Benefits	Given that the rail trail is now paved and has lights it offers students a more direct route between the eastern and western sides of Emerson. Posting on the rail trail will remind people of our presence. Much like the bus shelter campaign next year it allows SWHAT to expand its services into the community better.
Difficulties	All difficulties regarding this project were dealt with last year
Long-term	If successful future coordinators will need to focus on the maintenance of the posters as the city warned us about potential vandalism.
How	This is a simple project, as we simply need to place the posters in the frames and then strap them to the lampposts. This is a simple project that my executive team and I will spend the day working on.
Partners	SWHAT Executive

Objective 4	Expand promotional material into Social Media
Description	Over the last year a true sense of community has started to develop between the volunteers, each shift has become more and more social over the year. SWHAT would like to continue developing this sense of community by branching out into social media. This will hopefully help the SWHAT community blossom while adding to the overall MSU community.
Benefits	The primary benefit that this objective serves is to continue to add to the sense of community that has been developed by SWHAT and the MSU. A social media presence should also help in increasing the sense of family that SWHAT has fostered among its volunteers over the years.
Difficulties	The original issue was the new logo but now that we have a logo we are moving forward. We have already launched a twitter account @MSU_SWHAT. Currently we are looking into a Facebook page. There are very few difficulties other than do we create a page, a group, or someone you can be friends with.
Long-term	If SWHAT's branch out into social media is beneficial then in the next year the Public Relations Executive of SWHAT can look into ways of using social media to promote SWHAT as a service and volunteer experience.
How	Again our Twitter account has been launched and now we are looking into Facebook. We are looking into talking with the Social media Coordinator to help us set up our Facebook page (or group) in a way that will best suit SWHAT.

Partners	Student Life Development Coordinator Social Media Coordinator
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Objective 5	Fundraising Initiative
Description	During a conversation with the coordinator for the Queens Walk home program she mentioned that each year their service hosts a Walk-A-Thon in which for every walk they get they would donate 1\$ to charity, they also sold popcorn and hot chocolate on these walks to raise more money. This has been an effective method of promoting their service as they raised over 5000 dollars last year to donate to a charity of their choice. SWHAT would like to try and run a similar initiative to promote the service we offer more.
Benefits	There are two major benefits of this. The first is the publicity for SWHAT. It may encourage people to get walks from SWHAT. In doing so it may encourage them to return for walks in the future. The second benefit is the fundraising, SWHAT would like to consider a charity that reflects the ideals of SWHAT and then donate our money to them. Two such options would be the White Ribbon or the National Sexual Violence Resource Centre.  Last year the most amount of walks we had a month was 80. If this project can increase our usage to 100 walks a month then I think it's a worthwhile project.
Difficulties	The primary difficulty for this one is determining where the money for the walks will come from. The current option is the Promotions Budget line. Hopefully in my continuing talks with Queens I can figure out a better solution to this problem.
Long-term	If this is successful this can be a yearly charity event that SWHAT can start to run. It will continue to encourage members of the McMaster Community to get walks from SWHAT in the future.
How	Currently we are looking into determining where we can get the money to support the initiative. Once this has been figured out we will then look to determine where the money should go. From there we will look into choosing a month to run the program and a promotional campaign to promote the program.
Partners	VP Finance VP Admin Queens Walk Home Coordinator

Objective 6	Changes to Volunteer Appreciation
Description	Currently SHWAT runs the SWHAT Initiative Program known as SIP to promote interaction between volunteers as well as allow the executive to recognize volunteers. Some of the problems at the minute are that not all the volunteers are aware of how you can earn SIP points, better prizes, keep people up to date with their status in terms of points. Needless to say there are various problems with the program and we would like to adjust it. We are looking into an online system for keeping track of points. We have also considered turning into a raffle with the

	hopes that this removes the “predetermined winner” mentality that many volunteers have and therefore they don’t participate.
Benefits	The primary benefit to altering the program is that it will improve SWHAT volunteer morale. An argument that was made in favor of a raffle system was that even if you only had one ticket then you still had a chance at winning.
Difficulties	The discussion that has been had about switching the SIP program to online is a challenging one. Being able to find a way to keep everything online and a program that would do it has been hard. The current idea is to create a program through EXCEL that would allow you to do it.
Long-term	The long-term goal will be that it should improve the efficiency and effectiveness of the program for future volunteers.
How	The first step is to organize all the documents mentioning the SIP program together and then organize them. From there we will seek to better train the dispatchers and volunteers in how to record points. From there we will look into switching the system up into a raffle while looking into a method of recording points online.
Partners	Network Administrator SWHAT Executive

Objective 7	StudentWalkHome Change
Description	Currently the method in which the volunteers sign up for shifts is done on a website studentwalkhome.org which was created and is hosted (for free) by a previous SWHAT coordinator. This website has been fundamental in making shift sign up efficient however access to the website is dependent on the free time of Brian Hogg. To make things more central I would like to look into a way to create a shift sign up website through the MSU’s main network.
Benefits	The primary benefit that this has is the accessibility that future SWHAT coordinators will have. Being able to have our sign up hosted through the MSU will allow issues to be addressed and dealt with in a timely manner. This will also allow the coordinator to go in and make changes at will. Currently we are dependent on the free time of Brian to make changes and fix bugs.
Difficulties	The primary difficulty will be creating such a website. When studentwalkhome.org was created it took a long time to get it up and running not to mentioned design. This is a project that will most likely take time.
Long-term	Depending on how the project goes this year next years coordinator will have easier access to the sign up to make changes as they see fit.
How	The first step will to be seek a design for the website. The current set up is simple and easy to follow and so we would like to use something similar. From there we will have to find a way to host the website through the MSU. I’m not sure at the moment how this will be done but in meetings with various individuals this should be easily dealt with. Once we have an operational website through the MSU we will begin a change over. It will most likely take time as we ill probably make the transition slowly just to make sure all bugs are worked out.

	<p>Here is the process in which I see this happening</p> <ol style="list-style-type: none"> <li>(1) Working on the design of the website to make sure it remains the same</li> <li>(2) Opening up discussions with the network administrator and others about introducing a website through the MSU website (like a link on the SWHAT Page that would take you to the volunteers shift sign up).</li> <li>(3) Setting the website up (I'm not really sure the process behind this at the moment)</li> <li>(4) Testing the website out with the execs to make sure it works</li> <li>(5) Introduce the new website to the new coordinator to use but reminding them that studentwalkhome.org is still useable in the event that something goes wrong.</li> </ol> <p>I would like to a prototype MSU/SWHAT volunteer website up and running by the end of the year. This would allow the new coordinator the test it out over the summer and introduce it during the volunteer training in September. The phasing out of the old website may take time. I think that it may be useful to always have in the background especially if Brian Hogg continues to host it for free.</p>
Partners	<p>Network Administrator SWHAT Executive Brian Hogg</p>

## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Promotional material printed and ready to go. Primarily objective 2
- 2) Volunteer training booked and planned out
- 3) SWHAT presence prepared and booked for Welcome Week and other events between July and the beginning of September

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Have SWHAT open at least one night a week until 2am successfully while guaranteeing the safety of my volunteers
- 2) Develop a social Media Present for SWHAT
- 3) Volunteer Appreciation

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Increased Volunteer Morale.
- 2) Running a fundraising program to help promote SWHAT
- 3) Begun the work towards developing a new website for SWHAT shift sign-up

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

SWHAT's primary goal is always to increase security on and off campus for members of the McMaster community. The opportunity of preventing any incidents from happening this year on and off campus will be worth all the efforts of the SWHAT volunteers and executive. The change in logo and replacement of posters has allowed SWHAT to really promote itself to the student body as a service and volunteer experience. Alterations to the SWHAT Initiative Program and branching out into social media have continued to foster a deep sense of community among the SWHAT volunteers. By attempting to extend our hours and running new programs we have been able to increase the number of walks from the last year.

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Prepare for Volunteer training – Book a room, prepare scenarios, prepare executive team</li> <li>- Have promotional material printed and ready to go – Brochures for Welcome Week Swag bags</li> <li>- Re do the appreciation wall and work on the SIP program</li> <li>- Have Social Media Pages ready to go</li> <li>- New Logo needs to be completed</li> </ul>
September	<ul style="list-style-type: none"> <li>- Have training (volunteers and dispatchers)</li> <li>- Purchase initial awards for Sep-Nov</li> <li>- Begin looking at staying open till 2am; gauge Volunteer interest</li> <li>- Media and Advertising Campaigns</li> <li>- Start of SIP (ongoing)</li> <li>- Rail Trail Posters</li> </ul>
October	<ul style="list-style-type: none"> <li>-Halloween Social Event</li> <li>-Halloween Food</li> <li>-Have a preliminary fundraising proposal ready</li> <li>- Rail trail Posters</li> </ul>
November	<ul style="list-style-type: none"> <li>- Social Event</li> <li>- Re visit staying open till 2am, see if we can extend that during term 2</li> </ul>
December	<ul style="list-style-type: none"> <li>- Change shifts, we reduce the number of shifts required and available due to exams</li> <li>- Begin preparation for term 2 projects</li> <li>- Have fundraising proposal approved and ready to go</li> <li>- Website – Is a transition possible?</li> </ul>
January	<ul style="list-style-type: none"> <li>-Start fundraising (either in Jan or in Feb, TBD)</li> <li>-Volunteer appreciation – revitalize volunteer morale</li> <li>- T- Shirt Design Done</li> <li>- Call volunteers who haven't been completing shifts to see if they still</li> </ul>

	want to volunteer for SWHAT.
February	-Social Event - SIP program – Need to continue working on an online method of keeping track of points - Website - work out the logistics behind the design and move
March	- Social Event - Begin New Coordinator and New Executive hiring - SafeWalk Conference
April	- Reduced shifts - Final Social event before exams start - - Wrap up projects from the year – Transition report
Weekly	- SWHAT exec meeting to discuss issues - SIP (SWHAT initiative program) - Regular SWHAT maintenance, deal with any SWHAT issues that have arisen

## COLLABORATION between MSU Services

Many events organized by the MSU and MSU services have the potential to have SWHAT involvement. Having a large volunteer base SWHAT volunteers can always help out with events, not to mention they can be there to remind individuals that we can get people to walk home with SWHAT. Some examples of collaboration can come from SCSN, SOCS. This year Diversity services had looked into hosting the Night Market of campus and wanted a SWHAT presence to escort people home afterwards. This isn't happening anymore but many other clubs and services hold events of campus. With the same intentions as Diversity Services SWHAT will look into partnering up with events off campus as a way to escort people home after the event.

It would be good for SWHAT to work together with SOCS and SCSN on events given the focus on the off campus community they both have, not to mention the shared ideology between SWHAT, SOCS and SCSN which is safety off-campus. Already SWHAT has been in talks with SOCS to be involved with them during welcome week to help make sure that the new and incoming students are getting around off-campus safely.

SWHAT has always been described as the younger brother for EFRT. Both services used to share an office and there has always been a strong connection between the two services. SWHAT wants to continue this relationship next year given the similarities between the services. Running events to promote health and safety can be a joint project through both services. Not to mention SWHAT and EFRT have expressed interest in running social events together in the past hopefully this year we can collaborate more with EFRT than we did last year. The first step is to plan an event together for Welcome Week. Last year SWHAT and EFRT shared a table on Quest Day; we hope to do so again this year.

## FINAL COMMENTS leave nothing out

Creating a YEARplan for SWHAT was an interesting experience. Many ideas have been listed and more will arise throughout the year but in terms of problems we might face it's hard to predict. For SWHAT dealing with problems has always been to deal with them as they arise, you can plan for every scenario but you'll always forget something. Despite the goals that have been set forth here SWHAT will continue to function as it always has, our primary concern is the safety of the McMaster Community and that will always come first.

One big thing happening this year is a conference that will be held in March in which coordinators and leaders of WalkHome and SafeWalk programs from all over the country gather to discuss the program and how it can be improved. I'm currently in talks with the Queens coordinator about ways that McMaster's SWHAT can help out in the preparation.

Another idea that I'm hoping to introduce is a poster board/bulletin board in the SWHAT office. The intent of the board would be for MSU clubs and Services to be able to put posters up about upcoming events. Many of our volunteers are only involved through SWHAT and know little else of other upcoming events. I'd like to introduce the poster board so as to keep them more updated with events.

Also stickers on the walkie-talkies. Many volunteers forget the radio code VCR 337 (I know I did) and I think by putting stickers or laminated cards on the walkie-talkies with the code it may help volunteers in the training process. I have a lot of little ideas such as this one but as always my primary goal will be to ensure my volunteers are safe and happy and that SWHAT is available to everyone in the McMaster Community.



# YEARplan12

*Department:*  
Student Health Education Centre (SHEC)

*Date Submitted:*  
July 2, 2012

*Prepared by:*  
Stephanie Assmann

*Date Revised:*  
August 14, 2012

*Administered by:*  
David Campbell, VP Administration  
[vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) or 905.525.9140 ex. 23250

*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intends to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need to be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

6. Read over the YEARplan.
7. Complete your YEARplan in soft copy (on computer).
8. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 2<sup>nd</sup>, 2012.
9. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
10. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by August 6<sup>th</sup>, 2012.

The final copy will be submitted to the Executive Board for review and approval.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

Our mission for 2012/2013 is to continue to provide the McMaster community with support and information with regard to physical, mental and sexual health. By providing a safe space for individuals to seek information and talk about their concerns, SHEC will positively contribute to the health and well being of students. One of the basic tenets of our service is to create an open, non-judgmental environment in which visitors feel comfortable sharing their thoughts and experiences. As a peer-run health promotion, education, and referral service, SHEC will offer confidential peer support, an information hotline, a lending library, pamphlets on various health topics, free on-site anonymous pregnancy testing, as well as free condoms, lubricant, vaginal contraceptive film and feminine hygiene products. Our mission is to bridge the existing knowledge gap on various health issues and promote more conscientious health choices to students. Specific goals include increasing SHEC's presence during Welcome Week, making connections with other clubs and services of the MSU throughout the year, and reaching out to more students than in previous years. We hope to present a broad spectrum of health topics in an interactive, up-to-date manner and increase the use of our peer-support service. By implementing new ideas, SHEC will continue to be a dynamic service that encourages students to actively participate in the maintenance of their own health.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	MUSC Admin Staff	<ul style="list-style-type: none"> <li>• Help with booking event space in the MUSC</li> </ul>
2.	Coordinator <i>Stephanie Assmann</i>	<ul style="list-style-type: none"> <li>• Supervision and guidance of executive</li> <li>• Oversee operations of SHEC, the exec, and volunteers</li> <li>• Ensure good communication among executive</li> <li>• Responsible for organizing core training in September and January</li> <li>• Responsible for training the executive</li> <li>• Hire SHEC volunteers</li> <li>• Responsible for discipline of volunteers and executive</li> <li>• Coordinate new activities</li> <li>• Maintain supplies in the center</li> <li>• Set tasks and delegate to committees/executive</li> <li>• Have set office hours</li> <li>• Manage the budget responsibly</li> <li>• Initiate collaboration with other MSU services and clubs</li> <li>• Chair bi-weekly executive meetings</li> <li>• Act as a liaison between SHEC and the Student Wellness Centre</li> <li>• Transition the incoming 2013/2014 Coordinator</li> </ul>

		<ul style="list-style-type: none"> <li>• Ensure that the Operating Policy is upheld</li> <li>• Prepare mid-year and year-end reports</li> <li>• Prepare a year plan</li> <li>• Create phone/e-mail list and master schedule for distribution to all volunteers</li> <li>• Be available to all volunteers/executive</li> <li>• Ensure the centre is tidy, organized, and safe</li> </ul>
3.	SHEC Executive	<ul style="list-style-type: none"> <li>• Responsible for making sure their committee members are well informed of the activities of the committee, are taking an active role in the committee work, and are disciplined appropriately when necessary (with the exception of the Internal Programming &amp; Scheduling Chair as they do not have a committee)</li> <li>• Attend all executive and volunteer trainings (including ongoing trainings)</li> <li>• Attend all executive meetings</li> <li>• Responsible for keeping the coordinator informed of all activities of the committee members</li> <li>• Responsible for keeping the executive informed of the activities of committees</li> <li>• Responsible for getting the details of an event to the promotions chair a minimum of 2 weeks in advance; if 2 weeks of notice is not given, the promotions committee is not responsible for promotions material regarding the event</li> <li>• All committee chairs must try to collaborate with one another as much as possible</li> <li>• Participate in various SHEC-wide campus campaigns, such as Sex and the Steel City week, and Promotions weeks</li> <li>• Make efforts for their committee to collaborate with other MSU services when appropriate</li> <li>• Make themselves available for 3 office hours per week (1 of which is a peer support shift)</li> <li>• Be available to take peer support shifts if necessary</li> <li>• Inform volunteers of their roles and responsibilities</li> <li>• Help to enforce SHEC's Operating Policy (a copy of which will be given to all executive members at executive training)</li> <li>• Set a good, positive, &amp; enthusiastic example for SHEC volunteers</li> <li>• Create a year-end transition report</li> <li>• Responsible for transitioning the incoming 2013/2014 Executive</li> </ul>
4.	Addictions Awareness Chair <i>Mark von Allmen</i>	<ul style="list-style-type: none"> <li>• Actively raise awareness of and educate the McMaster community regarding addictions and health risks involved through educational booths, fairs, poster campaigns, etc.</li> <li>• Organize and plan all events for National Addictions</li> </ul>

		<p>Awareness Week &amp; the Impaired Driving Event to be hosted</p> <ul style="list-style-type: none"> <li>• Responsible for organizing Bar Blitzes in TwelvEighty</li> <li>• Present a broad spectrum of information surrounding addictions, from its symptoms and consequences, to healthy alternatives and how addictions impact others and the environment</li> </ul>
5.	<p>Educational Programming Chair <i>Ibrahim Hasan</i></p>	<ul style="list-style-type: none"> <li>• Organize approved, scripted talks in both residence and TwelvEighty in order to keep students informed of pertinent sexual health issues</li> <li>• Arrange for speakers to do workshops and information sessions</li> <li>• Have informational tables and/or fairs in the Student Centre</li> </ul>
6.	<p>Internal Programming &amp; Scheduling Chair <i>Hae-Ri Lee</i></p>	<ul style="list-style-type: none"> <li>• Schedule social events for the year (to happen twice/term)</li> <li>• Increase the cohesiveness among SHEC volunteers and executive</li> <li>• Responsible for various fun events within the centre (holiday gift exchange, committee points, etc.)</li> <li>• Responsible for volunteers recognition, including purchasing gifts &amp; prizes (volunteers of the month, term and year)</li> <li>• Collaborate with the coordinator to organize September &amp; January core trainings</li> <li>• Plan and run ongoing trainings – 3 per term</li> <li>• Purchase gifts for speakers</li> <li>• Schedule fall and winter term shifts</li> <li>• Co-ordinate SHEC talks with Health and Wellness.</li> <li>• Responsible for taking attendance at all trainings and SHEC talks and finding appropriate make-up activities for those who miss sessions</li> <li>• Ensure that all volunteers remain up to date and are adequately trained on the protocols of the center</li> <li>• Assist in finding volunteers to cover shifts in the event of illness or other scheduling conflict</li> <li>• Responsible for taking minutes at SHEC talks and trainings, to be used by other committees for newsletters, pamphlets etc. and to have on file for the volunteers</li> <li>• Book event space for SHEC events</li> <li>• Collaborate with Canadian Blood Services in bringing blood drives to campus</li> <li>• Give volunteers advance notice for ongoing training (one month)</li> </ul>
7.	<p>Media-Radio Chair <i>Kelsey O’Neill</i></p>	<ul style="list-style-type: none"> <li>• Compose an air approved 30-60 minute radio show to be aired live</li> <li>• Ensure that all committee volunteers are properly trained on how to use the studio</li> <li>• Work in conjunction with the Promotions chair to advertise</li> </ul>

		<p>SHEC</p> <ul style="list-style-type: none"> <li>• Advertise all SHEC events on the show</li> <li>• Give core information regarding SHEC's services at the beginning of every show</li> </ul>
8.	<p>Media-Silhouette Chair <i>Alisha Sunderji</i></p>	<ul style="list-style-type: none"> <li>• Compose and submit an approved health column every week to the Silhouette</li> <li>• Work in conjunction with the Promotions chair to advertise SHEC</li> <li>• Work closely with the Silhouette on weekly production and on Sex and the Steel City</li> <li>• Try to incorporate topics relevant to SHEC events (when appropriate)</li> <li>• Create a blog as an alternative means to reach students</li> </ul>
9.	<p>Outreach Chair <i>Meagan McEwen</i></p>	<ul style="list-style-type: none"> <li>• Responsible for awareness campaigns, fundraising events and attending community events</li> <li>• Collaborate with community partners as well as MSU services &amp; clubs.</li> <li>• Responsible for organizing, with the Promotions chair, MSU awareness days and events</li> <li>• Organize volunteers to attend health related events on and off campus</li> </ul>
10.	<p>Promotions &amp; University Relations Chair <i>Adriana Di Stefano</i></p>	<ul style="list-style-type: none"> <li>• Responsible for promoting the Centre</li> <li>• Responsible for promoting the events of the various committees, provided that information is received 2 weeks in advance of the event</li> <li>• Create and have posters approved and posted at least 1 week before the event</li> <li>• Create 3 cooking magazines (with the help of volunteers) throughout the year to be printed or posted online</li> <li>• Responsible for submitting all advertisements to the Silhouette, appropriate execs and Coordinator to be posted on the SHEC &amp; MSU Website</li> <li>• Ensure all advertisements adhere to the Visual Identity Guide</li> <li>• Responsible for organizing, with the Outreach chair, any MSU awareness days &amp; events</li> <li>• Responsible for helping to promote SHEC on campus, especially during Welcome Week</li> <li>• Responsible for promotion in residences and collaboration with ResLife staff to try and incorporate SHEC events part of their programming</li> </ul>
11.	<p>Resources Chair <i>Vanaja Sivakumar</i></p>	<ul style="list-style-type: none"> <li>• Responsible for the maintenance of the library in the Centre, including obtaining new &amp; relevant resources (including books, pamphlets, &amp; multimedia)</li> <li>• Responsible for recording all statistics</li> <li>• Maintain a list of internal and external referral contacts</li> </ul>

		<ul style="list-style-type: none"> <li>• Maintain the volunteer board</li> <li>• Keep the centre neat &amp; organized</li> <li>• Ensure that ResourceMate is used properly and adequately</li> <li>• Responsible for ensuring that volunteers are familiar with all resources in the collection through the making of a scavenger hunt each semester</li> <li>• Provide weekly reading materials for SHEC volunteers in collaboration with the Internal Programming &amp; Scheduling chair</li> <li>• Update the volunteer training binder</li> </ul>
12.	Health Educator: <i>Kathy Patterson</i>	<ul style="list-style-type: none"> <li>• Assist in making sure that all SHEC information is current and accurate</li> <li>• Responsible for aiding in training new and returning volunteers to ensure SHEC volunteers are informed and prepared</li> <li>• Running of monthly SHEC talks to address any concerns or questions that volunteers may have encountered in the centre or to address new topics and provide ongoing training</li> <li>• Meet with the coordinator every 2 weeks</li> <li>• Be available to any executive member for consultation or troubleshooting at any time</li> </ul>
13.	SHEC Volunteers	<ul style="list-style-type: none"> <li>• Attend all core trainings, ongoing trainings, and SHEC talks</li> <li>• Be available for 3 peer support hours in the centre per week</li> <li>• Participate on a committee (to be assigned by the coordinator) and be available for at least 2 hours of committee work per week</li> <li>• Provide adequate notice to the Internal Programming &amp; Scheduling Chair when a shift has to be missed and arrange for a replacement</li> <li>• Be on time for shifts, meetings, committee activities, and trainings</li> <li>• Record all incoming calls and in-person clients in the logbook as per protocol</li> <li>• Act in an open-minded, non-judgmental manner</li> <li>• Maintain confidentiality</li> </ul>
14.	QSCC	<ul style="list-style-type: none"> <li>• Maintain a close relationship with the QSCC to allow our services to work together in striving to deliver the best resources for students seeking support</li> <li>• Participate in SHEC's September training weekend</li> <li>• SHEC will participate in the QSCC training</li> <li>• Collaborate during the school year on events (example: Sex &amp; the Steel City, tables in the student centre, etc.)</li> </ul>
15.	MSU President: <i>Siobhan Stewart</i>	<ul style="list-style-type: none"> <li>• Involve SHEC in the crisis line initiative for students</li> <li>• How SHEC can collaborate is still in the works</li> </ul>
16.	CFMU	<ul style="list-style-type: none"> <li>• Collaboration with the Media-Radio Executive for SHEC</li> </ul>

		<ul style="list-style-type: none"> <li>• Production of a weekly radio show</li> <li>• Advertisement by both SHEC &amp; CFMU</li> </ul>
17.	The Silhouette	<ul style="list-style-type: none"> <li>• Publishing of a weekly health column submitted by SHEC Volunteers</li> <li>• Collaboration with the Media-Silhouette Executive for SHEC</li> <li>• Collaboration for Sex &amp; The Steel City week</li> </ul>
18.	VP Administration: <i>David Campbell</i>	<ul style="list-style-type: none"> <li>• Support &amp; encouragement to the coordinator</li> <li>• Open lines of communication regarding suggestions for SHEC as a service and any concerns</li> </ul>

## OBJECTIVES step by step

Objective 1	Maintain the SHEC website
Description	The goal is to provide students with information about SHEC, the services it provides, upcoming events, centre hours and any relevant information in an attractive and easy-to-navigate manner.
Benefits	<p>Increasing hits of both the SHEC and MSU websites will be a benefit of this objective. If we can increase the number of students visiting these pages, ultimately students will be more informed about what the MSU has to offer. This will hopefully translate into increased participation &amp; interest in SHEC &amp; MSU events.</p> <p>Another benefit is that by adding frequently updated material to the SHEC website we will encourage students to keep returning to the site.</p>
Difficulties	Continually producing interesting material weekly for the website is a difficult task. This will be dealt with by relying on past inquiries from the McMaster community. More specifically, we will address the questions we have been asked by students in the form of an FAQ page. As well, we will post information that current SHEC volunteers find interesting in order to keep the website refreshing and current.
Long-term	Next year, hits on the SHEC website can be reviewed and compared to previous years. Decisions can be made about what new aspects of the website were successful and what aspects weren't. Things that were successful can be continued & enhanced!
How	<ol style="list-style-type: none"> <li>1. What we hope to introduce: <ul style="list-style-type: none"> <li>-an FAQ tab created throughout the summer and updated during the year</li> <li>-have a `Fact of the Week`</li> <li>-post polls for website visitors to vote on and see the results</li> <li>-the introduction of a blog and cartoons on the site contributed by the Silhouette Committee</li> <li>-posting of the SHEC Radio Show topics weekly, past radio shows and columns from the Silhouette</li> </ul> </li> <li>2. Delegate the responsibility of pages/content on the site to certain individuals or committees to ensure the website can include a lot of material, without its maintenance becoming overwhelming.</li> <li>3. Promote the MSU website on SHEC's site and registration of an MSU</li> </ol>

	<p>account</p> <p>4. Submit SHEC poster banners and event information for display on the MSU website</p> <p>5. Use Twitter &amp; Facebook as alternate places for information, always linking back to the SHEC &amp; MSU websites.</p>
Partners	<p>-Pauline Taggart</p> <p>-Michael Wooder</p> <p>-CFMU</p>

Objective 2	Increase cohesion among SHEC volunteers while maintaining professionalism
Description	Volunteers will be encouraged to interact with each other in order to create a group of peers that are all working towards the same goal: to educate and support the student body. It is important however that socialization does not compromise the office space to maintain a welcoming and non-intimidating environment for students.
Benefits	<p>SHEC as a service will benefit from strong relationships built between volunteers, as it is likely that more volunteers will come out for SHEC events. The more “SHECers” are involved in our events, the more McMaster students we can connect with and advertise to. A team with large numbers can attract more attention.</p> <p>Another benefit is that SHEC members will be more likely to stay as volunteers for the remainder of their time as an undergraduate.</p>
Difficulties	Sometimes people can be shy and/or intimidated by a large group of people they don't know. Making sure that everyone can be involved in getting to know one another comfortably may be a challenge. A way to approach this is to begin September training with icebreaker activities that encourage interaction in a way that makes everyone feel comfortable.
Long-term	<p>With strong bonds formed between members of SHEC, this will transfer into the following year through:</p> <ul style="list-style-type: none"> <li>-volunteer retention</li> <li>-those volunteers who remain members of SHEC will demonstrate teamwork and friendship to new incoming volunteers. When this is exuded by members of a group it inspires others to strive for the same sense of togetherness.</li> </ul>
How	<ol style="list-style-type: none"> <li>1. Executives acting as mentors to volunteers on their given committee: Exec will contact the members of their committees in August &amp; reach out by making themselves available, making the transition into SHEC a comfortable and enjoyable one.</li> <li>2. More socials to take place at the beginning of the school year. <ul style="list-style-type: none"> <li>-A group outing to Toronto Pride Parade in July will be held so that volunteers can get to know each other</li> <li>- A social will be held shortly after September training weekend</li> </ul> </li> <li>3. Increase in volunteer recognition via a volunteer board with pictures <ul style="list-style-type: none"> <li>-the board will be organized into committees with awarded “committee points” visible to inspire some healthy competition among the volunteers</li> </ul> </li> </ol>

	-acknowledgement of special work done by volunteers that contribute to the centre
Partners	This is an objective that is very internal, but welcoming people from other MSU services can create more bonds.

Objective 3	Increasing the awareness of our services
Description	It is important to promote SHEC as a welcoming, non-judgmental, and safe space for all students to come for information on any health-related subject. Promotion that SHEC is not only for pregnancy tests and free condoms will broaden student's perceptions of SHEC. In shifting the focus of SHEC from sexual health to student health in general, we hope to make students feel comfortable to visit the centre.
Benefits	Benefits of this objective will be increased use of SHEC services. Increasing the number of students with positive experiences at SHEC will increase word of mouth referrals and recommendations to visit the centre.
Difficulties	It can be hard to break the initial uncomfortable barrier people have when it comes to talking about health topics that may seem taboo. Solution? <ol style="list-style-type: none"> <li>1. SHEC members can exude confidence and pride when addressing these matters, in a sense normalizing them, and helping to make others feel more comfortable too.</li> <li>2. Initiate poster campaigns to make students feel that the problems they are facing are common and it is okay to reach out and seek help</li> </ol>
Long-term	By actively participating in Welcome Week this year, we can test drive good ways to advertise our service and add on or subtract from these the following year.
How	<ol style="list-style-type: none"> <li>1. Active involvement in Welcome Week: give the incoming students a good first impression of SHEC as a place to come for all health-related information &amp; resources <ul style="list-style-type: none"> <li>-involvement in ClubsFest</li> <li>-Participation in Welcome Week Events</li> <li>-Wearing SHEC shirts around campus &amp; distributing promotional goodies with our logo on them (ex. mirrors, pens, stress balls)</li> </ul> </li> <li>2. New freebies &amp; promotional products that are based around non-sexual health matters to complement what SHEC is known for, the free condoms</li> <li>3. Initiating a new poster campaigns: <ul style="list-style-type: none"> <li>o The “STI-gma” Campaign addressing a new STI every month – in particular raising awareness about how common STIs are and common misconceptions</li> </ul> </li> </ol>
Partners	<p>Welcome Week Representatives – spreading the word about SHEC</p> <p>Welcome Week Organizers – allowing SHEC to participate in some events</p>

Objective 4	Increasing the usage of our peer support program
Description	Based on last year's services survey, 94% of respondents said they do not utilize SHEC's peer support services. Main reasons cited were that they did not know what it was or did not feel comfortable talking to our volunteers. This is in part due to the tendency to feel ashamed of seeking help. Students may associate SHEC with a place to deal with a crisis, and as such, students believe they do not need the service. This reflects a failure to adequately promote our service because students are not aware that we are here for them regardless of how large or small their concerns. We plan to let students know in the simplest way possible that SHEC can offer a supportive ear on a range of topics.
Benefits	Benefits of this objective will be increased use of our peer-support services.
Difficulties	<ol style="list-style-type: none"> <li>1. As mentioned previously, students tend to think peer-support is not for them as they are not undergoing major life crises. We need to reduce the stigma associated with seeking help.</li> <li>2. Based on further survey results, some individuals believe that SHEC volunteers are not inclusive to all people. This may prevent students from coming into the center. This issue will be addressed during training by emphasizing an environment that accepts all people.</li> </ol>
Long-term	Providing students with a supportive environment will allow them to maximize their university experience, manage stress and be actively involved in their own well-being. Peer support fosters problem solving skills, self-efficacy, and helps students face future challenges.
How	<ol style="list-style-type: none"> <li>1. Be more inclusive <ul style="list-style-type: none"> <li>-Ensure that we do not force certain views or lifestyles onto people</li> <li>-I.e. volunteers at Bar Blitzes need to refrain from throwing condoms at people &amp; instead give them when asked</li> </ul> </li> <li>2. Initiate a new poster campaign: <ul style="list-style-type: none"> <li>-“You've got a friend in me” Welcome Week Campaign proposed by the Promotions Committee will pitch SHEC as a broader support system</li> <li>-We will hand out these promo cards during Welcome Week</li> </ul> </li> <li>3. More events targeting how to manage stress will shift students' perspectives to see SHEC as a multidimensional service for any health concern <ul style="list-style-type: none"> <li>-A Stressbusters event held by the Outreach committee, possibly in collaboration with the MSU or Student Wellness Centre</li> </ul> </li> <li>4. In the annual services survey, develop questions that will help us improve SHEC in the future</li> <li>5. Hopefully we will come up with more ideas throughout the year!</li> </ol>
Partners	Services Commissioner (Elise Milani) – developing questions for the services survey & hopefully engaging her help in effectively communicating our goals Student Wellness Centre or various MSU groups – collaborate for StressBusters

Objective 5	Increasing collaboration with other clubs and services of the MSU
Description	It is important to reduce the redundancy within the MSU. This means that SHEC will strive to collaborate with other services in presenting health topics rather than independently promoting topics that may have already been promoted.
Benefits	Working together will allow the event/campaign to be larger in magnitude and thus reach a larger percentage of the student body. Furthermore, sharing a common goal will cause the MSU to be more unified, allow PTMs to be in better communication overall, cut costs and create efficiency.
Difficulties	Sometimes people prefer to work with their own service in order to maintain control as well as receive credit for the successful initiative. To overcome this, SHEC is prepared to help out more with other people's events that we think are valuable and relevant and forego having more "SHEC" events.
Long-term	Letting other clubs and services know that we are enthusiastic about what they provide to the student body will benefit both SHEC and the MSU. In the future there can be even more collaborations in order to strengthen the MSU as a whole. Moreover, relying on other services for their strengths can balance out our weaknesses, and vice versa.
How	We would like to implement the following: <ol style="list-style-type: none"> <li>1. This year we will be asking MSU managers from services such as The Underground and Union Market to play the SHEC show in their space as they have a large clientele that we could target. If they are concerned about the risqué nature of our show, we can let them know the topics beforehand so they can tune in for the PG shows.</li> <li>2. As part of SHEC's ongoing trainings every month, I would like to find events being held by other clubs or services that we could learn from. Instead of holding our own training every month, the volunteers would be expected to attend that event (i.e. FAM's Transgender Night of Remembrance and mental health forums)</li> </ol>
Partners	Clubs and services of the MSU

## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Have September training organized
- 2) Put up posters for our new “You’ve got a friend in me” campaign
- 3) Have the SHEC office neat and organized and have all supplies and promotional items ordered

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) A minimum of two official socials will have been held:
  - Beginning of Year Social
  - End of Term Social: Holiday Gift Exchange
- 2) Each committee will have held their respective events and all the new initiatives successfully launched, including:
  - The “STI-gma” Campaign
  - The SHEC Show ‘call-in’ feature
  - The Silhouette Committee’s Blog
  - The SHEC website being continuously updated with The SHEC Show & Silhouette columns being posted, ‘Fact of the Week’, FAQs, polls, etc.
- 3) SHEC's awareness & use will be increased.

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Sex and the Steel City week (in collaboration with the Silhouette & the QSCC)
- 2) Updating the training binders to reflect accurate, current information
- 3) Promotion of applications for 2013/2014 volunteers, as well as hiring of the 2013/2014 coordinator, executives and volunteers

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

### *General*

- Increased awareness of SHEC and its services around campus
- Increase attendance at SHEC events
  - 200+ at atrium events and presentations
- Increase attendance of SHEC volunteers at mandatory training sessions
  - 98% attendance during mandatory parts of September training
  - All members will be expected to make-up the trainings via recordings and/or assignments
- Increased participation of volunteers with events held by other committees
- Increase drop-in stats

-100 drop-ins/month

-10 peer supports/month

- Several large scale events that include the collaboration with other MSU services
- Up to date, relevant, and informative website and resources
- Find out what worked this year and what didn't

#### *Addictions Awareness*

- Several informative & interactive tables on various addictions, with an emphasis on addictions that students are likely to face
- Hosting of the National Addictions Awareness Week Fair
- Successful Bar Blitzes at TwelvEighty
- An event targeting Body Image
- Collaborating with EFRT for the Impaired Driving Simulation

#### *Educational Programming*

- Hosting of Sex 101 and Sex 202
- Three interesting and informative workshops & presentations
- The increase in awareness of SHEC in residences
- An event in the New Year targeting healthy living and general well-being

#### *Internal Programming & Scheduling*

- Increased cohesion and enthusiasm among volunteers
- Several volunteer socials and activities to unite volunteers
- Unique awards of volunteer appreciation & recognition
- A continued partnership with Canadian Blood Services & bringing Blood Donor Clinics to campus

#### *Media-Silhouette*

- Interesting columns and cartoons in the Silhouette
- A strong partnership with the Silhouette
- A blog being introduced into the SHEC website
- A better organized and communicated Sex and the Steel City week

#### *Media-Radio*

- Informative & interesting weekly live radio shows on CFMU
- Uploading of podcasts onto the SHEC website

#### *Outreach*

- Several successful events both on and off campus
- Take Back the Night collaboration with SACHA
- AIDS Fair collaboration with Educational Programming

#### *Promotions*

- Increased presence of SHEC on campus
- Exciting promotional tools that include a uniform look

- Better promotion of volunteer applications (My goal is 80+ volunteer applications!)
- An increase in awareness of SHEC for first years
- 3 healthy eating cookbooks

*Resources*

- Up to date and easily accessed resources in the Centre
- One book buying trip/term
- Interesting weekly readings for SHEC volunteers
- Keeping track of attendance at training sessions and make-up assignments

Legend:

AA – Addictions Awareness

C – Coordinator

EP – Educational Programming

IP – Internal Programming & Scheduling

MR – Media Radio

MS - Media-Silhouette

O – Outreach

P – Promotions

R – Resources

E – Executives

## MASTER SUMMARY calendar and checklist

<p>Summer (preparation)</p>	<ul style="list-style-type: none"> <li>- Attend Welcome Day on August 10<sup>th</sup> (E)</li> <li>- Plan exec training (C)</li> <li>- Plan September training (C): book speakers, rooms, speaker gifts, prizes, come up with icebreakers, order pizza</li> <li>- Put new volunteers on committees (C)</li> <li>- Organize the Centre (C)</li> <li>- Label mailboxes (C)</li> <li>- Send out volunteer quiz 1 and mark answers (C)</li> <li>- Send out volunteer quiz 2 and mark answers (C)</li> <li>- Email Res Life about possible involvement in CA training (C)</li> <li>- Order supplies for the year and promotional items (C)</li> <li>- Order volunteer t-shirts (C + P)</li> <li>- Plan SHEC's involvement in Welcome Week (C + P)</li> <li>- Plan the “You’ve got a friend in me” Campaign (C &amp; P)</li> </ul>
<p>September</p>	<ul style="list-style-type: none"> <li>- Volunteer Training (C &amp; IP)</li> <li>- Start of Year Social (C &amp; IP)</li> <li>- Launch the “You’ve got a friend in me” Campaign (C &amp; P)</li> <li>- Volunteer shift selections (C &amp; IP)</li> <li>- Participate in Welcome Week &amp; ClubsFest (All)</li> <li>- Take Back the Night (O)</li> <li>- 2 Radio Shows (MR)</li> <li>- 2 Silhouette Articles (MS)</li> </ul>

	<ul style="list-style-type: none"> <li>- The SHEC Show Promo (MR)</li> <li>- 2 Blog entries (MS)</li> <li>- Sex 101 (EP)</li> <li>- Bar Blitz (AA)</li> </ul>
October	<ul style="list-style-type: none"> <li>- Trick or Eat (O)</li> <li>- 4 Radio Shows (MR)</li> <li>- 4 Silhouette Articles (MS)</li> <li>- Book Buying Trip (R)</li> <li>- 2 Blog entries (MS)</li> <li>- Cookbook – Thanksgiving Edition (P)</li> <li>- Bar Blitz (AA)</li> <li>- Info table (AA)</li> </ul>
November	<ul style="list-style-type: none"> <li>- Jack’s Lemonade (O)</li> <li>- 4 Radio Shows (MR)</li> <li>- 4 Silhouette Articles (MS)</li> <li>- Info Table (R)</li> <li>- The SHEC Show Promo Month (MR)</li> <li>- 2 Blog entries (MS)</li> <li>- LGBT Table (EP)</li> <li>- Addictions Awareness Fair (AA)</li> </ul>
December	<ul style="list-style-type: none"> <li>- Set up exam shifts (C &amp; IP)</li> <li>- Holiday Social (C &amp; IP)</li> <li>- Stressbusters (O)</li> <li>- 2 Blog entries (MS)</li> <li>- Winter Cookbook (P)</li> </ul>
January	<ul style="list-style-type: none"> <li>- New Year’s Resolutions Fair (O + EP + AA)</li> <li>- 4 Radio Shows (MR)</li> <li>- 4 Silhouette Articles (MS)</li> <li>- Book Buying Trip (R)</li> <li>- 2 Blog entries (MS)</li> <li>- Bar Blitz (AA)</li> </ul>
February	<ul style="list-style-type: none"> <li>- Sex and the Steel City Week (CO + IP + EP + P + MS + MR)</li> <li>- 4 Radio Shows (MR)</li> <li>- 4 Silhouette Articles (MS)</li> <li>- Have a Heart Event in MUSC Atrium (O)</li> <li>- Info table (R)</li> <li>- Info table (AA)</li> <li>- 2 Blog entries (MS)</li> <li>- Valentine’s Day Cookbook (P)</li> <li>- Sex 202 (EP)</li> </ul>
March	<ul style="list-style-type: none"> <li>- Promote applications for 2013/2014 SHEC volunteers (CO + P)</li> <li>- 4 Radio Shows (MR)</li> <li>- 4 Silhouette Articles (MS)</li> <li>- Relay for Life (O)</li> <li>- Mental Health Symposium (O)</li> <li>- 2 Blog entries (MS)</li> </ul>

	<ul style="list-style-type: none"> <li>- Impaired Driving Simulation (AA)</li> <li>- Bar Blitz (AA)</li> </ul>
April	<ul style="list-style-type: none"> <li>- End of Year Social (C &amp; IP)</li> <li>- Stressbusters (O)</li> <li>- Sun Safety table in MUSC (O)</li> <li>- 2 Blog entries (MS)</li> </ul>
Weekly	<ul style="list-style-type: none"> <li>- Keep exec on track and make sure they are following year plans (C)</li> <li>- Compose &amp; submit an approved column to the Silhouette (MS)</li> <li>- Air an approved radio show on CFMU (MR)</li> <li>- Have both coordinator and executive office hours (C)</li> <li>- (Biweekly) Executive meetings (C)</li> <li>- Committee meetings (E)</li> <li>- (Monthly) Volunteer of the Month (IP)</li> <li>- (Monthly) SHEC Talks (IP)</li> <li>- Weekly reading material updated (R)</li> <li>- (Biweekly) Committee updates for coordinator</li> <li>- Updates to the Website (C + MS + MR)</li> <li>- Post dates for Blood Donor Clinics on board outside SHEC &amp; website</li> </ul>

## COLLABORATION between MSU Services

-SHEC's Addictions Awareness committee is hosting two events that will involve the collaboration of other MSU services:

- An Impaired Driving Event will be held in collaboration with EFRT
- Campus and community partners will be invited to participate in our National Addictions Awareness week Fair

-SHEC will be collaborating with the QSCC and the Silhouette for the annual Sex and the Steel City Week

-SHEC will collaborate with Farmstand and produce cookbooks that involve recipes with local produce from Farmstand

## FINAL COMMENTS leave nothing out

It's going to be a great year!



# YEARplan12

*Department: Queer Students Community  
Centre*

*Date Submitted: July 5, 2012*

*Prepared by: Jyssika Russell*

*Date Revised: August 13, 2012*

*Administered by:*

David Campbell, VP Administration  
[vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) or 905.525.9140 ex. 23250

*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need to be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

11. Read over the YEARplan.
12. Complete your YEARplan in soft copy (on computer).
13. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 2<sup>nd</sup>, 2012.
14. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
15. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by August 6<sup>th</sup>, 2012.

The final copy will be submitted to the Executive Board for review and approval.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

Our mission is to service the needs of the LGBTQ members of the MSU through support and advocacy. We will use our key resources to support students, those being our resource library, social space, and newcomers meetings. We aim to serve the general MSU membership through creating a positive, inclusive environment on campus through advocacy for the queer community, reaching to areas such as faculty, administration, residence, and student organizations. This year, we plan to increase outreach and awareness of our service, as this is key to reach our objectives. We will collaborate with other MSU services to raise awareness of the Centre both within the MSU and the general campus community.

Because the success and experiences of queer students are greatly affected by our community, politically and socially, we will engage with community groups and partners in the Hamilton and Ontario Queer community. We will increase participation in events, collaboratives, and advisories to better connect both the QSCC and the MSU with the Hamilton community, while also positively impacting and advocating for students on a wider level.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	QSCC- Ally & Advocacy Executives (2)	Will serve as the external outreach for the QSCC, primarily through the administration of the ALLY program. They will be involved in training and advocacy within and outside the campus community by serving as representatives for the QSCC.
2.	Events Executive	Will be responsible for hosting and organizing QSCC events, in collaboration with other executives. Their main focus will be MacPride, QSCC Drag Show, and Formal
3.	Health Executive	Will organize health related events and resources, often collaborating with SHEC. Involved in Sex and the Steel City, MacPride, and 101 info sessions
4.	Intersecting Identities Executive	Will ensure that the QSCC will take into account the many intersections that affect a person's experience of being Queer. They will hold specific Intersecting events and discussion groups.
5.	Newcomers Executives	Will run weekly newcomers meetings for new Centre users. Will oversee and schedule Newcomers Facilitators. Main objective is to create a bridge for newcomers and the Centre, allowing them to access our resources
6.	Webmaster	Will maintain the QSCC's social networks, primarily our website, twitter, and moderate our facebook group. They will also be responsible for the maintenance of the library computer system
7.	Athletics Executive	Will organize QSCC Intramurals teams. Advocate for QSCC

		within Ath&Rec during their pilot project. In collaboration with Ath & Rec, organize Queer-friendly activities, such as Trans* friendly swims
8.	Newcomers Facilitators (Volunteer position)	Along with newcomers executive, will moderate and facilitate newcomers meetings, and work to create the new “Queer Convoy” Program
9.	“The Well” Liason (volunteer position)	A typical QSCC volunteer who also volunteers with “The Well”. Responsible for increasing collaboration and cross-attendance of both organization’s events

## OBJECTIVES step by step Copy and paste to add more objectives if required

Objective 1	Night Library
Description	Have one night a week where the centre library is officially open to allow resource access to community members or night/part-time students
Benefits	Currently the library is only officially open during typical work hours (9-5 weekdays). In this way, community members, part-time/night students, and full time McMaster employees can access the library. Also, would coincide with Newcomers meeting nights, giving new or timid students an opportunity to get familiarized with the centre without the traffic experienced during the day.
Difficulties	Could be difficult to find volunteers or guarantee their attendance. To allow people with different schedules to take advantage, we would have to rotate the nights, which would be difficult to advertise and maintain.
Long-term	Increasing traffic from outside McMaster to our resource library would provide extra funds, which would help continue library funding after our Student Affairs grant has ended at the end of this year. Increases community involvement, and provides a forum to access the centre’s resources without barriers, such as traffic, that prevent most newcomers from entering the centre
How	When recruiting volunteers, assign some to the night shift. Can also be a volunteer opportunity for high school students, who sometimes look to be involved in the centre
Partners	Advertise to Part-time Students through MAPS, to faculty and administration through HRES and PACBIC partners

Objective 2	“Queer Convoy”- or title TBD
Description	Have certain volunteers be able to meet with newcomers who are nervous about walking into the centre, and have volunteers escort them into the centre, and facilitate their involvement in conversations in the social space.
Benefits	One of the main barriers patrons of the centre experience is being intimidated by the centre, either by the atmosphere of the social space (perceiving it to be

	“cliquey”), or because they are afraid of being assumed queer by entering the space. Having an experienced centre user walk in with them gives them purpose, plausible deniability, and increases their initial comfort level in the centre
Difficulties	Will be difficult to schedule or match people up with the appropriate volunteer. Will require advertising both on our social networking platforms but also through newcomers
Long-term	By removing barriers to access the centre and become regular centre patrons, hopefully we can increase diversity within the centre, and avoid the “cliquey” reputation that often faces LGBTQ student groups. Greater comfort level will the centre will help promotion of the centre by patrons, as well as increase use of other centre resources and event attendance
How	First pilot the program using Newcomers facilitators, who are trained and experienced in helping newcomers, and are also familiar faces. Add volunteers with increased demand. Could expand into a more peer support type network by getting Convoy volunteers trained. Newcomers will be able to send an email or fill in a form online to request a member of the convoy. If the volunteers are okay with the idea, we could post pictures and small bios so the newcomers could select a volunteer that they have something in common with and/or comfortable with.
Partners	Mainly the responsibility of centre volunteers and executive

Objective 3	Community Outreach
Description	Participate in community events and advisory committees, particularly the Hamilton Positive Space Collaborative (HPSC), City of Hamilton LGBTQ Advisory Committee, The Well, and The AIDS Network.
Benefits	Currently, the city of Hamilton faces a dearth of young adult LGBTQ representation, particularly in the 18-24 age group. In this way, we can create more community involvement opportunities for students, represent the McMaster Community at a municipal level, and partner resources with other groups.
Difficulties	Being active in these groups, even minimally, will take time and scheduling. For continuity, these opportunities, at the advisory level, would be limited to the Coordinator or, in some cases, the Ally/Advocacy Executives. As well, caution is needed to make sure we don’t over extend in the community without maintaining the current internal success of the centre
Long-term	By working with community partners now, it will be easier for future years to maintain and become a stronger voice in the community. Hamilton, as a city, has one of the strongest focuses on LGBTQ persons, and is currently undergoing many structural and funding changes to assist the growth of this community. It is essential that the QSCC, MSU, and McMaster have a part in this restructuring, as we are important bodies in the community, and have the

	potential to effect lasting change.
How	<p>This Summer: Reach out to local Networks (HPSC, The Well, The AIDS Network, Rainbow Health)</p> <p>Accept invitations and/or apply for positions on advisory councils, possibly including: HPSC, the LGBTQ Advisory Committee, The AIDS Network (Men4Men)</p> <p>Send an email to potential community partners to be listed in their databases and put on their mailing lists, including: HPSC, The Well, Rainbow Health Network, The AIDS Network, LGBTQ Youthline, Potentially other University LGBTQ centres</p> <p>Continue participation throughout the year.</p>
Partners	<p>Human Right and Equity Services- currently participates with several of these bodies, can serve as a bridge</p> <p>Student Wellness and SHEC- possible collaborative efforts with The Well and the AIDS Network for health issues.</p>

Objective 4	Positive Space Collaboration
Description	With HRES and Student Wellness, we plan to restructure the Positive Space program to be a campaign, including the use of multimedia, to affect the McMaster climate towards queer students and allies. The QSCC will petition faculty, particularly those who teach undergraduates, to participate in Positive Space training that is directly aimed at creating positive spaces in classrooms and learning environments.
Benefits	Currently, the Positive Space training program is facilitated solely by HRES. By involving students, both in the campaign and the training, we aim to have a more focused impact on student experience. Additionally, as students, we have a better ability to petition faculty to participate in the program, as it is not mandatory. The success of the Positive Space program has a direct affect on student life by affecting the campus climate on a wider level
Difficulties	Expanding the Program to a campaign will take a lot of effort and collaboration, and is not limited to one year. We will need to make sure there are students involved who can continue into the next year. Currently there are no funds allocated to this initiative in either the QSCC budget or from HRES, which is a greatly limiting factor. We will also need to find interested individuals who will assist with the social media aspects of the campaign.
Long-term	By uniting with the Positive Space program, we can ensure that the training specifically targets student interaction with McMaster employees. It will create a stronger visibility of McMaster's resources to students, increase our bond with HRES, and increase visibility of the centre to McMaster employees who are becoming allies and engaging the queer community on campus
How	Working with Vilma from HRES and Melissa from Student Wellness, we have already created a basic outline for the next two years. We will meet in early September to create our new training program, and hope to start administering it by the end of the semester. We plan to have on large event on Rainbow day

	(aka Valentine's Day) to specifically target faculty
Partners	HRES, Student Wellness, Faculties (encouraging participation), Diversity Services

Objective 5	Sex and the Steel City
Description	We aim to ensure greater participation in Sex and the Steel City, through working with the Sil and SHEC. We will promote deadlines for article submissions and modeling opportunities, as well as ensure adequate representation of the queer communities in events and publications. We would also like to increase awareness of other, lesser known identities, such as asexuality and aromanticism.
Benefits	Sex and the Steel City is an event that brings to light many sexual options, regarding health, safety, kinks, preferences, and orientations. Last year we had a significantly decreased presence, shown by the decrease in queer or queer-friendly articles, images, and booths. As this is a large MSU initiative that most of the student body is aware of, it is an excellent opportunity to increase awareness of our service and support our mission.
Difficulties	Last year we had communication difficulties, both externally with other MSU bodies and internally regarding advertising of SATSC opportunities. It will also be difficult to ensure that other identities be recognized, such as asexuality, which is a valid sexual orientation and is relevant to a large number of students on campus. Knowledge of asexuality can help other members of the community recognize where the hypersexualization of many MSU events could be alienating many students
Long-term	By being heavily involved this year, we will increase our presence and collaboration with other MSU services. By working with their Exec and volunteers, we increase the likelihood that this collaboration will continue with their future leadership
How	Our main key is to start early. Starting in the beginning of Term 2, we will be prioritizing SATSC, ensuring clear communication with collaborators. In late January, we will advertise SATSC involvement opportunities through the physical centre and our large social media outlets. We will then heavily promote SATSC events two weeks preceding and during the event week, again using all our networking resources.
Partners	SHEC, The Sillouette, Underground, PAC, Student Wellness, MUSC Administration

Objective 6	Ally Training Program
Description	Similar to the McMaster Positive Space Program, create an Ally training program to engage non-LGBTQ students. As Positive Space training is limited in resources and trainers, we will train and design our own Ally training certificate, similar to other University LGBTQ student centres.

Benefits	We currently have few ways to engage students who do not identify as LGBTQ, but are allies to our community. Through this opportunity, we aim to create allies, both as students on campus, and alumni in the future. This will also create leadership and facilitation opportunities for volunteers and executives.
Difficulties	This will be difficult to organize and recruit the first participants. It will also be a challenge to make this program sustainable throughout the years with rapid turnover of students
Long-term	Ideally, this could become an in-house certification for MSU members and staff. We would hope for it to act as a resume builder and certification that would contribute to applying for other MSU opportunities
How	Mainly the role of the Ally/Advocacy Execs, we will first develop a short program focusing on techniques of being an Ally, while also educating on LGBTQ identities. We would aim to have the training program prepared for a pilot at MacPride in November, and fully start the program in Term 2.  We would hope to run, in this first year, 3 training sessions, with an attendance of at least 5 participants indicating a successful event.
Partners	Diversity Services, HRES, Student Success Centre, and hopefully the participation of other MSU services looking to have their staff or volunteers trained/certified.

Objective 7	MacPride
Description	MacPride will consist of several events, occurring over one week. Some of the main features are the Pride march through campus, and the annual drag show. Hopefully we will also host smaller events, run by various exec. This year, President Deane has expressed interest in attending. This year we've had community interest as well, and have local Ontario filmmakers interested in screening their films during the event.
Benefits	This is our main event to show McMaster's and the MSU's support of the queer community, and to show a queer presence on campus. Our main benefits will be engaging students who are not typically centre users, visibility (both of the service and the queer community)
Difficulties	Our main difficulties will be around student participation. The larger numbers we have for the parade indicates its success and impact. Also, we must book our Drag Show in far enough in advance to ensure a queer-friendly location, which has been a challenge in the past
Long-term	Increasing faculty and community participation will hopefully signal to students that it is safe to participate in our parade (which effectively outs you to everyone on campus). Compared to other university LGBTQ centres, we have a much larger difficulty in participation in pride events, and institutional support and visibility can be the first steps to change that

How	MacPride Planning will begin as soon as Term 1 starts. During the summer, we will contact key participants, such as Dr. Deane, Ath & Rec, and other McMaster figures. We will begin advertising events in the last two weeks of October, with the event taking place in the first or second week in November
Partners	Underground, PAC, President's Office, Residence Life, Ath & Rec, HRES, PACBIC, Diversity Services
Objective 8	Visual Identity of the QSCC
Description	Inspired by the MSU's Visual Identity concept, we will increase promotion and awareness through reevaluating our logo, ensuring logo presence on all QSCC social media and in the physical centre itself, and create a brand indicative of both the service and the MSU.
Benefits	Currently the QSCC has one of the lowest Advertising and Promotions budget of all MSU services, especially for a service whose success is directly dependent on student use and awareness. A significant barrier to student's accessing our resources is simply being unaware of our service, and also not understanding our connection to the MSU. By creating a better visual identity for the service, mainly with a potential new logo, we can increase our presence across campus through shirts, poster campaigns, and other promotional materials. Current QSCC promotional materials have no common visual identity, and our logo, often printed in black and white, is not indicative or suggestive of our mission or purpose.
Difficulties	A main obstacle will be funding to create a new logo via the Underground, as well as redoing all QSCC promotional materials to feature this new visual identity (Though we do not have any significant materials that would need to be replaced). It will also take processing time to complete and be approved, as well as time and effort to create and market this new identity.
Long-term	We can significantly increase the efficacy of our limited promotional budget through a recognizable brand. The proposed new logo would, even without our name, indicate that there is a queer-focused service to incoming and existing LGBTQ students. As there is currently no visual identity, most of our printed resources become obsolete almost every year. With a solid identity, we could increase the longevity of printed materials and invest in longer term promotional solutions, such as banners, for annual community and MSU events.
How	First, before Term 1, we will contact Michael Wooder to discuss potential for the new logo, and how it can fit with the MSU's visual identity, and general branding ideas. Ideally, the new logo will be based on our current t-shirts, which have proved to be quite popular. We will then work with Dave Dedrick from the Underground, who has discussed a new logo based on the t-shirts with the past coordinator. After the new logo is designed, we will seek

	approval for our new visual identity through the Executive Board, aiming to incorporate it into MacPride in November. By mid-term 2 we hope to have full approval to begin using our new logo in promotional materials, and look to invest in long term advertising solutions, such as a banner, that would be very useful for next year's summer events, such as PRIDE.
Partners	Underground, PAC, gain inspiration and consult with successful promoted services like SHEC, EFRT, SWHAT, Farmstand

Objective 9	Library Organization
Description	We will reorganize the library by using the full capabilities of our computer system, and sectioning books according to subject
Benefits	Following the transition to digital records, our library has been very disorganized, as volunteers don't know where to reshelve books. Books are also currently hard to find and are not placed in intuitive sections. Reorganizing the library will solve these issues
Difficulties	We will need to make sure volunteers are fully familiar with the library, as most currently don't feel comfortable with the system. This is also a very time-consuming and tedious process, and will take dedication to complete before the school year begins
Long-term	This new system will make it much easier to add new books to our library as the school year continues and we complete our library funding from Student Affairs.
How	We first need to organize all existing books into intuitive categories, then input new books and resources and shelve them. This must all take place before the school year starts
Partners	This is a primarily internal objective.

Objective 10	QSCC Formal Restructuring
Description	<p>Currently, The QSCC Formal uses the majority of our budget, and, as we subsidize the cost for all tickets to make them a reasonable price, we typically run at a significant loss for this event. Though the event has been successful in the past, this widely varies from year to year, making it difficult for incoming coordinators to budget for their year without knowing how much money will be lost on an event taking place at the end of the year. Additionally, there has been a lack of enthusiasm about the formal, with many centre users not attending or buying tickets last minute.</p> <p>As this year will be the last year we will have library resource funding from Student Affairs, our budget will be decreasing, with an even more significant majority of the budget being allocated to the formal. With the volatility of this event mentioned above, this does not seem to be a sustainable practice for the service, and such funds could be allocated to other activities that better promote the purpose and constitution of our service.</p>

	<p>Instead of abolishing the QSCC formal, which has been a hallmark of the service, we will look to restructure the nature of the event to be more sustainable by:</p> <ol style="list-style-type: none"> <li>1) increasing attendance by making it less “formal”- a semi-formal or mixer.</li> <li>2) Have the focus of the event be meeting people- many do not currently attend because they feel they do not know people attending</li> <li>3) Reduce food costs either by replacing a dinner with an appetizer, or holding it at a restaurant where people can choose to order food/beverages</li> <li>4) Hold at a location that reflects the size and nature of the group, such as a smaller, queer friendly venue. Alternatives to Hamilton Convention Centre could include smaller, local restaurants, supporting them with our business.</li> </ol>
Benefits	<p>The concept of a formal is intimidating to many newcomers and less frequent centre users, especially if they don’t know anyone else, and they are much less likely to invest in an expensive ticket.</p> <p>By structuring the event to be similar to our successful Drag Show, we can significantly decrease costs by not subsidizing ticket prices. By not including food in the ticket price, we significantly reduce ticket cost, but those who wish could still opt to order at the venue.</p> <p>Finally, by making the concept of the event to be about meeting new people in the community, we can avoid the “cliquey” image that the formal has typically had in the past, and make the event more service based</p>
Difficulties	<p>Due to the history of this event, we will meet some resistance from older centre users who are more attached to the concept. As it is one of our most widely known events, it will be harder to market the new concept. We will have difficulties finding a new location that will fit our needs of being queer-friendly, reasonably sized, LLBO certified, and that will allow us to order food individually instead of as a group.</p>
Long-term	<p>As mentioned before, this shift will allow us to use funds typically allocated to the formal to other, more service-based initiatives, including promo, resource purchasing, funding smaller events, our new athletics/intramurals division, etc. Starting next year when we no longer have funding from Student Affairs, this will be crucial to our success. If the restructuring is successful, we will decrease the volatility of this event for the future, as less of our funds will be invested in it, and will help future coordinators in budgeting and maintaining other aspects of the service.</p>
How	<p>We will first need to consult with the new QSCC Executive to gain support for the idea. We will begin looking for venues early, and use our experience from planning the similar Drag Show event to help determine structure.</p> <p>Before December, we will discuss with the VP Finance and the Comptroller options for changing our formal budget lines, as we will have a better idea of the costs of the event, in preparation for approval from the SRA.</p> <p>We will consult with Campus Events for advice on how to structure the event, regarding ticket prices, promo, and examples of similar events that they have</p>

	run.
Partners	Campus Events, AVTEK, Underground, VPs Admin and Finance, PAC

## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Have the Library reorganized, including new and incoming books, for ease of use in the fall.
- 2) Have Positive Space Campaign prepared, ready to do presentations
- 3) Know status of new QSCC visual identity, have new designs prepared

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) MacPride
- 2) Drag Show
- 3) Pilot of Ally Training Program

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Formal
- 2) Sex and the Steel City
- 3) Full Implementation of Ally Training Program

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

Our main vision for the QSCC is external awareness and outreach. By affecting the climate of the larger McMaster community, our success and effect can extend to students who do not choose to patron the centre.

The Queer Convoy, though a small initiative, will increase diversity and influx of students into the centre. Hopefully this would change the QSCC reputation to be less “cliquey” and more of a service oriented, welcoming environment.

MacPride will be one of our larger successes, especially with the support from the university and other MSU services. It will be our main outreach to the general McMaster community, and demonstrate the welcoming environment of our campus and our dedication to improving that environment.

The new Ally Training program will also be a major addition to the QSCC by engaging the many students who wish to be Allies but are not comfortable or familiar with the centre to get involved. Again, this will contribute to widening the net of students that we serve, and also contribute to the campus environment as a whole, with trained Allies dedicated to improving our climate.

Finally, the new visual identity will have the largest, lasting impact on the centre. Having a recognizable brand will increase our visibility campus wide, during welcome week, poster campaigns, MacPride, and SATSC week. It will also boost internal morale and participation,

and create a unifying emblem for the services community to connect and identify with.

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Design and manufacture new Ally Pins</li> <li>- Re-organize Library</li> <li>-Book Clubsfest for Welcome Week</li> <li>-Distribute Ally symbols to Welcome Week Planners and Reps for Rep Suits</li> <li>-Create Basic Visual Identity</li> </ul>
September	<ul style="list-style-type: none"> <li>- Hold Volunteer Training and Schedule</li> <li>-Train Executives</li> <li>-PACBIC Climate meetings- new research project</li> <li>- Book space for MacPride and Drag Show</li> <li>-Implement Queer Convoy Program</li> </ul>
October	<ul style="list-style-type: none"> <li>-Plan MacPride (March and potential flag raising)</li> <li>- Plan Drag Show</li> <li>- Prepare Ally Training Program for November</li> <li>- Promote MacPride through poster campaign</li> </ul>
November	<ul style="list-style-type: none"> <li>-Hold MacPride March</li> <li>-Hold Drag Show</li> <li>-Hold other Mac Pride Events, such as film screenings and discussion groups</li> <li>-</li> </ul>
December	<ul style="list-style-type: none"> <li>-Book space for Formal</li> <li>- (Centre will be closed for exams)</li> <li>-</li> </ul>
January	<ul style="list-style-type: none"> <li>-Begin preparation for SATSC</li> <li>-Hold Volunteer Training for Term 2</li> <li>-Form Formal Committee</li> <li>-</li> </ul>
February	<ul style="list-style-type: none"> <li>-Plan formal- begin advertising in last week of February</li> <li>-Advertise Opportunities for SATSC week</li> <li>-Plan and book SATSC booths</li> <li>- Hiring of new Coordinator</li> </ul>
March	<ul style="list-style-type: none"> <li>-Hold new QSCC formal</li> <li>-Begin transitioning/training new coordinator</li> <li>-Transition Report</li> <li>-Final library resource purchasing</li> </ul>
April	<ul style="list-style-type: none"> <li>-Selection and training of new executives</li> <li>-Transition Report (con't)</li> <li>-Training of summer volunteers</li> <li>-Library organization and audit</li> </ul>

Weekly	<ul style="list-style-type: none"> <li>-Check and answer emails</li> <li>-check in with volunteers and hold Exec meetings every other week</li> <li>-Post Article on Tumblr and facebook, tweet twice a week</li> <li>-Evaluate status of current activities and budget</li> <li>-</li> <li>-</li> </ul>
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## COLLABORATION between MSU Services

Our main collaboration opportunity is Sex and The Steel City week with SHEC and the Silhouette. The printed publication will benefit from the additional submissions and models typically provided by QSCC patrons, and will ensure an inclusive and diverse final product. Collaborating with SHEC will help ease the burden of the event from both of our budgets, as well as increase community between SHEC and QSCC volunteers, which are often required to refer students to the other service. In general, there is some overlap in our services, as the QSCC responds to the unique health needs of queer students, and SHEC provides a positive, safe atmosphere for all students seeking health information. QSCC volunteers will benefit from the health knowledge of SHEC, whereas SHEC volunteers will benefit from knowledge of the queer community and their unique needs, to better serve their diverse population.

Second, the Ally Training Program, once instated, will first target participation from PTMs and MSU staff. By providing Ally training to services, we can increase inclusivity and help them create welcoming environments in their services. In return, their feedback and extensive experience in servicing students can help us identify target areas or areas that we should be covering in our training. They will have the best knowledge to be able to give constructive feedback on our program. As well, they can help popularize our training and encourage it within their services to staff and volunteers. In return, we will be giving their staff training and a certificate indicating their dedication to service McMaster's diverse community as well as their leadership initiative.

## FINAL COMMENTS leave nothing out

The 2011- 2012 year marked an excellent year in internal service improvement. The service was used by a wider audience, our Safe Space rules were well implemented, and use and attendance was high amongst regular centre users. Building on this foundation, we aim to expand our effect to service not only queer students, but the general student population by fostering an inclusive environment. We aim to create allies in non-queer identifying students, thereby expanding our impact to students who are not regular users of the centre. We also aim to decrease barriers facing students from accessing our resources, including intimidation, stigma, and awareness, which is unique to our service.

Other small initiatives include:

- Working with residence admissions to create a Gender Neutral housing option

- Work with ResLife and Residence Managers to properly address homophobic incidences, including graffiti, slurs, and discrimination, especially by roommates. Homophobic graffiti is a serious issue in residence, and does not get the same attention as similar incidences on the rest of campus. These issues also seriously impact the mental health of LGBTQ students, and the current residence system makes it very difficult to change locations or address these issues.
- Expanding Newcomers program to include additional facilitators to satisfy the increased demand and foster leadership within the centre.



# YEARplan12

*Department:*  
MACgreen

*Date Submitted:*  
July 3<sup>rd</sup>, 2012

*Prepared by:*  
Scott MacDonald

*Date Revised:*  
September 26<sup>th</sup>, 2012

*Administered by:*  
David Campbell, VP Administration  
[vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) or 905.525.9140 ex. 23250

*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need to be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

16. Read over the YEARplan.
17. Complete your YEARplan in soft copy (on computer).
18. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 2<sup>nd</sup>, 2012.
19. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
20. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by August 6<sup>th</sup>, 2012.

The final copy will be submitted to the Executive Board for review and approval.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

MACgreen's mission is to serve the students of McMaster University and the wider community in all things environmental.

The focus of MACgreen is to coordinate and support campus sustainability initiatives; to host fun and exciting events that are both educational and rewarding for participants; to provide accurate and timely information regarding sustainability the staff and students; and to provide students with opportunities to gain hands on experience

## ROLES that individuals play

	Name of Individual	Role(s)
1.	MACgreen Executive Board (volunteer)	I am currently working on creating new executive positions. I want to move away from isolated roles where positions are fixed on certain projects, to roles that allow for more collaboration. (ex. Social Media Coordinator, Project Coordinator, etc.) I am working with Kate Whalen from the Office of Sustainability on this task.]
2.	General Volunteer	Help with tabling, setting up and tearing down events, cleaning up Cootes Paradise, etc.
3.	David Campbell, VP Administration	He is my manager. He is my go to guy for any question I have and is there to give me advice and support.
4.	Jeff, VP Finance	He signs my PO's. He is also a great resource when it comes to my budget.
5.	Kate Whalen, Office of Sustainability	She will be working with me on many different MACgreen events and initiatives throughout the year. She has also asked me to help with some of the projects and initiatives that are being worked on at the Office of Sustainability.
6.	Connor Bennet, MACcycle	I will be collaborating with Connor on many different cycling events throughout the year.
7.	Preeti Nayak, OPIRG	She is the Alternative Welcome Week coordinator for OPIRG. We are planning many event promoting environmental sustainability.
8.	Chris Ferguson, Union Market	He is the manager at Union Market. He will be able to provide MACgreen with fair trade and organic products that can be used at events and meetings.
9.	Siobhan Stewart	She is working on the green roof for MUSC. I will be working closely with her throughout the year on this project. She is also there for any advice or support I need.

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| 10. | Pauline Taggart, Network Administrator               | She will help me with any problems that arise with the website or email accounts.                          |
| 11. | Michael Wooder, Student Life Development Coordinator | He will help me with marketing. He is also a great resource for any questions I have.                      |
| 12. | Wayne Terryberry, Outdoor Recreation Coordinator     | He has helped me with planning initiatives. We will also be working together on events in Cootes Paradise. |
| 13. | Alvand Mohtashami, Mac Farm Stand Director           | We will work together on projects dealing with the local food movement and organic produce.                |

## OBJECTIVES *step by step* Copy and paste to add more objectives if required

Objective 1	Improve the MACgreen website.
Description	The MACgreen website has not been a top priority in the previous years. This year I plan to revamp the website which will provide constantly updated information regarding events, volunteer opportunities, environmental initiatives, etc. Not only do I plan to make each page rich in content, but I would also like them to be aesthetically pleasing.
Benefits	<ul style="list-style-type: none"> <li>• Visitors will be able to get reliable information in regards to anything environmental (what goes where in regards to waste and recycling in Hamilton, tips on going green, etc.)</li> <li>• Visitors will be able to stay up-to-date with upcoming MACgreen and community events, volunteer opportunities, etc.</li> </ul>
Difficulties	A lot of time goes into to making a website that provides accurate and timely information. In order to make the process go smoothly as possible, I plan to build the foundation of the website over the summer, therefore reducing the amount of work during the school year.
Long-term	Once the foundation of the website is built, the only thing that needs to be done are weekly updates.
How	<ol style="list-style-type: none"> <li>1. Get a new website banner (August)</li> <li>2. Work on information portion of the website (August)</li> <li>3. Set up a volunteer job board (August)</li> <li>4. Find a volunteer (or multiple volunteers) that would be willing to keep the website updated throughout the year (September)</li> </ol>
Partners	Pauline Taggart, Network Administrator Michael Wooder, Student Life Development Coordinator

Objective 2	Promote the use of reusable bottles.
Description	I plan to promote the use of reusable bottles across campus.
Benefits	<ul style="list-style-type: none"> <li>• Environmental – in 2008, 2,480,000 plastic bottles and containers were thrown away.</li> <li>• Economical – tap water costs less than one cent per litre while bottled</li> </ul>

	<p>water can cost up to \$2.50 per liter.</p> <ul style="list-style-type: none"> <li>• Health – Canadian bottling plants are inspected on average every 3 to 5 years, while tap water is constantly being monitored to ensure safe drinking water</li> </ul>
Difficulties	The cost of reusable bottles/mugs will be high if I plan to hand out as many as I want to. I may look into getting a grant for this initiative.
Long-term	MACgreen can continuously promote refillable containers on campus. MACgreen can also continue to encourage departments to become plastic bottle free zones.
How	<ol style="list-style-type: none"> <li>1. Purchase refillable water bottles with new MACgreen logo (August)</li> <li>2. Finish creating the badge for the online pledge (August)</li> <li>3. Print more posters about the benefits of going plastic bottle free (August)</li> <li>4. Do tabling at The Pulse and in MUSC (Year round)</li> <li>5. Find offices that are willing to become plastic bottle free zones (Year round)</li> </ol>
Partners	<ul style="list-style-type: none"> <li>• Office of Sustainability</li> <li>• Stephanie Assmann, SHEC</li> <li>• SRA Operations Committee</li> <li>• Nabil Khaja, SRA Commissioner</li> </ul>

Objective 3	Send out “The Greenvine” bi-weekly
Description	“The Greenvine” is MACgreen’s bi-weekly newsletter. Last year I only received the newsletter about 4-5 times in total. This year I’m going to strive to send it out every other week – no matter what!
Benefits	“The Greenvine” contains information regarding what’s new with MACgreen, events hosted by MACgreen, community events, and environmental news from around the world. By sending the newsletter to students and staff, everyone will be updated on what’s happening and will (hopefully) make it out to events.
Difficulties	Writing the newsletter takes a lot of time. There are so many different things to write about. In order to make the process go smoothly, I am going to create a new template for the newsletter which will make inserting information quick and easy. I also plan on compiling a list of sources which information can be gathered from.
Long-term	The newsletter must be consistent to be effective. I hope to build an information base for the newsletter that will be useful for the upcoming years. I believe there should be an executive position called “Greenvine Editor” for upcoming years.
How	<ul style="list-style-type: none"> <li>• Create template (June)</li> <li>• Compile list of sources (July)</li> <li>• Send out first issue of “The Greenvine” (August)</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Office of Sustainability</li> <li>• OPIRG</li> </ul>

	<ul style="list-style-type: none"> <li>• MACcycle</li> <li>• MAC Farm Stand</li> <li>• Environment Hamilton</li> </ul>
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Objective 4	Create a stronger dish lending program
Description	MACgreen has a dish lending program called the “Dish It Out Kit” that is currently being under-utilized due to lack of promotion. This year I plan to create a program that makes borrowing dishes easier and cheaper than buying disposable ones.
Benefits	<ul style="list-style-type: none"> <li>• Environmental – This objective will help make catered events become waste free.</li> <li>• Economic – We will only charge groups a small fee for renting the dishes to simply pay for cleaning costs.</li> </ul>
Difficulties	It will be difficult to make this program run as smoothly as we want it to. It is going to require a lot of planning and thinking of problems that may come up with this program.
Long-term	The program could expand in the long term. If there is a high demand we will need to continue buying dishes in the future. If there is a low demand we will have to continue to promote the program.
How	<ol style="list-style-type: none"> <li>1. Take inventory of our current dish set. (July)</li> <li>2. Make room in one of the storage lockers for dishes that are being donated from the Office of Sustainability. (July)</li> <li>3. Get in contact with Twelve Eighty about dishwashing. (August)</li> <li>4. Create an online renting request form. (August)</li> <li>5. Launch program. (August-September)</li> </ol>
Partners	<ul style="list-style-type: none"> <li>• Office of Sustainability</li> <li>• Staff, Twelve Eighty</li> </ul>

Objective 5	Campus for Compost
Description	I plan to encourage students and staff to use the composting bins on campus, as well as at home.
Benefits	<ul style="list-style-type: none"> <li>• Environmental – composting reduces the amount of waste that goes to a land fill</li> </ul>
Difficulties	Composting locations are determined by the McMaster administration
Long-term	MACgreen can continue to promote composting in the future. It would be great to see composting available at all locations where there is waste and recycling bins, particularly in areas where food is sold (ie. Student Center)
How	<ol style="list-style-type: none"> <li>1. Tabling to create awareness of what composting is, what the benefits are, and where to do it (Year round)</li> <li>2. Work with an intern from the Office of Sustainability to promote composting in campus residences (Year round)</li> <li>3. Look into increasing the number of locations where composting is</li> </ol>

	available. (Year round)
Partners	Office of Sustainability McMaster University Administration

Objective 6	Provide better waste infrastructure in MUSC
Description	MUSC currently produces a large volume of waste. The meeting rooms are a major source of waste. I plan to put proper waste and recycling bins in every meeting room in MUSC in order to decrease waste and increase recycling.
Benefits	<ul style="list-style-type: none"> <li>• Environmental – providing proper recycling bins will decrease the amount of waste going into landfills.</li> <li>• Economic – decreasing the amount of waste will decrease the costs of disposing of the waste for MUSC.</li> </ul>
Difficulties	The major difficulty of this objective will be paying for all of the waste bins. There are a lot of meeting rooms in MUSC which means the cost of implementing proper infrastructure will be high. In order to overcome this difficulty, I plan to ask MUSC to pay for half of the expenses.
Long-term	If I am successful in completing this objective, next year MACgreen can work on improving infrastructure in other buildings across campus.
How	<ol style="list-style-type: none"> <li>1. Find a list of meeting rooms in MUSC. (August)</li> <li>2. Get a quote on waste and recycling bins. (August)</li> <li>3. Create signage for waste and recycling bins. (August)</li> <li>4. Purchase waste and recycling bins. (August-September)</li> <li>5. Put bins in meeting rooms. (August-September)</li> <li>6. Measure the difference in waste generated in MUSC. (Year round)</li> </ol>
Partners	<ul style="list-style-type: none"> <li>• Kate Whalen, Office of Sustainability – I have already spoken to Kate about this objective and she is very interested in helping me accomplish it.</li> <li>• Administration Staff, MUSC</li> </ul>

## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) All promotional items (reusable bottles, pins, t-shirts, etc) bought and ready to go.
- 2) Template and list of resources ready for “The Greenvine”
- 3) Rooms booked for all events.

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Have objective 6 (waste infrastructure in MUSC) completed.
- 2) Host 2 successful bike trips to Hamilton’s natural attractions (at least 20 people at each).
- 3) Grow the mailing list by at least 100 people.

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Have the sustainability audit complete, along with feedback for each department.
- 2) Host 2 successful film screenings (at least 20 people at each).
- 3) Grow the mailing list by at least 100 people.

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

<ul style="list-style-type: none"> <li>- Increased the number of volunteers that attend MACgreen events through increased promotion and organization.</li> <li>- Noticeable waste reduction in MUSC and other buildings on campus.</li> <li>- Have a brand new, information dense website where students can go for information regarding volunteering, events, and new.</li> <li>- Have a dish lending program that runs SMOOTHLY with little intervention from MACgreen staff</li> <li>- Sent out The Greenvine every two weeks</li> </ul>
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## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Get a new logo designed by Dave</li> <li>- Clean out the office (Make room for new dishes in the locker)</li> <li>- Redo the MACgreen website</li> <li>- Prep for ClubsFest</li> </ul>
September	<ul style="list-style-type: none"> <li>- ClubsFest</li> <li>- Fair Trade Brunch</li> <li>- Bike To The Bay</li> <li>- First General Meeting</li> <li>- Tabling</li> <li>- Great Canadian Shoreline Cleanup</li> </ul>
October	<ul style="list-style-type: none"> <li>- Campus Sustainability Fair</li> <li>- Beehive Design Collective Presentation</li> <li>- Film Screening</li> <li>- Grow Your Own</li> <li>- General Meeting</li> <li>- Tabling</li> </ul>
November	<ul style="list-style-type: none"> <li>- Clothing &amp; Book Swap</li> <li>- Film Screening</li> <li>- General Meeting</li> <li>- Tabling</li> </ul>
December	<ul style="list-style-type: none"> <li>- Tabling</li> </ul>
January	<ul style="list-style-type: none"> <li>- Athletic center tabling</li> <li>- Polar Bear Bike Ride</li> <li>- MSU Environmental Sustainability Audit</li> <li>- General Meeting</li> </ul>

	- Tabling
February	- Film Screening - General Meeting - Tabling
March	- Completion of Sustainability Audit Report - Clothing & Book Swap - Film Screening - Year end meeting (snack, refreshments, awards) - Tabling
April	-Transition report
Weekly	- The Greenvine (weekly newsletter) - Ensure projects and initiatives are running smoothly - Educational tabling in MUSC (maybe not weekly, but possibly bi-weekly) - Keep up with checking emails, attending meetings, etc.

## COLLABORATION between MSU Services

- Research Project & Cookbook - MACgreen and Mac Farmstand will collaborate this year on two different projects: a research project on local and organic foods, as well as a short cook book featuring local cuisine. Mac Farmstand will help make these projects successful by providing their knowledge on organics, local foods, and nearby farmers. They will also be able to provide us with a perfect place to distribute information: the Farmstand!
- Bike To The Bay - MACgreen is hosting a “Bike To The Bay” event in September. In order to make this event a success we are collaborating with MACycle, OPIRG, and MAC Farmstand. MACycle will be able to draw a large crowd of cyclists for the event and will also be able to provide a bike repair workshop for the event. OPIRG will be adding the event to their Alternative Welcome Week festivities, which will increase the event’s exposure. Also, it houses a working group called “Hamilton Womyn’s Bike Collective” which is known to strongly support community biking events. MAC Farmstand will be providing light snacks for the event. By collaborating with them we will save on the cost of snacks (we will only pay wholesale price) and we will be giving the Farmstand exposure to a large group of cyclists.

## FINAL COMMENTS leave nothing out

- Looking forward to creating a more sustainable campus!



# YEARplan12

*Department:*  
*Elections Department*

*Date Submitted: July 19, 2012*

*Prepared by:*  
*Steven Thompson, CRO & Melissa Sharma,*  
*DRO*

*Date Revised: October 3, 2012*

*Administered by:*  
David Campbell, VP Administration  
[vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) or 905.525.9140 ex. 23250

*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

Read over the YEARplan.

Complete your YEARplan in soft copy (on computer).

E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by July 2<sup>nd</sup>, 2012.

The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.

E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by August 6<sup>th</sup>, 2012.

The final copy will be submitted to the Executive Board for review and approval.

## MISSION an overview

This year we want to focus on creating a lasting process for things like running elections, saving results and electoral information, streamlining the rules process and codifying process to finally have the ability for anyone to come in and run successful elections.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	Melissa Sharma, DRO	Organizes poll clerks. I will be working with her very closely to run all other aspects of elections too. Also she's awesome. CRO would be super hard without the DRO.
2	Elections Committee Members	Have regular meetings, revise and approve rules, count and approve results. Assess fines, hear appeals. I chair the committee as a non-voting member.
3	Poll Clerks	Hired, trained and managed by the DRO. Responsible for running the poll stations on polling days.
4	Victoria Scott, Admin Asst.	Takes minutes at EC meetings. Institutional memory for elections.
5	Electoral Appeal Board	Put in place in the fall. They serve as a secondary appeal board, to be used for any election where a candidate appeals.
6	David Campbell, VP Admin	My supervisor. Keep him informed of elections activities. My first contact for most MSU business.
7	Simon Gooding-Townsend, MSU Speaker	Share office space; he declares SRA vacancies, thereby beginning by-election cycles.
8	Bylaws and Procedures Committee	Improve bylaw 10 & 10/A to fit better with online voting. Discuss ways to revise any relevant bylaws. Get rulings from them on bylaw issues.
9	Design Staff, Underground	Work with them to create all our posters and advertisements, as well as making a new logo and the candidate handbook.
10	Jeff Wyngaarden, VP Finance	Signs POs, discuss the elections budget. Work with him to accurately account for online voting in future department budgets.
11	Dave Moore, MSU Alumni	Has a great historical knowledge and records.

## OBJECTIVES step by step

Objective 1	Big Book of Elections
Description	Create a comprehensive resource for all election procedures, forms, documents, etc. Copies kept as digital files on the server, along with a paper binder copy in the office. This will include step-by-step descriptions on how elections run, with checklists and timelines.
Benefits	Future ROs need a good resource for how to run elections. Should cover basics of how to organize the website to a detailed and described step-by-step guide to running elections. Meant to be updated every year as new procedures and methods are tested and implemented. Where a transition report contains experiences over the past year and suggestions for the next, this will be a compendium of knowledge on how elections run.
Difficulties	Elections are incredibly complex, so initially creating this will take a long time. Future ROs need to keep this up-to-date to make it useful.
Long-term	Continuous updates are needed, so make sure that the procedures are as detailed and recent as possible.
How	As we work through the year we are slowly documenting how things work, and what we are doing to run elections. Melissa and I will keep adding to it over time. - Make sure we include paper balloting procedures. This year we hope to have all the documents and procedures both on the server and in the physical book.
Partners	Melissa and I are responsible for this item.

Objective 2	Online Voting
Description	Ensure the online voting system is in a sustainable position for the future.
Benefits	Online voting increases turnout and accessibility, cuts costs for us and makes preparing and running elections simpler. The voting platform needs to stabilize, to make things better both for students and the Elections Department. One easy and consistent way to vote is incredibly important for voter turnout.
Difficulties	Working with UTS, SimplyVoting, the Registrar and the MSU is time-consuming and gets bogged down in bureaucracy.
Long-term	Ideally this will be complete this year, so next year the department simply needs to continue with the system.

How	<ul style="list-style-type: none"> <li>- Ensure a consistent way to acquire voter ID from the registrar.</li> <li>- Work with Simply Voting to fix some deficiencies in the system, including: <ul style="list-style-type: none"> <li>- Lack of no confidence option</li> <li>- Lack of abstention counts for multiple rounds in preferential ballots</li> <li>- Lack of demographic information</li> </ul> </li> <li>- Sign on to a multi-year contract (provides discounted price)</li> </ul>
Partners	Registrar, for MacID and voter info. UTS, to integrate with the MacAuth system. Simply Voting, the provider of the service.

Objective 3	Election Rules and Bylaws
Description	Our rules should be fulfilling three goals: keeping elections fair, transparent and accessible. We need to continue revamping rules and bylaws to further these goals.
Benefits	Simpler rules are easier to enforce, and lower the barrier to entry for candidates.
Difficulties	There is a delicate balance between simplifying and losing control, we need to find the right point between those two.
Long-term	This is an ongoing process, with the Elections Committee continuously needing to revise and revisit rules.
How	<p>Work with the Bylaws committee to implement changes that EC suggests for the bylaws.</p> <p>Use experiences of past elections to inform changes.</p> <p>Have a large rule pow-wow in November to set rules for Presidentials and Generals, with major changes.</p> <p>Solicit suggestions from past candidates.</p>
Partners	Elections Committee and Bylaws Committee will work together for Bylaws.

Objective 4	Historical Documents
Description	Compile old historical records, to make documents and results/statistics available to the department and students.
Benefits	Candidates can see past campaigns to get ideas. Historical trends can influence what we do in the future and can help us avoid retreading past experiences.
Difficulties	<p>Long process, and finding the time is hard.</p> <p>We need to find the right way to present the information in a clear way.</p> <p>Setting up a consistent legacy of adding to the archive will be really hard, archival efforts usually fail once the PTMs move on.</p>

Long-term	Once a record keeping system is set, we can continue to add to it, and use it frequently.
How	Create a template for how we'll add info to the records. Be consistent and prompt in adding info.
Partners	Possibly Pauline for figuring out the right electronic method.

Objective 5	Candidate Handbook
Description	Part of the elections promo plan, a simple book that describes in easy terms the process to run in an election. It would not take the place of the rules, but supplement as a first place to look for information.
Benefits	This would lower the barrier of entry for running a lot, by making elections simpler and friendlier, and not inundating potential candidates with bylaws and rules before they have even decided to run.
Difficulties	Simplifying while leaving all the important information will be challenging. Getting people to understand that although the handbook is the right place to start, they are still responsible for reading and knowing the rules and bylaws.
Long-term	It can be maintained and updated in future years once the template and basics are created.
How	Create the content with the help of the DRO and rules. Discuss design and look with underground. Have it done by October for a by-election, to then update so it's ready for presidentials.
Partners	Work with Underground for design and production.

Objective 6	Society Elections
Description	Work to run almost all society elections online, especially in term 2. Ideally, we would be able to unify them to have one week when society elections are happening, with them all being run through simplyvoting.
Benefits	Using SV is much easier for societies, improves their turnout and generally is a much more reliable method of polling than what most groups currently do. We could also advertise for all of the elections at once, to give each society a better profile and reach. Also stopping groups from using UTS's MacVote system is a benefit to them.
Difficulties	Trying to change schedules and coordinate the many groups will be very difficult.
Long-term	Once this is started it will be fairly simple to continue running society elections on this schedule.

How	Work through President's Council to set up. Create a schedule and simple way for societies to hand over the reins to us. Use unified advertising to boost turnout across the board.
Partners	VP Admin, MSU pres, Society execs and/or CRO, President's Council

## GOALS to strive for

Election Turnout Goals:

- 1) Minimum 10% in all by-elections
- 2) 25% for SRA generals
- 3) 30% for Presidentials

List 3 things that you would like to have prepared for the beginning of September

- 1) All venues booked for debates, all-candidates meetings, and preliminary EC meetings.
- 2) Start setting up society elections with simplyvoting, to be able to provide by-elections and general elections for them in the spring.
- 3) Finished new electoral calendar, with potential amalgamations of by-elections,

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) Finished the Big Book of Elections.
- 2) Have created an archival system that will enable the continuing project of archiving old documents and information..
- 3) Run successful and smooth FYC and by-elections.

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) Finished archiving past documents and codifying future plans and format.
- 2) Run all the society elections concurrently and on simplyvoting.
- 3) Great turnout for SRA generals, with much more of a push for advertising.

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

Increasing turnout for all elections, not just Presidentials.  
Having a useful website for voters, not just candidates.  
Finishing the big book of elections, candidate handbook, and other projects we started.  
Finishing up the big push for simpler rules and bylaws

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>• Make the electoral calendar.</li> <li>• Make FYC promo materials.</li> <li>- Run ad in the Sil for EAB nominations.</li> <li>-</li> <li>-</li> </ul>
September	<ul style="list-style-type: none"> <li>- FYC elections</li> <li>- Year-long elections promo</li> <li>- Submit EAB nominations, electoral calendar to SRA.</li> <li>- First EC meeting. Training, orientation and beginning of rules review.</li> </ul>
October	<ul style="list-style-type: none"> <li>- Run potential October by-election (or possibly Fall By-Election if Oct and Nov are combined)</li> <li>- Election rules pow-wow?</li> </ul>
November	<ul style="list-style-type: none"> <li>- Start preparations for Presidentials, ensuring polls, debates and meetings are booked. Forms should be created.</li> <li>- Review rules and approve the Presidential rules.</li> <li>- Start teaser promo campaign for presidentials.</li> <li>- Review Budget, look at how much advertising will be spent for Presidentials and Generals. Make sure term 1 spending was reasonable and plan term 2 based on what we have left.</li> </ul>
December	<ul style="list-style-type: none"> <li>- Do as much prep as possible for the presidential cycle, since it will begin ASAP in Jan.</li> <li>-</li> </ul>
January	<ul style="list-style-type: none"> <li>- Set term 2 office hours, EC meeting dates.</li> <li>• Presidential Nominations, campaigns, events, etc.</li> <li>• Run the debate, pub night.</li> <li>- Possibly January by-election.</li> </ul>
February	<ul style="list-style-type: none"> <li>• Presidential polling</li> <li>• Presidential appeals, reimbursements, fallout, etc.</li> <li>- Open SRA nominations</li> <li>- NOT run a by-election</li> </ul>
March	<ul style="list-style-type: none"> <li>- SRA Generals!</li> <li>- Some kind of SRA event, like a pub night? Debates aren't feasible but a meet the candidates style event could work.</li> <li>-</li> <li>-</li> </ul>
April	<ul style="list-style-type: none"> <li>- Help with VP and Speaker elections</li> <li>- Finish transition report</li> <li>- Final EC meeting, thank you, brainstorm and discuss ways to improve next year. Give volunteers recognition, possibly dinner or activity, recognition of huge labour they put in.</li> </ul>

Weekly	<ul style="list-style-type: none"> <li>- Check voicemail, email and mailbox.</li> <li>- Keep EC updated on developments, especially during an election cycle.</li> <li>- Regular DRO meetings, or (preferably) talk every couple days to discuss progress. We should always know what each other is doing, how we're doing and what the other person needs.</li> <li>- Keep escape plan up to date. Make sure elections mobile is fuelled and polished for quick getaway.</li> </ul>
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## COLLABORATION between MSU Services

We want to work with Ombuds and Diversity Services to take a look at our rules and ensure that everything is fair. We don't know if our method of assessing fines, appeals process and ways we judge inappropriate content are good. We need outside consultation to help us decide. Diversity Services is going to help us talk to Human Rights and Equity services on campus to achieve this.

Last year we did t-shirts for presidentials, I want more clothing for services like Union Market, 1280 and the elections staff to wear. We need to have them available earlier, and preferably for multiple election cycles.

We will be looking into collaborations with the Maroons, since they would be great to have out and supporting elections.

## FINAL COMMENTS leave nothing out

### Miscellaneous Ideas

Look at the new role of the DRO in the post-poll clerk world.

Advertising is important but other aspects should be a bigger focus this year.

Need to convince UTS, strongly, to integrate SimplyVoting with the MacID system.

New look for elections posters. The current ones are boring and all look way too similar.

Pub Night again for presidentials, but figure out a way to keep the great atmosphere, with a bigger attendance.

Run some sort of event for Generals. Debate? Meet and greet?

Move to an online submission for candidate info? At least make sure we keep up with adding emails and personal info to a spreadsheet.

Keep the SRA home and MSU all members lists informed.

Campaign free signs for elections are awesome.

Fix the PTM rules, there was a lot of dissatisfaction last year about campaigning, and how involved they could be.

Make an awesome electoral calendar for SRA office, front MSU desk, etc. Make it good looking and advertise!

Livestream the Debate, make a highlights reel afterwards.  
Keep looking for a good solution to a results party or event for Presidentials. “Rock the Vote” type thing.  
Schedule time for working on elections, and time ROs are NOT reachable. We need lives.  
Try to focus posters in less MUSC-centric areas.  
Contact academic groups, sub-faculties, to convince more students to run.  
Work with Kevin Beattie to improve and update our residence guidelines. We haven’t updated those policies in years.  
Figure out which EC meetings are open/closed, which minutes we release, etc.  
Actually use the MSU events calendar.  
Better Twitter/fb use.  
Try to find a way to equalize DRO role and pay.  
Make a standard ‘intro to EC’ document that helps get new members, especially those who join mid-year, up to speed and productive on the committee.  
Attend SRA meetings as much as possible  
Shared Binder in Office for DRO-CRO communications, including messages, approved material, ALL decisions and conversations, etc.  
Set my own office hours, coordinate them with DRO and Speaker. Between me and the DRO we should have 10 hours set during an election, less when we’re between cycles.  
Hold myself to a 48 hour email reply rule.  
Get the Committee more involved, try to find leadership opportunities in the department for them.



# YEARplan12

*Department:* Emergency First Response Team    *Date Submitted:* May 25, 2012

*Prepared by:* Liam Jackson and William Johnston

*Date Revised:* October 4, 2012

*Administered by:*  
David Campbell, VP Administration  
[vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) or 905.525.9140 ex. 23250

*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need to be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by May 25<sup>th</sup>, 2012.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by June 8<sup>th</sup>, 2012

The final copy will be submitted to the Executive Board for review and approval.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

Our mission this year can be summed up in a single word: interest. For the McMaster community, we will work toward building interest in our service. By utilizing as many PR resources as we can muster (elaborated on below), we want McMaster to know exactly who we are and the service we provide them. This will ultimately ensure they will call us in an emergency. This interest also extends to students applying to join the team. With a more aggressive PR campaign, we aim to excite McMaster students young and old with the unique volunteering opportunity EFRT provides. Building off of what was done last year, we wish to continue improving our orientation process by increasing online resources (eg. more podcasted lectures, skill videos and response demonstrations) to aid in our candidates' learning.

For our responders, we want to keep interest in further developing their first response skills by attempting to implement a ride-out program with an EMS ambulance service. For next year's executive, we want to increase applicant interest by making the First Aid Coordinator executive position a full, paid position. Finally, for our many alumni responders, we wish to celebrate their contributions to the team as we host our 30<sup>th</sup> year reunion in the fall.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	MUSC Admin Staff	-Booking event space in the MUSC (eg meetings, trainings)
2.	Accounting Staff	-Helping with First Aid courses payment and payrolls for instructors

3.	MSU VP Admin	-Assisting with projects planning, problems solving, day to day operations
4.	MSU VP Finance	-Managing the budget, money allocation, captial budget requests
5.	Medical Director	-Supervising medical protocols. Allows team to use or administer certain treatments.
6.	Training & Orientation Coordinator	-Responsible for responders training, testing, and orientation process of candidates in the fall
7.	Public Relations Coordinator	-Planning and running team recognition events. Ensures PR events are planned and attended by responders. Public awareness
8.	Team Coordinator	-Creates monthly schedule for responders, and execs. Liaise with MUSC Admin to book rooms for various events
9.	First Aid Coordinator	-Schedules First Aid courses and make sure they are run efficiently. Ensures medical supplies inventory are done monthly.
10.	Special Constables	Provides support for call related incidents. Occasionally help with training scenarios.
11.	Special Projects Coordinator	Help to maintain and optimize EFRT work place and equipment. Assisting other execs with team projects.
12.	EFRT Advisory Board Representative	Serves as a neutral mediator and advises the Director on a variety of issues related to team dynamics and executive selections.
13.	EFRT Team Members	Run at least 6 shifts/month and help out with PR events, and tasks taken on by team members.
14.	MSU Network Coordinator	Helps team update website, currently helping with email lists and online first aid course registration/payment
15.	McMaster Alumni Association	Assisting with planning and execution of EFRT 30 <sup>th</sup> reunion later in the year
16.	Canadian Red Cross	Agency through which responders are certified and provider of our first aid courses.

17.	ACERT	Association of campus response teams to which EFRT is a member. Links with other teams to share ideas/information.
18.	Security Services	Assist in responder safety at medical calls as well as collaborating on public safety initiatives and team trainings.

## OBJECTIVES step by step

Objective 1	Public Awareness Campaign
Description	To educate the McMaster community on our service
Benefits	-staff and students will know when and how to call us if we are needed -increase interest in volunteer applicants
Difficulties	-rather than simple “dial 88” slogan, emergency number is now 905-522-4135 -incoming students absorb so much new information- trying to make emergency preparedness relevant
Long-term	-Save and pass along all video and visual materials accumulated to build a large PR repertoire for following years
How	-re-vamping our current PR board -talking to CA’s during their training about our service -talking to first year classes to encourage putting the emergency number into their phones -using Compass and RIS to broadcast our messages -updating website to be more visually appealing -creating short video clips highlighting our service
Partners	Compass, Underground, PAC, IRC, RLS

Objective 2	Building upon new orientation framework
Description	Increasing the resources available for candidates trying out for EFRT
Benefits	-allows for greater understanding of first aid knowledge for candidates -appealing to more learning styles -allowing candidates to review material at any time
Difficulties	-will require a lot of time spent in video editing for EFRT members involved
Long-term	-improving online resources and guides every year to provide the most comprehensive training we can
How	-redoing some of last year’s podcast videos based on feedback (poor sound quality in some, having a speaker with a slideshow) -including skills videos and demonstration scenarios -archive all resources online so candidates can have continuous access to

	review skills
Partners	MSU Underground and Media Centre

Objective 3	30 <sup>th</sup> year reunion
Description	-organize a dinner celebration for all alumni to attend and celebrate EFRT's 30 <sup>th</sup> year anniversary
Benefits	-gather EFRT responders from all generations to interact, pass on knowledge, and celebrate this great achievement
Difficulties	-more organizational duties for executive members -ensuring as many EFRT alumni as possible are informed
Long-term	-document strategies and obstacles to benefit future reunion organizers
How	-work with the Alumni Association to send out invitations early (end of May) -Set a date and coordinate with Alumni to find location and decorations -use McMaster Alumni database to inform as many alumni responders as possible -invite founder of EFRT to speak at the dinner -invite members of security services to talk about changes to the EFRT over the years since it's inception -gather payments from each attending alumni to offset costs of dinner and room booking
Partners	McMaster Alumni Association

Objective 4	Increase interest in First Aid Courses
Description	-increasing enrollment in our first aid courses by expanding awareness of our courses to McMaster and the Hamilton community
Benefits	-increased revenue for MSU -more access to first aid may increase number of certified individuals in the community
Difficulties	-recruiting enough instructors to provide for these courses -new standards from the Red Cross may require additional teaching resources
Long-term	-by establishing EFRT as a quality on campus provider of first aid, we will ensure our services will be utilized for incoming students in future years
How	-speak to faculties that require first aid courses be taken by students (nursing, OT, PT, MD, medical radiation students) to encourage students to certify with EFRT -from above, including pamphlets in first year entrance packages -establish some sort of referral and returning bonus for students who require this certification yearly -speak to schools in the community (teachers require first aid certification) -including our first aid courses in our PR campaign described in Objective 1
Partners	Various McMaster faculties, Red Cross

Objective 5	Obtaining Ride-outs with an EMS service
Description	-In previous years, responders had the opportunity to go on EMS calls with Hamilton paramedics. Due to legal restrictions, this was not possible in the past two years. However, with recent exemptions, this possibility may be available once more
Benefits	-building a better rapport with EMS -allows for more advanced learning for our responders -allows responders to hone skills seldom used on campus
Difficulties	-this objective has been attempted for years with little success -Hamilton EMS has stated they are overbooked with mandatory rideouts from other services (eg Firefighters, paramedic students, medical students)
Long-term	-successful establishment of a program could be used for years to come with little additional work
How	-attempting to contact other EMS services outside of Hamilton (eg. Halton EMS) -consulting medical director to write a letter of recommendation or speak with an administrator for an EMS service on our behalf
Partners	Hamilton EMS (or any other EMS service)

## GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) 30<sup>th</sup> year reunion plans solidified
- 2) Orientation videos and resources updated + all paperwork prepared
- 3) PR videos created and PR materials updated

List 3 things you would like to have completed during the fall term (1<sup>st</sup>)

- 1) 30<sup>th</sup> reunion completed
- 2) Orientation process completed- new responders selected
- 3) Training of new responders to EMR standard

List 3 things you would like to have completed during the winter term (2<sup>nd</sup>)

- 1) PR week with new PR materials
- 2) Mid-year evaluations of responders' skills
- 3) Transition of new execs for summer and next year

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

One of the highlights of this year was definitely the 30<sup>th</sup> year reunion. It

was great to catch up with all the alumni, learn more about the roots of the EFRT, and get ideas about how to better the team. Thanks to all the help from the Alumni Association, we were able to run the planning smoothly and with minimal cost. Another highlight was the PR campaign at the beginning of the year. By utilizing the RIS, PAC, the Compass slideshow, posters, and talks in residences and classes, we ran a very successful campaign which lead to a higher number of calls as well as a greater number of volunteer applicants. Coinciding with this was an increase in first aid course enrollment. With the support of various faculties, students of nursing, physiotherapy, occupational therapy and medicine took our courses. We also successfully started a CME program providing our responders with many opportunities to improve their skills and increase responder knowledge. Hopefully these trends will continue in future years.

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Plan exec re-training and team re-training weekend</li> <li>- Order team supplies</li> <li>- Plan 30<sup>th</sup> reunion (send out invitations, organize dinner, book location)</li> <li>- Set up re-union planning committee and assign roles to responders</li> <li>- Talk with WW planners/PR coordinator to make sure PR events are on track for WW</li> <li>-complete Orientation and PR videos</li> <li>-talk with professors regarding speaking to first years in classes</li> <li>-talk with residence life in the hopes of speaking at the CA training</li> <li>- Set up time for Medical Director to come in and do symptoms relief training</li> <li>- Order all orientation equipment</li> <li>- Contact alumni to come in and run re-training/orientation weekends</li> </ul>
September	<ul style="list-style-type: none"> <li>- Book radios for orientation weekend</li> <li>- Make sure all orientation documents are prepped and photocopied</li> <li>- Make sure all summer bills are paid for and POs are in at least 2 weeks in advance</li> <li>- Oversee if PR events and orientation planning is well managed</li> </ul>
October	<ul style="list-style-type: none"> <li>- Brief team members on orientation weekends</li> <li>- Order new clothing for new team members</li> <li>- Help out with rookie training weekend</li> <li>- Meet with exec members to discuss feedback from orientation</li> <li>- Ensure all paperwork are filled out for new team members</li> <li>-Ensure all 30<sup>th</sup> year plans are finalized</li> </ul>
November	<ul style="list-style-type: none"> <li>- Meet with exec members to discuss feedback from term evaluations</li> <li>- Help prep for MIXER conference</li> <li>- Host 30<sup>th</sup> year reunion</li> <li>- Support new team members transition into the team</li> </ul>
December	<ul style="list-style-type: none"> <li>- Recognize team for the work they have done through Holiday Party</li> <li>- Look into potential large purchases needed for next term/year</li> <li>- Make sure all first term bills and payments are completed</li> <li>- Complete budget review</li> </ul>
January	<ul style="list-style-type: none"> <li>- PR event during Frost Week</li> <li>- Help out with 2<sup>nd</sup> weekend of rookie training</li> <li>- Run mid-year evaluations with all team members, use performance to prepare February training</li> <li>- Send out posting information for exec positions for the following academic year.</li> </ul>
February	<ul style="list-style-type: none"> <li>- Prepare for PR week for March</li> <li>- Plan for NCCER conference</li> <li>- Run make-up mid-year evaluations if need be</li> </ul>

March	<ul style="list-style-type: none"> <li>- PR week, set up schedule, help PR coordinator prepare supplies</li> <li>- Interview for Director and executive positions for the following year</li> <li>- Prepare transition manual and collect manual from execs</li> <li>- Draft year-end report</li> <li>- Prepare preliminary budget for upcoming year</li> </ul>
April	<ul style="list-style-type: none"> <li>- Complete final year report</li> <li>- Meet with next year's executive team to transition, and as a group talk about the year</li> <li>- Finish up bill payments/purchase orders</li> <li>- Help plan year recognition night</li> </ul>

Weekly	<ul style="list-style-type: none"> <li>- PO/bill payment at the end of every week</li> <li>- Make sure shifts and exec radio are covered</li> <li>- Review call reports with execs and give feedback to responders</li> <li>- Prepare reports for MSU/SRA as needed</li> <li>- Meetings/check-in with execs</li> <li>- Help responders with optional trainings</li> </ul>
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## COLLABORATION between MSU Services

The first example is our annual collaboration with SHEC: the drunk driving awareness day. This event has been successful in past years because it showcases the different talents of our services. EFRT demonstrates our first aid skills by responding to mock patient "injured" from a car crash. SHEC educates the public about drinking and driving with displays and megaphone announcements. I hope to continue this event for next March.

The second example involves collaborating with SWHAT. Last year SWHAT rented out bus ads to highlight their service on and off campus. I've spoken with the director of SWHAT who is interested in using these ads again this year, but told me he was looking for other services to split the costs with. I feel this would be a great opportunity to further our own PR campaign as well as get the opportunity to work with SWHAT on a project.

## FINAL COMMENTS leave nothing out

One final goal that I wanted to include in the year plan is to improve on the continuing medical education (CME) provided to our responders by the EFRT. Although we are a highly trained group of volunteers we still are constantly striving to improve our knowledge and through that improve the

patient care that we are able to provide to the members of the McMaster community. This is something that can be accomplished in a variety of ways from taking additional CME courses to bringing in experienced instructors to provide these experiences to our responders. As noted above part of this would include organizing rideouts and observerships with various EMS departments throughout the region. An additional project that has already begun is collaboration with the McMaster Athletic Therapists to increase our working knowledge of musculoskeletal injuries. I would like to continue to work with the rest of the EFRT's executive to ensure that we are constantly providing the best in emergency care.

# YEARplan12

<i>Department:</i> Diversity Services	<i>Date Submitted:</i> Thursday, July 4th 2012
<i>Prepared by:</i> Priscilla Ally & Nicole Duquette Co-Directors	<i>Date Revised:</i> Sunday, August 20 <sup>th</sup> , 2012
<i>Administered by:</i> David Campbell, VP Administration vpadmin@msu.mcmaster.ca or 905.525.9140 ex. 23250	<i>Date Approved:</i>

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 2nd, 2012.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to vpadmin@msu.mcmaster.ca by August 6th, 2012.

The final copy will be submitted to the Executive Board for review and approval.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

Our goal for the service this year is to manage all aspects of the service in a cohesive manner, both between directors as well as between each of the coordinators. We hope to facilitate and promote collaborations within and between our service and other groups at McMaster in order to maintain the relationships that already exist (ex: PANGAEA) and build the foundations to new ones (example: Mental Health Issues). We hope to be able to successfully transition the service to its new structure, which utilizes two unique directors, through open communication and distribution of responsibilities.

In addition, we hope to increase student awareness regarding MSU Diversity Services through new volunteer opportunities as well as by being a major source of information on the activities of diversity-related groups on campus (through the newsletter). Finally, we hope to strengthen our administration of the Bridges Café through revitalization of its menu and support of its new role as a student study space.

## ROLES that individuals play

	Name of Individual	Role(s)
1.	Nicole Duquette	Co-Director
2.	Priscilla Ally	Co-Director
3.	Danielle Lake	Bridges Coordinator
4.	Bao Tam Nguyen	Multiculturalism Coordinator (Night Market focus)
5.	Kirsten Davison	Multiculturalism Coordinator
6.	Azalea Atienza	Indigenous Affairs Coordinator
7.	Kelsie Strub	Abilities Coordinator
8.	Sam	Gender Equity Coordinator
9.	Hooria Raza	Research & Promotions Coordinator (Newsletter focus)
10.	TBD	Interfaith Coordinator

11.	Vilma Rossi	Human Rights and Equity Services, for running inclusive events.
12.	Vicky Lee	Hospitality Services
13.	Carol Wood	Liaison at Chaplaincy centre and Anti-Violence Network.
14.	Jane Aronson	PACBIC Chair
15.	Director of Pangaea	Pangaea cultural event collaboration
16.	Director of JSA	Interfaith collaboration
17.	Christa Jonathan	MFNSA president (Indigenous Affairs collaborations)
18.	Jyssika Russell	QSCC (gender equity collaboration)

## OBJECTIVES step by step

Objective 1	Coordinator Collaboration
Description	In order to tap into the potential of our coordinators, we'd like to foster collaboration between them. In doing so, we hope to create a sense of community among the coordinators of each pillar.
Benefits	It would be beneficial for all coordinators to be able to make connections with fellow coordinators, and be able to discuss projects, collaborate and seek help on initiatives, or even to generate new ideas.
Difficulties	<p>1) <u>It may be difficult to coordinate everyone's schedules as the stresses of student life present themselves.</u></p> <p><b>Solutions:</b>          -Use Doodle polls to help to coordinate availabilities.          -Give prior notice for meetings so that coordinators can organize themselves to be present.</p> <p>2) <u>In the past, this goal was most likely attempted but it is difficult to maintain such collaborations with the high turnover of volunteers and director(s) each year. A good way to ensure that coordinator collaboration will be facilitated this year and in the future would be to initiate a training day for coordinators to mingle and discuss their ideas. This would establish inter-coordinator rapport and the possibility of brainstorming ideas for the year. If this were</u></p>

	<p><u>passed on to future directors as a standard practice of the service (training of volunteers, that is), it would continue to encourage collaborations in future years.</u></p> <p><b>Solutions:</b> Developing a training day for the service’s coordinators</p>
Long-term	Creating long-lasting events which intersect between the various facets of diversity. This may also change the atmosphere of diversity services to one that creates a sense of teamwork.
How	<ol style="list-style-type: none"> <li>1) In order to accomplish this, we would like to hold bi-weekly meetings throughout the school year to foster ideas and collaboration.</li> <li>2) We would like to encourage collaboration on events, especially those that may fall under multiple different pillars of diversity.</li> <li>3) During our bi-weekly meetings, we will discuss and brainstorm new initiatives with the coordinators.</li> <li>4) Create an open and fun environment, and engage with our coordinators through volunteer appreciation.</li> </ol>
Partners	N/A

Objective 2	Newsletter
Description	Creation of a monthly newsletter by gathering information on diversity-related events being run by groups on campus.
Benefits	Allowing various groups running diversity-related events to be promoted to the student community and creating a larger awareness for these types of events amongst students. Promotion of Diversity Services events will be beneficial to our turn-out as well. The newsletter is intended to provide students interested in diversity with the information they need to be active participants in these sort of events happening around campus. If the majority of students are signing up for our mailing list in order to receive such information and remain on the list throughout the academic year, this would indicate that it is serving an actual purpose. Due to the large variety of events we would cover in such a newsletter, it would be difficult to know its effectiveness in promoting events, although it would be possible to measure if there are students reading it through responses to

	prize questions (ex. What do you think about the diversity of food on campus? Answer to be entered to win a 20\$ Titles gift card...)
Difficulties	<p><u>1) Gathering the event details on-time.</u>  <b>Solution:</b> Having specific dates upon which reminders will be sent out to these groups and having a concrete deadline as to when their events must be submitted.</p> <p><u>2) Running behind on sending out the newsletter.</u>  <b>Solution:</b> Supervision by the co-directors will ensure that the newsletter is created and sent out on-time</p> <p><u>3) Creating a newsletter that fits within the identity guidelines of the MSU.</u>  <b>Solution:</b> Having a training session with the promotions coordinator to establish standard procedures for creating the newsletter and promoting events in general (ex. use of MSU website, social media, etc.) A meeting will be set with Dave from Underground in order to design a template and header/footer for each edition.</p>
Long-term	The newsletter could expand to include diversity-related articles written by the coordinators, surveys of student opinions, etc.
How	<p>1) Research &amp; Promo coordinator will liaison with the various groups on campus related to diversity and create a list of collaborators.</p> <p>2) Research &amp; Promo coordinator will contact these groups through e-mail monthly in order to remind them to send their event details to the coordinator e-mail by the submission deadline.</p> <p>3) Research &amp; Promo coordinator will create a newsletter including a calendar for the month with events highlighted as belonging to different pillars. The following page will have a date-by-date account of the events and descriptions as well as further details.</p>
Partners	<p>All presidents of cultural, religious, abilities-related, or gender-themed clubs on campus.</p> <p>Vilma Rossi (privy to information about diversity-related events)</p> <p>Carol Wood (privy to information about faith, abilities and gender equality events)</p> <p>Other MSU Diversity Services Coordinators (to supply information to the promotions coordinator about their events &amp; collaborations)</p>

Objective 3	Creation of a Volunteer Base
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Description	Diversity Services would like to create a volunteer base in which we pair volunteers with the pillars in which they are interested. As volunteers, they will be able to: engage in their pillar(s) of interest, participate in helping with events, as well as take part in discussion groups to generate ideas regarding events and issues regarding advocacy.
Benefits	Creating a link between students and the MSU, as well as increasing the participation of students in diversity-related issues and promotion of inclusivity.
Difficulties	<p><u>1) Creating the interest for volunteers</u>  <b>Solutions:</b> Heavily promoting the initiative at clubsfest and other occasions where students are interested in becoming involved in extra-curricular activities, as well as making sure all coordinators representing the service are able to address questions regarding the volunteer initiative. Also, creating a concrete plan of action as to how volunteers apply and are used by coordinators throughout the year.</p> <p><u>2) Maintaining volunteer commitment</u>  <b>Solutions:</b> Volunteer recognition, providing an experience with value to the students (making sure they feel as if what they are doing is important and that they are really able to contribute), keeping in contact with volunteers to update them about opportunities to be involved with the Service. (supervision of the program and use of volunteers by Priscilla &amp; Nicole) Establishing a volunteer process in which a maximum number of volunteers will be taken on with the Service so that the program can be well-managed.</p> <p><u>3) Developing diversity-sensitive volunteers</u>  <b>Solutions:</b> Mandatory training session with HRES, positive-space training and potentially with Priscilla &amp; Nicole (dependent on our ability to receive diversity training)</p>
Long-term	The volunteer-base could be used for discussion group purposes in order to create initiatives (new events) on campus and to address issues on campus that face the general student population.
How	<p>1) Create an official process by which volunteers are accepted into and are utilized in the program.</p> <p>2) Determine means by which volunteers can be trained on inclusivity and sensitivity.</p> <p>3) Recruit volunteers through advertisement at Clubsfest, Macquest, other welcome week initiatives and through diversity-related contacts.</p> <p>4) Keeping tabs on coordinator and volunteer activities so that the program successfully utilizes these students and continues to run as was intended.</p>

Partners	Adam Kuhn - Student success centre Volunteer Connections @ Mac Kevin from Clubs Administration Sindoori, organizer of Macquest
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Objective 4	Review of Bridges Menu
Description	Ensure that students' diverse needs are being met by the menu provided by Bridges
Benefits	<p>1) As the student population entering McMaster University every year changes, it is important to maintain an accurate sense of the dietary needs of students. Thus, ensuring diverse options in Bridges will meet the needs of students.</p> <p>2) By reviewing the Bridges menu, it will be an opportunity for hospitality services to make any necessary adjustments to their menu. In helping to meet the needs of students, it will also ensure the food options available are cost-effective.</p>
Difficulties	<p><u>1) It may be difficult to ensure a diverse representation in reviewing the menu and to ensure that all students are equally represented.</u> <b>Solutions:</b> Have a diverse group of students meet in a subcommittee designed to assist with this review.</p> <p><u>2) It may be difficult to balance the needs of the students with any restrictions that hospitality may be facing in terms of food suppliers and cooks.</u> <b>Solutions:</b> Have open lines of communication and establish an understanding of the limitations</p>
Long-term	This initiative could be built into next year's planning as given the dynamic student population at McMaster, menus should be periodically reviewed in order to ensure student needs are met. The reviewing of the Bridges menu could become an annual endeavor.
How	<ol style="list-style-type: none"> <li>1. Speak to the head chef at Bridges as well as the key players in Hospitality Services about the potential of reviewing the menu.</li> <li>2. After receiving feedback on the possibility of reviewing the menu, we would set up a meeting with the aforementioned key players to discuss the menu. This meeting would involve the Bridges Coordinator as well as the Multiculturalism Coordinator.</li> <li>3. Make suggestions about any areas of improvement in the menu as well as</li> </ol>

	<p>areas that excel in terms of providing diverse food options.</p> <p>4. Work with implementation of such changes and how it would be most feasible. This could manifest through daily specials or special cultural days (for example, having cultural food days like Chinese New Year)</p>
Partners	<p>Bridges Coordinator  Multiculturalism Coordinator  Subcommittee of volunteers (to be recruited)  Albert Ng- Director  Vicky Lee- Hospitality Associate Manager  Robert Dew- Dietary Restrictions  Leigh Laidlaw- Bridges Chef Manager</p>

Objective 5	Bridges Study Space Transition
Description	One of the initiatives of the MSU President is to create a Bridges Study Space. As Diversity Services is responsible for the space after -hours, it is our goal to assist in the transition of this space and to collaborate on the logistics of the initiative.
Benefits	Students will benefit from having a quiet study space in an environment that is welcoming to all. During exam time, the libraries can become quite crowded, and students will benefit from the additional space to study.
Difficulties	<p><u>1. There may be some logistical difficulties in maintaining and supervising the space.</u>  <b>Solutions:</b> We will have to engage in effective communication to ensure the space is utilized in a respectful manner to all parties.</p> <p><u>2. Hiring of supervisors for the space</u>  <b>Solutions:</b> Keep open lines of communication between MSU administration and ourselves during the process of establishing this initiative.</p>
Long-term	This year will be the trial run of the utilization of Bridges as study space. As such, it will provide a foundation and basis of how to most effectively run the space if this initiative should continue for future years.
How	<p>1. Meet with the key players involved to discuss strategies on how to approach the creation of the Bridges Study Space (i.e. Siobhan Stewart, our Bridges Coordinator, Vicky Lee from hospitality, etc.).</p> <p>2. Discuss how the space will be upkept and maintained in order to create a clear understanding of the expectations involved.</p> <p>3. Determine the number of supervisors that will be required.</p> <p>4. The Bridges Coordinator will create a schedule for the people supervising the space.</p>

Partners	MSU President Bridges Coordinator Vicky Lee- Hospitality Services
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Objective 6	Maintaining the integrity of each of the 5 pillars
Description	Ensuring that each of the 5 pillars of diversity is represented in the community through quality event-planning and creation of new event ideas and collaborations.
Benefits	Keeping equal support in mind will lessen any potential biases the directors might have and provide a supportive and encouraging environment for the creation of new diversity-related events to meet students` needs and interests.
Difficulties	<u>1) Fostering each pillar`s potential.</u> <b>Solutions:</b> Having respective meetings with individual coordinators at the beginning of each term to talk about ideas they may have and events that are typically held within their pillar, keeping an open mind about what the Service can offer students <u>2) Generating new events that would be interesting to students</u> <b>Solutions:</b> communicating with relevant groups on campus that may already have ideas about initiatives they wish to start up; Receiving student feedback about what they would like to see on campus.
Long-term	There would be a potential to create discussion groups (potentially through the volunteer base) or other means of student feedback in the future, which will allow for the creation of new event ideas. Reinforcing each pillar during our term will help create a foundation for future coordinators.
How	1) Meet with coordinators individually to discuss ideas and current events run by the service. 2) Have each coordinator get in touch with related groups on campus to find out about new initiatives that are starting up. 3) Foster new ideas from student volunteers on events that could be run under the Service. 4) Collaborate on events with groups starting up initiatives and plan ways in which the budget can be used to support the creation of new feasible events.
Partners	Presidents of all existing cultural, religious, indigenous, abilities and gender clubs as well as relevant services on campus.

Objective 7	Increase awareness of Mental Health Diversity
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Description	Although Mental Health is not explicitly a pillar under diversity, it is an area that definitely warrants inclusiveness and consideration in diversity-related matters. We would like our Abilities and Multiculturalism Coordinators work on this issue.
Benefits	Increasing the awareness of Mental Health diversity can help to reduce the stigma in the McMaster community and make for a more accepting and inclusive environment. We hope that by increasing the focus on this area of diversity, students will have a better understanding of mental health and how it affects students` lives directly and indirectly.
Difficulties	<p><u>1) Creating events that do not overlap with other initiatives already established on campus</u>  <b>Solutions:</b> Open lines of communication with relevant groups on campus to support them and collaborate and have an understanding of where students` needs are already being met.</p> <p><u>2) Addressing mental health in a way that is accurate and respects the dignity of individuals with diverse mental disorders and disabilities.</u>  <b>Solutions:</b> Creating events based on respect and learning about mental health through discussion, engagement in activities or learning opportunities from individuals with relevant knowledge (ex. Dr. Day, who runs a course on abnormal psychology, ie. mental disorders)</p>
Long-term	As a long term goal, we hope to create long-lasting relationships and partnerships that will allow for creation of new events and sustenance of existing ones relating to mental health diversity.
How	<p>Although this objective may manifest in a number of ways, our initial approaches will involve:</p> <ol style="list-style-type: none"> <li>1. Discussing the topic with our Multiculturalism and Abilities Coordinators</li> <li>2. Working with COPE, Student Wellness and other campus partners to evaluate the programming and initiatives that exist, and to see how Diversity Services could either support those initiatives or generate new ones.</li> </ol>
Partners	<p>COPE  Student Wellness SSL`s  Soul Food Fair</p>

Objective 7	Distribution of Responsibilities
Description	Due to the restructuring of Diversity Services, new complications have been presented in terms of most effectively using our time and energies to ensure all aspects of Diversity are supported. This will involve effective communication between the two Directors and constant review to ensure the workloads are balanced between the two directors

Benefits	Having two directors will allow greater support, management and mentorship for each of the coordinators. This will also allow the service to expand in outreach and advocacy. Directors will be able to connect with more groups on campus and ensure all of the tasks associated with the services can be completed in an efficient manner.
Difficulties	<p>1) <u>Decision making may become a problem with the structure of two directors. Having to come to an agreement on different topics will be time consuming and difficult as we are both different people with different opinions.</u>  <b>Solutions:</b> Constant open lines of communications will help address this problem, as well as open minds and respect for one another</p> <p>2) <u>Communication in general will serve as another area of difficulty. The issue of communication not only applies to communication between the Directors but also communication with external parties and coordinators.</u>  <b>Solutions:</b> In order to address this, both Directors will have to be readily available to communicate with each other via email and text message. Beyond this, since we distributed responsibilities, we are aware of the external parties and coordinators to which we are responsible for, and can be in communication with the other director should one of us be unable to communicate or meet with an external party.</p>
Long-term	While this may be an area of discussion throughout the year, one of the most poignant long-term benefits in having two directors is the growth of the service. Being unable to support a full-time staff for the position, it is imperative that there is a means of handling the growing nature of the service, while simultaneously maintaining status quo from the previous year. Not only will this help strengthen the service, but on a personal level, both directors will learn valuable group process skills.
How	<ol style="list-style-type: none"> <li>1. Weekly meetings to discuss what has happened during the week and to prepare for coordinator meetings</li> <li>2. Constant communication via email and messaging.</li> <li>3. Meetings with David to check-in and assess the dynamics of having two directors.</li> </ol>
Partners	Each other VP Admin (David) Predecessor (Siobhan)

## GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Develop promotional material for the service
- 2) Establish plans for the Night Market well developed with vendors and advertising underway.
- 3) Prepare individual Year Plans for each Coordinator

List 3 things you would like to have completed during the fall term (1st)

- 1) MSU Night Market
- 2) Establishing the newsletter
- 3) Creation of Volunteer base

List 3 things you would like to have completed during the winter term (2nd)

- 1) Volunteer Recognition
- 2) Bridges Menu Review
- 3) Running one event under each pillar

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

We would like to say that we did the following:

- Successfully ran and expanded the Night Market
- Created and maintained a volunteer base that was utilized throughout the year
- Established a Diversity Services newsletter with the help of groups and services on campus, which informed students of all diversity-related events.
- Established and maintained good lines of communication between all coordinators and supported initiatives between pillars.
- Collaborated on mental health initiatives on campus
- Created an equal representation of the 5 pillars of diversity through events.
- Interacted with students to help us achieve a better understanding of the issues of diversity on campus.
- Brought new initiatives and event ideas to light, which will meet students` ever-changing needs, through discussion with the coordinators and diversity-related groups and students on campus.
- Uphold previously established meetings and maintain contacts and relationships from previous years.

## MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> <li>- Cleaning out the Diversity Services office (Bridges)</li> <li>- Working on Night Market plans</li> <li>- Hiring coordinators &amp; establishing year plans for said coordinators.</li> </ul>
September	<ul style="list-style-type: none"> <li>-MFNSA Powow</li> <li>-Macquest representation</li> <li>-Clubsfest -Volunteer recruitment</li> <li>-Establish contacts for Newsletter</li> </ul>

October	-Night Market -Mental Health Week
November	-Beehive Initiative -Gender Forum -Holocaust memorial month -Pride Week
December	-Supporting Bridges study space -December 6th Memorial
January	-World Religions` Day -Disabilities Awareness -Soulfoods Fair
February	-Chinese New Year -Black History Month
March	-One Love Jam -Pangaea -International Women`s Day
April	-Volunteer Recognition - Hiring of new directors for next year - -

Weekly	-Meeting between Priscilla & Nicole -(bi-weekly) Meeting with all the coordinators -(daily) Check e-mails - - -
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**COLLABORATION** between MSU Services

## 1) Diversity Services & QSCC collaboration

We hope to work with Jyssika, the Director of the QSCC, as well as other members of the QSCC executive to work on initiatives involving gender & sexuality, intersectionality and potentially issues with understanding transgender identity. We hope to strengthen the link between our services by asking that our coordinators (and volunteers) complete a positive space training session. Further, we hope to be an active service that supports, promotes, and helps with the organization of gender & sexuality related events by meeting with Jyssika to discuss the initiatives of the QSCC this year and how Diversity Services can collaborate and aid with such initiatives.

## 2) MSU Night Market

The Night Market is a dynamic event which creates a cultural experience for students. The large-scale nature of the event gives way to much collaboration between MSU services. As this is a MSU event, we hope to encourage all of the services to attend, promote their service as well as provide some sort of activity for students. This event could highlight some of the services offered by each MSU service.

In terms safety and security, we would like to collaborate with both EFRT and SWHAT on this event. Not only will they be able to promote their services, but we hope to collaborate in explicitly providing their services on the night of the Night Market, especially in walking home students and should an emergency occur.

The Night Market will involve a number of vendors. We would hope to collaborate with Mac Farmstand in having a table to sell their goods.

We hope to involve the Maroons to increase awareness and spirit around the event, and to create a positive Mac-inspired atmosphere at the Night Market.

We believe that due to the dynamic nature of the Night Market, that in addition to the services mentioned, we will be able to interact and work with a number of services.

## FINAL COMMENTS *leave nothing out*

At this time, we believe we have expressed our intentions for the year throughout this year plan. We expect this to be a dynamic year, with plenty of changes and new ideas and initiatives. We will keep you in the know about any big changes that we may work on during the year.

As the year progresses, we will keep a constant line of communication between each other and will continuously work to figure out the best ways to collaborate as Co-Directors. Because this is the first time the service is running with two directors, we expect to encounter and address the obstacles that this dynamic may present. We intend to work with you to accomplish this.