MEMO

From the office of the SWHAT Coordinator

TO:	Executive Board
FROM:	Serena Arora, SWHAT Coordinator
SUBJECT:	Hours change
DATE:	July 21, 2015

Since the 2012-2013 year, SWHAT has been operating during the hours of 7pm – 1am Sunday to Wednesday, and 7pm – 2am Thursday to Saturday. Having two different sets of hours is confusing for both service users and volunteers. As shifts are scheduled for different times based on the different hours, it has been a constant source of confusion and lateness with our late shift volunteers. Furthermore, having the service run until 2am may (and has in the past) discourage potential volunteers from joining the service.

In terms of impact to the service and service usage, I believe the effect of the change will be minimal. The extended hours are in effect for approximately 12 days a month. Between September and December 2015, which includes one of our Walk-A-Thons, SWHAT received 34 walks during the extended hours (1:00am-2:00am) out of an estimated 623 walks. That is less than one walk for every night with extended hours. In first semester 2015, walks during extended hours made up less than 5% of our total walk count.

I propose that the SWHAT operational hours be changed to 7pm-1am consistently across the week. This will minimize confusion among volunteers and clients, and will not greatly reduce service usage. In addition, as a large majority of promotional material will have to be rebranded with the new SWHAT office location, this is an opportune time to incorporate these changes into any future SWHAT-related promotions activity.