

# YEAR PLAN

MSU *Student Health Education Centre*

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2015-2016

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## **OFFICE OF THE SHEC INTRODUCTION**

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This year, in the role of SHEC coordinator I don't have any huge changes I would like to make to SHEC. SHEC has recently gone through a whole restructuring, which I think was for the best. It makes each committee's goals very clear, explaining what SHEC does easier, and it makes our role on campus clearer to students. In all, it has been a great thing for the service. Instead of trying to change SHEC around again, I would like to take my time as coordinator to build on what was started last year. The four pillars for the programming committees have been incredibly helpful in the planning of events. One thing I would like to work in this area is the inclusion of all volunteers in each event. I would like for SHEC to have a team feel from within. Ideally, each volunteer would help insure the success of each event regardless of which committee is organizing it. In order to accomplish this, I would like to start the year off with more bonding activities during September training. If each volunteer feels a part of SHEC as a whole, rather than just part of a specific committee, they are more likely to feel connected to each event. As well, I would like to work on increasing our presence on campus. I would like for people to start thinking of SHEC as a first step whenever they don't know what to do or where to go. University can be an overwhelming experience when you first start off and feel alone. I would love for SHEC to be the place for people to go when they don't know where to go. In order to do this, I would like to continue to work on our first year outreach that started last year.

## Roles

	<b>Name of Individual</b>	<b>Role (s)</b>
Internal Programming Exec	Sandy Tat	<ul style="list-style-type: none"> <li>• Shift Scheduling and tracking shift switches</li> <li>• Taking minutes at meetings</li> <li>• Planning SHEC socials</li> <li>• Plans bulk of September and January trainings</li> <li>• Plans Monthly trainings</li> <li>• Plans training make up assignments</li> </ul>
Promotions Exec	Lily Park	<ul style="list-style-type: none"> <li>• Liaison between SHEC, the MSU, and Underground</li> <li>• Ensure MSU standards are met on all promotions</li> <li>• Responsible for monthly newsletter</li> <li>• Oversees Facebook and Twitter accounts to make sure promotions are being done</li> <li>• Updates website</li> </ul>
Media - Radio Exec	Dion Diep	<ul style="list-style-type: none"> <li>• Works with CFMU</li> <li>• Plans and executes weekly show</li> </ul>
Media - Silhouette/Blog Exec	Alexandra Kilian	<ul style="list-style-type: none"> <li>• Works with the Sil</li> <li>• Provides weekly article</li> <li>• Maintains blog</li> </ul>
Mental Health Exec	Niukhita Singhal	<ul style="list-style-type: none"> <li>• Responsible for finding relevant recourses (pamphlets, books, magazines etc...)</li> <li>• Plans and executes events and initiatives related to committee (e.g. Stressbusters)</li> </ul>
Sexual Health Exec	Alex Wilson	<ul style="list-style-type: none"> <li>• Responsible for finding relevant recourses (pamphlets, books, magazines etc...)</li> <li>• Plans and executes events and initiatives related to committee (e.g. Sex 101 )</li> </ul>

Addictions Awareness Exec	Hamnah Shihad	<ul style="list-style-type: none"> <li>Responsible for finding relevant recourses (pamphlets, books, magazines etc...)</li> <li>Plans and executes events and initiatives related to committee (e.g. Addictions Awareness Fair )</li> </ul>
Nutrition and Active Living Exec	Nikita Chhabra	<ul style="list-style-type: none"> <li>Responsible for finding relevant recourses (pamphlets, books, magazines etc...)</li> <li>Plans and executes events and initiatives related to committee (e.g. New Year's Resolution Fair )</li> </ul>
Volunteers	Approx 36	<ul style="list-style-type: none"> <li>All trained in peer support</li> <li>Attend 3 one hour in centre shifts</li> <li>Offer assistance and oversee any other services</li> </ul>

## GOALS

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Objective 1	<b>Highlight Lesser Known Services</b>
Description	Some of our services aren't being used to their full potential. In the surveys done by the services committee, one of the comments that kept coming up was that people would like us to advertise our lesser known services. More specifically, I'd like to promote our pregnancy testing, feminine hygiene products, and our lending library (which has just been updated!).
Benefits	Our events do well as it is and that is largely due to the promotions that have been done to improve turn out. I believe that once people know about our other lesser known services they will be utilized more. [v1]
Difficulties	Figuring out low budget ways of doing this. Finding the best places and ways to promote that will be effective. Finding the best way to promote each of the lesser known services.
Long-term implications	This will allow for the survival of certain aspects of SHEC. As well, it will help make them relevant and insure they are being used.
How?	For the feminine hygiene products, having posters in the bathrooms would be the best way to promote them [v2]. For all the services that need a little extra promoting, having periodic tweets and Facebook posts to remind people of their existence. As well, I think it could be helpful to have a more detailed page on the website of what SHEC does providing students with details about each service we offer.
Partners	My promotions exec will be crucial in this in this endeavour. As well, the underground will be used to create promotional material.

Objective 2	<b>Peer Support Promo and Refresh</b>
Description	I would like to make peer support more inclusive and welcoming to students through the way we market it. As it stands our peer support is set up so that people who need referrals and/or are in a crisis come to us. I would like for peer support to also include people who need a safe space, people who don't feel as though they have anyone to talk to, people who just need to vent, etc. Essentially I want people to feel like they can talk to our volunteers about anything and that they don't need to be in a crisis to come to us. Coming to university can be an overwhelming and isolating <u>experience</u> , and I would like to make SHEC the place to go when they don't know where to go.
Benefits	This allows for more students to benefit from our peer support service. I believe that by re working how we market our service will help students feel more comfortable coming to us. It will make it feel like a less formal step, which will allow us to broaden our target demographic.
Difficulties	Making sure we remain a credible and legitimate resource to students while decreasing the formality of our peer support will be difficult. It is a fine balancing act that will take careful consideration.
Long-term implications	This will allow our peer support service to continue to be used and will allow it to remain relevant to students.
How?	<p>I will attempt to accomplish this through the way we promote peer support. A great idea brought forward from an exec of mine was a <u>peer support fair</u>.  <u>[v3](This is Alex's idea. Here is the description he provided me with: Peer Support Fair:</u></p> <ul style="list-style-type: none"> <li>- <u>This is an initiative that I would like to start and have no problem handling the logistics of. I see this as a one day event held in the MUSC atrium where SHEC, QSCC, WGEN and PSL all run interactive events to promote their service. This is also just a few months before SHEC applications come out so we can remind people to be on the lookout.</u></li> <li>- <u>I see this as being very Interactive because as four services we could have our table(s) set up with information but also be running activities like the beer goggles obstacle course to attract people in.</u></li> <li>- <u>One thing I would like every service to do is to have scenario cards, potentially rave cards (if we can pool four service's budgets for nice printing). These cards would have scenarios relevant to the scope of each service and each table would have markers to fill out what you would do in this situation. If you fill out your card you get entered in a raffle (each service provides on prize).</u></li> <li>- <u>If I get the go ahead from you I will try to book a meeting with the other 3 PTMS during September/October to discuss the event</u></li> <li>- <u>Would promo the WGEN collab which I would try and have within 7 days of this event</u></li> </ul>

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Partners	N/A

Objective 3	<b>Strengthening and Highlighting our Partnership W/SWC and SWELL</b>
Description	Making our connection to SWC through promoting our partnership with SWELL will help students understand that SHEC is a credible resource.
Benefits	More students will have the confidence in using our service, as it will have a more professional reputation.
Difficulties	It may be hard making it clear to students that we work closely with and get lots of our information from SWC.
Long-term implications	This helps secure the long-term operation and relevance of SHEC as a credible and reliable service.
How?	This is the part I'm having a hard time with but some potential options include having more co-hosted events, using lines like "together with" or "supported by" might help make that connection clear.
Partners	SWELL

Objective 4	<b>Allow the new structure to flourish</b>
Description	SHEC recently went through a complete restructuring. This will be the second year with the new pillar model. This year will be a building year where the current exec can work with what was done last year, improve, revamp, and solidify each pillar's goals and events. <sup>[v4]</sup> <a href="#">In order to do this, I will ask each exec to go through the notes and transition reports from the previous exec. I will ask them to compare the changes they've made for their committee with the previous year. As well, the promotions exec is very keen on having a survey at the end of first term and at the end of second term in order to track and evaluate where our strengths and weaknesses are and to asses what is needed within the student population.</a>
Benefits	We will be able to work out the kinks from last year's new structure.
Difficulties	N/A
Long-term implications	We will be able to see what works within SHEC, what needs improvement, and asset if any changes need to be made.
How?	Using the transition reports from each past exec, the current exec can find the weaknesses within their committees to target those as areas to improve.
Partners	N/A

Objective 5	<b>First Year Outreach</b>
Description	I would like us to continue to target the first year population on campus in order to promote SHEC to the people who will be at McMaster for the next 4 years. First year is a very vulnerable time and SHEC is a great resource for them to have.
Benefits	This increases our reach to students as well it creates a group of people who could potentially make use of our services for 4 years of their lives.
Difficulties	Remembering to reach out to all the students as well is important and shouldn't be neglected.
Long-term implications	As mentioned above, promoting to first year students allows for the potential use from that group for the next 4 years.
How?	Brining events to the residence buildings has proven to be a successful tactic. Having more events in the residence buildings brings the event to the students and increases the likelihood of attendance.
Partners	Reslife

Objective 6	<b>Space Audit</b>
Description	This has been an initiative many coordinators have wanted to undertake and I'm no exception. The office is rather sterile looking and a bit alienating. Mostly, the peer support area is very uncomfortable and isn't the most inviting or comforting.
Benefits	Creates a more comfortable, inviting, and welcoming atmosphere for students and volunteers.
Difficulties	The space is limited and there are certain aspects of the area that cannot be changed or are essential to the operation of SHEC. Money and time are also things that are difficult to deal with.
Long-term implications	This will help SHEC get a bit of a face-lift. It will also help meet the needs of the students and visually reflect the goals and vibe of SHEC. It will also make it a more pleasant environment for volunteers to spend their time.
How?	Not sure.
Partners	MSU

Objective 7	<b>Volunteer Appreciation</b>
Description	I would like to make sure the volunteers feel appreciated and part of the SHEC team as a whole.
Benefits	When the volunteers feel part of the entirety of SHEC they are more likely to want to help out with all the <u>e</u> vents. It will make it much easier to get people to want to help out and see each event succeed, not just their committee's

	events.
Difficulties	You can't force people to care about everything that SHEC does. People are busy and may want to help out but simply don't have the time to be at every single event.
Long-term implications	This will help make this year a fun and enriching experience for the volunteers.
How?	By having fun and interesting opportunities for the volunteers to get to know each other and bond. Having more unofficial socials would be a nice way to bring people together.
Partners	N/A

## Long-term planning

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*Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)*

Overarching Vision ( <i>what is the ultimate goal?</i> )	<b>Buddy system for people who need accompaniment to and abortion</b>
Description	This would be a system that would assign a volunteer who would accompany someone to an abortion who feels as though they have no one else to turn to.
Benefits	Students will feel supported during a stressful and scary time. It can help someone who may otherwise have no one else to turn to not feel alone.
Year 1	This would be a trial run/ logistic researching year. It may not get up and running since there would be several details to figure out.
Year 2	It is more likely that this would be the year that things would get up and running. During this year the kinks or issues would be ironed out.
Year 3	Perhaps the service can expand to include non-SHEC volunteers and what we accompany people to. For example it could be a buddy to go get test results with.
Partners	<b>SWC</b>

## GOALS to strive for

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**List 5 things that you would like to have prepared for the beginning of September**

1. First year volunteer opportunity promotions.
2. Have September training planed
3. Welcome week activities planed
4. Have the condoms and all other supplies ordered
5. Have t-shirts ordered and ready by Welcome Week

**List 5 things you would like to have completed during the fall term (1<sup>st</sup>)**

1. Promo for lesser known services designed and ready
2. Peer support promo and refresh done
3. Virtual tour plan of the office
4. Promo trailer

**List 5 things you would like to have completed during the winter term (2<sup>nd</sup>)**

1. SHEC week
2. Volunteer applications
3. Peer Support Services Fair
4. Re organize peer support area
5. Video for SHEC

**Master Summary**

**(calendar and checklist)**

May	<ul style="list-style-type: none"> <li>• Office cleaned out and ready for use</li> <li>• Volunteers sorted in to committees</li> </ul>
June	<ul style="list-style-type: none"> <li>•</li> </ul>
July	<ul style="list-style-type: none"> <li>•</li> </ul>
August	<ul style="list-style-type: none"> <li>• Condoms ordered for September</li> <li>• Volunteer t-shirts ordered</li> <li>• Any other supplies ordered</li> </ul>
September	<ul style="list-style-type: none"> <li>• Alcohol awareness campaign (Addictions Awareness (AA) committee)</li> <li>• Training (Internal Programing exec (IP))</li> <li>• SHEC Talks: Mental Health Support (Mental Health (MH) committee)</li> <li>• Rez cooking event (Nutrition and Active Living (NAL) committee)</li> </ul>

October	<ul style="list-style-type: none"> <li>• First year event on caffeine in rez (AA)</li> <li>• Sexual Health Training (IP)</li> <li>• SHEC Talks: Mental Illness Awareness (MH)</li> <li>• SHEC Street Promo Event (Promo exec)</li> <li>• Sex 101 (Sexual Health (SH) committee)</li> <li>• Cookbook release of last year's book online (NAL)</li> </ul>
November	<ul style="list-style-type: none"> <li>• AA Fair (AA)</li> <li>• Mental Health Training (IP)</li> <li>• Stress 101 (MH)</li> <li>• Queer Sex Collab (SH)</li> <li>• Radio Promo Month (Radio committee)</li> </ul>
December	<ul style="list-style-type: none"> <li>• December social (IP)</li> <li>• Stressbusters (MH/all SHEC)</li> <li>•</li> </ul>
January	<ul style="list-style-type: none"> <li>• Drug and alcohol event (AA)</li> <li>• January Training (IP)</li> <li>• Office tour video (Promo exec)</li> <li>• Peer Support Fair (SH exec's idea)</li> <li>• Event w/WGEN: Discussion on slut shaming (SH)</li> <li>• New Year's Resolution Fair (NAL)</li> </ul>
February	<ul style="list-style-type: none"> <li>• Addictive Relationship event (AA)</li> <li>• SHEC week maybe?</li> <li>• Eating Disorder Training (IP)</li> <li>• Love Your Body (MH)</li> <li>• 1280 Bingo Night (SH)</li> </ul>

	<ul style="list-style-type: none"> <li>• Cookbook release (NAL)</li> <li>• Media Promo Month (Radio + Sil)</li> </ul>
March	<ul style="list-style-type: none"> <li>• Volunteer applications</li> <li>• Hire new volunteers</li> <li>• Self Harming event (AA)</li> <li>• Addictions Training (IP)</li> <li>• Self Harm event (MH)</li> <li>• Sex 202 (SH)</li> </ul>
April	<ul style="list-style-type: none"> <li>• Finish hiring new volunteers</li> <li>• Create transition report</li> <li>• Go over transition report with new coord</li> <li>• End of year social (IP)</li> <li>• Stressbusters (MH)</li> </ul>