



Black History Month Report 2024-2025

Eve Nyambiya and Stephanie Henry

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Preamble

This year we honor Black History and Black Futures through the theme: Diasporic Dreams: Reclaiming Pasts, Shaping the Present, Crafting Futures. Afrofuturism, a concept that touches on ancestral knowledge and the use of imagination and creativity to envision what Black futures can look like. Diasporic Dreams is representative of the expansiveness of Black culture around the world.

Reclaiming pasts honors the importance of history and ancestral roots within the African diaspora and symbolizes how their historical contributions shape our present and future to come. This leads to shaping the present, where we recognize how individuals and communities shape reality through everyday acts of resistance, creativity, joy and innovation. Our actions that take place in the present ultimately craft our futures.

Crafting futures suggests that the future is not static, but is a creation, a dream woven from experiences, aspirations and cultural memory. It emphasizes Afrofuturism's power to imagine worlds where Blackness and diasporic identity are central rather than marginalized within society. People of African and Caribbean descent show how Black people have drawn from ancestral knowledge, memories, and African spiritual practices to imagine new worlds.

Introduction

Black History Month holds particular significance within McMaster, serving as a crucial period for reflection, education, and engagement. In academic settings, it provides an opportunity to delve deeper into the multifaceted contributions of Black folks across various disciplines, from STEM, to Social Sciences and Humanities, and the Arts.

By dedicating focused attention to the achievements and history of African Canadians, McMaster promotes a more inclusive and comprehensive understanding of history and society. Black History Month serves as a catalyst for meaningful dialogue and engagement on issues related to race, equity, and social justice. Throughout Black History Month we saw lectures, panel discussions, cultural and social events, and artistic expressions, sparking conversations across McMaster that challenge biases, promote empathy, and inspire positive change. Black History Month is not only about acknowledging the past but also

about shaping the future. This report showcases how Black History Month came to life within the McMaster community, highlighting the committee's role, overall budget, event collaborations, community engagement, and more.

Report Brief

Objective

Black History Month holds particular significance within McMaster, serving as a crucial period for reflection, education, and engagement. In academic settings, it provides an opportunity to delve deeper into the multifaceted contributions of Black folks across various disciplines, from STEM to Social Sciences and Humanities, and the Arts.

Number of McMaster-led events: 32

Number of community advertised events: 3

Overall attendance of McMaster-led events: 1,822

Black History Month at McMaster 2024 Executive Planning Team:

Chair	Eve Nyambiya Anti-Black Racism Education and Programs Coordinator for the Equity and Inclusion office
Executive Members	Stephanie Henry, Renata Hall and Cheryl Louzado
Communications Partner(s)	McMaster Student Success Centre: <ul style="list-style-type: none"> - Elizabeth DiEmanuele - Abdo Habbani - Danielle Collado - Jacquie Hampshire - Melanie Waters Daily News: <ul style="list-style-type: none"> - Sonia Verma

	- Mary Taws
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Goals for the term

Goals	Result
More robust and collaborative event promotion	Consultative and collaborative communication plan with SSC Comms and Daily News
Increase the number of events dedicated to staff and faculty	Planned 3 events dedicated to staff and faculty with 3 different campus partners. Not only did the events receive good attendance, but they also enriched campus collaboration and partnership with the Equity and Inclusion office.
Enhance human resourcing for events	Create a bank of student volunteers to support event planners with running their events. Engaged with the Black Student Success Centre to provide student volunteers for a total of 7 events.
Increase followers and online traffic to support awareness	Instagram followers increased from 620 to 711

Black History Month Planning Committee Members

Contact person(s)	Department/club	Email
	Black Aspiring Physicians of McMaster	bapmac@mcmaster.ca
	Black Student Association (BSA)	black.mcmaster@gmail.com & mbsa@mcmaster.ca

Contact person(s)	Department/club	Email
	Macafricans	african@mcmaster.ca
	National Society of Black Engineers (NSBEMac)	pres.nsbemac@gmail.com
	Pitch Magazine	contact@pitchmag.ca
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	BlackSpace	blkspce@mcmaster.ca
	Degroote Black in Business	blackinbusiness@degrootecommerce.ca
	McMaster Social Work Caucus	swcaucus@mcmaster.ca
		acgsa@mcmaster.ca

Contact person(s)	Department/club	Email
	African Caribbean Graduate Student Association (ACGSA)	
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	Empowerment Squared @ McMaster (E2 @ Mac)	empower@mcmaster.ca
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Contact person(s)	Department/club	Email
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Contact person(s)	Department/club	Email
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Event Partners

The Black History Month at McMaster 2025 event partners reflect a collaborative spirit driving our celebration and cross promotions this year.

From industry leaders to grassroots advocates, each partner contributes a vital piece to the puzzle, creating a synergy that propels us toward our shared goals. Through this collective effort, we aspire to spark meaningful dialogue, drive positive change, and empower communities to thrive.

On behalf of the Equity and Inclusion Office, we extend a heartfelt thank you to our partners this year!

<ul style="list-style-type: none">• NSBE McMaster• Blackspace• Hillel McMaster• Spiritual Care and Learning Centre• Interfaith Issues Working Group under PACBIC• Faculty of Engineering• Black Student Athletic Council• FHS Equity & Inclusion and Faculty Affairs• Department of Family Medicine• McMaster University Libraries• Department of Athletics and Recreation• McMaster Alumni Office• DeGroote School of Business• UTS EDI Committee• International and Exchange Student Team• McMaster Social Work Student Collective• Hamilton Black History Council	<ul style="list-style-type: none">• Black Student Success Centre• Student Affairs• Hamilton Black History Council• Student Success Centre• Student Wellness Centre• Black Students' Association• Africa and Black Diaspora Studies (ABLD)• African and Caribbean Faculty Association (ACFAM)• Recruitment -Faculty of Engineering• EDII Office- Faculty of Science• MacAfricans• Midnight Association• Centre for Human Rights and Restorative Justice• Latin American Network at McMaster University (LANMU)
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Events

A summary of events can also be found here: <https://equity.mcmaster.ca/program-resources/equity-inclusion/events-and-workshops/black-history-month-at-mac-2025/>

Also on Daily News: <https://dailynews.mcmaster.ca/articles/black-history-month-2025-launch-event-will-celebrate-joy-through-community/>

Diasporic Dreams: Joy through Community (Black History Month at McMaster 2024 Launch)

Hosted on Monday, February 3rd, McMaster launched Black History Month with an array of performances, cultural displays, and Black student groups. “Diasporic Dreams: Reclaiming the Past, Shaping the Present and Crafting Futures” brought the McMaster community together to celebrate and honour Black history. With a total estimated attendance of 150+ attendees, this event is a testament to fostering community and collaboration.

Read about it here on Daily News: [Black History Month at McMaster begins with joy and a focus on community – Daily News](#)

Special thanks to our event sponsors:

Venue and Production Support:

- MUSC
- AlleyWay Sound

Campus and Community Partners:

- Black Student Success Centre
- African and Black Diaspora Studies (ABLD)
- Equity and Inclusion Office (EIO)
- McMaster Association of Caribbean And West Indian Students (MACaws)
- MacAfricans
- National Society of Black Engineers (NSBE)

Performers:

- Akilah
- Naisula
- Shaykeh

Student Volunteers

- Calah Ajao
- Mintah Badu
- Chanice Olokesusi
- Shakeap Elliot

- Black Students' Association (BSA)
- Black Bachelor of Health Sciences Association (BBA)
- Blackspace

Black History Month Events and Attendance

Date	Name	Location & Time	Organizers
31/01/2024	City of Hamilton: Black History Month Launch Event	12:30pm – 2:30pm Hamilton Public Central Library Branch 4 th Floor	City of Hamilton and Hamilton Black History Council (HBHC)
31/01/2024	BSA's Skating	12:00pm-2:30pm Pier 8, Waterfront Park	Black Students' Association (BSA)
01/02/2025- 28/02/2025	Health Sciences Library's Black History and Medicine Book Display	-	Health Sciences Library
03/02/2024	BHM Launch Diasporic Dreams: Reclaiming the Past, Shaping the Present and Crafting Futures	12:00pm-3:00pm MUSC Atrium	Equity and Inclusion Office (EIO)
06/02/2025	ABLD Seminar Series Decolonizing History: Setting The Records in Context	4:00pm-6:30pm The Hub, The Loft 4 th Floor	African and Black Diaspora Studies in partnership with the African- Caribbean Faculty Association of McMaster University
06/02/2025	Shaping the Present, Crafting the Future: Building Solidarity with the Black Community	7:00pm to 8:30pm Zoom	Equity and Inclusion Office and Alumni Engagement

Date	Name	Location & Time	Organizers
06/02/2025	JokesxJollof	6:00pm-8:00pm Location: TBD	MacAfricans
08/02/2025	Black Formal	6:00pm-8:00pm Hamilton Convention Centre, Webster Lounge, 1 Summers Lane	Blackspace and BlackPrint
08/02/2025	Black Voices at the Market: Stories, Flavours, and Success	10:00am-3:00pm Hamilton Farmers' Market	Hamilton Anti-Racism Resource Centre (HARRC) and Hamilton Farmers' Market, BlkOwned Hamilton
08/02/2025	Black History Month Games (Men's Basketball and Women's Basketball)	12:00pm-5:00pm Burrige Gymnasium	BSAC (Black Student-Athlete Council)
08/02/2025	Black History Month Multisport Tournament	1:00pm-5:00pm David Braley Athletic Centre	McMaster Intramurals (Department of Athletics & Recreation)
10/02/2025	The Black Professors Podcast Launch (Hybrid Event)	12:00pm-1:00pm Sherman Centre for Digital Scholarship, McMaster University Library	Dr. Selina Mudavanhu & Dr. Motilola Akinfemisoye-Adejare with the Sherman Centre for Digital Scholarship, McMaster University
11/02/2025- 13/02/2025	Art in the Halls	MUSC 2 nd Floor	Spiritual Learning and Care Centre
11/02/2025	Diasporic Dreams: Afrofuturism as Anti- Oppression	1:00pm-3:30pm Sherman Centre for Digital Scholarship, McMaster University Library	Equity and Inclusion Office (EIO) and University Libraries
12/02/2025	Black & Bold Art Exhibition	5:00pm-8:00pm The Hub, The Loft 4 th Floor	Black Students' Association Safia Farah, Director of Creative Events
12/02/2025	Book Launch with Dr. Ingrid Waldron	5:30pm-8:30pm	African and Black Diaspora Studies Advanced Research on Mental Health and Society

Date	Name	Location & Time	Organizers
		McMaster Continuing Education Building: 1 James Street North, Room 204, Hamilton, Ontario	
13/02/2025	The story of the 1934 Chatham	11:30am-1:00pm St. Luke's Anglican Church, Parish Hall, 1382 Ontario Street, Burlington	St. Luke's Anglican Church, Fred Ofosu, Alumnus
13/02/2025	Valentine's Day Candygram Sale	12:00pm-2:30pm TBD	MacAfricans
13/02/2025	NSBE Bake Sale	1:00pm-5:00pm MUSC Bake Sale Table	NSBE McMaster
13/02/2025	Boardroom Banter: Games Night Edition	5:00pm-7:00pm TBD	DeGroot Black in Business
18/02/2025	Faculty of Health Sciences 2025 Black History Month Lunch Hour Talk Featuring Dr. Oni Blackstock	12:00pm-1:00pm Virtual through Zoom	Faculty of Health Sciences Office of Equity and Inclusion in collaboration with the Department of Medicine, Department of Pediatrics, Department of Family Medicine, Department of Health Research Methods, Evidence and Impact, and the School of Rehab Sciences
20/02/2025	From our Roots to Futures: Black Optimism & Indigenous Ways of Being	4:00pm-6:00pm McMaster Museum of Arts	McMaster Museum of Arts and Equity and Inclusion Office (EIO)
22/02/2025	East African Mock Wedding	4:30pm-9:00pm The Hub, The Loft, 4 th Floor	East African Students' Association
25/02/2025	Mentorship and Ambassador Program – Shaping the Present and Crafting Futures	5:30pm-7:30pm Student Success Centre, Gilmour Hall, Room 110	Katherine Hesson-Bolton, Manager Talent Partnerships and Employer Relations, Career and Employment,

Date	Name	Location & Time	Organizers
			Student Success Centre, Student Affairs
25/02/2025	Student Networking Event	6:00pm-9:00pm Alumni Memorial Hall, Great Hall	Black Student Success Centre, Alumni Engagement, Black Students' Association
26/02/2025	Letters & Lyrics	6:00pm-8:00pm Bridges Event Space	Black X-scape (BSSC + SWC), Bethel Negasi (Black X-Scape), Taryn Aarssen (SWC)
27/02/2025	In Conversation with John Ellison	1:00pm-3:00pm Black Student Success Centre Lounge, PGCLL M07	BSSC, LIVElab
27/02/2025	Reclaiming Wellness: Afrocentric visions of Health, Wholeness and Wellbeing	8:30am-10:00am (8:00am breakfast) David Braley Health Science Centre Auditorium, 100 Main Street West	Department of Family Medicine
27/02/2025	Black Latin American and Afro-Latinx Scholarship and Stories	2:30pm-4:20pm Online and in-person Location: TBA	LANMU, LATAM Dr. Stacy A. Creech de Castro and Rodrigo Narro Perez, ABLD – Dr. Alpha Abebe
27/02/2025	Durag Social	6:00pm-8:00pm Location: TBA	MacAfricans and Black Students' Association
28/02/2025	Hybrid Launch of the Idometrics Dance Platform	12:00pm-1:30pm Sherman Centre for Digital Scholarship	Dr. Joseph Okeme, and Dr. Selina Mudavanhu
28/02/2025	BSSC Art Wall Exhibit	3:00pm-5:00pm BSSC Lounge PGCLL M07	The Black Student Success Centre with the BSSC Student Curator Koko Sanginga

Approximate Grand Attendance Total: 1,822

Equity and Inclusion Collaboration events

In addition to committee coordination, sponsorships and communication/marketing strategy, the Equity and Inclusion office partnered with various campus partners to host 3 events for Black History Month 2025. These events were geared towards staff and faculty to ensure their engagement in Black History Month programming. Coordination and planning spanned over 3 months with planning meetings discussing, logistics, budgeting and marketing plan for the events. Details of the events are provided below:

1. *Shaping the Present, Crafting the Future: Building Solidarity with the Black Community* hosted in collaboration with Office of Alumni Engagement.
 - a. Taking place Thursday, February 6th, we hosted a panel discussion with McMaster alumni, Kennishia Boahene '13 and Leo Nupolu Johnson '11 to explore what solidarity with the Black community truly means. Through personal stories and professional insights, panelists shared their experiences as students and in their respective careers, offering practical ways to foster meaningful allyship. Attendees left the webinar with actionable steps to build solidarity with the Black community in their everyday lives. 68 people registered with 27 people in attendance, majority of attendees were based in Canada. McMaster University shared the recorded webinar on their official LinkedIn page garnering 39 reactions and 2 reposts, access the post [here](#). The community can access the webinar on the official McMaster Alumni website: [ALC | Watch | McMaster University Alumni Webinars and Online Events](#)
2. *Diasporic Dreams: Afrofuturism as Anti-Oppression* hosted in collaboration with University Libraries
 - a. Hosted on Tuesday, February 11th, the Equity and Inclusion office and University Libraries collaborated to host another event for staff where the audience listened to readers present excerpts from Afrofuturistic literature. The intent of the event was to engage the audience in literature that focuses on anti-oppression and the practice of using imagination to dream of futures free of oppression. Excerpts were taken from authors such as Octavia

Butler, W.E.B DuBois, Tomi Adeyemi and more. Followed by the readings, the audience engaged in a facilitated dialogue where they shared ideas of what a world without oppression looks like. This event garnered 30 registrations with 35 attendees in total. The planning team also coordinated the promotional materials and marketing for the event which included news articles and social media promotion.

- b. Articles: [Celebrating Black History Month at the libraries | McMaster University Library](#), [Black History Month at McMaster begins with joy and a focus on community - Daily News](#) .

3. *From our Roots to Futures: Afrofuturism & Indigeneity* hosted in collaboration with McMaster Museum of Art

- a. The Equity and Inclusion office collaborated with the McMaster Museum of Arts to plan a faculty-focused event aimed to discuss the intersections of Indigeneity and Black optimism. The event included a guided tour of their current exhibit, Ascending Horizons, led by Senior Curator Betty Julian. This exhibit explored the intersection of Afrofuturism and Indigeneity, weaving together artistic expressions with themes of decoloniality. Following the tour, we engaged attendees in a facilitated dialogue that bridged these concepts, drawing connections between the visionary scholarship of Indigeneity, Indigenous feminisms, futurism, Afrofuturism, and African diasporic knowledge. This event took place on Thursday, February 20th, with 9 registrations and 11 staff and faculty attending in total. This event was promoted through campus networks such as MacPherson Institute: [Celebrating Black History Month at McMaster – MacPherson Institute](#) , mailing lists and social media channels.

Direct Logistics Support

In the spirit of honoring and celebrating Black history, the Logistics Support section of the Black History Month Committee played a pivotal role in the execution of several events. This section of the report reflects the dedication realizing the collective vision of “Diasporic Dreams: Reclaiming Pasts, Shaping the Present, Crafting Futures”. For the 2025 year, the Equity and Inclusion Office collaborated with the McMaster Student Union to provide financial support to event planners by splitting the financial cost of funds requested by campus group. The direct logistical support provided was event planning where we helped members with booking venues, catering, talent and vendor sourcing. The Black History Month 2025 Executive Planning Committee directly supported logistics for:

- Student Wellness Centre and BlackXscape’s *Letters and Lyrics* via *sponsorship*
- The Black Students’ Association’s *Black and Bold* via *sponsorship*
- The BlackSpace’s *Black Formal* event via *sponsorship*
- National Society of Black Engineers (NSBE) Bake Sale event via *sponsorship*
- The Department of Family Medicine’s Black History Month Storytellers’ Symposium via *event planning such as vendor, talent and catering sourcing,*

In total, the Equity and Inclusion provided \$1,000 to support Black History Month events. Please note that groups that requested over \$200 received partial funding and the Student Union was able to finance the rest of their request.

Volunteers

In addition to logistical and financial support, the Equity and Inclusion office in collaboration with the Black Student Success Centre, recruited student volunteers to support event planners with attendance tracking and event set-up and take down. All event coordinators indicated their request for volunteers through the event submission form. Coordination included scheduling volunteers for events and assigning volunteers to event coordinators. We had volunteers support the following events:

1. The Black Professors Podcast Launch (Hybrid Event)
2. East African Mock Wedding
3. Book Launch with Dr. Ingrid Waldron - From The Enlightenment to Black Lives Matter (Postponed)
4. Boardroom Banter: Games Night Edition
5. Hybrid Launch of the Idometrics Dance Platform
6. Letters & Lyrics
7. Art in the Halls
8. Mentorship and Ambassador Programs- Shaping the Present and Crafting Futures (postponed)
9. 3rd Annual BSSC Art Wall Exhibit

A special thank you to our dedicated volunteers:

- Ugomma Onwuzulu
- Ayat Abdi
- Tia Turner
- Mintah Badu
- Shakeap Elliott
- Esther Ogunmuyiwa
- Chanice Olokesusi
- Omolade George
- Mary-Ann Asoata
- Calah Ajao

Promotions and Digital Presence

This section will examine the marketing strategy through the usage of digital platforms and campus partnerships. We use a wide variety of mediums ranging from campus news articles to physical posters to social media management to ensure that we reach a wider audience to promote Black History Month events. The Equity and Inclusion office collaborates with Media Production Services (MPS) to create images and graphics to ensure consistent messaging and branding.

To align with the theme of Afrofuturism, these design ideas were considered:

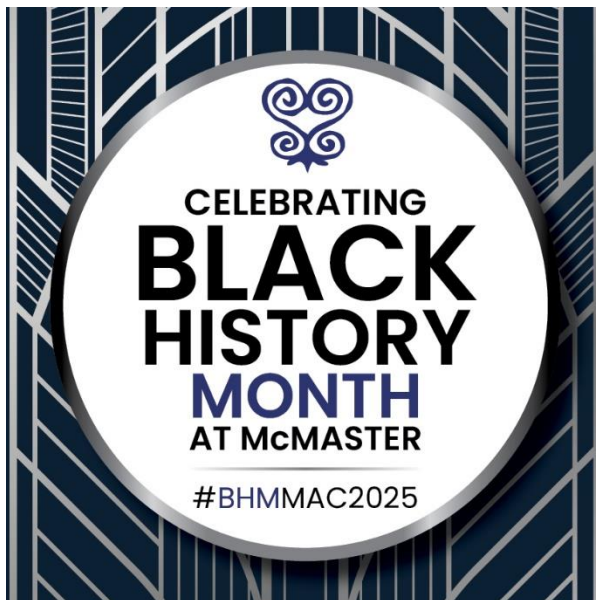
Geometric Patterns & Symmetry: The background features sharp, symmetrical geometric patterns reminiscent of Art Deco, a design style often associated with futurism and forward-thinking aesthetics. This ties into Afrofuturism's visual language, which blends African heritage with futuristic and sci-fi elements.

Color Palette: The deep navy blue and silver/white tones convey a sleek and modern feel, reinforcing the futuristic aspect of Afrofuturism. While Afrofuturism often includes vibrant colors, the use of dark tones with metallic-like contrasts reflects themes of technology, progress, and sophistication.

Adinkra Symbol: At the top of the design, there is an Adinkra symbol, which originates from the Akan people of Ghana. Adinkra symbols are deeply tied to African traditions and philosophies, and their inclusion bridges historical African knowledge with the futuristic themes of Afrofuturism.

Typography & Boldness: The bold and modern typography gives a sense of strength, empowerment, and forward movement, all key themes in Afrofuturism. The slight contrast in font weight and color (black vs. blue) draws attention while maintaining a clean, structured look.

Black History Month logo and images:



In 2024, we utilized digital platforms such as the Instagram and twitter (X) to engage a variety of audiences. Similar rational for maintaining an online/social media presence are expressed below:

1. **Accessibility:** Online platforms make Black History Month content globally available, ensuring participation beyond geographical barriers.
2. **Engagement:** Digital tools offer interactive ways to showcase Black history, from virtual exhibitions to social media discussions that foster community dialogue.
3. **Education:** Online resources, including digital archives and lesson plans, enrich understanding of Black history for educators, students, and independent learners.
4. **Amplification of Voices:** Digital storytelling through blogs, podcasts, and social media highlights diverse narratives, challenges misconceptions, and broadens representation.
5. **Advocacy & Activism:** Digital activism drives social justice efforts, using online spaces to raise awareness, organize campaigns, and promote systemic change.

In summary, integrating an online or digital presence into Black History Month celebrations enhances accessibility, inclusion, engagement, education, amplifies voices, and facilitates advocacy. By leveraging digital platforms, we can broaden the impact of Black History Month and foster a deeper understanding and appreciation of Black history and culture.

Beyond social media/online engagement resulted in the creation and distribution of a communication/promotional package for campus partners to ensure that they can promote Black History Month within their departments/offices. The package contained with the following:

- A small promotional blurb about Black History Month to input into newsletters
- A 1920pt x 1080pt promotional slide for digital screen promotions
- PDF posters for event submission form (1) and Black History Month website (2)
- Black History Month themed logo and branding images

With this, in collaboration with Daily News, SSC Communications Team, MUSC Atrium, McMaster Printing Services (MPS), MSU Underground Media + Design, Residence Life, and the Black History Month at McMaster 2025 Planning Committee, we circulated robust communications via:

- Weekly emailed updates through listservs and Teams Channel (BIRS, EDII Science Group, TMG Connections, PACBIC) posts
- Weekly emailed updates on events happening through the McMaster Students Union newsletter
- Weekly emailed updates on events happening through the Daily News
- Weekly emailed updates through SSC Newsletter
- Digital screen advertisements in MUSC Atrium throughout February
- Digital screen advertisement in Residence halls throughout February
- Instagram - @BHMatMac

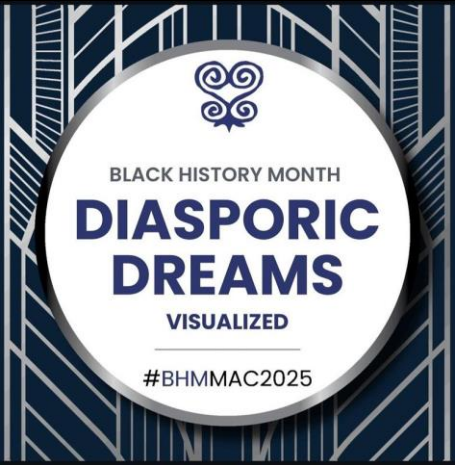
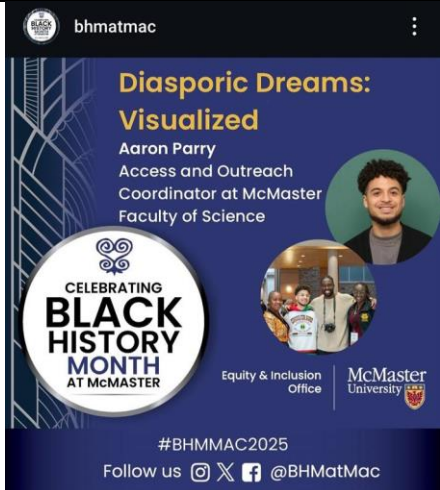
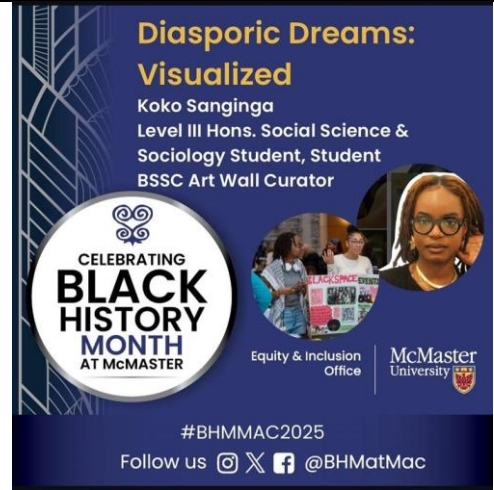
In this section you will see engagement stats regarding social media engagement for the BHMatMac Instagram account. “Accounts reached” stands for accounts that have viewed the post at least once, without engaging with the content itself (liking, sharing, commenting). These numbers are estimates derived from Instagram metrics and algorithm.

Month	Total number of posts:	Total number of engagements
December	1	Likes: 37 Comment: 0 Shares: 17
January	4	Likes: 170 Comment: 2 Shares: 152
February	22	Likes: 2,438 Comment: 14 Shares: 428
March	1	Likes: 12 Comment: 0 Shares: 0
Totals	28	Likes: 2,657 Comments: 16 Shares: 597



Educational Series – Diasporic Dreams Visualized

Diasporic Dreams Visualized was an educational series exploring Afrofuturism and its significance within the McMaster community. Led by Stephanie Henry, the series offered an insightful look into Afrofuturism’s role in shaping the future of the Black community, featuring perspectives from McMaster students and colleagues. Aaron Parry and Koko Sanginga were featured in this series where they shared what their perspectives on what future without anti-Black racism and oppression look like through art and society.

	 <p>Aaron’s video can be viewed on BHMATMAC</p> <p>Engagement stats Likes: 32 Shares: 8 Accounts Reached: 809</p>	 <p>Koko’s video can be viewed on BHMATMAC</p> <p>Engagement stats Likes: 22 Shares: 0 Accounts Reached: 178</p>
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Budget

Item	Total expense
Black History Month Launch Event	\$3,280.22
Event Collaborations	\$1,283
Graphic Design and Swag	\$765
Event Sponsorships	\$1,000

Event Sponsorships were provided based on need. Folks looking for sponsorship were asked to fill out our [sponsorship application form](#) where they provided, event budget, and indicated usage of funds. The McMaster Student Union also provided funding for events through their sponsorship channels; [Sponsorship Form](#), [Donation Request Form](#) and [Undergraduate Student Initiatives Fund \(USIF\) Applications](#).

BHM Total expenses: \$6,328.22

Feedback

Following the end of Black History Month, the lead planners engaged in a series of feedback sessions to discuss success, challenges and areas of improvement. We consulted with the Planning Committee, McMaster Museum of Arts and University Libraries to debrief on our events overall planning of the month.

Feedback from the Planning Committee is summarised below:

Overall, the feedback on Black History Month was very positive. The month successfully galvanized the entire university, fostering a strong sense of community, support, and access to resources. The organization was well-executed, with early meetings proving helpful.

Key areas for improvement include:

- Encouraging individual historical sharing to enhance campus education and inclusivity.
- Expanding outreach efforts to broaden the audience and emphasize that BHM is a collective celebration open to everyone.
- Adjusting event promotion language to highlight allyship and ensure non-Black individuals feel welcome in the space.
- These insights can help refine future planning, communication, and engagement strategies.
- Continue hosting general events open to all members of the McMaster community.
- Instagram engagement exceeded expectations! Will consider utilizing the BHMatMac social media channels all year-round to maintain engagement.

General Feedback for Kick-off

- **Low Engagement:** The kick-off event had lower turnout, likely due to being held on a Monday, which is generally a slow day on campus.
- **Promotion & Timing:** Earlier and more diverse promotion (including physical promotion in MSU spaces) could help boost engagement. Events scheduled on Tuesdays and Thursdays from 1:30-3:30 PM may attract more students.
- **Faculty Involvement:** Encouraging faculty to tie events to courses could help increase attendance by bringing in students.

Key Takeaways:

- **Strategic Event Planning:** To prevent event saturation and attendee fatigue, focus on organizing two signature events that serve as major highlights of Black History Month.
- **Dedicated Planning Structure:** Establish a separate working group specifically for planning the second signature event, in addition to the existing BHM planning committee. Convene this group earlier to ensure thorough preparation.
- **Enhanced Leadership Resources:** Develop and refine materials for leaders and managers, providing guidance on meaningful engagement during Black History Month.

- **Inclusive Promotional Messaging:** Adjust language in event promotions to encourage participation from the non-Black community while maintaining the core message of celebration and allyship.

If you would like to share your feedback, fill out the following forms below!

Black History Month Feedback: <https://forms.office.com/r/DnxknKtn04>

Feel free to connect with Eve Nyambiya if you require support or want to share via email: enyambiya@mcmaster.ca

Additional Information

If you are looking to join the committee next year, email Eve Nyambiya at nyambiye@mcmaster.ca

Follow up information is available via one drive on request