## Programming

**Total Programs:** 72  
**Total Event Attendance:** 1531 (183.79% increase from Spring 19)

### Program Types
- Finding Your Art Event
- Food Security Events
- Graduate Student Programming
- IdentTEAs
- Into The Night Drag Show
- LGBTQIA+ Identity Days
- Mentorship Events
- QTPOC Empowerment Spaces
- Queer and Trans Resilience Circles
- Social Events
- Speaker Events
- Trans Empowerment Spaces
- Zine Making Clubs
- 20th Anniversary Kickoff

### Collaborations
- AS Queer Commission  
- Campus Advocacy Resources & Education  
- Counseling and Psychological Services  
- Feminist Futures  
- Feminist Studies  
- Financial Crisis Team  
- Food For All Peers  
- Health and Wellness  
- Multicultural Center  
- Office of Diversity, Equity and Inclusion  
- Queer and Trans Community

### What came from these collaborations
- CalFresh Enrollment Party  
- Gaucho HIV Testing  
- Groovy Getdown  
- Into The Night Drag Show  
- Latrice Royale  
- LGBTQ Staff & Faculty Luncheon  
- LGBTQ Student Orientation

- Queer and Trans Graduate Student Union  
- Residence Hall Association  
- Sociology Department  
- Student Health Services  
- The HUB  
- Transfer Student Center  
- UCSB Library  
- UCSB Masc Project  
- Undocumented Student Services  
- Veterans Resource Center  
- Women’s Center

- Financial Crisis Workshop  
- Queer Dining  
- Surviving Home Screening and Panel  
- Thomas Page McBee  
- Zine Making Club  
- QmmuniTy Night with MC
Advocacy

One-on-one Counseling
Food Insecurity
Housing Security
Financial Crisis
Identity Development
Bias in the Classroom
Legal Name and Gender Change
Programming
Student Safety
Mental Health

All Gender Restrooms
Official List & Map Updated
Restroom Redirection Signage Developed
All Gender Restroom Policy Committee Formed
All Gender Restroom Information Sessions
Multi-stall restrooms successfully advocated for in GGSE and SAASB

LGBTQ+ Solidarity Days and Awareness
Resources posts, special events, and buttons for each
National Coming Out Day: Big Queer Wedding and Out List Release

RCSGD Demands
Agreements to revisit demands and committee creation

LGBTQ+ Student Organization Support
Queer Commission
Queer and Trans Community
Queer and Trans Graduate Student Union
RHA Queer and Trans Student Engagement Chairs
Friendly Undergraduate Queers in It Together
Re-establishment of Queer Leadership Council with QCOMM
Revitalization and removal of debts of Black Quare and La Familia De Colores

Trans* Task Force
Restructuring of Trans Task Force committees
  ● New Student and Communications & Outreach Subcommittees

Queer Trans Identities & Experience Seminar
Added UndocuQTs to our education efforts
We facilitated 25 QTies with a total attendance of 387 people.
  ● 12 Queer & Trans 101 Seminars and 4 Trans 101 Seminar
  ● 7 Pronoun Info Sessions

Daily Statistics
Visitors to the Center: 1825 (598.36% increase from last quarter)
Peak Times/Days: 12-2PM & 6-8PM; Wednesdays & Thursdays
Services most used: Empowerment Hours/Meetings with Career Staff
RCSGD Infrastructure
Established RCSGD Advisory Board comprised of various campus stakeholders
New student staffing structure implemented
Recurring program calendars
New Volunteer Program structure
Update of RCSGD Library
Update of RCSGD Library Borrowing and Space Reservation forms
Weekly limited edition buttons produced
Weekly tabling at set times and locations on campus
Continued annual Fall traditions, including Into the Night, LGBTQ Student Orientation, and Out List

Weekly Empowerment Hours - Weekly Discussion Groups and Program
QTPOC Empowerment Hours
Trans Empowerment Hours
  Trans, Non-binary, & GNC Weekly Discussion Group
  New Quarterly Trans Potluck
Queer and Trans Resilience Workbook Circle

Website Updates
Reorganizing of RCSGD website to make more user friendly

Pages Added:
David Bohnett CyberCenter  Our Year Together
Financial Wellness  Supporting LGBTQ Students in the Classroom
Veterans  Mental Health
Transfer Students  Accessibility
International Students

Pages Updated:
Out List  Education
Jobs  Pronouns
Get Involved  Federal/CA ID Changes
Student Organizations  QTPOC Resources
QTIES

Pronouns in University Systems
The Division of Student Affairs and the UCSB Trans Task Force announced late summer that beginning on September 13, 2019, students were able to indicate their pronouns in the Gaucho On-Line Data (GOLD) system, which resulted in pronouns displaying in eGrades (where faculty access their rosters) and GauchoSpace (the online learning environment). This new functionality resulted in pronouns showing up on course rosters in eGrades and in various places within GauchoSpace, so students are being referred to by the correct pronouns.

Students can specify their pronouns by going into GOLD and choosing one of the following options from a drop-down list. We followed UCSF’s lead in choosing which options to offer UCSB students:
Once students have selected a pronoun, this information will show up on course rosters and in GauchoSpace for faculty, instructors, lecturers, TAs, and other students to use the correct pronouns when referring to students. All students have been and will continue to be encouraged to indicate their pronouns in GOLD.

During the Fall term over 6500 students indicated their pronouns in GOLD. Roughly 73% of those students were new students who represented 58% of all new students on campus for Fall 2019.

**General Notes**
- As a result of our weekly empowerment hours, we have seen an increase in the amount of QTPOC and Trans/GNC students who use our services. Not only that, we’ve received reports of greater feelings of community, support, and academic success among those students who attend.
- From our social media insights, the peak days for engagement are Wednesdays between 12-6PM for Facebook and Fridays from 5-7PM for Instagram.
- We have seen a large drop in the amount of folks who interact with our Facebook, but a spike in those who view our Instagram and Twitter.
Social Media Engagement

Facebook

Followers: 1823
- Net Gain This Quarter: 97
Reach
- Peak post reached: 2.3k
- Total reach of posts: 42.2k between Sept. 23rd and Dec. 17th
Page Views
- Daily between 20 - 70 (regardless of posts made by the RCSGD)
- Peak days: Scavenger Hunt & Student Profiles
Posts Made: 49

Instagram

Followers: 3843
Net Gain This Quarter: 82
Likes
- Total Likes: 3481 (26.98% increase from Spring 19)
- Most Likes On A Post: 225 - New Staff Post
- Most Popular Posts: Student Profiles
Reach
- Peak Post reached: 3.9k (260% increase from Spring 19)
- Total reach of posts: 88.2k (252% increase from Spring 19)
Page Views
- Daily between 51-270 (regardless of posts made by the RCSGD)
- Peak days: Wednesday
Posts Made: 49

Twitter (New Platform)

Followers: 160
Posts Made: 49

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2871 (16.29% increase since Spring 2019)
Engagement Levels
- Amount Opened: 30.5k
- Average Rating: 8.5
- Avg. Open Rate: 48%
- Opt Outs: 27

OUT List
- LGBTQ-Identified Sign Ups: 271
- Supporter Sign Ups: 282