RCSGD Quarterly Report
Fall 2020

Due to COVID-19, programming, lounge hours, and services provided were heavily impacted and reduced with the move to remote instruction and staff not being present on campus.

**Programming**

**Total Programs: 96**

**Program Type**

<table>
<thead>
<tr>
<th>Cooking Events</th>
<th>Social Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Student Programming</td>
<td>Speaker Events</td>
</tr>
<tr>
<td>IdentiTEAs</td>
<td>Trans Empowerment Spaces</td>
</tr>
<tr>
<td>LGBTQIA+ Identity Days</td>
<td>Zine Making Club</td>
</tr>
<tr>
<td>QTPOC Empowerment Spaces</td>
<td>QTPOC Empowerment Hours</td>
</tr>
</tbody>
</table>

**Collaborations**

<table>
<thead>
<tr>
<th>AS Trans &amp; Queer Commission</th>
<th>LGBTQ Staff &amp; Faculty Collective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Advocacy Resources &amp; Education</td>
<td>MultiCultural Center</td>
</tr>
<tr>
<td>Counseling and Psychological Services</td>
<td>Office of Diversity, Equity, and Inclusion</td>
</tr>
<tr>
<td>Educational Opportunity Program</td>
<td>Queer and Trans Graduate Student Union</td>
</tr>
<tr>
<td>Financial Crisis Team</td>
<td>Student Health Services</td>
</tr>
<tr>
<td>Food For All Peers</td>
<td>Transfer Student Center</td>
</tr>
<tr>
<td>Health and Wellness</td>
<td>UCSB Library</td>
</tr>
<tr>
<td>Human Resources</td>
<td>Undocumented Student Services</td>
</tr>
<tr>
<td>Intersectional Feminists</td>
<td>Women’s Center</td>
</tr>
</tbody>
</table>

**Highlights from these collaborations**

| An Evening With Ryan Cassata | Queer Dining  |
| Rommy Torrico | Zine Making Club  |
| Trans Town Hall | LGBTQIA+ Orientation  |
Advocacy

One-on-one Counseling
Coming Out Support
Gender Identity Exploration
Accessing Gender Affirming Surgery Support
Food Insecurity
Housing Security
Financial Crisis
Identity Development

Student Organization Support
Bias in the Classroom
Legal Name and Gender Change
Programming
Student Safety
Mental Health

LGBTQ+ Student Organization Support
Queer Trans Leadership Council
Trans & Queer Commission
Queer and Trans Graduate Student Union
Queer Trans Community

Trans* Task Force
Student-only Trans Town Hall on 11.12.2020
UCSB Trans+ Campus Survey from Dr. Lal Zimman and the Curriculum Subcommittee
Undergoing analysis, but segments shared for advocacy on campus
Student Health Services Receives Names From Gold
Gender Recognition and Lived Name Policy

Queer Trans Identities & Experience Seminar
We facilitated 7 QTies with a total attendance of 353 (119 total without the pronoun sessions) people.
- 5 Queer & Trans 101 Seminars
- 2 Trans 101 Seminars
- 3 Pronoun Info Sessions

Daily Statistics
*Due to COVID-19, our lounge was closed so there were no statistics around visits to the physical space*

RCSGD Infrastructure
Recurring program calendars
New Volunteer Program structure
New virtual programming structure
Creation of virtual lounge hours
Continued annual Fall traditions, including Orientation, Into the Night, Week of Welcome, and Open House

Weekly Empowerment Hours - Weekly Discussion Groups and Program
Virtual Lounge Hours
Two-Spirit Empowerment Hours
QTPOC Empowerment Hours
Trans Empowerment Hours
Trans, Non-binary, & GNC Weekly Discussion Group
Addressing Anti-Blackness in Non-Black POC LGBTQIA+ Communities Discussion Group
White QT’s Practicing Anti-Racism Discussion Group
Bi Us For Us Discussion Group
We’re Here, We’re Queer - First and Transfer Discussion Group
IdentiTEAs Series

Website Updates

Pages Added:
Academic Success
Bi+ Education
LGBTQIA+ Grow Page

Pages Updated:
About the Staff
About the Student Staff
Education
Identities

General Notes

● The most successful and well-attended events of the RCSGD this quarter were the recurring discussion spaces, where students, staff, and faculty got the chance to create a cohort to develop and connect with.

● From looking at our social media over the last three years, we have been able to notice a trend where there is a sharp rise in virtual engagement during the Winter quarter through Summer and then a steady decline until the start of the next Winter quarter.

● Although we saw a drop in reach via newsletters, Facebook, and Twitter, we had an increased number of interactions that included saving and shares across all platforms.

● The most accessed service during this time was one on one support with Career Staff. Due to COVID-19 and the transition to virtual learning, there was an increased demand for basic needs support, classroom advocacy, and mental health resources.
Social Media Engagement

Facebook

Followers: 1910
  • Net Gain This Quarter: 33
Reach
  • Peak post reached: 1.7k
  • Total reach of posts: 10.2k
Page Views
  • Daily between 20 - 50 (regardless of posts made by the RCSGD)
  • Peak days: Mondays and Wednesdays
Posts Made: 45

Instagram

Followers: 3890
Likes
  • Total Likes: 2.4k likes
  • Most Likes On A Post: 240 likes
  • Most Popular Posts: Trans Awareness Week Highlight
Reach
  • Peak Post reached: 1.5k
  • Total reach of posts: 47.3k
Page Views
  • Daily between 25-200 (regardless of posts made by the RCSGD)
  • Peak days: Wednesdays
Posts Made: 38

Twitter

Followers: 228
Posts Made: 4

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2953
Engagement Levels
  • Amount Opened: 15.5k
  • Average Rating: 7.3
  • Avg. Open Rate: 39.5%
  • Opt-Outs: 116

Tawk.to (New)

Website Visits: 1674
Daily Views: Daily between 10-90