RCSGD Quarterly Report
Spring 2019

Services Provided

Programming

Total Programs: 61
Total Event Attendance: 833 as of Jun. 13th

Program Types
- Conference Delegations
  - BLAQOUT 2019
- Mentorship Events
- Social Events
- IdentiTEAs
- PRIDE Events
- Empowerment Spaces
- Speaker Events
- Trans Revolution Series
- Finding Your Art Events
- Queer Olympics
- Trans Week of Visibility

Collaborations

Which departments/organizations
- Recreation Center
- CAPS
- CARE
- USS
- MCC
- Health and Wellness
- Pacific Pride Foundation
- Housing, Dining and Auxiliary Enterprises
- Department of Theater and Dance
- The HUB
- Women’s Center
- QTGSU, QAPI, QTC
- Student Health Services
- Religious Studies Department
- Richie’s Barbershop
- AISA

What came from these collaborations
- Gaucho HIV Testing
- PRIDE Week Events
Trans Revolution Series Speakers
Queer Olympics
TWOV: Spectrum: Interpersonal Violence within LGBTQ Communities
TWOV: Resource Fair
TWOV: Trans Sex Ed
TWOV: Religion & Trans Discussion
TWOV: Beat & Barber Event
TWOV: Tree of Peace Picnic

Advocacy
One-on-one Counseling
Staff had one on ones with students, staff, and faculty for a variety of issues.

All Gender Restrooms
Official List & Map Updated
Restroom Redirection Signage Developed
Advocation on UC-wide level in collaboration with student government
Multi-stall restroom case study completed
Conversion made in SSMS and in UCEN 3

LGBTQ+ Solidarity Days and Awareness
RCSGD Demands

LGBTQ+ Services Meetings
Quinn attends the Direct Service Meeting every two weeks to address the basic needs of students (i.e. food security)

LGBTQ+ Student Organization Support
Queer Commission
Queer and Trans Community
Queer and Trans Graduate Student Union
RHA Queer and Trans Student Engagement Chairs
Queer Asian and Pacific Islanders
Friendly Undergraduate Queers in It Together

Trans* Task Force

Queer Trans Identities & Experience Seminar
We facilitated 11 QTies with a total attendance of 191 people.
- 10 Queer & Trans 101 Seminars and 1 Trans 101 Seminar
- Departments:
  - Housing, Dining and Auxiliary Enterprises
  - Phi Sigma Pi
  - Computer Science Department
  - Women Center Volunteers
  - Rec Center
  - Rainbow House
  - MCC
  - Raises De Mi Tierra
  - EOP
  - Orientation
  - HR
RCSGD Infrastructure

**Expansion and refinement of RCSGD Structures**
- Recurring Program Calendars Created
- Mentorship Program Feedback Received and Accounted For
- Increased returners to Volunteer Program and qualitative professional development
- Button Maker Procedure Standardized
  - Buttons Produced:
    - Increased engagement with the Residence Halls & MCC

**Professional Staff Updates**
- Quinn hosted weekly Legal Name & Gender Change Drop-In Hours with approximately 10 Attendees

**Weekly Empowerment Hours**
- The Queer & Trans People of Color (QTPOC) Empowerment Coordinator hosted weekly QTPOC empowerment hours on Wednesdays from 5-8pm.

**Website Updates**
- Pages added: Volunteer, Jobs, Graduate Students, Name Change at UCSB, Education
- Pages Updated: About, Trans Resources, Trans Task Force

**Updated RCSGD Brochure and marketing materials**

**Daily Statistics**

**Visitors to the Center:** 305 (10.82% decrease from last quarter)

**Peak Times/Days:** 1-3PM & 7-9PM; Wednesdays & Thursdays

**Services most used:** Lounge & Meeting with Staff

**Social Media Engagement**

**Facebook**
- Followers: 1726
  - Net Gain This Quarter: 88
- Reach
  - Peak post reached: 1.5k
  - Total reach of posts: 45.7k between Apr. 1st and Jun. 13th

**Page Views**
- Daily between 20 - 50 (regardless of posts made by the RCSGD)
- Peak days: Trans Identity Videos

**Instagram**
- Followers: 3761
  - Net Drop This Quarter: -64
- Likes
  - Total Likes: 2542
  - Most Likes On A Post: 264 - Lavender Graduation
- Reach
  - Peak Post reached: 1.5k
  - Total reach of posts: 35k as of Jun. 13th
Page Views

Daily between 35-120 (regardless of posts made by the RCSGD)

Peak days: Wednesday

Posts Made: 33

- Follower lost can be accounted to deactivated accounts or reported bots. Although we had a drop in followers we had the most post engagements and reach out of any other quarter.

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2469 (5.3% increase)

Engagement Levels

Amount Opened: 14410

Average Rating: 8.8

Avg. Open Rate: 52.3% (3.4% increase)

Opt Outs: 25

General Notes

- The newsletter which received the highest engagement was under the name “RCSGD Special Announcement” and received a 100% open rate. Since switching over to our individual account the average rating of our newsletters has increased to 8.1/10 with a 54% open rate (6% increase).

- From our social media insights, the peak days for engagement are Wednesdays between 12-6PM for Facebook and Fridays from 5-7PM for Instagram.

- The larger event calendars were more popular (for printing and distribution), we saw more event attendance, and we had less paper waste. We expanded this to include large calendars for our recurring events and Trans Week of Visibility. Of our events this quarter, those were the most attended.

- Our overall social media presence has increased along with post engagements resulting in larger event attendance, a wider reach to audiences, and although intangible, a feeling of increased trust and belief in the Center.