Services Provided

Programming

Total Programs: 46 between Jan 10th and Mar 22nd
Total Event Attendance: 650 as of Mar 5th.

Program Types
Conference Delegations
Conscious Eating
Mentorship Events
Social Events
Empowerment Spaces
Speaker Events
Trans Revolution Series
Finding Your Art Events
Mindfulness Events
Housing Fair

Collaborations

Which departments
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
UCSB SMASH Club

What came from these collaborations
Human Rights Week Participant
Housing Fair
Kavi Ade Workshop
The Laramie Legacy
Immigration Awareness Week
UndocuQueer/UndocuTrans training refined
Valentine’s Day Fair
Get Smash’d with the RCSGD

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 Created
Advocacy on UC-wide level in collaboration with student government
Multi-stall restroom case study developed

LGBTQ+ Solidarity Days and Awareness
RCSGD Demands
LGBTQ+ Property Owners List

LGBTQ+ Services Meetings

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
La Familia De Colores
Friendly Undergraduate Queers in It Together

Trans* Task Force

RCSGD Infrastructure
Expansion and refinement of marketing structure
Winter Program Calendar Created
RCSGD Brochures Created and Distributed - 1250 total
Increased engagement with the Residence Halls

Program Planning Guides
Purpose: Continuity, Budget Tracking, Program Purpose

Student Staff Position Evaluations
Anonymous Student Staff Survey for Fall 2018
Summary reports of their roles and work completed

Professional Staff Additions
Quinn Solis joins as Associate Director
Dwayne Mosbey transitions from temporary to career staff in Program Coordinator role

Website Updates
Updated LGBTQ Community Resource Guide for prospective students

Daily Statistics
Visitors to the Center: 342 (14.33% increase)
Peak Times/Days: 2-4PM; Wednesdays & Thursdays
Services most used: Club/Org Events, Lounge, Meeting with Career Staff*

*Used more this quarter than in previous quarters

Social Media Engagement
Facebook

Followers: 1638
Net Gain This Quarter: 41
Reach
Peak post reached: 3.18k
Total reach of posts: 28.4k between Jan 4th and Mar 5th
Page Views
Daily between 15 - 50 (regardless of posts made by the RCSGD)
Peak days: All Gender Restroom Map/Sexuality Recognition Days
Posts Made: 68

Instagram

Followers: 3825
Net Drop This Quarter: -72
Likes
Total Likes: 466
Most Likes On A Post: 149 - Scotland Requiring LGBTQ Education
Reach
Peak Post reached: 2.5k
Total reach of posts: 16k as of Mar. 5th
Page Views
Daily between 15-75 (regardless of posts made by the RCSGD)
Peak days: Queer & Trans News
Posts Made: 8

- Substantial drop in usage of Instagram this quarter

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2345
Engagement Levels
Amount Opened: 18760
Avg. Open Rate: 49%
Opt Outs: 17

- Although our total subscribers fell substantially from last quarter, we went through and analyzed how many people were actually engaging and opening our newsletter. We removed folks who hadn’t interacted/opened the newsletter in the past two months. The amount of newsletters which were opened and the avg. open rate since then have both tripled.

General Notes

- We noticed that utilizing our stories on Facebook and Instagram, brought more attention than making a post or creating an event. For each event, where we posted via story (QTPOC, Queer Dining), we saw an avg. of 5 additional people come to the event/interact with the posts.
- The newsletter which received the highest engagement was under the name “RCSGD Special Announcement” and received a 94% open rate as opposed to the usual 49%.
- We gained the most new social media followers when we made posts for the all-gender restroom maps.
● From our social media insights, the peak days for engagement are Wednesdays/Thursdays between 12-6PM for Facebook and Fridays from 5-7PM for Instagram.
● This quarter, we only produced a large Winter event calendar as opposed to printing off flyers for each event. The larger event calendars were more popular (for printing and distribution), we saw more event attendance, and we had less paper waste.