

RCSGD Quarterly Report

Winter 2019

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

Advocation 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.