



RCSGD Quarterly Report

Winter 2020

Programming

Total Programs: 84

Total Event Attendance: 1639 (7.5% increase from Fall 20)

Program Types

Movie Screenings

Food Security Events

Graduate Student Programming

IdentiTEAs

Housing Fair

LGBTQIA+ Identity Days

Mentorship Events

QTPOC Empowerment Spaces

Emerging Leaders Institute

Social Events

Speaker Events

Trans Empowerment Spaces

Zine Making Clubs

Trans Revolution Series

Collaborations

AS Queer Commission

Campus Advocacy Resources & Education

Counseling and Psychological Services

Educational Opportunity Program

Feminist Studies

Financial Crisis Team

Food For All Peers

Health and Wellness

Human Resources

LGBTQ Staff & Faculty Collective

MultiCultural Center

Office of Diversity, Equity and Inclusion

Queer and Trans Community

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

What came from these collaborations

MJ Rodriguez (20th Anniversary Speaker)

Gauche HIV Testing

Winter Wonder Drag

LGBTQ Staff & Faculty Luncheon

QT Grad Student Town Hall

Queer Dining

Financial Crisis Workshop

Zine Making Club

Robyn Ochs

Rainbow Parents Group

Immigrant Resilience Week

LGBTQ+ Housing Fair

Advocacy

One-on-one Counseling

Coming Out Support
Gender Identity Exploration
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

All Gender Restrooms

Official List & Map Updated
All Gender Restroom Wayfinding Videos Created
All Gender Restroom Policy Committee Prepared Final Draft of Policy and FAQs Document
Multi-stall restrooms successfully installed in GGSE and SAASB

RCSGD Demands

Agreements to revisit demands and committee creation
Held town hall to discuss what has been done and what the future plans are

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
Republicizing and assistance in reforming QTAPI

Trans* Task Force

Student-only Trans Town Hall on 2.20.2020

UCSB Trans+ Campus Survey from Dr. Lal Zimman and the Curriculum Subcommittee
Residential and Community Living now has student pronouns data

Queer Trans Identities & Experience Seminar

We facilitated 11 QTies with a total attendance of 334 people.

- 9 Queer & Trans 101 Seminars and 2 Trans 101 Seminars

Daily Statistics

Visitors to the Center: 1811 (0.07% decrease from Fall 19)

Peak Times/Days: 12-2PM; Mondays & Thursdays

Services most used: Lounge/Meetings with Career Staff

RCSGD Infrastructure

Review and editing student staff position descriptions
Recurring program calendars



New Volunteer Program structure
New computers for David Bohnett Cybercenter
Update of RCSGD Library
Weekly limited edition buttons produced
Weekly tabling at set times and locations on campus
Continued annual Winter traditions, including Trans Revolution Series, Emerging Leaders Institute, and Winter Wonder Drag

Weekly Empowerment Hours - Weekly Discussion Groups and Program

QTPOC Empowerment Hours
 Quarterly QTPOCluck
Trans Empowerment Hours
 Trans, Non-binary, & GNC Weekly Discussion Group
 Quarterly Trans Potluck
Queer and Trans Resilience Workbook Circle
Bi Us For Us Discussion Group
IdentiTEAs Series

Website Updates

More updates to user navigation and creation of new headers

Pages Added:

Bisexual Resource Page	Identities
Campus Partners	Interpersonal Relationships
Coming Out Resource Page	Names and Pronouns Advocacy

Pages Updated:

About The Staff	Homepage
All Gender Restrooms	LGBTQIA+ Glossary
Alumni	Name Change at UCSB
Calendar of Events	Student Organizations
David Bohnett Cybercenter	UCSB Out List

General Notes

- The most successful and well-attended events of the RCSGD this quarter were the ones in which we collaborated with other departments such as Sociology, the MultiCultural Center, and queer and trans student organizations.
- The most accessed service of the RCSGD is now our lounge space, with a majority of folks coming into the space not for an event or specific purpose beyond simply enjoying the space.
- For Instagram, there was a shift in the content that we were posting. The lower reach and engagement stems a majority of the time for event promotion rather than highlighting campus services, queer students, or identity awareness days.
- Due to COVID-19, Week 10 and Finals Week programming, lounge hours, and services provided were heavily impacted and reduced with the amount of students who needed to leave campus and socially isolate themselves.



Social Media Engagement

Facebook

Followers: 1843

- **Net Gain This Quarter:** 20

Reach

- **Peak post reached:** 1.3k
- **Total reach of posts:** 46.6k between Jan. 6th and Mar. 22nd

Page Views

- **Daily between 35 - 70 (regardless of posts made by the RCSGD)**
- **Peak days:** Awareness Days/Computer Access Post

Posts Made: 71

Instagram

Followers: 3817

Net Loss This Quarter: 26

Likes

- **Total Likes:** 2302 (34.87% decrease from Fall 19)
- **Most Likes On A Post:** 159 - Queer Commission Chairs
- **Most Popular Posts:** Student Leadership Highlights
- **(New) Average Likes Per Post:** 73.3 likes/post

Reach

- **Peak Post reached:** 4.36k (11.79% increase from Fall 19)
- **Total reach of posts:** 52.2k (40.82% decrease from Fall 19)

Page Views

- Daily between 51-200 (regardless of posts made by the RCSGD)
- **Peak days:** Wednesday

Posts Made: 40 (19.37% decrease from Fall 19)

Twitter (New Platform)

Followers: 199 (24.38% increase since Fall 19)

Posts Made: 60

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2925 (2.8% increase since Fall 2019)

Engagement Levels

- **Amount Opened:** 30.5k
 - **Average Rating:** 8.5
 - **Avg. Open Rate:** 53.26%
 - **Opt Outs:** 2
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OUT List

- **LGBTQ-Identified Sign Ups:** 273



- **Supporter Sign Ups: 282**