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
IdentTEAs
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)
Gaucho 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
- Republicanizing 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
- Interpersonal Relationships
- Campus Partners
- Names and Pronouns Advocacy
- Coming Out Resource Page
- homepage
- LGBTQIA+ Glossary
- Name Change at UCSB
- Student Organizations
- UCSB Out List

**Pages Updated:**
- About The Staff
- Alumni
- Calendar of Events
- David Bohnett Cybercenter

**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

OUT List
- **LGBTQ-Identified Sign Ups:** 273
● Supporter Sign Ups: 282