

RCSGD Quarterly Report

Fall 2018

Services Provided

Programming

Total Programs: 29

Program Types

Conference Delegations
Conscious Eating
Being Queer Living Here
Social Events
Empowerment Spaces
Open House
Into the Night
Mindfulness Events

Collaborations

Which departments

What came from these collaborations

Advocacy

One-on-one Counseling

Staff had one on ones with students for a variety of issues.

Gender Neutral Restrooms

List Updated

Map created

LGBTQ+ Solidarity Days and Awareness

RCSGD Demands

LGBTQ+ Services Meetings (Rec Cen, CAPS, CARE)

RCSGD Infrastructure

Establishment of a marketing structure

Program Planning Guides

Continuity

Budget Tracking

Purpose

Student Staff Position Evaluations

Professional Staff Additions

Daily Statistics

Visitors to the Center: 265

Peak Times/Days: 1- 4PM; Wednesdays & Thursdays

Services most used: Club/Org Events, Lounge, General Information

Social Media Engagement

Facebook

Followers: 1597

Net Gain This Quarter: 75

Reach

Peak post reached: 1.5k

Total reach of posts: 22k as of Dec. 3rd

Page Views

Daily between 15 - 50 (regardless of posts made by the RCSGD)

Peak days: Queer Recognition/Solidarity Days

Posts Made: 64

Instagram

Followers: 3897

Net Gain This Quarter: 17

Likes

Total Likes: 1837

Most Likes On A Post: 210 - National Coming Out Day

Reach

Peak Post reached: 2.6k

Total reach of posts: 39.9k as of Dec. 3rd

Page Views

Daily between 25-85 (regardless of posts made by the RCSGD)

Peak days: Queer Recognition/Solidarity Days

Posts Made: 29

The Letter Q: The RCSGD e-Newsletter

Subscribers: 17758

Engagement Levels

Amount Opened: 6160

Avg. Open Rate: 12.3%

Opt Outs: 86

General Notes

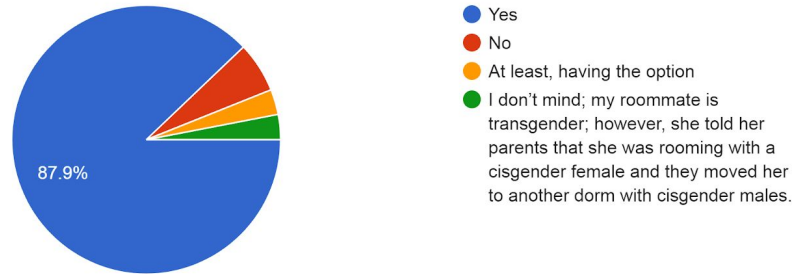
- We noticed that utilizing our stories on Facebook and Instagram, brought more attention than making a post or creating an event. For each event, where we posted via story (QTPOC, Queer Dining), we saw an avg. of 5 additional people come to the event/interact with the posts.
- Incoming freshman have been using Facebook less and less, many have said that they are creating accounts just to find out about events at the school. This can also mean that we need to increase our engagement with the Residence Halls through ways other than fliers.
- The newsletter which received the lowest engagement was sent out on a Tuesday as opposed to the usual Monday and we saw a drop in the open rate by 10%.
- We gained the most new social media followers when we made posts for Queer Recognition/Solidarity days.
- From our social media insights, the peak days for engagement are Thursdays/Fridays between 12-6PM.

Survey Results

LGBTQ+ Housing Survey - 34 Total Responses

Would you like for there to be a roommate matching program specifically for LGBTQ+ students?

33 responses



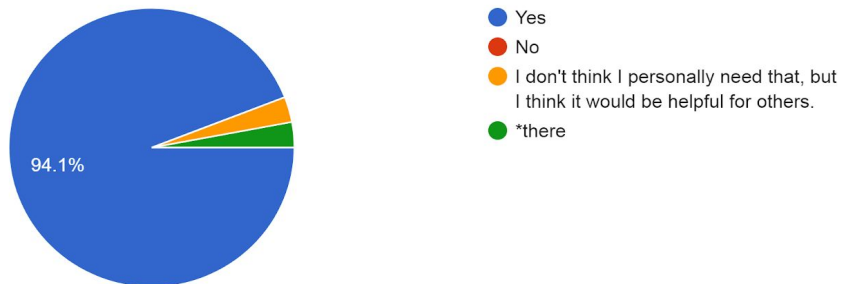
What university Owned housing do you live in?

25 responses



Would you like for there to be a housing board where you could see available housing, roommate requests,...elated inquiries for LGBTQ+ students?

34 responses



In order to create a master list of LGBTQ+ friendly housing in Santa Barbara and to expand on the housing options for LGBTQ+ students, we are looked for student testimonials about their living experiences in both on and off campus housing.

The **average rating of living conditions** on a scale of 1 to 10 was a **7.91**

The **average rating of landlord responsiveness** on a scale of 1 to 10 was a **7.62**

Responders property owners: UCSB Housing, Koto Group, SBSHC, Wolfe & Associates

Do you feel there needs to be more LGBTQ+ housing space on or off campus?

Yes: 26

No: 6

Maybe: 2

Testimonials:

"Yes - both but especially off campus for a couple reasons; 1. Many LGBTQ+ students prefer to stay in IV year round because they do not have a safe and supportive place to live with their parents. Sometimes they take time off school for health reasons and it is preferable to stay in the IV/SB area for continuity of care. Often students cannot afford to enroll in summer school. Some students take time off to recover from transition-related surgeries. Whatever the reason for needing to take time off from school and staying in the IV/SB area, they are not allowed to live in University-owned housing during this time and the availability of non-university owned housing that is safe and welcoming to LGBTQ+ people is slim to none."

"No, it seems like there's enough spaces; maybe there could be more gender neutral housing on campus though?"

"Perhaps. I think allocating an apartment complex for LGBTQIA members in Santa Ynez would be a great way to create a microcommunity while retaining the current residents there. In general, yes. Safe spaces where acceptance, not just tolerance for LGBTQIA+ members is a norm is one way to go."

Are there any housing resources that you need, but aren't available or accessible?

Yes: 16

No: 8

Maybe: 4

N/A: 6

Testimonials:

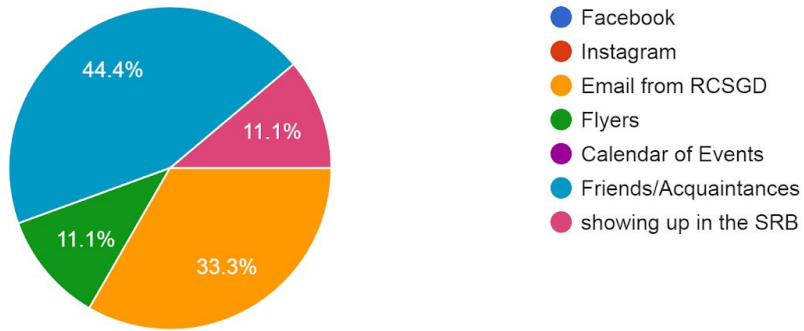
"Housing/roommate finder for both university and non-university owned housing; housing assistance to plan for/ transition to post-graduation life so we can be successful and safe after we graduate; emergency LGBTQ+ housing because too often LGBTQ+ students are in need of temporary emergency housing due to discrimination/harassment, housing "yelp" type website in which people can review landlords in the local area"

"No; I think personally as an ally, I don't think there are enough LGBTQ+ resources in terms of making it fun and easy for students to talk to each other."

General RCSGD Feedback Survey - 9 Responses

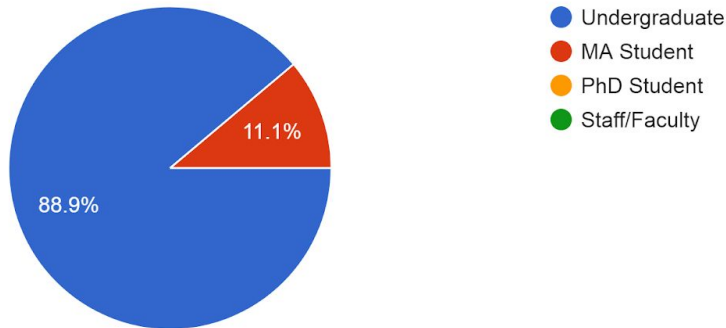
How did you hear or learn about this program/the RCSGD?

9 responses



You are a:

9 responses



The **average rating for the services** that the RCSGD provides on a scale of 1 to 10 is **7.33**

The **average rating for the interaction** with the staff of the RCSGD scale of 1 to 10 is **7.56**

The **average rating for the interaction** with the volunteers scale of 1 to 10 is **8.22**

The **average rating for the amount of comfort/atmosphere within the RCSGD** scale of 1 to 10 is **7.78**

Was there anything particularly positive or affirming that occurred in the space?

“Empathetic pro staff that really connected with students; Identi-Teas events; recent Public Speaking event”

“At ELI there was an activity where we laid down on these pillow cushion type things in a large dark room and closed our eyes. The facilitator vocalized several statements one by one and invited us to make a

noise (I can't remember if it was a clap or tap on the floor or something else) if the statement applied to us. Then the facilitator invited us to share our thoughts and feelings about the statement before moving on to the next statement on the list. One really impactful statement was "I have a family member who voted for trump". I felt waay less alone after that and was able to process some of my feelings about it with others who were in a similar situation. I am unsure and can't remember how they came up with the statements; if we contributed to them anonymously on pieces of paper beforehand or if the facilitator read from a list or if the facilitator came up with any on the spot. At the end of the activity we did deep breaths/meditation while still laying in the same spot."

Any suggestions for programming improvements to the space?

"Have a non-binary identiTeas"

"Have ELI again and at future ELI have time allotted for break-out discussion sessions where everyone is invited to write down topics they would be interested in. Then give everyone a certain # of votes (depending on # of topics and number of spaces available). Whatever topics have the most votes, host those and give folks the choice to participate or do a different down-time activity/break"

"Hold more community events, preferably during the daytime. As a graduate student, I think setting up a mixer for undergraduates to meet graduates students would be beneficial."

Student Staff Testimonial