



RCSGD Quarterly Report

Fall 2019

Programming

Total Programs: 72

Total Event Attendance: 1531 (183.79% increase from Spring 19)

Program Types

Finding Your Art Event

Food Security Events

Graduate Student Programming

IdentiTEAs

Into The Night Drag Show

LGBTQIA+ Identity Days

Mentorship Events

QTPOC Empowerment Spaces

Queer and Trans Resilience Circles

Social Events

Speaker Events

Trans Empowerment Spaces

Zine Making Clubs

20th Anniversary Kickoff

Collaborations

AS Queer Commission

Campus Advocacy Resources & Education

Counseling and Psychological Services

Feminist Futures

Feminist Studies

Financial Crisis Team

Food For All Peers

Health and Wellness

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

CalFresh Enrollment Party

Gaucho HIV Testing

Groovy Getdown

Into The Night Drag Show

Latrice Royale

LGBTQ Staff & Faculty Luncheon

LGBTQ Student Orientation

Financial Crisis Workshop

Queer Dining

Surviving Home Screening and Panel

Thomas Page McBee

Zine Making Club

QmmuniTy Night with MC



Advocacy

One-on-one Counseling

Food Insecurity
Housing Security
Financial Crisis
Identity Development
Bias in the Classroom

Legal Name and Gender Change
Programming
Student Safety
Mental Health

All Gender Restrooms

Official List & Map Updated
Restroom Redirection Signage Developed
All Gender Restroom Policy Committee Formed
All Gender Restroom Information Sessions
Multi-stall restrooms successfully advocated for in GGSE and SAASB

LGBTQ+ Solidarity Days and Awareness

Resources posts, special events, and buttons for each
National Coming Out Day: Big Queer Wedding and Out List Release

RCSGD Demands

Agreements to revisit demands and committee creation

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
Re-establishment of Queer Leadership Council with QCOMM
Revitalization and removal of debts of Black Square and La Familia De Colores

Trans* Task Force

Restructuring of Trans Task Force committees

- New Student and Communications & Outreach Subcommittees

Queer Trans Identities & Experience Seminar

Added UndocuQTs to our education efforts
We facilitated 25 QTies with a total attendance of 387 people.

- 12 Queer & Trans 101 Seminars and 4 Trans 101 Seminar
- 7 Pronoun Info Sessions

Daily Statistics

Visitors to the Center: 1825 (598.36% increase from last quarter)

Peak Times/Days: 12-2PM & 6-8PM; Wednesdays & Thursdays

Services most used: Empowerment Hours/Meetings with Career Staff



RCSGD Infrastructure

- Established RCSGD Advisory Board comprised of various campus stakeholders
- New student staffing structure implemented
- Recurring program calendars
- New Volunteer Program structure
- Update of RCSGD Library
- Update of RCSGD Library Borrowing and Space Reservation forms
- Weekly limited edition buttons produced
- Weekly tabling at set times and locations on campus
- Continued annual Fall traditions, including Into the Night, LGBTQ Student Orientation, and Out List

Weekly Empowerment Hours - Weekly Discussion Groups and Program

- QTPOC Empowerment Hours
- Trans Empowerment Hours
 - Trans, Non-binary, & GNC Weekly Discussion Group
 - New Quarterly Trans Potluck
- Queer and Trans Resilience Workbook Circle

Website Updates

Reorganizing of RCSGD website to make more user friendly

Pages Added:

- | | |
|---------------------------|--|
| David Bohnett CyberCenter | Our Year Together |
| Financial Wellness | Supporting LGBTQ Students in the Classroom |
| Veterans | Mental Health |
| Transfer Students | Accessibility |
| International Students | |

Pages Updated:

- | | |
|-----------------------|-----------------------|
| Out List | Education |
| Jobs | Pronouns |
| Get Involved | Federal/CA ID Changes |
| Student Organizations | QTPOC Resources |
| QTIES | |

Pronouns in University Systems

The Division of Student Affairs and the UCSB Trans Task Force announced late summer that beginning on September 13, 2019, students were able to indicate their pronouns in the Gaucho On-Line Data (GOLD) system, which resulted in pronouns displaying in eGrades (where faculty access their rosters) and GauchoSpace (the online learning environment). This new functionality resulted in pronouns showing up on course rosters in eGrades and in various places within GauchoSpace, so students are being referred to by the correct pronouns.

Students can specify their pronouns by going into GOLD and choosing one of the following options from a drop-down list. We followed UCSF's lead in choosing which options to offer UCSB students:



- He/Him/His
- She/Her/Hers
- They/Them/Theirs
- Ze/Hir/Hirs
- I do not use a pronoun.
- Other, please ask.
- I use all gender pronouns.

Once students have selected a pronoun, this information will show up on course rosters and in GauchoSpace for faculty, instructors, lecturers, TAs, and other students to use the correct pronouns when referring to students. All students have been and will continue to be encouraged to indicate their pronouns in GOLD.

During the Fall term over 6500 students indicated their pronouns in GOLD. Roughly 73% of those students were new students who represented 58% of all new students on campus for Fall 2019.

General Notes

- As a result of our weekly empowerment hours, we have seen an increase in the amount of QTPOC and Trans/GNC students who use our services. Not only that, we've received reports of greater feelings of community, support, and academic success among those students who attend.
- From our social media insights, the peak days for engagement are Wednesdays between 12-6PM for Facebook and Fridays from 5-7PM for Instagram.
- We have seen a large drop in the amount of folks who interact with our Facebook, but a spike in those who view our Instagram and Twitter.



Social Media Engagement

Facebook

Followers: 1823

- **Net Gain This Quarter: 97**

Reach

- **Peak post reached: 2.3k**
- **Total reach of posts: 42.2k** between Sept. 23rd and Dec. 17th

Page Views

- **Daily between 20 - 70 (regardless of posts made by the RCSGD)**
- **Peak days:** Scavenger Hunt & Student Profiles

Posts Made: 49

Instagram

Followers: 3843

Net Gain This Quarter: 82

Likes

- **Total Likes: 3481 (26.98% increase from Spring 19)**
- **Most Likes On A Post: 225 - New Staff Post**
- **Most Popular Posts: Student Profiles**

Reach

- **Peak Post reached: 3.9k (260% increase from Spring 19)**
- **Total reach of posts: 88.2k (252% increase from Spring 19)**

Page Views

- **Daily between 51-270 (regardless of posts made by the RCSGD)**
- **Peak days:** Wednesday

Posts Made: 49

Twitter (New Platform)

Followers: 160

Posts Made: 49

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2871 (16.29% increase since Spring 2019)

Engagement Levels

- **Amount Opened: 30.5k**
 - **Average Rating: 8.5**
 - **Avg. Open Rate: 48%**
 - **Opt Outs: 27**
-

OUT List

- **LGBTQ-Identified Sign Ups: 271**
- **Supporter Sign Ups: 282**