



RCSGD Quarterly Report

Fall 2020

Due to COVID-19, programming, lounge hours, and services provided were heavily impacted and reduced with the move to remote instruction and staff not being present on campus.

Programming

Total Programs: 96

Program Type

Cooking Events

Graduate Student Programming

IdentiTEAs

LGBTQIA+ Identity Days

QTPOC Empowerment Spaces

Social Events

Speaker Events

Trans Empowerment Spaces

Zine Making Club

QTPOC Empowerment Hours

Collaborations

AS Trans & Queer Commission

Campus Advocacy Resources & Education

Counseling and Psychological Services

Educational Opportunity Program

Financial Crisis Team

Food For All Peers

Health and Wellness

Human Resources

Intersectional Feminists

LGBTQ Staff & Faculty Collective

MultiCultural Center

Office of Diversity, Equity, and Inclusion

Queer and Trans Graduate Student Union

Student Health Services

Transfer Student Center

UCSB Library

Undocumented Student Services

Women's Center

Highlights from these collaborations

An Evening With Ryan Cassata

Rommy Torrico

Trans Town Hall

Queer Dining

Zine Making Club

LGBTQIA+ Orientation



Advocacy

One-on-one Counseling

Coming Out Support
Gender Identity Exploration
Accessing Gender Affirming Surgery Support
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

LGBTQ+ Student Organization Support

Queer Trans Leadership Council
Trans & Queer Commission
Queer and Trans Graduate Student Union
Queer Trans Community

Trans* Task Force

Student-only Trans Town Hall on 11.12.2020
UCSB Trans+ Campus Survey from Dr. Lal Zimman and the Curriculum Subcommittee
 Undergoing analysis, but segments shared for advocacy on campus
Student Health Services Receives Names From Gold
Gender Recognition and Lived Name Policy

Queer Trans Identities & Experience Seminar

We facilitated 7 QTies with a total attendance of 353 (119 total without the pronoun sessions) people.

- 5 Queer & Trans 101 Seminars
- 2 Trans 101 Seminars
- 3 Pronoun Info Sessions

Daily Statistics

Due to COVID-19, our lounge was closed so there were no statistics around visits to the physical space

RCSGD Infrastructure

Recurring program calendars
New Volunteer Program structure
New virtual programming structure
Creation of virtual lounge hours
Continued annual Fall traditions, including Orientation, Into the Night, Week of Welcome, and Open House

Weekly Empowerment Hours - Weekly Discussion Groups and Program

Virtual Lounge Hours
Two-Spirit Empowerment Hours
QTPOC Empowerment Hours
Trans Empowerment Hours
Trans, Non-binary, & GNC Weekly Discussion Group



Addressing Anti-Blackness in Non-Black POC LGBTQIA+ Communities Discussion Group
White QT's Practicing Anti-Racism Discussion Group
Bi Us For Us Discussion Group
We're Here, We're Queer - First and Transfer Discussion Group
IdentiTEAs Series

Website Updates

Pages Added:

Academic Success
Bi+ Education
LGBTQIA+ Grow Page

RCSGD Confidential Resource
Trans Feminine Resources
Two-Spirit Resources

Pages Updated:

About the Staff
About the Student Staff
Education
Identities

Out List
Pronouns
QTies
Trans Resources

General Notes

- The most successful and well-attended events of the RCSGD this quarter were the recurring discussion spaces, where students, staff, and faculty got the chance to create a cohort to develop and connect with.
- From looking at our social media over the last three years, we have been able to notice a trend where there is a sharp rise in virtual engagement during the Winter quarter through Summer and then a steady decline until the start of the next Winter quarter.
- Although we saw a drop in reach via newsletters, Facebook, and Twitter, we had an increased number of interactions that included saving and shares across all platforms.
- The most accessed service during this time was one on one support with Career Staff. Due to COVID-19 and the transition to virtual learning, there was an increased demand for basic needs support, classroom advocacy, and mental health resources.



Social Media Engagement

Facebook

Followers: 1910

- **Net Gain This Quarter:** 33

Reach

- **Peak post reached:** 1.7k
- **Total reach of posts:** 10.2k

Page Views

- **Daily between 20 - 50 (regardless of posts made by the RCSGD)**
- **Peak days:** Mondays and Wednesdays

Posts Made: 45

Instagram

Followers: 3890

Likes

- **Total Likes:** 2.4k likes
- **Most Likes On A Post:** 240 likes
- **Most Popular Posts:** Trans Awareness Week Highlight

Reach

- **Peak Post reached:** 1.5k
- **Total reach of posts:** 47.3k

Page Views

- **Daily between 25-200 (regardless of posts made by the RCSGD)**
- **Peak days:** Wednesdays

Posts Made: 38

Twitter

Followers: 228

Posts Made: 4

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2953

Engagement Levels

- **Amount Opened:** 15.5k
 - **Average Rating:** 7.3
 - **Avg. Open Rate:** 39.5%
 - **Opt-Outs:** 116
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Tawk.to (New)

Website Visits: 1674

Daily Views: Daily between 10-90