

RCSGD Quarterly Report

Spring 2019

Services Provided

Programming

Total Programs: 61

Total Event Attendance: 833 as of Jun. 13th

Program Types

Conference Delegations
BLAQOUT 2019
Mentorship Events
Social Events
IdentiTEAs
PRIDE Events
Empowerment Spaces
Speaker Events
Trans Revolution Series
Finding Your Art Events
Queer Olympics
Trans Week of Visibility

Collaborations

Which departments/organizations

Recreation Center
CAPS
CARE
USS
MCC
Health and Wellness
Pacific Pride Foundation
Housing, Dining and Auxiliary Enterprises
Department of Theater and Dance
The HUB
Women's Center
QTGSU, QAPI, QTC
Student Health Services
Religious Studies Department
Richie's Barbershop
AISA

What came from these collaborations

Gaucho HIV Testing
PRIDE Week Events

Trans Revolution Series Speakers
Queer Olympics
TWOV: Spectrum: Interpersonal Violence within LGBTQ Communities
TWOV: Resource Fair
TWOV: Trans Sex Ed
TWOV: Religion & Trans Discussion
TWOV: Beat & Barber Event
TWOV: Tree of Peace Picnic

Advocacy

One-on-one Counseling

Staff had one on ones with students, staff, and faculty for a variety of issues.

All Gender Restrooms

Official List & Map Updated
Restroom Redirection Signage Developed
Advocation on UC-wide level in collaboration with student government
Multi-stall restroom case study completed
Conversion made in SSMS and in UCEN 3

LGBTQ+ Solidarity Days and Awareness

RCSGD Demands

LGBTQ+ Services Meetings

Quinn attends the Direct Service Meeting every two weeks to address the basic needs of students (i.e. food security)

LGBTQ+ Student Organization Support

Queer Commission
Queer and Trans Community
Queer and Trans Graduate Student Union
RHA Queer and Trans Student Engagement Chairs
Queer Asian and Pacific Islanders
Friendly Undergraduate Queers in It Together

Trans* Task Force

Queer Trans Identities & Experience Seminar

We facilitated 11 QTies with a total attendance of 191 people.

- 10 Queer & Trans 101 Seminars and 1 Trans 101 Seminar
- Departments:
 - Housing, Dining and Auxiliary Enterprises
 - Phi Sigma Pi
 - Computer Science Department
 - Women Center Volunteers
 - Rec Center
 - Rainbow House
 - MCC
 - Raises De Mi Tierra
 - EOP
 - Orientation
 - HR

RCSGD Infrastructure

Expansion and refinement of RCSGD Structures

Recurring Program Calendars Created
Mentorship Program Feedback Received and Accounted For
Increased returners to Volunteer Program and qualitative professional development
Button Maker Procedure Standardized
Buttons Produced:
Increased engagement with the Residence Halls & MCC

Professional Staff Updates

Quinn hosted weekly Legal Name & Gender Change Drop-In Hours with approximately 10 Attendees

Weekly Empowerment Hours

The Queer & Trans People of Color (QTPOC) Empowerment Coordinator hosted weekly QTPOC empowerment hours on Wednesdays from 5-8pm.

Website Updates

Pages added: Volunteer, Jobs, Graduate Students, Name Change at UCSB, Education
Pages Updated: About, Trans Resources, Trans Task Force

Updated RCSGD Brochure and marketing materials

Daily Statistics

Visitors to the Center: 305 (10.82% decrease from last quarter)

Peak Times/Days: 1-3PM & 7-9PM; Wednesdays & Thursdays

Services most used: Lounge & Meeting with Staff

Social Media Engagement

Facebook

Followers: 1726

Net Gain This Quarter: 88

Reach

Peak post reached: 1.5k

Total reach of posts: 45.7k between Apr. 1st and Jun. 13th

Page Views

Daily between 20 - 50 (regardless of posts made by the RCSGD)

Peak days: Trans Identity Videos

Posts Made: 68

Instagram

Followers: 3761

Net Drop This Quarter: -64

Likes

Total Likes: 2542

Most Likes On A Post: 264 - Lavender Graduation

Reach

Peak Post reached: 1.5k

Total reach of posts: 35k as of Jun. 13th

Page Views

Daily between 35-120 (regardless of posts made by the RCSGD)

Peak days: Wednesday

Posts Made: 33

- Follower lost can be accounted to deactivated accounts or reported bots. Although we had a drop in followers we had the most post engagements and reach out of any other quarter.

The Letter Q: The RCSGD e-Newsletter

Subscribers: 2469 (5.3% increase)

Engagement Levels

Amount Opened: 14410

Average Rating: 8.8

Avg. Open Rate: 52.3% (3.4% increase)

Opt Outs: 25

General Notes

- The newsletter which received the highest engagement was under the name "RCSGD Special Announcement" and received a 100% open rate. Since switching over to our individual account the average rating of our newsletters has increased to 8.1/10 with a 54% open rate (6% increase).
- From our social media insights, the peak days for engagement are Wednesdays between 12-6PM for Facebook and Fridays from 5-7PM for Instagram.
- The larger event calendars were more popular (for printing and distribution), we saw more event attendance, and we had less paper waste. We expanded this to include large calendars for our recurring events and Trans Week of Visibility. Of our events this quarter, those were the most attended.
- Our overall social media presence has increased along with post engagements resulting in larger event attendance, a wider reach to audiences, and although intangible, a feeling of increased trust and belief in the Center.