# UC San Diego

## Herbert Wertheim School of Public Health and Human Longevity Science

# Building Equity: Growing the Reach, Accessibility, and Appeal of Campus Resources

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UC San Diego Women's Center
a unit of Equity, Diversity, and Inclusion

## Background

- Campus Women's Centers transform colleges into more inclusive places along the axes of race, gender, class, and more
- The UCSD Women's Center provides resources, advocacy and educational tools, and space for community organizing, self-love, and resistance
- The shift to a virtual world due to the COVID-19 pandemic has presented barriers to the UCSD Women's Center's community outreach efforts (e.g., typical tabling and flyering)
- The UCSD Women's Center has noticed low and sporadic attendance at their virtual events since the start of the pandemic
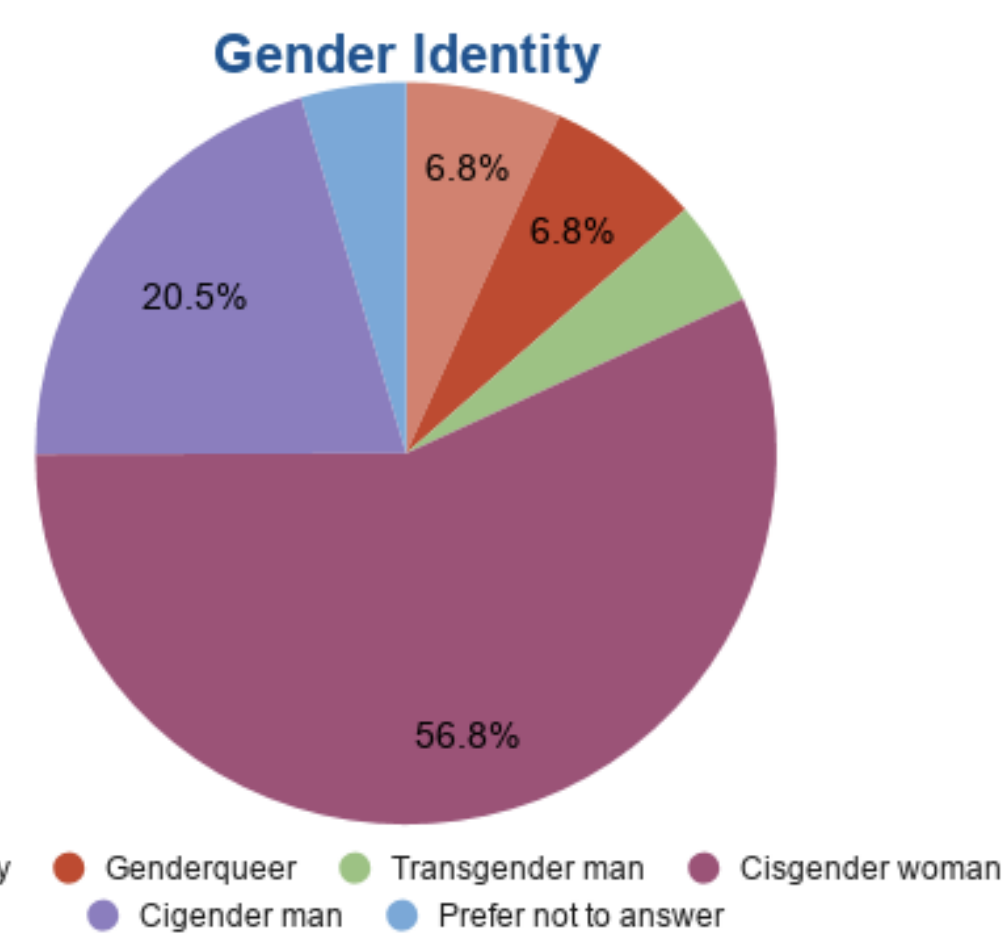
## Purpose

- We partnered with the UCSD Women's Center to investigate how students stay in the loop about campus events and resources as well as what events students find worthwhile

## Acknowledgements

- We would like to acknowledge the UCSD Women's Center support throughout our research project. Thank you for your time, feedback, and help with our survey design and dissemination.
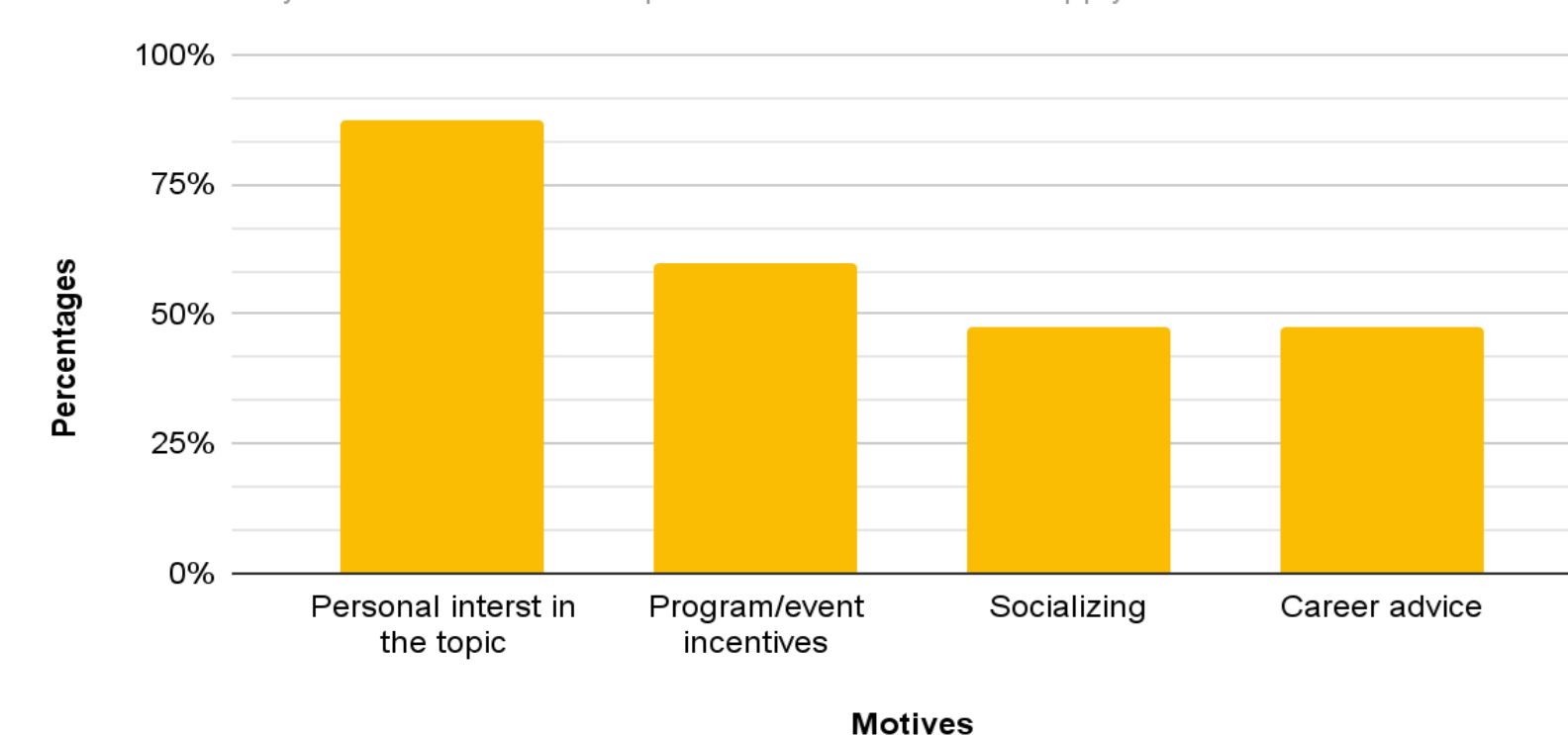
## Methods

- Created and disseminated two surveys:
  - General Student Population survey designed to learn about students' preferences for receiving program/organization event notifications and their motivation to participate in programs
  - Women's Center Involvement survey designed to gauge how students first heard about the Women's Center, program interests, and barriers to participating in virtual events
- The general student population survey was disseminated via Canvas class announcements to:
  - GLBH 142
  - USP 147
  - ETHN 109
  - LTEN 181
- The Women's Center survey was disseminated through the Women's Center social media accounts.
- Data was collected and analyzed through Google Forms



**Gender Identity**

- Nonbinary: 6.8%
- Genderqueer: 6.8%
- Transgender man
- Cisgender woman: 56.8%
- Cigender man: 20.5%
- Prefer not to answer



**Student Motives to Attend Virtual Campus Events**

What motivates you to attend virtual campus events? Check all that apply and/or list other.

*(Bar chart — Motives: Personal interest in the topic, Program/event incentives, Socializing, Career advice)*
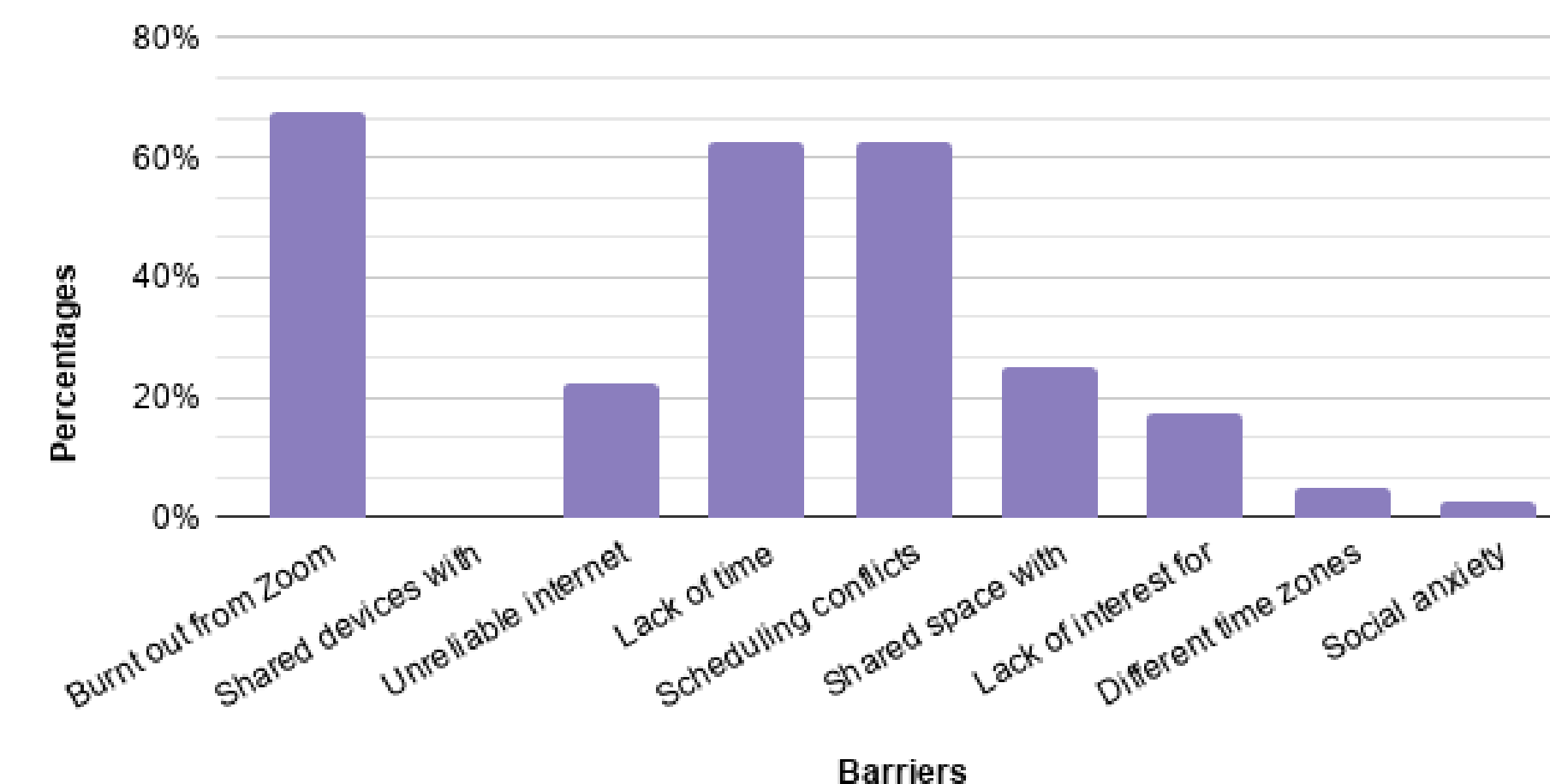
## Results

- Students **hear about** and **prefer to hear about** campus resources, events, and programs through:
  - Instagram posts and stories
  - Their friends
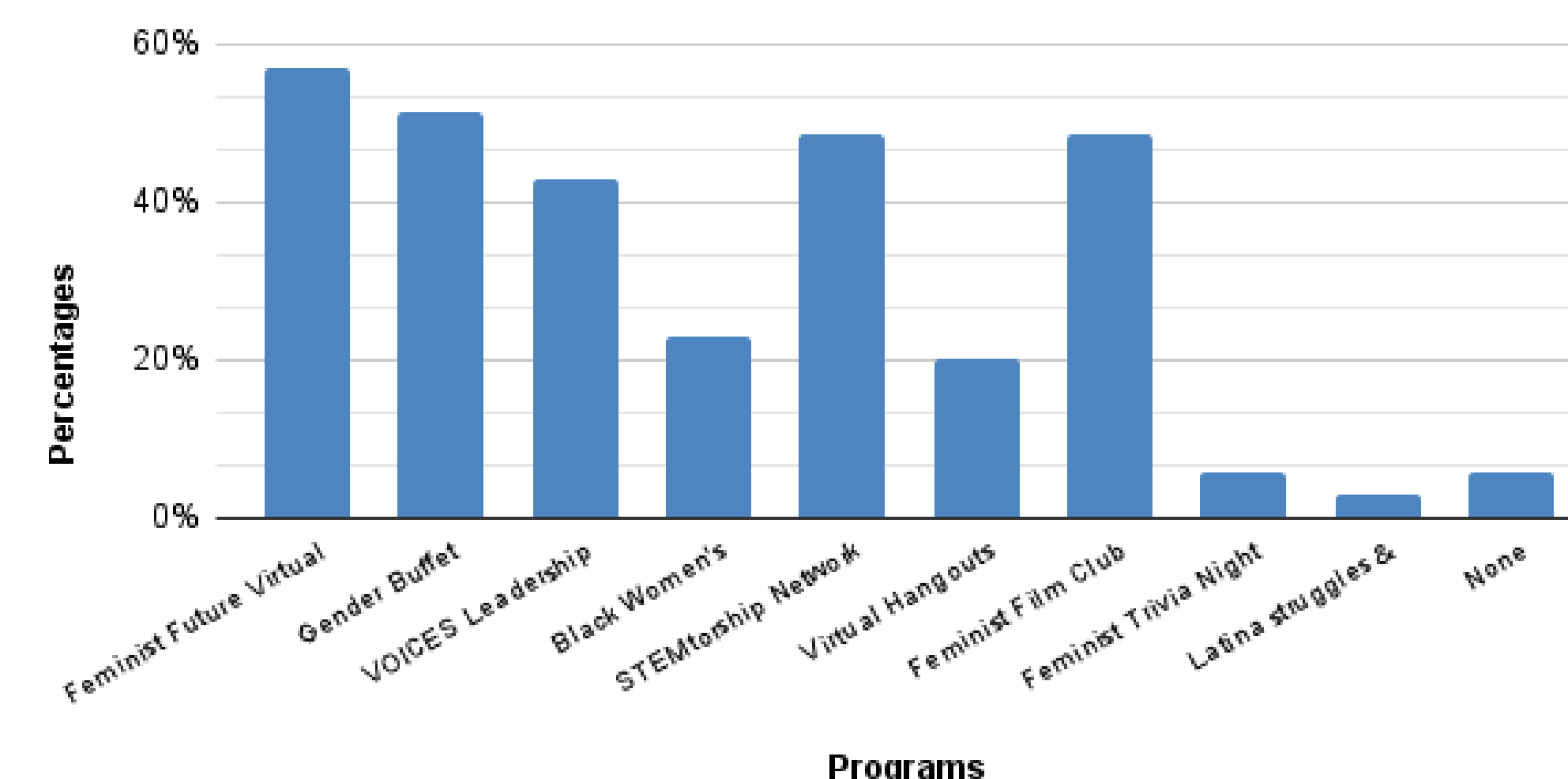  - College-based newsletters
  - Class announcements



**Barriers Preventing Students from Attending Virtual Events/Programs**

Question: "What barriers prevent you from attending virtual campus events/programs? Check all that

*(Bar chart — Barriers: Burnt out from Zoom, Shared devices with, Unreliable internet, Lack of time, Scheduling conflicts, Shared space with, Lack of interest for, Different time zones, Social anxiety)*



**Most Interesting Women's Center Programs**

Question: Select the Women's Center programs that were most interesting to them from a provided list

*(Bar chart — Programs: Feminist Future Virtual, Gender Buffet, VOICES Leadership, Black Women's, STEMtorship Network, Virtual Hangouts, Feminist Film Club, Feminist Trivia Night, Latina struggles &, None)*

## Conclusion

- Students surveyed overwhelmingly expressed interest in programming which provided space for guided conversations around intersectionality, gender equity, media and TV, and guest speakers
- Campus organizations should use tools such as Doodle Poll to figure out what times work best for students to attend events and programming
- Our data results can be applied to all campus organizations for their student engagement strategies

## Limitations

- The sample was not representative of all UCSD students since the survey was sent to students enrolled in social science courses and may not have reached students in STEM courses
- The Women's Center involvement survey had low response rates when compared to the general student population survey
- We did not have funding to provide incentives for survey participation

## Public Health Relevance

- UCSD Women's Center provides the resources and programs to dismantle systems of racism, sexism, homophobia, and more which shape public and community health
- UCSD Women's Center programming promotes increased BIPOC and women representation in STEM, thus contributing to addressing disparities within these fields (including the medical field).
- Marginalized college students should have access to desired support and resources through campus organizations such as the Women's Center