Program Assessment:
Spirit Day Rally and the #BlackLivesMatter Movement

OCTOBER 15, 2015
In-line with its mission to foster all-inclusive diversity at the College, OID partnered with the Women’s & Gender Studies Program, the Cougar Activities Board, We Are Family and Girls Rock Charleston for the 2015 Spirit Day Rally and Candle Light Vigil. This year’s program focused on LGBT African American youth who have been targets of violence due to their sexual orientation or gender identity.

Patrisse Cullors, co-founder of the national #BlackLivesMatter (BLM) movement, served as the keynote speaker. During her speech, Cullors made a call for all groups to stand in solidarity with the LGBT community. She also clarified misconceptions about the movement and noted that BLM is not only about black lives in general, but is focused on preserving the lives of black women of color who identify as transgender or queer. Cullors also stressed that local groups must register with the national chapter in order to be considered official members of the movement.

Additional highlights from the program included:
- Speeches by College of Charleston students Alana Harris and Ansley Pope
- A musical performance by College of Charleston Student Anjali Naik
- Speeches by West Ashley High School students Jatiqua Williams and Precious Geyman
- A Candlelight Ceremony in the Stern Center Garden

There was strong representation from College students, faculty, staff and members of the external community at this event that totaled 162 people in attendance.
Survey Results

Of the 100-plus surveys distributed, 95 were returned. An assessment of those results is provided on pages 4 – 20 of this report.
Survey Question 1

I am a...

- CofC Student
- CofC Faculty Member
- CofC Staff Member
- CofC Trustee
- CofC Graduate
- Community Member

RESULTS

Question 1: CofC Affiliation

- Community Member
- Graduate
- Trustee
- Staff
- Faculty
- Student
Survey Question 2

I am...

- Under 21 years old
- Over 21 years old

RESULTS

Question 2: Age Group
Survey Question 3

I identify as...

• LGBTQ
• Straight
• I prefer not to respond to this question

RESULTS

Question 3: Sexual Orientation

LGBTQ: 11%
Straight: 46%
Prefer not to Respond: 43%
Survey Question 4

I am...

- African American
- Hispanic/Latino
- White
- Multi-ethnic
- Native American
- Asian American/Pacific Islander

RESULTS

Question 4: Ethnicity

- African American
- Hispanic/Latino
- White
- Multi-ethnic
- Native American
- Asian American/Pacific Islander
Survey Question 5

I found out about today’s event through...

• Social Media
• Word of Mouth
• A Flyer
• Email

RESULTS

Question 5: Event Notification

- Social Media
- Word of Mouth
- Flyer
- Email

0 10 20 30 40 50 60
Survey Question 6

I attended today’s event to...

• Become informed about bullying of LGBTQ African American youth
• Support LGBTQ African American youth who have been bullied
• Learn more about the BlackLivesMatter movement/organization
• Other (briefly explain)

RESULTS

Question 6: Reason for Attending

- Become informed about bullying of LGBTQ Black Youth: 33%
- Support LGBTQ Black Youth Who’ve been Bullied: 35%
- Learn More about BLACKLIVES MATTER: 23%
- Other: 9%
Survey Question 7

How would you rate your level of awareness of bullying experienced by LGBTQ African American Youth prior to attending this event?

- 4 = very aware
- 3 = aware
- 2 = vaguely aware
- 1 = unaware

RESULTS

Question 7: Prior Awareness of Bullying of LGBTQ Black Youth

- Very Aware: 35%
- Aware: 47%
- Vaguely Aware: 18%
- Unaware: 0%
Survey Question 8

How would you rate your level of understanding of the BlackLivesMatter movement prior to attending this event?

- 4 = high
- 3 = moderate
- 2 = low
- 1 = very low

RESULTS

Question 8: Prior Understanding of BlackLivesMatter Movement

- 38%
- 30%
- 29%
- 3%

- Become informed about bullying experienced by LGBTQ Black Youth
- Hear New Solutions to combating bullying of LGBTQ Black Youth
- Become informed about BLACKLIVESMATTER
- Other
Survey Question 9

What were your expected learning outcomes for this event?

- Become informed about bullying experienced by LGBT African American youth
- Hear new solutions to combating bullying of LGBT African American youth
- Become informed about the BlackLivesMatter movement/organization
- Other (briefly explain)

RESULTS

Question 9: Achievement of Expected Learning Outcomes

- Yes: 90%
- No: 10%
- Somewhat: 0%
Survey Question 10

Were your expected learning outcomes achieved?

- Yes
- No
- Somewhat

RESULTS

Question 10: Quality Rating of Event
Survey Question 11

How would you rate the overall quality of this event?

• 4 = Excellent
• 3 = Good
• 2 = Fair
• 1 = Poor

RESULTS

Question 11: Quality Rating of Event
Survey Question 12

Do you believe this program was a relevant contribution to all-inclusive diversity at the College of Charleston?

- Yes
- No (briefly explain)

RESULTS

Question 12: Relevance to CofC Diversity Goals

- Yes: 99%
- No: 1%
Survey Question 13

Which diversity topic(s) would you like to see the College address through future programming?

- Race, class and politics
- LGBTQ Issues
- Religious Diversity
- Disability Issues
- Global Diversity Issues
- Other (briefly explain)

RESULTS

Question 13: Suggested Diversity Topics for Future Programs

- Other
- Global Diversity Issues
- Disability Issues
- Religious Diversity
- LGBTQ Issues
- Race, Class & Politics
Survey Question 14

In the future, which format(s) would you prefer to engage in discussions/dialogues about diversity at the College of Charleston?

- Intimate Workshops
- Large Lectures
- Hands-on Activities

RESULTS

Question 14: Suggested Format for Future Diversity Programs

- Intimate Workshops
- Large Lectures
- Hands-on Activities
Survey Question 15

Please feel free to share additional comments, below.

# Great event.
# Need to have security in full-force. I was amazed how people were able to walk in with backpacks and were not checked.
# Very touching and beautiful. Keep living and stay strong.
# Thank you!
# This event should have been promoted more. I wish many more people were here.
# Thanks!
# I’m 13 and I’ve been bullied a lot, and interested in being involved in these events.
# Thank you!
# So many people are suffering in our world. One day we will all be equal. The love for others is so strong, and so long as everyone loves, passion will never die. Everyone matters. This moment will open the eyes to everyone.

# Not only large lectures, but also in open-discussion.
# Thank you, Pope. Thank you.
# Great program and collaboration! Collaborate with MUSC.
# Congratulations!
# Loved Spirit Day. Please bring more activists to campus!
# This is my first time here, but I had a great time. It was a great experience.
# This has helped me learn a lot and I will use this lecture to help me throughout my life.
# CofC should talk about Black Justice that helps young teens become better people.
# Good opportunity to understand racial issues from the people involved with.
# Thank you for bringing minority awareness to campus!
# Great, great event.
# Cool, cool, cool.
# I loved Alana’s speech! That #CharlestonStrong is some bullsh***!
# Amazing. Thank you.
<table>
<thead>
<tr>
<th>Question 6: Purpose for Attending</th>
<th># Support We Are Family (WAF) Youth.</th>
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<tbody>
<tr>
<td></td>
<td># Support a friend performing! (Diaspora).</td>
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<td># Attended with CofC’s Gay/Straight Alliance.</td>
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<td># Support.</td>
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<td></td>
<td># See Patrisse Cullors.</td>
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<td># To Learn about love of others.</td>
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<td># Support GRCA &amp; GRASP.</td>
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<td># Field Trip.</td>
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<td># We all have to stand up for one another.</td>
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<td># Support BlackLivesMatter.</td>
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<td></td>
<td># Continue Advocacy.</td>
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<td># BlackLivesMatter</td>
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<td># Learn about LGBTQ w/Girls Rock Charleston.</td>
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<td># Learn about LGBTQ.</td>
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<td># General interest – want to be part of the movement!</td>
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<td># Contribute learned material as part of class discussions.</td>
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<td># Bringing our Youth Group.</td>
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<td># Event for Poli Sci.</td>
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<td># Support.</td>
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</table>
Question 9: Expected Learning Outcomes

# Black Justice.
# Connecting with more aware people.
# Had an open mind about tonight’s program.
# Support GRCA and GRASP.

Question 12: Relevant Contribution to diversity at the CofC

# Thank you!
# Not sure.

Question 13: Suggested diversity topic(s) for future programs at the CofC

# Gender Issues.
# Mental Health Issues.
# Minorities/immigrant issues.
# Black Lives.
# Judging Blacks.
# Intelligence Diversity.
# Animal Rights.
# Mental Health Awareness.
# Bullying.
# Islamophobia.
# Animal Rights Issues.
Appendix

Statistics and resources are provided in this section of this report to provide additional context for the purpose of this program.
Facts on LGBT Youth in South Carolina

Results provided in the Gay, Lesbian & Straight Education Network’s (GLSEN) 2013 National School Climate Survey, showed that South Carolina schools are not safe for many LGBT secondary school students. GLSEN’s report also found that a majority of these students are not protected by comprehensive anti-bullying/harassment school policies.

A snapshot of findings from GLSEN’s report are provided on pages 22-23.

Figure 2. Harassment and Assault in South Carolina Schools

Figure 3. Availability of LGBT-Related Resources and Supports in South Carolina Schools

Resources

- We Are Family [http://www.wearefamilycharleston.org/board-and-staff/]
- South Carolina Equality [http://www.scequality.org/]
- Girls Rock Charleston [http://girlsrockcharleston.org/]
- #BlackLivesMatter [http://blacklivesmatter.com/]
- American Civil Liberties Union [https://www.aclu.org/issues/lgbt-rights]
- Anti Violence Project [http://www.avp.org/index.php]
- Center for American Progress [https://www.americanprogress.org/issues/lgbt/view/]
- GSA Network [http://www.gsanetwork.org/about-us]
- The Williams Institute [http://williamsinstitute.law.ucla.edu/]
- The Trevor Project [http://www.thetrevorproject.org/]
- GLAAD [http://www.glaad.org/spiritday/about]
- GLSEN [http://www.glsen.org/]
- National Center for Transgender Equality [http://www.transequality.org/]