

# **OUTstanding LGBT Seminar 2013 Follow-Up Report**

Composed by:

***Jordan Miller***, Director

***Abel Howard***, Publicity and Marketing Chair

***Allison Heming***, Funding and Contracts Chair

***Brooke King***, Outreach Chair

***Robin Lovett***, Logistics Chair

## **Introduction/General Information**

The OUTstanding LGBT Seminar: Axes of Identity, Exploring Intersections of Diversity was held on October 26<sup>th</sup>, 2013 and consisted of an opening keynote by bisexual activist, Robyn Ochs, thirteen workshops relating to various social justice issues facing the LGBT community (see attached schedule for names and topics), as well as closing entertainment by slam poet, Staceyann Chin. Fifteen community organizations were present to display information before the event, during lunch, and following the closing entertainment. The Knox County Health Department also conducted twenty-three confidential, free, and bloodless HIV tests during the two hour lunch period.

### ***Budget***

The total working budget for OUTstanding 2013 was \$18,000, acquired from the University Student Programming Fund, Ready for the World, Women's Coordinating Council, Issue's Committee, Black Cultural Programming Council, and the Multicultural Student Life Diversity Fund.

#### ***Budget Summary***

- Honorariums
  - Staceyann Chin honorarium/airfare: \$5,600
  - Robyn Ochs honorarium/airfare: \$3,200
  - Workshop honorariums: \$2,940
- Guest accommodations
  - Hotels for guests: \$540
  - Ground transportation: \$170
  - Dinner with keynotes: \$205.32
  - Staceyann Chin book signing: \$320
- Logistics
  - Breakfast/lunch at event: \$2,148.94
  - Assessment: \$225
  - Misc (markers, signs, thank you cards, etc): \$182.89
- Publicity
  - T-shirts: \$1,540
  - Programs: \$213.28
  - AV: \$600
  - Ucopy: \$80.60

Total spent: \$17,966.03

## **Event Impact/Evaluation**

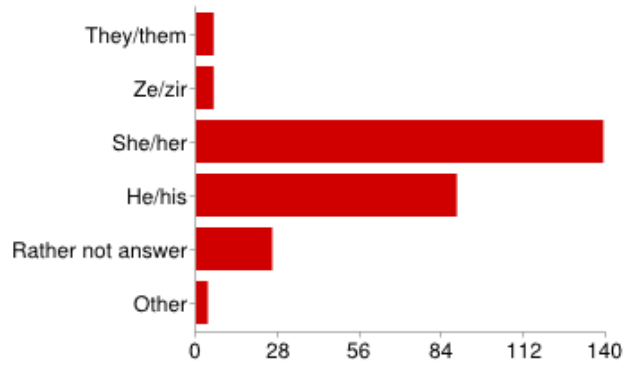
### ***Attendance***

The OUTstanding Seminar had a total of 264 pre-registrations. Due to technical difficulties on the morning of the event, only a paper sign-in occurred, instead of the

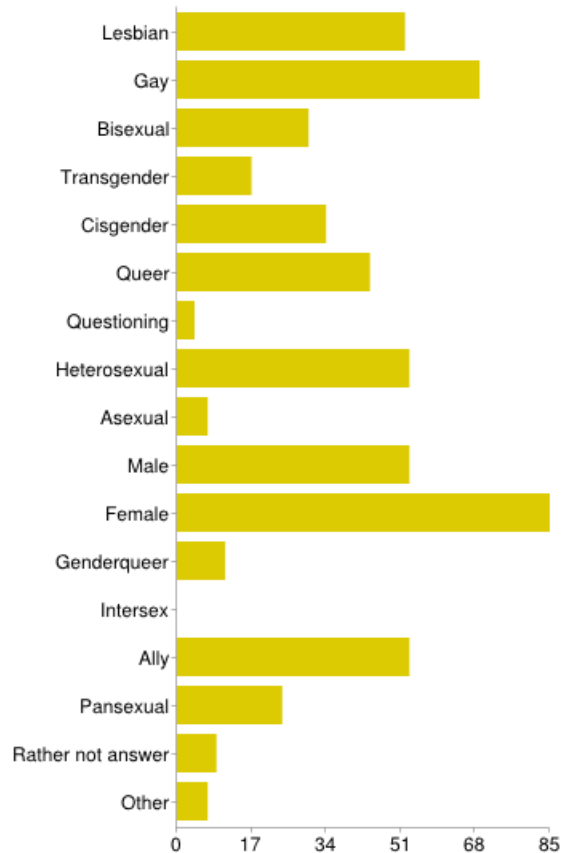
intended student ID swiping. Because of this, some of the attendance statistics may be slightly inaccurate. There were 220 people to sign-in at registration, though the volunteers reported that many who were in attendance did not receive notice of this sign-in sheet.

Below is the demographic information based on the information given by the 264 pre-registrants.

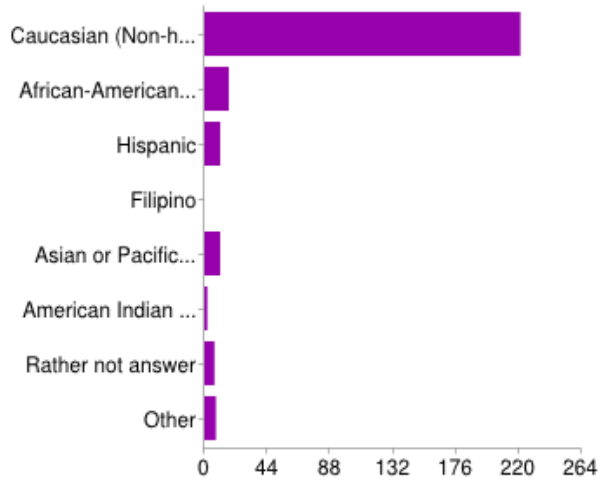
*Preferred pronouns:*



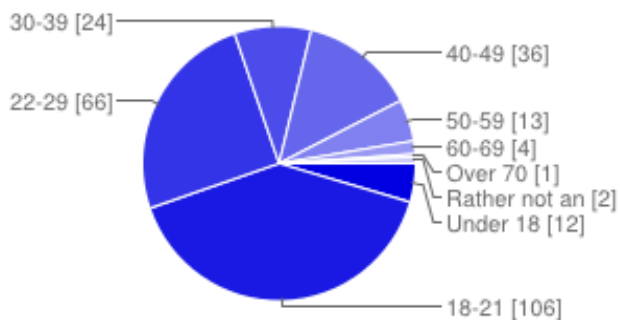
*How do you identify?*



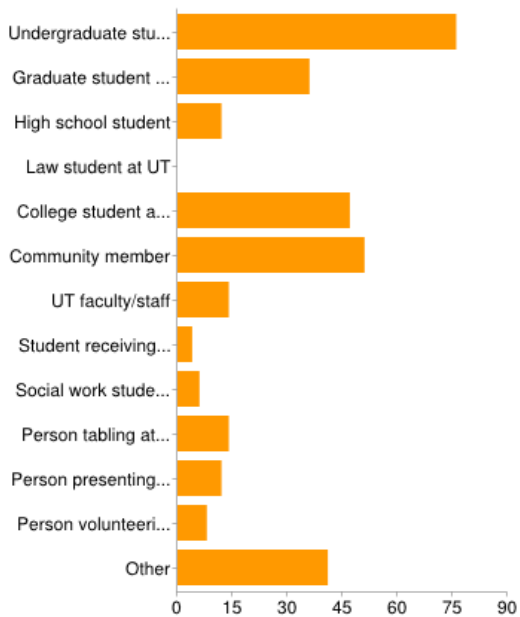
*Race/Ethnicity:*



*Age range:*



*I am attending as a(n)...*



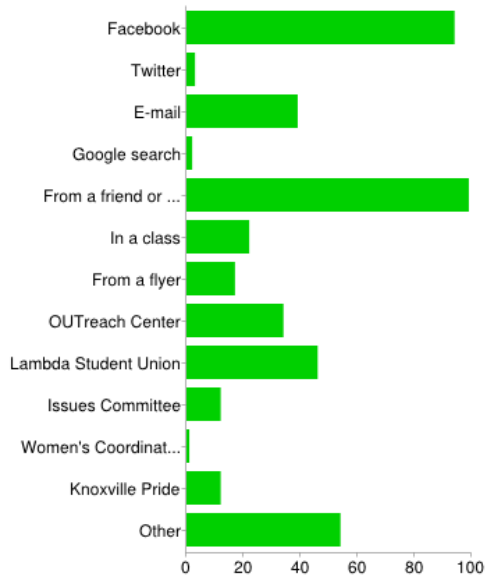
**Marketing/Publicity**

Advertisement for the OUTstanding Seminar, as well as for the ‘Call for Proposals,’ was primarily based around social media, including the event’s webpage, e-mail listservs, Facebook, Twitter, and Channel 6 Community Television. An event flyer was created by Miles Stevens (see attached); six hundred of these were printed and distributed among campus and community meeting places. In addition, representatives from the planning committee marched and advertised at Knoxville’s Pride Parade in June, 2013.

Based on the statistics provided by OUTstanding’s wordpress account, the OUTstanding webpage received fairly high traffic, especially during the month of the event (2,334 views in October, which is the equivalent of 75 unique viewers per day). This was almost double the views from the same month in the previous two years the event has been held. Several community organizations (especially those exhibiting at the event) contributed to OUTstanding’s marketing strategy. The primarily intended audience was UT’s student population, so the planning committee was intentional about reaching out to several university student groups.

Below is the marketing information based on the information given by the 264 pre-registrants.

*How did you hear about OUTstanding?*



**Needs-assessment and survey results**

Amy Jordan, second-year extended study MSSW student, created a grant proposal for future use of the OUTstanding planning committee. Below are excerpts from her findings. The full report is available upon request.

“It is well-documented that LGBT people (youth in particular) face higher levels of discrimination, harassment, and are less likely to have the same formal and informal supports as their straight and cisgender peers (Ahn & Fedewa, 2011; Cohn & Hastings, 2010; Hastings & Hoover-Thompson, 2011; Leedy & Connolly, 2008). It is also well documented that LGBT face higher risk of negative outcomes such as college attendance, depression, substance abuse disorders, and self-harming behaviors (Elia & Eliason, 2010; Ahn & Fedewa, 2011; Lui & Mustansk, 2012; Poteat, O’Dwyer, & Mereish, 2011)

Resilience literature has shown that positive relationships with other LGBT people and the presence of mentoring relationships improves outcomes and strengthens social identity (Kennedy, 2010; Boulden, 2008; Cohn & Hastings, 2010; McCarthy). OUTstanding seminar not only provides a place for new research to be showcased and community groups to educate the public about their services, but also exists as a networking and community-building space for LGBT people and their allies to meet. In the words of one attendee, “I realized that I had considered myself a “non-straight ally” because I felt that I was not sufficiently queer. But I am! I feel even more welcome to the LGBTQ community!” Other feedback we received in our survey conveyed similar feelings, such as “[OUTstanding is] very relevant to issues I face regularly” and “my gender feels very validated today.”

“A survey was created by a planning committee member [Amy Jordan] for this year’s seminar. The goals of the survey were to: 1) measure improvements from year to year and see if attendee expectations have been met, 2) measure attendees’ experience of the climate, 3) to gather specific ideas for improvement.

The survey consisted of five multiple-choice questions and five open-ended questions and was distributed to participants at the end of the day. Fifty-five questionnaires were returned. The results from this evaluation were loaded into an excel document and analyzed by the student who created the survey.”

*Quantitative analysis included:*

- 14/55 had attended before (25%)
- 36/55 came in with high or very high expectations (65%)
- 50/55 expectations met or exceeded (90%)
- All participants rated the environment as safe and inclusive

**Remarks**

The planning of the next OUTstanding LGBT Seminar, themed ‘the LGBT Mind, Body, and Soul,’ is underway and will be held on November 8<sup>th</sup>, 2014 in the Carol Brown University Center. Further needs-assessment and analysis is still necessary to continue improving each year; however, the event was a tremendous success. Over \$1,000 was raised through donations to benefit UT’s LGBT and Ally Resource Center. We, the planning committee, thank you for your support in making OUTstanding 2013 happen

February 13, 2014

and hope for your support in the following years. Let us know if you have any questions or need any further information!

Sincerely,

*OUTstanding Planning Committee*

outstandingutk@gmail.com

**OUTstanding LGBT Seminar Finalized Schedule:**

**8:30-9:25** Check-in/Continental Breakfast

**9:30-10:05** Welcome/Plenary Speaker (Robyn Ochs)

**10:15-11:05** Session 1

- James Arnett, Juliet Meggs: Queer Gaming
- Ayse Ikizler: Sexual Minority Identity Among Middle Eastern/Arab Americans
- Brandon Huckaby: The Game of Life

**11:15-12:05** Session 2

- Jenny Moshak: Homophobia in Sports
- Tennessee Transgender Political Coalition workshop
- Rick Curry: Gay Youth in the 'Bible Belt', Challenging Taboos Surrounding Sexual Orientation

**12:10-1:55** Lunch in Ballroom

Knoxville Gay Men's Chorus Performance; Raffle/Community Exhibitors

**12:05-1:45** HIV testing from the Knox County Health Department

**12:25-12:45** Brianna Rader: Hijra Video

**12:55-1:55** Robyn Ochs: Workshop

**2:10-3:00** Session 3

- Jamie Fynes: Lesbian Collegiate Student Athletes
- Juliet Meggs: Intersectionality Discussion
- The Change Project (Steven Romeo, Zane Ballard): Examining Art within the LGBT movement
- Jill Sizemore: Discussion on Religion

**3:10-4:00** Session 4

- Andrea Folds: Make 'Em Laugh
- Jennifer Jabson: LGB Identity and Cancer Survivorship
- Ryan Vaughan: Issues Facing Parents of Transgender Children
- KINK: BDSM Queer Community as a Doubly Repressed Minority, panel

**4:10-5:20** Closing Entertainment (Staceyann Chin)

**5:20-5:25** Closing statements by chair

**5:25-end** Book signing/merchandise/tables open



OUTstanding LGBT Seminar 2013 flyer:

# OUTSTANDING

## LGBT SEMINAR 2013 : AXES OF IDENTITY

**WHO:**  
OPEN TO THE PUBLIC

**WHEN:**  
OCTOBER 26<sup>TH</sup>, 2013 (8:30 AM-6:00 PM)

**WHERE:**  
UNIVERSITY CENTER



**ROBYN  
OCHS**  
BISEXUAL  
ACTIVIST






**STACEYANN  
CHIN**  
SLAM  
POET

**REGISTER FOR FREE AT:**  
[OUTSTANDINGSEMINAR.WORDPRESS.COM](http://OUTSTANDINGSEMINAR.WORDPRESS.COM)

**FREE LUNCH INCLUDED**  
**16 SESSIONS TO CHOOSE FROM**  
**RAFFLE AND COMMUNITY EXHIBITORS**

Brought to you by:



**Photos:**





