

Pride Week Evaluation 2009

Summary of Key Findings:

- Our analysis found that the highest percentage of attendance was the keynote address and the Hinckley Forum. Roughly 31% attended the Keynote with Lt. Dan Choi and approximately 32% attended the Hinckley Forum – Don't Ask, Don't Tell. Although these two programs were well attended the other two, The Times of Harvey Milk and Queer Voices, also had a full audience with 24 people who attended the film and 21 who went to Queer Voices.
- 62% of attendees strongly agree that the programs increased their understanding of the topic
- 69% found the programs to be useful and informative.
- 72% attendees felt the programs were relevant to current LGBTQA issues.
- 10% rated their overall Pride Week experience as neutral.
- 35% rated their overall Pride Week experience as a four.
- 55% rated their overall Pride Week experience as excellent.
- 95 of the attendees were students.
- 81% of the attendees identify as Lesbian, Gay, Bisexual, Transgender, Queer, or Ally.

- The Comment/Suggestion section overall had positive feedback for the week.

Actions Taken:

A large portion of the feedback responses suggested Pride Week activities need to be advertised more. Therefore next year we will focus more on marketing efforts.

Also there were some comments that suggested there be more trans-programming. In response to this, we will make a concerted effort to plan trans-events into Pride Week for the 2010 academic year.