



Background:

- The office has been around since 2002, and was originally part of ODIME
- It now exists as its own entity, but has been slowly reincorporating with ODIME.
- It exists to “provide direct services to LGBTQ+ students; including advising, advocacy, counseling and referral, education and training, group and workshop facilitation, and leadership development.”
- They are currently located in an office on the second floor of SUB I.

Challenges:

- The office has a lack of visibility for newer students and those who aren't LGBTQ+ affiliated.
- Not a lot of things are known about what the office does.
- It's hard to find the office in SUB I.

Tactics:

- To raise awareness of the LGBTQ+ minor, created in coordination with the office, use a press release.
- In addition, a press release can be used to promote the LGBTQ+ Living Learning Community.
- These can be forwarded to local media organizations, both on and off campus, with a media list.
- For online awareness, a social media campaign about the office staff can humanize it.

Analysis:

- It's necessary to get the word out more about the office for non-LGBTQ+ people.
- Plenty of opportunities for sponsoring events/advertising safe zone events/highlighting in media/partnering with other orgs for inclusiveness.
- Could use a bit more marketing for specifically LGBTQ+ students who are already in the know, but could also focus on targeting new/unaware LGBTQ+ people, as well as potential allies who might be interested in safe zone training.