

# How to Strategically Use the Campus Pride Index – National Benchmarking Tool for Assessing LGBTQ+ Friendly Policies, Programs and Practices

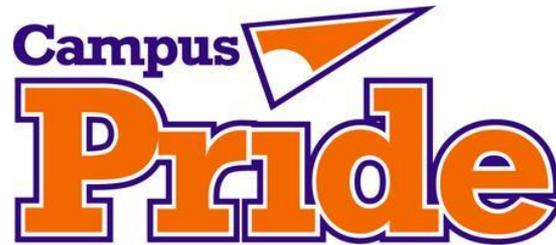
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Campus Pride is the leading national organization for LGBTQ and ally college students and campus groups building future leaders and safer, more LGBTQ-friendly colleges and universities. The organization provides resources and services to thousands of college students and nearly 1400 campuses annually.



# Campus Pride Index

How LGBTQ-Friendly is my Campus?



# Overview

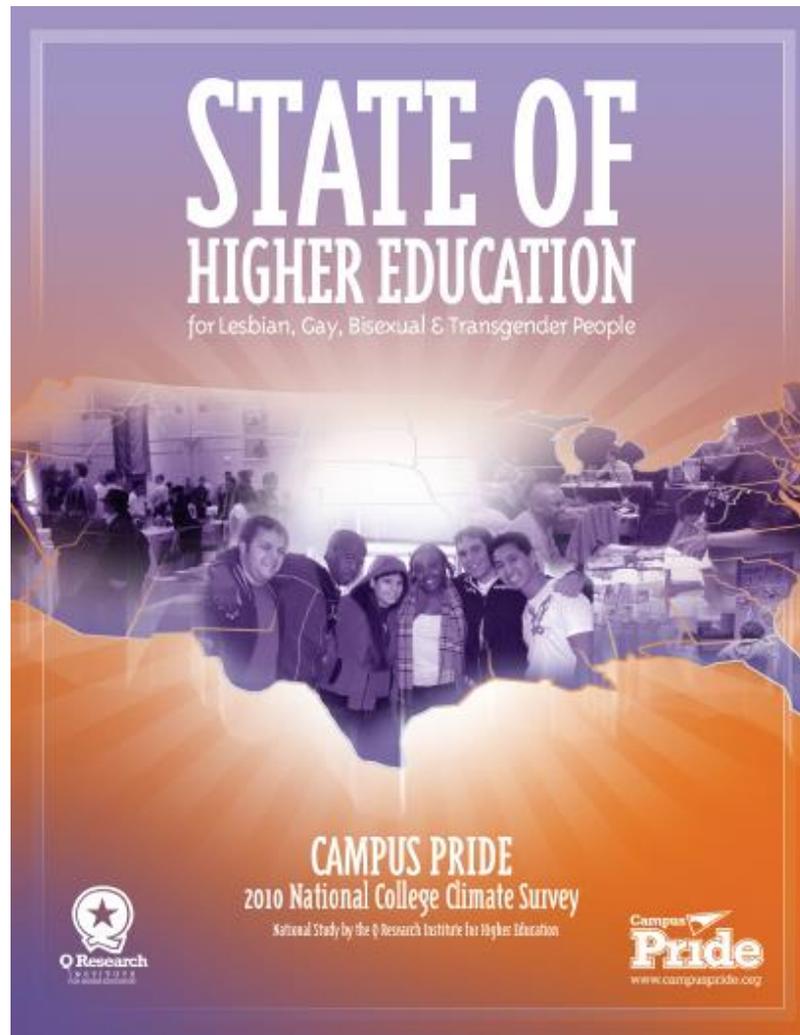
The Campus Pride Index is a vital tool for assisting campuses in learning ways to improve their LGBTQ campus life and ultimately shape the educational experience to be more inclusive, welcoming and respectful of LGBTQ and ally people.

This workshop will focus on key features of the Index, illustrate how colleges use the Index, and consider how you can begin benchmarking your college.



# Philosophy Statement

Every student has the right to a safe environment where they can learn, live, and grow academically and socially, and every college and university has the responsibility to make their campus more inclusive, welcoming, and respectful.



*Campus Pride 2010 State of Higher Education for LGBT People, S. Rankin, et al.*



# Research Background

One quarter (23%) of LGBTQ staff, faculty, and students reported experiencing harassment (defined as conduct that has interfered with your ability to work or learn). An even greater percentage of transgender students, faculty, and staff reported experiencing harassment (39%). The form of the harassment experiences by transgender people was more overt and blatant.

More than half the faculty, students, and staff hide their sexual identity (43%) or gender identity (63%) to avoid intimidation.

# Research Background

More than a third of all transgender students, faculty, and staff (43%) and 13% of LGBQ respondents feared for their physical safety. These percentages were even higher for LGBTQ people of color.

One-third of LGBQ (33%) and transgender (38%) students, faculty, and staff have seriously considered leaving their institution due to the challenging climate. We do not know how many have actually left due to harsh climates.

# Campus Pride Index Overview

**350+ colleges and universities currently participate:** small, large, public, private, community colleges, two-year colleges, religiously-affiliated colleges, etc.

**Campuses are rated on a five-star scale;** not ranked but receive a star rating from 1 to 5 stars; **Approx. 10% now have 5 stars**

**Improved Scores:** Over **80%** of colleges that take the survey return to update their page with an improved score in the last year



# Campus Pride Index Overview

**Developed in 2001** by team of national LGBT campus researchers

**Campus official completes survey with a team of students, faculty & staff representing campus diversity**

**Currently 30+ community colleges on CPI and 6 are in California**



# The Campus Pride Index serves 4 main purposes

1. Connect prospective LGBT and ally students and their families with LGBT-friendly colleges.
2. Set forth a national standard of LGBT and ally inclusive policies, programs and policies.
3. Offer an ongoing, effective measurement tool to improve the quality of life for LGBT and ally people on college and university campuses and to assist campuses in becoming more LGBT-friendly.
4. Advocate nationally for further progress in LGBT and ally campus services by highlighting positive efforts.

# Campus Pride Index

## Institutions are assessed in 8 areas of campus life:

1. LGBT Policy Inclusion
2. LGBT Support & Institutional Commitment
3. LGBT Academic Life
4. LGBT Student Life
5. LGBT Housing & Residence Life
6. LGBT Campus Safety
7. LGBT Counseling & Health
8. LGBT Recruitment & Retention Efforts

Following their assessment, colleges receive a confidential report with their scores and recommendations for improvements. Then, colleges decide whether they want to “come out” and make their scores public or improve them before doing so.



# California Community Colleges

**Note:** Two Year Colleges are able to opt out of the Campus Safety, Housing & Residence Life and Counseling & Health sections if they do not have these services. Scores are weighted and adjusted accordingly as to not penalize any type of campus.

	<b>Napa Valley College</b> Napa, CA	Community College
	<b>Santa Rosa Junior College</b> Santa Rosa, CA	Community College
	<b>College of Marin</b> Kentfield, CA	Community College
	<b>San Diego Miramar College</b> San Diego, CA	Community College
	<b>MiraCosta College</b> Oceanside, CA	Community College Nonresidential Campus Hispanic Serving Institution
	<b>Los Angeles Southwest College</b> Los Angeles, CA	Community College

# Campus Pride Index

*Use the index as a tool to...*

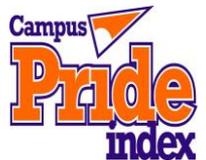
Recruit prospective students

Strategize with current students, faculty & staff

Talk with administrators

## **Create an action plan**

**Note:** Two Year Colleges are able to opt out of the Campus Safety, Housing & Residence Life and Counseling & Health sections if they do not have these services. Scores are weighted and adjusted accordingly as to not penalize any type of campus.



# Creating an Action Plan

- Complete survey & review score report
- Determine areas for improvement

## LGBT-Friendly Break-Down by Inclusion Factors:

 4 of 5 Stars	<a href="#">LGBT Policy Inclusion</a>
 3.5 of 5 Stars	<a href="#">LGBT Support &amp; Institutional Commitment</a>
 3 of 5 Stars	<a href="#">LGBT Academic Life</a>
 5 of 5 Stars	<a href="#">LGBT Student Life</a>
 4.5 of 5 Stars	<a href="#">LGBT Housing &amp; Residence Life</a>
 1.5 of 5 Stars	<a href="#">LGBT Campus Safety</a>
 5 of 5 Stars	<a href="#">LGBT Counseling &amp; Health</a>
 1.5 of 5 Stars	<a href="#">LGBT Recruitment and Retention Efforts</a>

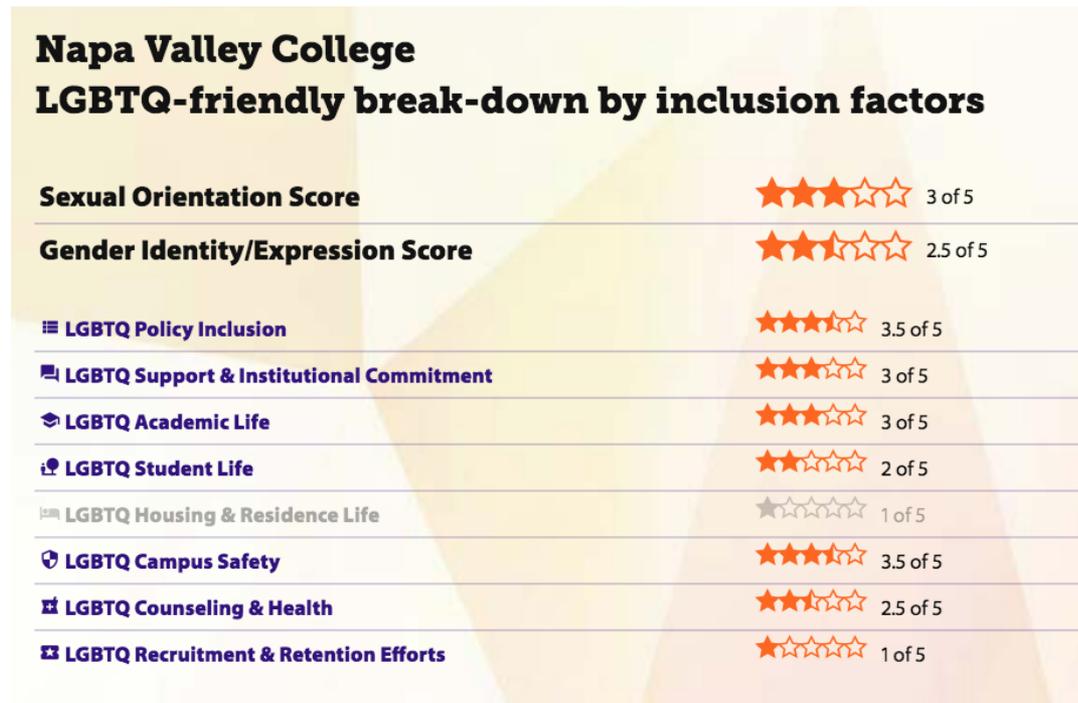
# Example: Napa Valley College

Napa Valley, California — Community College — 8,000 students

**Overall: 2.5 out of 5 stars**

*Sexual Orientation Score: 3 out of 5 stars*

*Gender Identity/Expression Score: 2.5 out of 5 stars*



# Example: Napa Valley College

**Areas for Improvement**  
**LGBTQ Recruitment & Retention Efforts - 1 out of 5 stars**

## **ACTION PLAN PRIORITIES**

### **LGBTQ Recruitment & Retention**

- Annually participates in LGBTQ admission fairs**
- LGBTQ student scholarships**
- LGBTQ mentoring program to welcome and assist LGBTQ students in transitioning to academic and college life**
- Special Lavender or Rainbow Graduation ceremony for LGBTQ students and allies**
- Admission counselors receive LGBTQ-inclusive training and resources**

# Example: Napa Valley College

**Areas for Improvement**  
**LGBTQ Student Life - 2 out of 5 stars**

## **ACTION PLAN PRIORITIES**

 <b>LGBTQ Student Life</b>	
<b>LGBTQ &amp; Ally student organization</b>	<input checked="" type="checkbox"/>
<b>LGBTQ &amp; Ally graduate student organization</b>	<input type="checkbox"/>
<b>LGBTQ social fraternity/sorority</b>	<input type="checkbox"/>
<b>Regularly plans LGBTQ social activities</b>	<input checked="" type="checkbox"/>
<b>Regularly plans educational events on transgender issues</b>	<input type="checkbox"/>
<b>Regularly offers educational events surrounding intersectionality of identities for LGBTQ people</b>	<input type="checkbox"/>
<b>LGBTQ-inclusive career services</b>	<input type="checkbox"/>

# Using the Index as a Tool

"The Campus Pride Climate Index allows me to easily **compare** the LGBTQ student services offered at my institution with that of our peers and aspirant institutions. This allows me to quickly and efficiently **benchmark** the work I do and **advocate** for new programs and initiatives. For example I have utilized this tool as a starting point for conversations about gender inclusive housing, LGBTQ health services, and health care coverage for trans students as well as faculty/staff."

– Ted Lewis, Associate Dir. of Common  
Ground for LGBTQ Campus Life,  
University of Richmond



# Using the Index as a Tool

“For my job at campus police, I used the index to do research to see what the Top 25 schools were doing in regards to crime prevention, etc. for their LGBT students in the hopes that my university can follow their lead.”

– Mark Travis Rivera, student at William Paterson University

# Using the Index as a Tool

“In my work with high school students and GSAs, I make it a point to tell the students about Campus Pride and the Campus Pride Index. Many didn't know about it previously and have said it changed the way they are looking at colleges now.”

– Colleen Dougherty, Case Manager for LGBTQ Youth Mentoring Initiative, Big Brothers Big Sisters of Delaware





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New to the Index? Set up your account.

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