



# **Workforce Recruitment & Retention**

## **Understanding LGBTQ Young People & Broadening Your Diversity Outreach Efforts**

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**







# SEE ALL THE WORK WE DO

**HELP US**  
GIVE BACK TO LGBTQ YOUTH



**DONATE**  
[CampusPride.org/Donate](https://CampusPride.org/Donate)

**SPONSOR**  
[CampusPride.org/Sponsor](https://CampusPride.org/Sponsor)



## *Did You Know?*

... supports 1400+ different colleges and universities as well as thousands of LGBTQ and ally young people annually

....trains 120+ college students and staff in social justice and activism at Camp Pride, the nation's first and longest-running LGBTQ college leadership academy

... provides direct service to 600+ colleges through the Campus Pride Index, the only tool of its kind, to increase safety and implement LGBTQ-inclusive policies, programs and practices

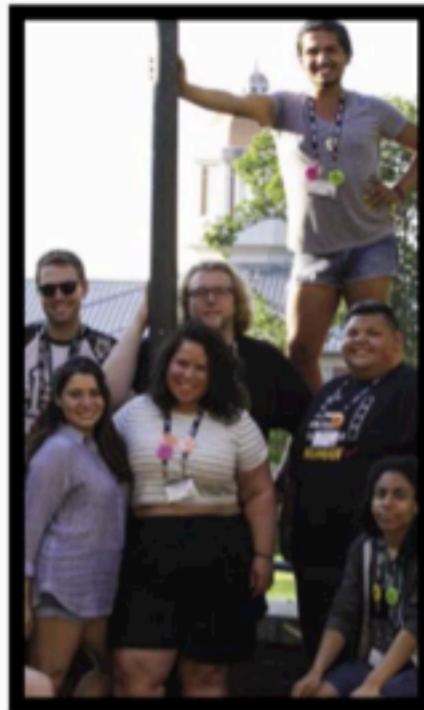
... releases the most comprehensive listing of the Top 50 LGBTQ-friendly colleges, yielding over 80,000 referrals annually to help prospective students and families





## *Did You Know?*

- ... hosts the only national LGBTQ college fair program in the country attended by thousands of LGBTQ youth and families as well 140+ colleges this past year
- ... advocates on behalf of thousands of LGBTQ young people to bring national media attention to diverse voices and intersectionalities
- .... calls Charlotte, North Carolina home and is only one of a handful of national LGBTQ nonprofits founded and operating in the South







# **State of Higher Education *for LGBT People***

# September

# 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



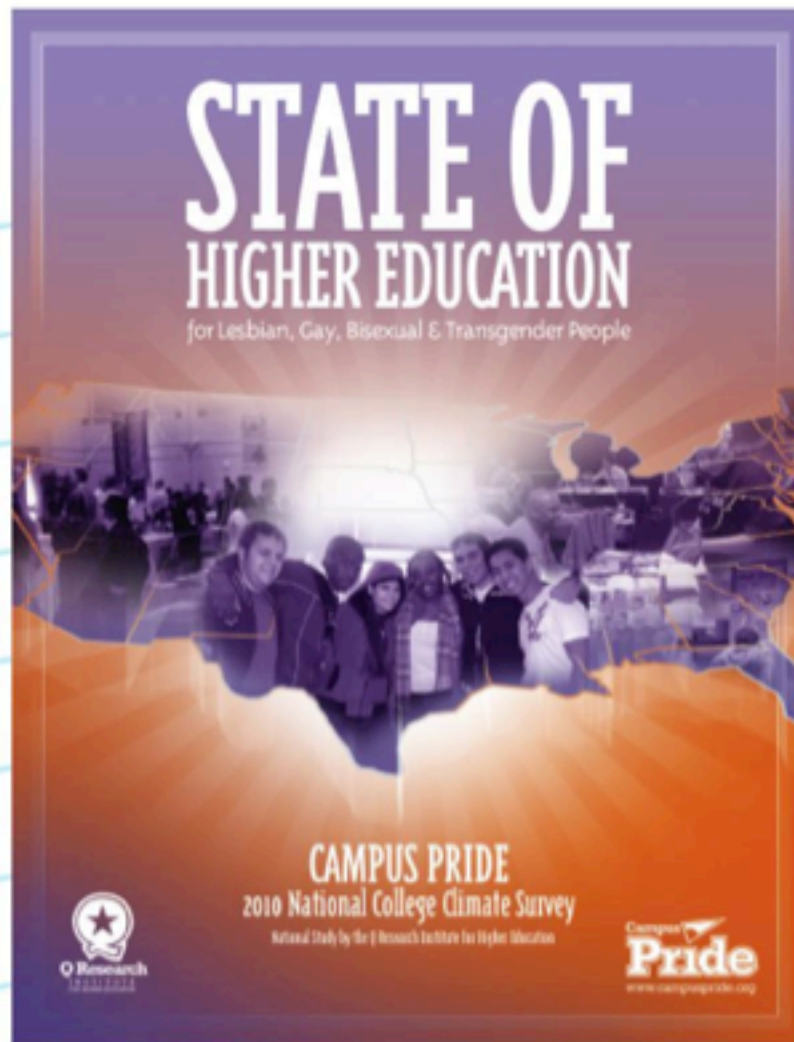
# *LGBTQ Youth Today*

- ✓ 25% of LGBTQ youth are thrown out of their homes when they come out .
- ✓ LGBTQ youth remain 3-4 times more likely to attempt suicide.
- ✓ 40% of homeless youth self-identify as LGBTQ
- ✓ LGB youth are at higher risk of alcohol, substance abuse, depression, suicidality than other youth
- ✓ Highest rate of new HIV infections occur in youth 13-24; African-American youth aged 13-24 accounted for 65% of new HIV infections.



Campus  
**Pride**





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





How students experience their campus environment influences both **learning and developmental outcomes.**<sup>1</sup>



Discriminatory environments have a **negative effect** on student learning.<sup>2</sup>



Research supports the pedagogical value of a **diverse student body** and faculty on **enhancing learning outcomes.**<sup>3</sup>

<sup>1</sup> Pascarella & Terenzini, 1991, 2005

<sup>2</sup> Cabrera, Nora, Terenzini, Pascarella, & Hagedron, 1999; Feagin, Vera & Imani, 1996; Pascarella & Terenzini, 1991.

<sup>3</sup> Hale, 2004; Harper & Quaye, 2004; Harper, & Hurtado, 2007; Hurtado, 2003.



# Research

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.



# Research

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

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





# *Retention & Academic Success*

One-third of LGB spectrum  
(33%) respondents  
seriously considered leaving  
their institution due to the  
challenging climate

One-third of Trans-spectrum  
(38%) respondents  
seriously considered leaving  
their institution due to the  
challenging climate

# *LGB Youth Drug Use & Abuse*

Examined  
relationship  
between  
sexual  
orientation  
and  
adolescent  
substance  
use.

- LGB youth were 190% more likely than heterosexual youth to use substances
- Bisexual youth were 340% more likely than heterosexual youth to use substances.
- Lesbian youth were 400% more likely than heterosexual youth to use substances.



# In 2016...

Negligible number of  
College & University LGBT  
Inclusive Structures and/  
or policies

- 12% of colleges/universities have institutional support (centers, offices, person) for LGBT issues and concerns

- 24% of colleges/universities include sexual orientation

- 13% of colleges/universities include gender identity

- 5% of colleges/universities offer gender inclusive housing

(Sources: <http://www.lgbtcampus.org> <http://www.campuspride.org/tpc>;  
<http://www.campusprideindex.org>









# Telling your Story to LGBTQ Young People





# LGBTQ-friendly Corporations?



# YOU ARE (GOING TO BE) HERE



**TELL LGBTQ YOUTH  
ABOUT YOU**

**REACH**  
25,000 + print  
distribution  
to over  
1400+ campuses

Campus  
**Pride**

**ADVERTISE**  
for less  
than \$595

**RESERVE YOUR AD NOW**

GO ONLINE: [CampusPride.org/PurpleBackpackAds](http://CampusPride.org/PurpleBackpackAds)

Campus  
**Pride**

# LGBTQ Young People Demographic

(16-24 yo)

- Strong affinity to brands at early age who they view as doing the right thing
- Expectation of diversity in workplace policies, programs & practices.
- Sense of immediacy – “want it now” culture
- Need for affirmation and safe space
- Fear & stigma around Corporate America  
*(particularly for trans, genderqueer, nonbinary, bi, pansexual identities)*



# **LGBTQ Young Adult Strategies for Recruitment & Retention**

- Build “authentic” relationships early-on
- Promote LGBTQ-inclusion directly to the demographic of LGBTQ young people
- Target recruitment efforts at LGBTQ-friendly and inclusive campuses
- Go to places where LGBTQ young people go: be visible, be active, be present in unique, meaningful ways

# **LGBTQ Young Adult Strategies for Recruitment & Retention**

- Seek involvement with LGBTQ youth orgs and events that are “for and by” LGBTQ young people
- Be aware of anti-LGBTQ associations or actions that may damage brand reputation







# Campus Pride

From High  
School

To College

To the  
Workplace

**Building lifelong relationships**





DONATE

Like

tumblr.

Tweet 94

[HOME](#) [ABOUT](#) [BLOG](#) [EVENTS](#) [RESOURCES](#) [RESEARCH](#) [SHOP](#) [CONNECT](#)[CAMPUS PRIDE INDEX](#) [COLLEGE FAIRS](#) [STOP THE HATE](#) [CAMP PRIDE](#) [LAMBDA 10](#)[VOICE & ACTION AWARD](#) [SPEAKERS BUREAU](#)

**CAMPUS PRIDE MAP**  
FIND LGBT STUDENT GROUPS,  
SUPPORT SERVICES  
& RESOURCES  
**SEARCH ONLINE NOW**

Campus Pride Map

Stay Connected:

[Like](#) 3 [tweet](#) [Tweet](#) 94

## Recent News &amp; Blog Posts

**Fayetteville State University Third HBCU to Open LGBT Support Services**

Campus Pride congratulates Fayetteville State University for opening LGBT Safezone Office, becoming the third HBCU in the country to have dedicated LGBT support services. This week the Division of Student Affairs announced the launch of Fayetteville State University's first-ever Safezone Office, a resource and ally office for the LGBT community. A part of the Division's [...]

[Read more](#)**Free Webinars: Oct 16-23 attend online training simulations to support LGBTQ Youth**

Please join Campus Pride for a series of special webinars to learn about three online training simulations to support lesbian, gay, transgender and questioning (LGBTQ) youth who may be struggling due to bullying, harassment, isolation or abuse. The Trevor Project and Campus Pride have collaborated with Kognito Interactive to create and distribute three online, interactive [...]

[Read more](#)Tweets [Follow](#)

- Campus Pride** 15h  
@campuspride  
Happy National Day of Dignity & Respect!  
[@Equality](#)  
[@CampusPride](#)  
Expand
- Campus Pride** 16h  
@campuspride  
Tweet to @campuspride

[Follow](#) Be the first of your friends to follow Campus Pride.

## Upcoming Events

- **Campus Pride on the Road: Shane Windmeyer speaks at University of Puget Sound**  
Took place on October 6, 2013
- **LGBTQ Campus Roadmap 2014: 5 Critical Strategies to Becoming an LGBTQ-Friendly Community**  
Takes place on October 8, 2013 from 2:00 pm to 3:30 pm
- **Campus Pride on the Road: Shane Windmeyer speaks at Florida Atlantic University**  
On October 9, 2013 from 12:00 am to October 10, 2013 12:00 am



# CAMPUS PRIDE JOB BOARD

FIND YOUR  
LGBTQ-FRIENDLY  
WORKPLACE  
AND BEST CAREERS

FROM COLLEGE TO WORKPLACE

CampusPride.Jobs

Campus  
Pride

Campus  
Pride





The poster is divided into two main color sections: purple on the left and blue on the right. The purple section features a white silhouette of the United States with a dot in the Southeast labeled 'Atlanta'. Overlaid on the map is a circular icon with a white figure in a suit holding a folder. The text 'Campus Pride' is in orange, 'National' is in white, and 'Job & Career Fair Program' is in large white letters. The blue section has the 'Campus Pride' logo at the top, followed by 'REGISTER NOW' in large white letters, and 'Plus: 2017 National Online Job Fair' in white text at the bottom. An orange bar at the bottom of the purple section contains the text 'Highlight your LGBTQ-friendly workplace' and 'Recruit LGBTQ youth directly from college'.

**Campus Pride**  
National  
**Job & Career Fair**  
Program  
Atlanta

**REGISTER NOW**

**Plus:**  
2017 National Online  
Job Fair

Highlight your LGBTQ-friendly workplace  
Recruit LGBTQ youth directly from college



Be seen  
in next year's  
**Purple**  
Backpack



Don't miss this high-volume, cost-effective opportunity to advertise to LGBTQ identified youth across the nation. If you're an institution, vendor, entertainment agency or even an individual speaker, artist, performer or lecturer – the Campus Pride resource guide is for YOU.



**RESERVE YOUR SPACE NOW**

[CampusPride.org/purplebackpack](http://CampusPride.org/purplebackpack)







2017

Campus  
**Pride**  
**ADVISOR  
BOOTCAMP**  
LGBTQ PROFESSIONAL ACADEMY

Advisors can also go to camp with the LGBTQ Professional Academy for Advisors! The five-day skill-building retreat occurs in tandem with Camp Pride and is designed for professionals who support LGBTQ and ally students and issues.



# Camp Pride

AS SEEN ON *Logo.*

## REGISTER TODAY!

SUMMER LEADERSHIP CAMP

[CampusPride.org/camppride](http://CampusPride.org/camppride)

"Camp Pride provides a safe, open space for new student leaders and for more experienced leaders alike. It is an extraordinary way to learn the basics of campus organizing as well as new strategies to create change." - *Camp Pride Alum*

"The action planning was wonderful. It really made the approach to tackling bigger issues on our campuses more approachable." - *Camp Pride Alum*

"The Campus Pride faculty members went above and beyond to make sure their hearts and ears were open for us." - *Camp Pride Alum*



Campus  
**Pride**

2016

Top 30 List

of LGBTQ-Friendly

Colleges & Universities

Campus  
**Pride**





The poster is divided into two main color sections: orange on the left and blue on the right. The orange section features a map of the United States with several cities marked: Vancouver, Los Angeles, St. Louis, Atlanta, Charlotte, New York City, and Boston. A white graduation cap icon is centered within a light blue circle. The text 'Campus Pride National College Fair Program' is prominently displayed in white and purple. Below the map, it says 'Showcase your LGBTQ-friendly campus' and 'Recruit LGBTQ students'. The blue section contains the 'Campus Pride' logo at the top, followed by 'REGISTER NOW' in large white letters. At the bottom of the blue section, it says 'Plus: 2017 National Online College Fair' in white text on a purple background.

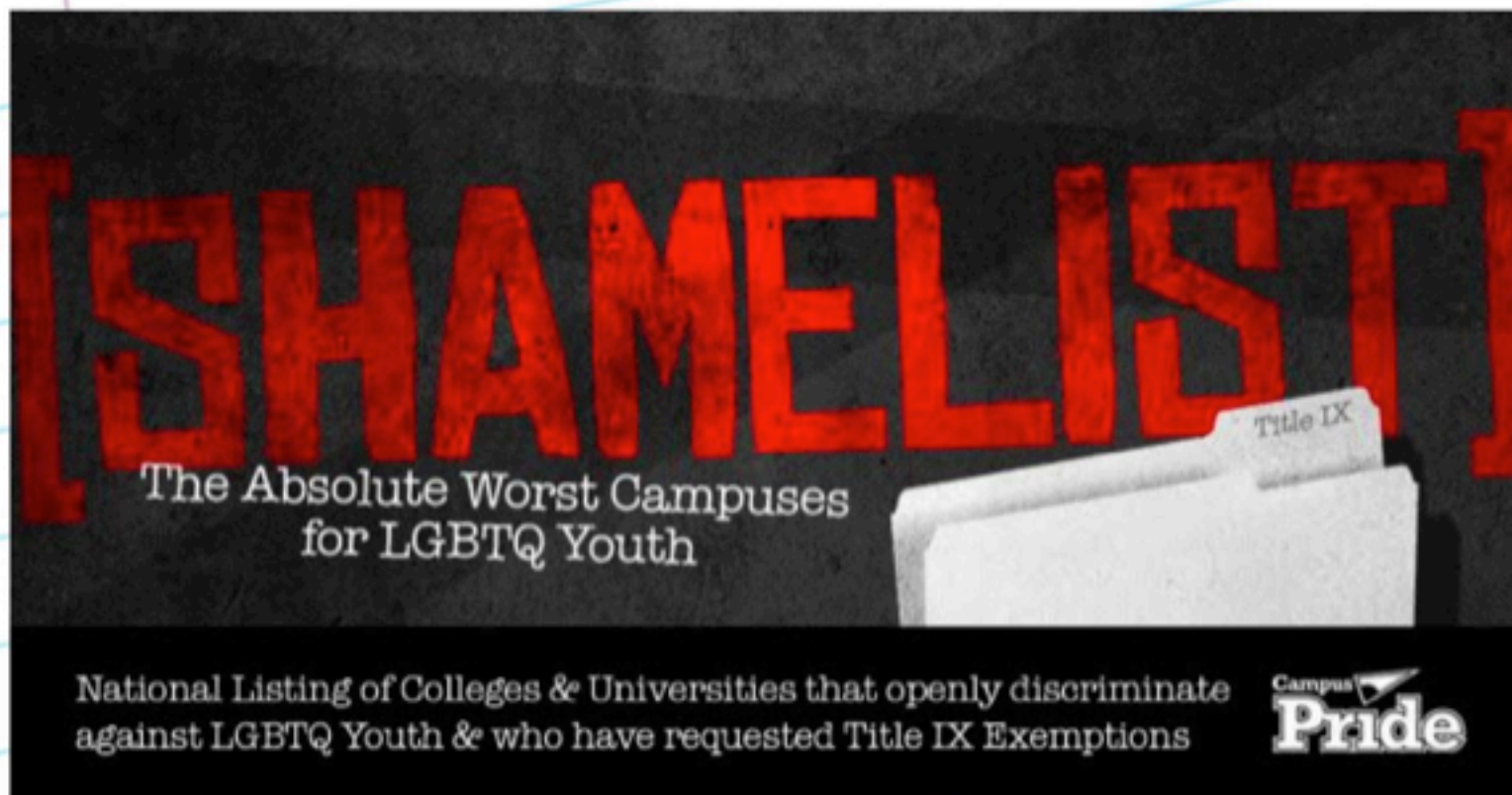
**Campus Pride**  
National  
**College Fair**  
Program

Vancouver  
Los Angeles  
St. Louis  
Atlanta  
Charlotte  
New York City  
Boston

**REGISTER NOW**

**Plus:**  
2017 National Online  
College Fair

Showcase your LGBTQ-friendly campus  
Recruit LGBTQ students







Campus  
**Pride**

# Trans Policy Clearinghouse

Campus  
**Pride**



# Campus Pride

From High  
School

To College

To the  
Workplace

**Building lifelong relationships**



