

LGBTQ+ ADVOCACY COURSE CASE STUDY



The Need for LGBTQ+ Advocacy Education

The LGBTQ+ community continues to face harassment, physical violence, and targeting by restrictive legislation. Allies play an important part in the fight for LGBTQ+ acceptance and rights.

OBJECTIVES

Educate LGBTQ+ Allies

This course aims to educate LGBTQ+ allies about the socio-political challenges that the community faces. This includes introducing allies to various LGBTQ+ identities and pronouns.

Empower Allies to Advocate

The main goal is to show allies about the different ways, large and small, that they can create safe environments for the LGBTQ+ community, as well as information on LGBTQ+ advocacy organizations and how to join them.

PROCESS

- Needs Analysis Survey
- Design & Developed on Storyline Rise 360
- Disseminate to testers through a sharable link
- Exit survey provides insight into course effectiveness and learner satisfaction.

RESULT

Needs Analysis Results

- 94% of survey respondents said that they believe education for LGBTQ+ advocacy is important
- However, 47% were unsure of how to begin as an ally and LGBTQ+ advocate.

Course Evaluation Results

- 66% of respondents rated themselves as very knowledgeable about LGBTQ+ rights. before the course.
- 100% of participants rated themselves as very knowledgeable after the course.

CONCLUSION

This course leveraged data from a thorough needs analysis among 17 participants to determine that there is a need for LGBTQ+ allyship and advocacy education. Using a combination of an ADDIE framework and rapid design, I was able to create an informative, engaging, and effective e-learning course to impart actionable knowledge among an adult audience.

