

## **Sexual Assault Prevention Committee (SAPC) Meeting Minutes**

January 30, 2019

3:00pm-4:30pm

University Health Center, Room 1150

**In Attendance:** Amelia Arria (School of Public Health), Max Balagtas-Badoy (CARE), Emily Biery (CARE), Carly Cottone (CARE), Jeff Franke (Graduate Studies), Andrea Goltz (Office of the Provost), Elena LeVan (SGA), Resa Lovelace (Athletics), Lizzie Mafriqi (CARE), Cynthia Martinez (Strategic Communications), Katie O'Mailey (CARE), Steve Penning (Strategic Communications), Steve Petkas (Reslife), Charlotte Sheffield (CARE), Julia Strange (CARE), Omolola Taiwo (DFSL), Kevin Webb (OCRSM)

### **Welcome & Introductions**

#### New Members/attendees

The SAPC shared introductions as there were new attendees from CARE at the meeting.

#### Meeting objectives

Chair informed SAPC that the meeting would focus on the messaging campaign for their feedback before student focus groups began in the upcoming weeks.

### **Updates from the Chair**

#### President's Office Funding

Chair received confirmation that the President's Office will shift funding over the current year, which will go to CARE's office, the School of Public Health (SPH) for evaluation development, and Strategic Communications. The SAPC will receive fiscal year funding for 2020 in July.

#### College Action Plan Implementation

Chair met with Boris Lushniak, Dean of SPH, to discuss College Action Plans. SPH will be the first college to create a College Action Plan (CAP) over the next couple of months. Dean Lushniak will share his experience to promote CAPs at the next Council of the Deans meeting at the end of March. The goal is to have all colleges implement an action plan by spring 2020.

#### Step UP! For Spring Break

Chair informed SAPC that CARE has several spring events taking place. CARE can provide support for Step UP! for Spring Break, however, SAPC will take the lead on the event. This is the first major event the SAPC will do with funding from the President's Office and is an opportunity to reinforce the bystander intervention training CARE conducted in the fall.

### **Messaging Campaign**

Strategic Communications introduced what would be discussed regarding the messaging campaign. Based on a collection of research, including student and SAPC stakeholder responses to a survey, Strategic Communications developed concepts to present to the SAPC.

The discussion began with describing common themes from the brief and considerations to evaluate each direction. Strategic Communications proposed two directions with key messages to demonstrate how the secondary messaging will display in each area. Lastly, review of a feedback form and open discussion took place.

Two themes were identified by Strategic Communications, education and empowerment. With a primary audience of students, the campaign will focus on answering the questions of what is one thing we want to tell students and then what is one thing we want them to take away. From the surveys, Strategic Communications identified that the campaign should inform students that they play a role in preventing sexual assault and there are several reasons why they will care. Based on the identified themes, two concepts were shared with the SAPC. One concept focused on showing a desire for collective community effort and the other focused on the feeling of wanting to evoke. Descriptions for each concept were recited and visual directions were described. The SAPC should consider that the messaging campaign will not fully educate the audience on sexual assault prevention, instead, the key message will support trainings, workshops, and other information the audience receives. It is important to think about survivors as part of the audience and keep in mind that the audience consists of several sub-groups.

The SAPC discussed how the concepts would be perceived by the audience and multiple viewpoints were shared. Elements such as prompting the audience to do something, power imbalance, and what would appeal and resonate with students were discussed. Also, ensuring the campaign reinforces bystander intervention is an essential component. The Chair emphasized the importance of focus groups with students to gather feedback on each concept and determine what would be the preferred and well-received concept. SAPC members proposed various student groups to conduct focus groups with.

#### **Announcements, Wrap-up, and Next Steps**

- Next SAPC Meeting: February 19, 2019, 3:00pm-4:30pm, 1150 University Health Center
- SAPC Update to University Senate: Tuesday, February 5, 2019, 3:15-5:00pm
- Attendee announced that the Clarice wants to plan the Next-Now fest during September and would like the SAPC's involvement.