

Sexual Assault Prevention Committee (SAPC) Meeting Minutes

March 27, 2019

1:00pm-2:30pm

University Health Center, Room 1150

In Attendance: Amelia Arria (School of Public Health), Max Balagtas-Badoy (CARE), Emily Biery (CARE), Timothy Bryson (Athletics), Carly Cottone (CARE), Amanda Fusting (SGA), Andrea Goltz (Office of the Provost), Jane Hirshberg (Clarice), Grace Karmioli (OCRSM), Cynthia M. Martinez (Strategic Communications), David McBride (Health Center), Julia Novick (SGA), Katie O'Mailey (CARE), Rajan Parikh (CARE), Stephen Penning (Strategic Communications), Steve Petkas (Reslife), Alicia Ray (CARE), Charlotte Sheffield (CARE), Gerry Strumpf (Orientation), Omolola Taiwo (DFSL), Kevin Webb (OCRSM)

Welcome & Introductions

New Members/attendees

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

Meeting objectives

SAPC member informed committee that the meeting would focus on CounterAct at NextNow Fest, and the prevention website and messaging campaign.

Updates

Step UP! for Spring Break (University-wide event)

SAPC member shared evaluation results from a total of 101 participants. Overall results were positive and the students enjoyed learning about the bystander intervention techniques and consent. Specific highlights include 81% rated the event as "very good" and the remaining rated as "good" on a standard likert scale. Respondents suggested improvements on variety of scenarios and inclusion of graduate students. SAPC member suggested improvement of expanding outreach for next year to increase awareness of the event.

College Action Plan Progress Report

Coordination with the School of Public Health is in progress. The Dean has identified administrative and faculty staff who will lead the development of the college action plan (CAP). The Dean is scheduled to present the CAP concept at the next Dean's forum on April 8th.

Orientation

Orientation is planning to do a skit on the concept of sexual assault prevention. Work will begin on this in the next couple of weeks.

Educational Pillars

Representative from CARE office explained the need to centralize programming around students, staff, and faculty with sequencing programming. Higher level programming will discuss aspects beyond bystander intervention, a prosocial behavior commonly thought of among

students. Adjusting to each year's climate and implementing visible outreach are elements for the committee and college action plans to account for. Programming will highlight task force recommendations and will be evaluated by the committee.

CounterAct at NextNow Fest

Attendee informed committee that the NextNow Fest is an annual event to welcome students back. CounterAct brings participatory art with messages over a two or three day period. The goal is to have a variety of projects to raise awareness on different topics. Most attendees to the unique performance and text based event are undergraduate students. One SAPC member indicated they believe this is an event that students will be drawn to and a partnership with this artform that students can connect with would be beneficial. There is an emphasis on the event being customizable to UMD and incorporating the university's resources. Discussion of expanding to other programming and locations took place as well as what would be included with costs. Video recordings to accommodate students who could not attend was proposed as a solution. There was some reservation on timing and planning of the event, however, most agreed it could benefit campaign launches and other well-known events on campus.

Centralized Website & Messaging Campaign Next Steps

Review next steps for messaging campaign

Communication strategy committee met with several focus groups to gather feedback on the final two campaign options. The goal of the campaign is to empower students and staff to take action, and the concept of Raise Your Voice resonated the most. Emphasis on a grassroots movement guided material development. Members shared four visual options for the committee to vote on after the meeting. The committee also reviewed material to distribute such as t-shirts and buttons. The committee discussed what visual would best represent the campaign message and a plan to launch in mid-April was established.

Review website

Website development is in good progress. Member noted a couple of areas of improvement before launch on April 17th. The committee was encouraged to provide final feedback within a week.

Announcements, Wrap-up, and Next Steps

- Next SAPC Meeting: April 17, 2019, 3:00pm-4:30pm, 1150 University Health Center
- SAPC: vote on campaign visual and provide website feedback.