

Sexual Assault Prevention Committee (SAPC)

Meeting Minutes

September 26, 2018

10:30am-12:00pm

University Health Center, Room 1150

In Attendance: Amelia Arria (School of Public Health), Huw Ball (Student Government Association), Jeffrey Frank (Graduate Studies), Andrea Goltz (Office of the Provost), Jeremy Hardy (Men Can Stop Rape), Resa Lovelace (University Athletics), Cynthia Martinez (Strategic Communications), Pat McGann (Men Can Stop Rape), Steve Petkas (ResLife), Alicia Ray (CARE), Sue Sherburne (University Athletics), Julia Strange (CARE), Gerry Strumpf (Orientation), Lola Taiwo (DFSL), Fatima Taylor (CARE), Kevin Webb (OCRSM)

Updates from the Chair

Chair informed committee that the meeting's discussion would primarily focus on the prevention website and messaging campaign. Chair provided updates on Fall 2018 Step UP! bystander intervention training statistics.

Request for new member

SAPC member shared background information on Mariah Bauer, Director of Strategic Initiatives, to request membership on the SAPC. All SAPC members agreed to add Mariah Bauer to the SAPC member list.

SAPC Resource Requests

Chair has an upcoming meeting with Michelle Eastman, Assistant President and Chief of Staff, to submit a proposal for funding. Funding is needed for the prevention website maintenance, messaging campaign development and marketing materials, evaluation efforts, and staff support. SAPC members discussed differences in Student Affairs and Academic Affairs funding and guided the decision to the appropriate funding request. After the meeting, the Chair clarified the funding request would be submitted to the President's Office and not the Provost's Office.

Communications Strategy Recommendations

Centralized Prevention Website

The committee reviewed a proposed website outline and discussed the structure of the website and resources to include. Strategies to ensure the usefulness of the website were also discussed.

Messaging Campaign

The Communication Strategy subcommittee will guide the timeline of the campaign. The SAPTF recommendations indicated that the campaign message should focus on healthy relationships. Guests from Men Can Stop Rape shared their expertise on best practices for developing a campaign. Chair provided several examples of national campaigns and university-created campaigns and discussed the applicability to the SAPC's campaign development. Committee members shared their campaign observations and the importance of all members of the campus community feeling included in the campaign message. Strategies to survey student opinions before launching the campaign were discussed.

Subcommittee Check-Ins

Evaluation: Evaluation Dashboard/Portal

Development of an evaluation portal will be included in the funding request. Purpose of the portal will be to have a centralized location to collect evaluation data for knowledge, attitude, and behavior change. The evaluation office will be able to produce periodic reports on the university's progress.

Programming

Potential avenues to reach 100% of undergraduate students were discussed and members were identified to conduct research on the feasibility of these potential avenues (ResLife, orientation, etc.). Chair informed members that the discussion to reach all graduate students would take place at a later date. Chair also announced that a skit about sexual assault prevention will be included in Undergraduate Orientation during summer 2019.

Announcements, Wrap-up, and Next Steps

- Next SAPC meeting will be Wednesday, October 17, 10:30am-12:00pm at the University Health Center, Room 1150 (Sahet Meeting Room).
- Chair will upload slide deck of campaign examples to shared drive for members to review and add comments.
- Communication Strategy subcommittee will provide questionnaire for messaging campaign development to all SAPC members.