

Council on Sexual Violence Prevention

Education and Outreach Workgroup Recommendations

2013-2014

SUMMARY

Messaging

- Messages to the campus about sexual violence prevention should be on-going and consistent.*
- There should be regular (annual or semi-annual at a minimum) leadership statements from President or Provost on sexual violence prevention.
- University officials/administration should inform Deans, Dept. heads, etc. of required training/education mandated for faculty, staff and students but messaging should not limit itself to VAWA requirements: it can be tied to broader issues of discrimination, climate, safety on campus and community norms.*
- Design a common message (identity) that will capture (in graphics or words) Cornell's vision for prevention and response to sexual violence and actively engage the Cornell community; something that will be a sustainable familiar image or statement that advocates for a campus free from violence.
- There should be campus-wide social marketing and social media campaigns with resource information as well as prevention messages.*
- The SHARE website should continue as a central resource but be revised to make it more navigable and welcoming. It should develop a presence on Facebook and Twitter and include "responsive design" so it is mobile.*
- The current SHARE team has focused mostly on the SHARE website and related details. It is not the CSVP communications arm, and a broader university communications function is needed.

Training & Education

- The University should take a comprehensive socio-ecological training/education approach to sexual violence prevention.
 - Training on prevention and response should be endorsed by those in leadership positions (incl. Deans, Dept. heads, student officers, student leaders, etc.).*
 - Training must be ongoing & sustainable. This will require staff time allocation and budget allocations.*

- People in administrative and college units to whom reports may be made should receive specialized training about how to best support survivors.*
- The implementation of VAWA educational components for all incoming staff, faculty and undergraduate, graduate and professional students should only be the foundation that we build upon to promote a safe and supportive campus climate.*
- Secure sustainable resources and then allocate them to orientation programming for incoming students, staff and faculty to establish behavioral expectations at Cornell.*
- Develop and promote interactive, educational and prevention programs for all students that emphasize proactive bystander interventions and that can be adapted and tailored to special populations (athletes, LGBTQ. etc.)*
- Educational programs for *undergraduate* students should be developed at Cornell (rather than purchasing a generic package developed elsewhere) requiring committed resources for development.*
- Educational programs for *graduate and professional* students need to be tailored differently than for undergraduate students
 - In the case of professional students, use of an on-line program format may more successfully reach this population due to their brief, independent orientation schedules.
 - Then, build on the initial theme of community responsibility through their clubs and advisory councils throughout the year.
 - Response services particularly for graduate and professional students (such as an EARS-type service) should be explored.
- Staff and faculty programs should continue to use *Respect at Cornell* but additionally incorporate a soon-to-be developed United Educator online program that will provide mandated VAWA information. Training for staff and faculty should be encouraged at the department level, Onboarding Center and staff orientations; this should all be tied to *New Destinations* strategic planning.*

Research and Needs Assessment

- Conduct research to assess campus climate and the dynamics of sexual violence to best guide prevention efforts.
 - Conduct benchmarking to identify evidence-based strategies for prevention.
 - Plan to fully evaluate sexual violence prevention initiatives so work continues to be evidence-based and effective.
- Review and assess response services to
 - Identify or create an office for a more centralized system to ensure coordinated support and service provision to survivors as well as training and education.

- Regularly monitor and evaluate needs on campus to ensure adequate care for survivors and others affected.

Special Challenges identified

- Appropriate and tailored programs for special populations require resources; a one size-fits-all initiative will not be effective.
- Diversity of cultures, particularly within grad/professional school populations, requires sensitivity and special outreach when related to sexual violence, intimate partner violence and related concerns.
- There is limited access to professional students during orientation periods in order to promote sexual violence prevention: the periods are brief, heavily scheduled with other requirements and operate independently of other university schedules.
- Ongoing training for faculty & staff is logistically difficult; requires more collaboration and resources than currently identified.
- Engaging a critical mass of men in sexual violence prevention is an on-going challenge. It requires sustained and institutionalized leadership from the University. Although there are members of MASV (Men against Sexual Violence) and Wingman 101 (male student peer education) on the Council, the efforts need to be expanded to build a stronger foundation for men's awareness and attention to sexual violence.

* Related to VAWA requirements that must be implemented by fall 2014.