

IT'S ON

US

IT'S ON US

CAMPAIGN ORGANIZING TOOLS

FALL 2016

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Dear Friends,

Over the last two years, we have been blown away by the number of people who have taken action to put an end to campus sexual assault through their partnership with It's On Us.

It's On Us is a cultural movement aimed at fundamentally shifting the way we think and talk about sexual assault. It is a rallying cry, inviting everyone to step up and realize that the solution begins with us. The campaign seeks to reframe the conversation surrounding sexual assault in a way that empowers, educates, and engages college students and communities to do something, big or small, to prevent it. In one short year, we have taken massive strides in the fight against sexual assault and have had an overwhelmingly positive response from individuals and communities alike.

Since the launch of the campaign in September 2014, over 350,000 individuals have taken the It's On Us pledge. We have also joined forces with over 95 official partners, including corporations, non-profit organizations, and college athletic conferences. Additionally, 530 schools in 49 states have hosted a total of 1,400 It's On Us events. Furthermore, our PSAs have garnered over nine million views and the campaign has totaled over two billion impressions on social media.

This year, we look forward to seeing the campaign grow even further by forging new partnerships and strengthening existing ones. We are excited to welcome you to a movement that is gaining traction at a critical time in our lives. We invite you to use this guide as a resource for planning events, using social media to gain support, and spreading the message that it's on us, all of us, to stop sexual assault.

Best,
The It's On Us Team

MESSAGING





HOW WE TALK

In order to ensure our audience hears us, we need to speak their language. That means the brand needs to be flexible in how it comes to life and that the personality of the brand will change based on who is speaking on its behalf. Below are some general guidelines on how we should think about the brand, across executions.

WE ARE	WE ARE NOT
Self-Confident	Pleading
Empowering	Dictating
Inviting ("be a part of it," "join us")	Guilt-tripping ("you should be doing X")
In the know	Professorial
Action-oriented, Solution-driven ("you can _____")	Passively educating, citing problems ("did you know?")



LANGUAGE

The following are examples of the range of language that individuals and groups can use to message what they and their members can do about sexual assault.

IT'S ON US TO _____

- Recognize that if someone doesn't or can't consent to sex, it's sexual assault
- Make sure everyone knows that if a partner doesn't or can't consent to sex, it's sexual assault
- Take responsibility for our actions and our inaction
- Realize we have a role to play in stopping sexual assault
- Create an environment where everyone feels, and is, safe
- Step in if a friend is doing something that could lead to sexual assault
- Get someone home safely if he or she needs help
- Hold our friends accountable
- Tell our friends if what they are doing is wrong.
- Never blame the victim
- Be more than a bystander
- Stop a sexual assault any way we can
- Keep an eye on someone in a vulnerable situation
- Not look the other way
- Do something to get in the way of a sexual assault
- Step up and say something
- Let our friends know what is and is not acceptable
- Not give our friends a pass
- Help a survivor report a sexual assault if he or she wants to
- Look out for someone who has had too much to drink
- Get in the way if we see something happening
- Stand up to those who tell us it's not our business
- Call non-consensual sex what it is—sexual assault
- Act when we think someone is in trouble
- Be part of the solution, not part of the problem
- Always be on the side of the survivor
- Make sexual assault unacceptable
- Take reports of sexual assault seriously
- Trust the survivor
- Stop someone from doing something we know is wrong



THE FACTS

- 1 in 5 women and 1 in 16 men are sexually assaulted in college
- 40 percent of survivors fear reprisal by their attacker
- Only 2 percent of incapacitated rape survivors report assault
- Only 13 percent of rape survivors report assault
- 8 in 10 survivors knew their attacker (friend, significant other, etc.)
- It is estimated that between 2 and 7 percent of sexual assault reports are false
- The LGBTQ community is disproportionately affected

Source: [NotAlone.gov](https://notalone.gov)



THE CALL TO ACTION

We are asking everyone to commit to creating an environment—be it a dorm, a fraternity or sorority, a club or a bar, a locker room or an entire college campus—where sexual assault is unacceptable.

Raising awareness. Holding ourselves and each other accountable. Looking out for those who cannot consent.

IT'S ON US. ALL OF US.

CLICK TO
SIGN UP

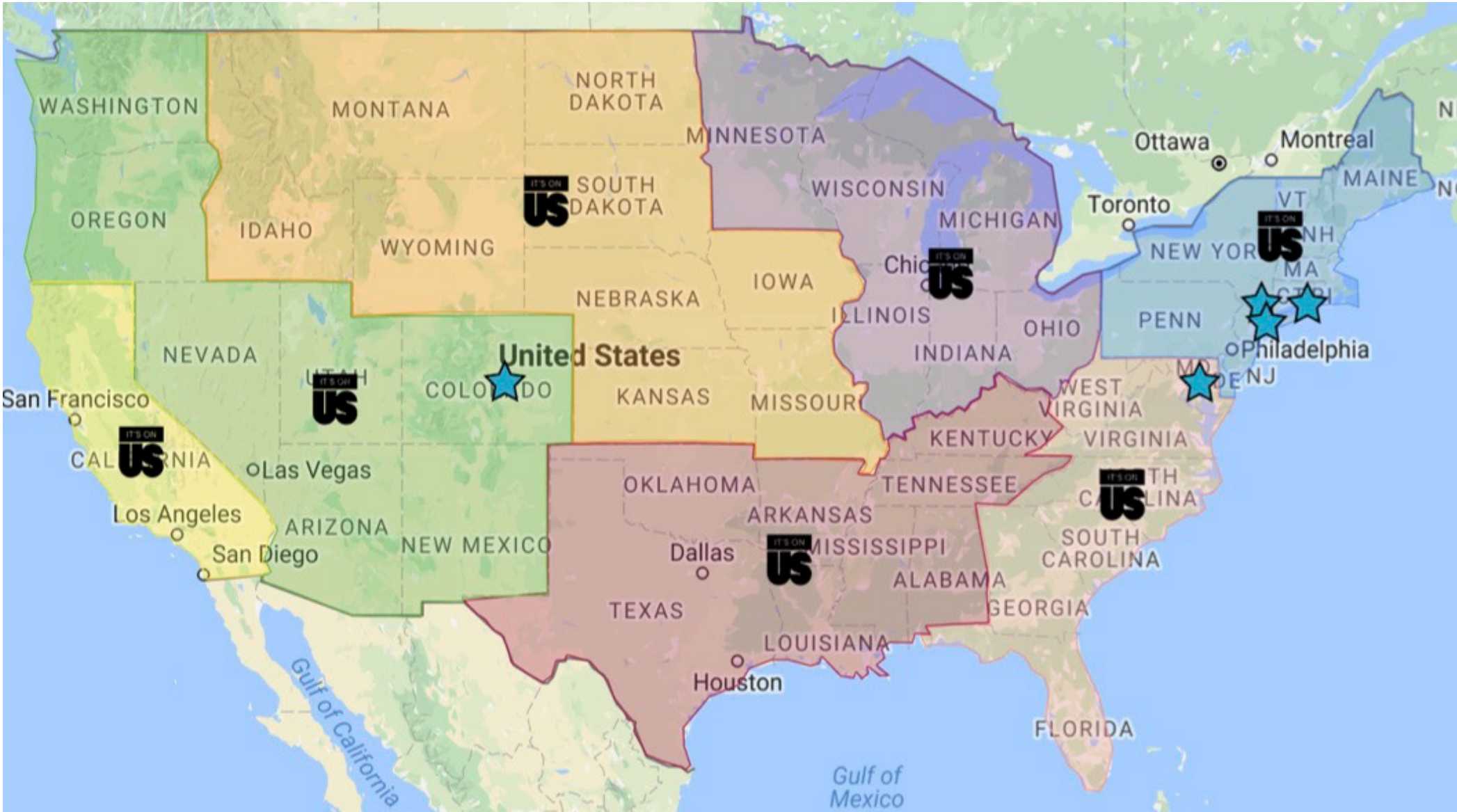



STUDENT ENGAGEMENT PROGRAM: 2016-2017


For the 2016-17 school year, the Student Advisory Committee will be divided into 8 regional teams (see map). Each region will work together to build a regional team that activates and engages student leaders on college campuses throughout the region. To join your regional team, [click here](#).





JOIN YOUR REGIONAL TEAM





 **REGION 1**


 **REGION 3**


 **REGION 5**

 **REGION 7**

 **REGION 2**

 **REGION 4**

 **REGION 6**

 **MILITARY**

ORGANIZING ON CAMPUS





IMPORTANT DATES

Organizing around a recognized moment can draw attention to your movement.

SEPTEMBER 19: IT'S ON US TWO YEAR ANNIVERSARY

OCTOBER 9-15: IT'S ON US NATIONAL FALL WEEK OF ACTION

APRIL: SEXUAL ASSAULT AWARENESS MONTH

APRIL 2-8: IT'S ON US NATIONAL SPRING WEEK OF ACTION

APRIL/MAY: IT'S ON US REGIONAL SUMMITS



HOSTING AN EVENT ON YOUR CAMPUS

It's on us, all of us to take action and get involved to end sexual assault. You don't have to be an expert to make a difference. Below are a few simple things consider when hosting a successful It's On Us event on your campus.

1. REACH OUT TO STUDENTS, LEADERS, AND YOUR CAMPUS COMMUNITY.

Start by reaching out to key stakeholders on your campus. Some example include: Student Government, administrators in your Title IX office or Women's Centers, relevant student organizations, Greek Life, Athletics, performance groups, etc. Student leaders across campus can come together to elevate an event and make it stronger. The more people spreading the word on campus, the better. Remember as new people get involved, it's important to listen to and respect all voices, and to create safe spaces that support survivors. You can also join your regional team to work with student leaders at other schools in your area!

2. SET GOALS FOR YOUR EVENT.

What are you trying to accomplish through the event? Who are you trying to activate? What message are you trying to get out?

3. ENSURE SURVIVORS HAVE ACCESS TO THE SERVICES AND SUPPORT THEY NEED.

Invite representatives from your campus, Title IX coordinators and staff, or a local sexual assault resource center to attend your event in order to provide immediate support to individuals who may need it. Include the contact information for the National Sexual Assault Hotline ([800.656.HOPE](tel:800.656.HOPE) and online.rainn.org). You can also include information for campus or local resources, such as the nearest sexual assault service provider ("rape crisis center"). To find a center near you, go to centers.rainn.org.

4. BUILD TOWARDS A MOVEMENT.

Good organizers host wonderful events. Great organizers host wonderful events AND keep a record and contacts of everyone who attends their event so they can follow up with them and give their attendees different ways to keep engaging with the issue. Attendees can be invited to future events or even become partners and hosts for the It's On Us campaign. They might be interested in joining your organization or getting on your email list. There are so many ways to keep the energy going after your event!



LAYING OUT EVENT LOGISTICS

GROUPS TO CONSIDER INVITING:

ATHLETICS

Varsity sports teams and club sports teams
Captains and coaches
Cheerleaders/ dance teams
Spirit and Fan groups
Marching Band

GREEK LIFE

IFC, Panhel, and individual chapters

STUDENT LIVING

Resident Advisors

AFFINITY GROUPS

Multicultural Student organizations and fraternities and sororities
Black Student Union, Indian Student Association, etc.
Religious organizations, campus ministries, Hillel

FACULTY

Women's Resource Center staff
Title IX coordinators
Dean of Student Affairs

Relevant professors

Health and Wellness center

University Police

LGBT GROUPS

Ally groups, resource groups, activist groups.

STUDENT GOVERNMENT

Student Body President, their Cabinet, and other student representatives

ACTIVISM AND SERVICE CLUBS

Campus sexual assault prevention organizations
College Democrats, College Republicans, etc.
Community Service fraternities and sororities

OTHER CLUBS AND GROUPS

Performance groups
Outdoors groups
Academic and Professional societies
Student publications and newspaper

MILITARY AND ROTC



LAYING OUT EVENT LOGISTICS (CONT'D)

DETERMINE THE FORMAT OF YOUR EVENT.

Is it a group discussion? An interactive activity? A display? [For additional ideas, check out these events that campuses have hosted in the past.](#)

CHOOSE A DATE, TIME, AND TITLE FOR YOUR EVENT.

Don't forget to consider holidays and popular campus events when scheduling your event.

[REGISTER YOUR EVENT.](#)

PUT TOGETHER AN OUTREACH PLAN.

What will you do to make sure the right people are at the event? When and to whom should you reach out? When will you send out reminders? How will you get the word out about the event? Keep in mind that only about half of those who RSVP will actually show up, so your RSVP goal should be double the actual attendance goal (example: RSVP of 50 people to aim for a gathering of 25 attendees).

PUT TOGETHER A SOCIAL MEDIA PLAN.

Is there a social media component before, during, or after your event? What does that look like? Is there a hashtag?

DETERMINE THE ROLES FOR ORGANIZERS.

Who will be running the event, and what are their roles? Do you need a facilitator, VIP handler, or photographer to ensure your event runs smoothly?

PREPARE YOUR MATERIALS FOR THE EVENT.

There are a number of crucial materials and tasks that you should review, print out, and complete before your event including:

- Sign-in sheets, so that you can sign in every person who comes to your event and follow up with them later.
- Appropriate power outlets for the media to bring their audio/visual equipment.
- A microphone to project your voice during your event and to better support a question/answer period and good conversation.
- Your camera or smartphone to take pictures of your event.
- Contact information for recovery resources, such as your campus' counseling center and the National Sexual Assault Hotline ([800.656.HOPE](tel:800.656.HOPE) and online.rainn.org).

FIND A GOOD LOCATION FOR YOUR EVENT ON CAMPUS.

Remember to book the room and secure any audio and visual equipment you might need!

DETERMINE WHO SHOULD BE INVITED TO THE EVENT.

Are there faculty, school officials, or students who should be invited? Should a reporter from the school or local paper be invited? Is a speaker needed for the event, and if so, who should be invited to speak?



EVENT CHECKLIST

Before The Event

- ☐ Set agenda/goals for event
- ☐ Choose a date and time

Outreach

- ☐ Contact student leaders and campus community organizations, sororities etc.
- ☐ Administrative support
- ☐ Immediate support for survivors
- ☐ Any speakers or panelists needed

Promotions

- ☐ Poster/Flyers
- ☐ Social Media Flyer
- ☐ Schedule Social Media Power Hours
- ☐ School Paper/Local Paper

Logistics

- ☐ Book the location
- ☐ Secure audio and visual needs for event
- ☐ Microphone
- ☐ Projector
- ☐ Internet access

Registration

- ☐ Print sign in sheets
- ☐ Print feedback forms
- ☐ Photographer
- ☐ Volunteers for the day of
- ☐ Register Event on [ItsOnUs.org](https://itsonus.org)

During The Event:

- ☐ Make sure guests are signing in
- ☐ Do your best to introduce yourself

After The Event:

- ☐ Collect the sign in sheets and feedback forms
- ☐ Strategize a follow-up plan
- ☐ Send your sign-in sheet and event photos to contact@itsonus.org
- ☐ Celebrate your success!
- ☐ Keep the momentum going! What's next?



WHO IS ALREADY INVOLVED ON YOUR CAMPUS?

Here are some national organizations and/or events that may already exist on your campus that are working to combat the culture of sexual assault:

- Title IX Office
- Women's Resource Center
- Students Against Sexual Assault
- [Take Back the Night](#)
- [Clothesline Project](#)
- [Walk a Mile in Her/Their Shoes](#)
- [Denim Day](#)
- [Carry That Weight: V-Day](#)

HOW CAN IT'S ON US SUPPORT THESE ORGANIZATIONS AND OTHERS ON YOUR CAMPUS?

- Find out what events these organizations already have planned and look for opportunities to incorporate It's On Us messaging, materials, and content into these events (e.g. have students sign the It's On Us pledge to get into an event).
- You can also incorporate It's On Us messaging and materials into any upcoming event on your campus (a concert, speaker, or event on the quad)
 - by:
 - Incorporating the It's On Us Pledge into the sign-in or the event itself
 - Playing an It's On Us PSA or your school's recreation at the event
 - Having students wear It's On Us t-shirts or use It's On Us branded materials
 - Inviting a speaker to discuss the topic of sexual assault on your campus (either by contacting the campaign via the [Event Form](#) or by inviting a student or member of your community with this expertise)

WHAT CAMPUS-SPECIFIC RESOURCES CAN YOU ACCESS?

- Has your school conducted a [Campus Climate Survey](#)? A Campus Climate Survey is an assessment tool for your campus community. It examines the prevalence or incidence of sexual assault, as well as perceptions of campus climate around the issue.
- Has your school already enrolled in a bystander intervention program? Examples of existing programs include: Green Dot, Men Can Stop Rape, and many others in addition to unique campus-specific programs.



FIND OUT WHAT'S ALREADY HAPPENING ON CAMPUS

ORGANIZE A PLEDGE DRIVE ON YOUR CAMPUS:

- Find a table and a central location on campus that often has a high amount of students.
- Reach out to student leaders on campus (from greek life, athletics, student government, and other on-campus allies) to increase visibility of the event.
- Be sure to have computers, tablets, and/or mobile devices available for students to sign the pledge.
- These events can include a white board photo campaign component for students who would like to take the It's On Us pledge and show support for the movement against campus sexual assault.
- Social media pledge drive on Instagram and/or Facebook: Take a selfie and let your friends know that you have signed the It's On Us pledge. You can post these photos with #ItsOnUs in the captions.

HOST OTHER AWARENESS EVENTS:

- Pass out teal ribbons to students in your student center or another high-traffic zone on campus. Teal is the official color for sexual assault awareness and prevention.
- Collaborate with multiple organizations to create an artistic display such as the Red Solo Cup display that was created by student organizers at [Syracuse University](#).
- Encourage cross-campus collaboration by incorporating It's On Us into an upcoming event i.e. a concert, speaker, or event on the quad. Add an It's On Us speaker to the schedule or play a PSA at the event.

CREATE A COMPETITION:

- Ask Greek life, athletics, student government, campus resource centers, and other student organizations to host competitions among their members and even collaborate with other organizations. Here are some examples:
 - **Greek Life Competition:** Greeks could earn points for signing up people to take the pledge, hosting a roundtable discussion, or and engaging with Its On Us on-line. Ideas for engagement include photos of members posing with It's On Us signs next to their leaders or taking short videos of individuals taking the pledge.
 - **Acapella Competition:** It's On Us launched a joint acapella contest with [The Hunting Ground](#), to encourage students across the country to use the song as a mechanism to lend their voices to the movement to end sexual assault. The contest called upon collegiate acapella groups to submit their own video renditions of 'Til It Happens to You' and depict how their campus is using the song to show support for survivors. Dozens of campus groups submitted videos and the thousands of people nationwide voted for the top 3 videos.

HOST A FILM SCREENING:

- Host a screening of "[The Hunting Ground](#)," a documentary exploring the sexual assault epidemic on college campuses, to continue the discussion on your campus. (Note: A screening fee will apply.) Contact It's On Us to find out about additional film screening opportunities
- The event could include a Q & A or panel component, with key stakeholders on your campus, after the film screening to facilitate an open dialogue about how this issue impacts students on your campus.



REGISTER YOUR EVENT

CLICK TO
SIGN UP



REGISTER YOUR EVENTS:

In order to amplify the amazing work of student leaders, please submit the details of any It's On Us events, large or small, using the [Event Registration Form](#), and share this form with other students on your campus.

We can expand the movement to eradicate campus sexual assault by using these event submissions to:

1. Amplify your events through our network and our partners' networks.
2. Suggest ideas and best practices to other student leaders who want to expand the presence of It's On Us on their campus.
3. Continue to grow and expand the It's On Us Regional Teams.
4. Connect partner organizations and individuals to student-led events they may want to be a part of.



ADVANCING THE MOVEMENT

CONSENT

- Read the article, "[Consent Must be Created, Not Given](#)," written by "Party With Consent" founder Jonathan Kalin and discuss your thoughts with attendees.
- Consent discussion: Use the [It's On Us Consent Discussion Guide](#) to facilitate open dialogues about what consent entails and how to engage different demographics around this topic.
- **Have a discussion—big or small—with your peers about affirmative consent.** Every discussion is important, whether it's with one person or 100 people.
- What does consent mean to you? Post an image on social media to let your friends know! Use the hashtags #GotConsent? and #ItsOnUs.

BYSTANDER

- Check out these [bystander intervention tips](#)
- Share one of the images included later in this toolkit on social media to highlight the importance of bystander intervention in preventing sexual assault to your friends.
- Work with local sexual assault resource groups to host a bystander intervention training and identify any existing bystander intervention program on your campus.

SURVIVOR SUPPORT

- Host a workshop on how to support survivors if and when they disclose. This workshop should include information on how to create a safe space, language that you should and should not use, appropriate responses, etc. [Check out this resource from RAINN for more information.](#)
- Invite survivors to share their stories on a speak-out panel. Ensure that this panel is a safe space for survivors and that media is not present unless approved by all speakers. Host a survivor safe space event where survivors can share their stories and experiences with other survivors in order to build community, solidarity, and support. Note that allies are welcome only at the direct invite of a survivor for reasons of confidentiality and trust.
- Self-Care is important for advocates and as part of our survivor support initiative. Invite members of your community to share their self-care skills such as poetry, meditation, knitting, and more! Self-care events can also include themed events like making consent themed valentine's day cards ("Be Mine, but only if you want to").



ADVANCING THE MOVEMENT (CONT'D)

IN PERSON

ONLINE

- **RALLY:** Gather friends or members of a campus group to discuss and share stories from the campaign, integrating music, art, spoken word, and/or poetry.
 - **ROUNDTABLE/PANEL:** A roundtable is a great way to start planning events on your campus surrounding the issue of sexual assault, as it serves as a place to set goals for the It's On Us campaign at your campus. By including peers at your roundtable that belong to many of the diverse communities at your school, you can create a coalition of student organizations that can help lead different events that effectively target the communities to which they belong (See **p.29**, Roundtable Discussion Guide).
 - **OPEN MIC NIGHT:** Encourage people to share their stories, perform, or discuss this issue and how to make changes on your campus. Their stories, perform, or discuss this issue and how to make changes on your campus.
 - **DORM STORM:** Knock on doors and ask everyone to take the pledge.
 - **BRING A SPEAKER TO CAMPUS OR FIND A SPEAKER FROM YOUR CAMPUS:** Work with your administration or Title IX office, the It's On Us Campaign, or student leaders to identify a speaker to discuss consent, bystander intervention, or survivor support. Speakers can also be fellow students.
- **THUNDERCLAP:** Set a time for students to tweet at partners, celebrities, and schools encouraging them to get involved with the campaign using **#ItsOnUs**.
 - **INSTAGRAM AND FACEBOOK:** Take a selfie and let your friends know that you have signed the It's On Us pledge.
 - **LISTICLES** are a great way to provide information about an issue or event. Write listicles to spread information about your cause to event attendees and other members of the community.
 - **NEWSPAPER ARTICLE:** Write an op-ed in your student or local newspaper.
 - **WEBINAR/GOOGLE HANGOUT/PANEL:** Address It's On Us with panelists that could include survivors, student groups, and/or campus administrators.



CREATING SUSTAINED CHANGE

You have taken the first steps to creating change at your school. However, changing the culture around sexual assault requires a long-term commitment beyond your time in higher education. Make sure you are taking steps to solidify your actions and document your steps for future students.

BUILD LISTS of students and others participating in all of your events and make sure you constantly engage them with your work and future opportunities to get involved.

EXPAND THE CONVERSATION and engage others. We provided a quick list of groups and administrators to reach out to, but you should always remain vigilant for new people to target. Ideas include (1) establishing regularly scheduled meeting times to discuss new and fun ways to raise awareness on campus, (2) hosting happy hours or social events to build community with different individuals on campus—it's always easier to organize actions when you are planning with friends—and (3) developing a list of “non-traditional” allies or student groups to partner with on future events in order to expand your work and increase your impact.

CONTACT ALUMNI who were involved in anti-violence movements in the past and engage them in your work. Ask for their advice and invite them back to campus to share their experiences. Alumni have considerable sway with college administrations, and alumni letters of concern, petitions, and promises not to donate are taken very seriously.

HAVE YOUR SCHOOL COMMIT to building regular programming, trainings, and education on the prevention of sexual assault. School engagement should not be limited to one event at the beginning of the year, but rather regular conversations that become part of school culture.

CREATE PIPELINES OF LEADERSHIP. Look out for consistent volunteers and event attendees who show promise in helping plan new events. A movement is built by people, and new students must be engaged regularly.

BE AN ACTIVE BYSTANDER. Keep a vigilant eye on things you see in your community and report to the authorities when you see something wrong.

SOCIAL MEDIA





DIGITAL ORGANIZING

FOLLOW IT'S ON US on Facebook, Twitter, Tumblr, and Instagram. Invite your friends to do the same. Share the latest campaign updates with your personal network.

USE THE HASHTAG #ITSONUS to engage others. Encourage your followers to take the pledge, share the PSAs, tweet out updates from your work on the campaign, and share the latest news stories surrounding sexual assault prevention.

- Promote and live “broadcast” events on your social media pages.
- Capitalize on local and national moments. For example, Sexual Assault Awareness Month is nationally-recognized moment that draws attention and press to the cause from around the world. You can also organize around smaller, local moments, like a Board of Trustees meeting.

- Make content specific to your campus or community. You can choose to highlight what policies are being enacted or should be enacted, resources available to survivors in your area, or spotlights on local leaders and activists working to make change.
- Use photos, graphics, and videos to draw attention to your message in a creative way.

JOIN THE MOVEMENT

Take a selfie stating your pledge to end sexual assault. Round up a group of friends or co-workers and make a video.

RALLY SUPPORTERS

An organized social media chat or rally is a great way to build buzz.



SAMPLE TWEETS

IT'S ON US @ItsOnUs • Aug 25

It's on all of us to stop sexual assault. I took the pledge to be a part of the solution and you can too at ItsOnUs.org

#ItsOnUs

IT'S ON US @ItsOnUs • Aug 25

It's easy to involved during the #ItsOnUs National Week of Action—[GROUP] is hosting events all week! [LINK TO EVENTS]

It's easy to involved during the #ItsOnUs National Week of Action— @ILStudentSenate is hosting events all week! ItsOnUs.org

IT'S ON US @ItsOnUs • Aug 25

The #ItsOnUs Week of Action is kicking o with [EVENT]! Get involved with #ItsOnUs today: [LINK]

The #ItsOnUs Week of Action is kicking o with a pledge drive at Webster Hall! Get involved with #ItsOnUsOSU today: itsonus.org @ILStudentSenate is hosting events all week! ItsOnUs.org



HOSTING A THUNDERCLAP

Much like a Twitter chat, rallies should focus on a specific topic and engage a variety of partners.

CHOOSE A MESSAGE. Instead of facilitating a Q&A, rallies are meant to blast followers with information. Use a unique hashtag to track the conversation.

SET A DATE AND TIME, and encourage your followers and partners to use the hashtag and message continually throughout the set time.

PREPARE YOUR CONTENT.

Depending on your chosen topic, curate a mix of statistics, news stories, personal stories, actions you can request your followers take, and information on the It's On Us campaign. You should plan to be sharing content every minute, so make sure to have enough to last throughout the entire rally!

EXECUTE. Retweet and respond to partners and followers while rapidly sharing your own content. The goal is to spread your message to as many people as possible, whether that be through a trending hashtag or aggressive partner participation.

CAMPAIGN TOOLS





SAMPLE SIGN-IN SHEET

It's On Us Sign-In Sheet

[illegible]

DOWNLOAD .PDF



SAMPLE EVENT AGENDA

It's important to carefully plan out the details of your event to ensure everything goes smoothly. Make sure you set the event start time, plan out who will host the event and introduce the speakers, and determine what the order of speakers is. Remember, no detail is too small!

ROUNDTABLE DISCUSSION, 6:00-8:00 PM

5:00 PM: STAFF ARRIVES

- Set up registration table to check in guests.
- Stuff folders with reports and It's On Us toolkits.
- Put up directional signs.
- Set up event space with microphones, tables, computers, and food.

6:00 PM: EVENT BEGINS

- Students grab pizza and take the online It's On Us pledge.

6:15 PM: OPENING REMARKS

- Jamal, captain of a campus sports team, and Sarah, a volunteer at the campus health center, give welcome remarks, provide background on the event, outline discussion objectives, and ask attendees to introduce themselves.

6:30 PM: OPEN DISCUSSION

- Jamal leads an open discussion of what students think their school should do regarding sexual assault on campus.
- Sarah leads a presentation on students' rights and Title IX and how students can file a complaint.

7:15 PM: FACULTY DISCUSSION

- Anne, the undergraduate dean, discusses available campus resources and possible next steps the campus can implement.

7:30 PM: CLOSING REMARKS

- Sarah and Jamal wrap up the evening.

7:45 PM: STAFF CLEAN-UP



IT'S ON US ROUNDTABLE DISCUSSION

A roundtable is a great way to start planning events on your campus surrounding the issue of sexual assault, as it serves as a place to set goals for the It's On Us campaign at your campus. By including peers at your roundtable that belong to many of the diverse communities at your school, you can create a coalition of student organizations that can help lead different events that effectively target the communities to which they belong. The roundtable encourages people to go beyond signing the pledge and invites them to engage with students about the issue of sexual assault on their campus.

AS A FACILITATOR, A FEW HELPFUL TIPS:

- Start by sharing your name, year, and why you are involved in the It's On Us campaign
- Set the tone by sharing your goals for hosting the roundtable and the It's On Us campaign on your campus, emphasize that this is a part of a continuous National dialogue
- Give group members the opportunity to introduce themselves and if the situation is suited, ask participants to identify themselves as a survivor or a supporter
- Sexual assault and rape culture is a sensitive subject. Create a safe space for your group members so that they feel comfortable sharing their thoughts and opinions by allowing them to express themselves without interruption
- Challenge victim blaming by allowing other members of the group to rebuttal, but mitigate back and forth by asking a follow-up question or moving to the next question
- Don't go back and forth with any individual group member
- Don't rush through your conversations; you don't have to get through all of the questions. If the conversation strays from the suggested questions yet you feel this new direction is productive, feel free to keep going.



CLIMATE SURVEYS

Has your campus administered a campus sexual assault climate survey? In order to come up with ways to improve efforts to prevent and handle sexual assault, campus communities must determine the extent of the problem and how current efforts are working or failing.

A climate survey is an assessment tool for your campus community. It examines the prevalence or incidence of sexual assault, as well as perceptions of campus climate around the issue. The survey may measure attitudes of the campus community about the campus atmosphere regarding sexual assault. This can be measured by asking members of the community about the way the campus and peers respond to sexual assault, the viability of campus policies, how much campus leaders care about the issue, and how safe students feel.

WHY SHOULD WE CONDUCT A CLIMATE SURVEY?

Survivors rarely report sexual assault to campus or local law enforcement, and many do not access formal services, such as crisis centers. The result is that official statistics underrepresented the extent of the problem. Although a climate survey is by no means perfect, having a more accurate illustration of the problem will better allow schools to prevent and respond to sexual assaults. Data collected will also allow each campus community to tailor the response, intervention, and prevention efforts against sexual assault.

Climate surveys should be administered periodically. Regular accounting of the campus climate through a survey has the potential to show changes over time, illustrating the effectiveness or ineffectiveness of the campus's efforts, and multiple surveys over time can demonstrate the university's commitment to preventing and properly handling sexual assault.

WHAT SHOULD A CLIMATE SURVEY TELL US?

Climate surveys should tell the campus community the extent of the problem of sexual assault and perceptions of the campus



CLIMATE SURVEYS (CONT'D)

climate surrounding the issue. The extent is measured by two factors—prevalence rates and incidence rates. Prevalence rates illustrate the number of people who have been victimized during a time frame. Incidence rates show the overall number of assaults during a set timeframe. The perceptions of the campus climate measures attitudes among students, faculty, staff, and/or administrators about the campus atmosphere around sexual assault. The survey may ask questions about how the respondent feels about the way the campus responds to sexual assault, the viability of campus policies, how much campus leadership cares about sexual assault, adequacy of campus resources and trainings, and how safe students feel. The climate survey can also show changes over time, which may help identify successful policies.

WHAT ARE SOME WAYS I CAN SHARE DATA FROM THE CLIMATE SURVEY?

The results of a climate survey should be shared with students and the wider campus community to raise awareness and mobilize for change. Members of the campus community can host roundtable discussions and create a space where students can discuss the results and share ideas for addressing issues and areas for growth revealed in the findings. Administrators and student organizations can reach more students through social media graphics and posters that visualize the results in an easily digestible format. Using the results to spotlight the extent of campus sexual assault has the potential to make the campus community recognize the problem as something that is not just a problem on other campuses.

WHAT IF MY SCHOOL DOESN'T HAVE A CLIMATE SURVEY?

Not having a climate survey is an opportunity for community members to engage the school administration. Talk to your student government, meet with student organizations and administrators, and tell them about the importance of having a climate survey!

TO LEARN MORE, CHECK OUT THESE RESOURCES:

- [“Climate Surveys: Useful Tools to Help Colleges and Universities in Their Efforts to Reduce and Prevent Sexual Assault”](#)
- [NotAlone.Gov.](#)
- [“Sexual Violence Task Force Report”](#): Ohio State Undergraduate Student Government



FOLLOW UP

FOLLOW-UP WITH YOUR ATTENDEES

It's critical to follow up with everyone who came within 36 hours of your event. Make sure to get out your thank you cards or emails to each attendee, and let them know you'll be following up with them again in the coming weeks.

SEND YOUR SIGN-IN SHEET AND EVENT PHOTOS AND VIDEO

to contact@itsonus.org.

DEBRIEF WITH YOUR TEAM

Sit down with your team and decide what's next. Look over any feedback you received from event attendees. You don't want to lose the momentum from your event, so try to figure how to do something soon.

SAY THANK YOU

Make sure to thank everyone who helped make your event a success.



SAMPLE EVENT FEEDBACK FORM

EVENT FEEDBACK FORM

Thank you for your interest in the It's On Us campaign at [INSERT SCHOOL NAME]. In order for us to provide programming to students in the most effective way, please answer the following questions. Surveys will be used only to improve on future events and will remain anonymous. Thanks for your cooperation!

Are you a student at [INSERT SCHOOL NAME]?

Graduation year?

Were you aware of the It's On Us campaign before attending this event?

If yes, how did you hear about it?

Did you find the information presented today useful?

Would you like to get more involved with It's On Us? If so, what would you be interested in doing with the campaign?

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CUSTOM BADGE DOWNLOAD





PRINT DOWNLOADS

rape x

Sex without consent

THE CORRECT TERM FOR
SEX WITHOUT CONSENT IS RAPE.

IT'S ON
US

Take the pledge to help
end sexual assault at
ItsOnUs.org

CLICK TO DOWNLOAD

She wanted it to stop x

She wanted it

THE CORRECT TERM FOR
SEX WITHOUT CONSENT IS RAPE.

IT'S ON
US

Take the pledge to help
end sexual assault at
ItsOnUs.org

CLICK TO DOWNLOAD

yes x

She didn't say no

THE CORRECT TERM FOR
SEX WITHOUT CONSENT IS RAPE.

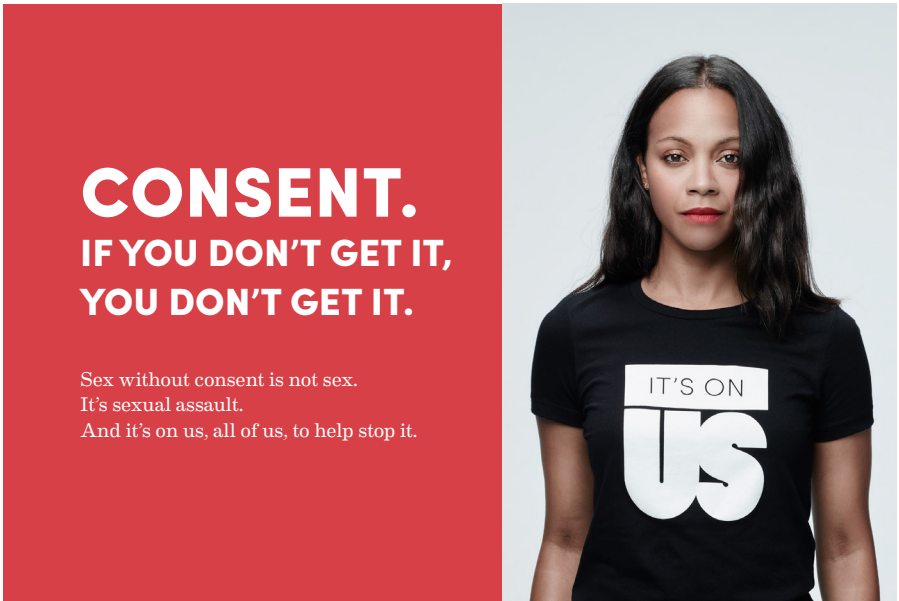
IT'S ON
US

Take the pledge to help
end sexual assault at
ItsOnUs.org

CLICK TO DOWNLOAD



PRINT DOWNLOADS (CONT'D)



CLICK TO DOWNLOAD

CLICK TO DOWNLOAD



WATCH AND SHARE IT'S ON US PSA'S

CLICK TO
WATCH 



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CONTACT INFORMATION





CONTACT INFORMATION

If you need further clarification or have other requests, please contact contact@itsonus.org.

To order It's On Us merchandise, visit our online store at shop.itsonus.org.



CONTACT INFORMATION

THANK YOU TO OUR SUPPORTERS

