

# College & University Administration Guide

September 2014



## THE PROBLEM

Despite the significant progress made in reducing violence against women, there is still a long way to go. College students are particularly vulnerable: 1 in 5 women have been sexually assaulted while in college, primarily during their freshman or sophomore years. In a majority of cases (75 - 80%), the woman knows her attacker, whether as an acquaintance, classmate, friend or (ex) boyfriend. Many of these offenders are serial perpetrators. On April 29<sup>th</sup>, the White House Task Force to Protect Students from Sexual Assault released a 90-day report with policy recommendations and best practices for schools in four critical areas:

- Identifying the scope of the problem
- Preventing sexual assault and engaging men
- Responding effectively to sexual assault and holding offenders accountable
- Increasing transparency and improving enforcement

But more is needed. We need your help to raise awareness because all of us have a role to play in helping solve this problem. It's on us. All of us.

## THE MISSION STATEMENT

*It's On Us* is a cultural movement aimed at fundamentally shifting the way we think about sexual assault.

*It's On Us* is a rallying cry inviting everyone to step up and realize that the solution begins with us. It's a declaration that sexual assault is not only a crime committed by a perpetrator against a victim, but a societal problem in which all of us have a role to play. We are reframing sexual assault in a way that inspires everyone to see it as their responsibility to do something, big or small, to prevent it. We are asking everyone to create an environment, be it a dorm room, a party, a club or a sports team, or the greater college campus, where sexual assault is unacceptable and survivors are supported.

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

*It's On Us*. All of us.

## THE PLEDGE

I pledge to:

- Recognize that non-consensual sex is sexual assault
- Identify situations in which sexual assault may occur
- Intervene in situations where consent has not or cannot be given
- Create an environment in which sexual assault is unacceptable and survivors are supported

## THE LAUNCH

September 19, 2014:

- The President and Vice President will launch the campaign at the White House on September 19<sup>th</sup>
- ItsOnUs.org will launch on September 19<sup>th</sup>. You will be able to sign the pledge on the website and customize materials for your school
- The first PSA will launch on the 19<sup>th</sup>, you will be able to download the PSA and use it on your campus

## THE STRATEGIES FOR ACTION

Below are a few concrete steps you can take to help facilitate the *It's On Us* campaigns on your campus.

### ✓ **Help facilitate your students' work on your campus**

Put your students who want to work on *It's On Us* in touch with people who should be involved. Help them garner support from all walks of the university community, including sports teams, coaches, women's centers, and Greek life. We have worked with outside organizations to encourage your student body presidents to hold a "Welcome Back Roundtable" in their first two weeks back on campus to organize student leaders around this issue. If your student body president or other leaders on campus have not started to build an *It's On Us* campaign, encourage them to do so.

### ✓ **Launch a Social and Digital Push on your campus**

The White House will host an event on September 19<sup>th</sup> to officially launch the *It's On Us* campaign. After the launch, our media and partner organizations will also start producing and publicizing *It's On Us* related content. We have worked with organizations and individuals to have them adopt the *It's On Us* badge in conjunction with their own logo on social media and digital platforms to increase the campaign's reach, participation, and influence. We hope that you will also use the badge for the campaign at your college or university. The badge can be easily customized for your college or university at [ItsOnUs.org](http://ItsOnUs.org). Tweet, Facebook, email and post it everywhere!

### ✓ **Put up the attached posters on your campuses, play the PSA & make your own**

To help spread the word about *It's On Us* on campus we encourage you to identify venues such as dorms, gyms, other campus facilities, university website, and programming during sporting events to display the *It's On Us* content. Please put up the attached posters, and consider playing the PSA at sporting events and at other appropriate venues around your campus. We would also encourage you to be creative with how you spread the message and information about *It's On Us*. For example you could consider putting the logo in unique places on your campus, such as your football or other sports field. You can also use the script from the PSA, and make your own *It's On Us* PSA featuring students, athletes, coaches, notable alumni, and Administration leadership.

## THE BADGE



For more information, and to let us know what you are doing with the *It's On US* campaign on your campus, email us at [<Partners@itsonus.org>](mailto:Partners@itsonus.org).

We encourage you to email us photos, new PSA's that you have filmed, strategies that are working well on campus, and to let us know what more we can be getting you to support your work.

Emailing this account will also add you to the *It's On Us* College and University administration distribution list.