Rackham Student Government
Board Meeting: October 1, 2014
Agenda

I. Call To Order
II. Approval of Agenda
III. Approval of Previous Minutes
   a. September 24, 2014
IV. Special Guest: Holly Rider-Milkovich, SAPAC Director
V. Officer Reports
   a. Graduate Student Body President, Phil
   b. Graduate Student Body Vice President, Chuky
   c. Graduate Student Body Treasurer, Benson
VI. SAGE Fall Summit
VII. Committee Reports
   a. Academic Affairs
   b. Budgetary
   c. Communications Committee
   d. Legislative Affairs
   e. Student Life
VIII. Open Discussion
IX. Adjourn

Included in packet:
RSG Board Minutes September 24 (p. 2)
VAWA Resolution (p. 8)
It’s on Us Campaign Materials (p. 11)
I. **CALL TO ORDER**: 7:09pm  
   a. **Present**: Representatives Kyle Lady, Mike Hand, David Weinreich, David Malewski, Stefan Turcic, Malcom Tariq, Sidney Ellington, President Saccone, Vice President Mbagwu, Treasurer Benson  
   b. **Absent**:  
   c. **Excused**: Pat Pannuto, David Barton, Pier Davis

II. **APPROVAL OF THE AGENDA**  
Motion to approve agenda with reorder modification by Mike Hand, seconded by Michael Benson. Approved unanimously.

III. **APPROVAL OF THE PREVIOUS MINUTES**  
Motion to approve by Kyle Lady, seconded by David Malewski. Approved with 1 abstention.  
Motion to suspend rules for Guest Session by Michael Benson, seconded by Kyle Lady. Approved unanimously.

IV. **SPECIAL GUEST: DR. ALEC GALLIMORE**  
Dr. Gallimore introduce himself, professor of Aerospace, chairing the Search Committee. There is a wide range of members of the Search Committee spanning many different segments of the university (reads full list). The search is primarily internally focused on the University. Janet Weiss felt that due to the nature of graduate school, it would be better to be internally focused, and also that there are many good candidates. Alec compromises that the committee will not go through an external firm for the search, but still keep the search pool open internally and externally. Advertise through higher education channels/communities/forums.

Our goal is to by early November to have a list of 10 or 12 candidates, do a series of intensive interviews, narrow the search to 8 to 9, more interviews, narrow to 4 or 5. Then let candidates meet with faculty and students and groups on campus, and come up with an unranked list of 3 candidates. Committee at this point steps away; a selection is then made by the President and Provost.

Characteristics: We are looking for a bonified scholar and research oriented. Someone able to be an effective administrator, as well as a good mentor for graduate students.
Looking for a good communicator, listener, and someone who is engaging and exciting. We would like someone who is interested in the national scene and brings fresh face and excitement to the position. Dean Weiss was strongly skilled administratively. Will now take questions, etc.

Phil: At this time I’d also like to introduce you to Olida Johnson from FEMMES who was invited and joining us for this discussion.

Michael: What are you looking for in the next Dean, personally?

Alec: Looking for someone with a vision for the university, as well as impact nationally. We graduated 900 PhD students and over 2000 masters students. This person needs to also have the wherewithal to also execute that vision. I look at the disconnect at the way we train certain PhD students towards careers in academia without regard to the actual job prospect. I look at the disconnect at the type of resources for professional development that we provide undergraduates as opposed to graduate students. I really want to see someone that has the experience and knowledge to articulate a vision that addresses these issues.

Michael: I have a brief follow-up. Looking at the average graduate student, many don’t know they are a part of Rackham. Is there some type of push for a better understanding of how graduate students fit into the full Rackham picture?

Alec: This was brought up many times with various people we met with. For example, I’ve attended many activities where people say the diversity of our student body has really plummeted. However, this is much less so at the graduate level. Rackham needs to form partnerships with key leaders on our campus. Our current dean has not been effective in that regard as the next dean needs to be. They have been extremely effective administratively. We think that that is something that needs to be addressed moving forward.

David W: You mentioned a disconnect of training for academia and the job market. However, because of a push to graduate earlier sometimes students are not receiving paper writing or teaching experience to be competitive in job market. Is this something coming top down?

Phil: That is an interesting and unique issue. To rephrase, what kind of initiatives from the top down can the dean effect to correct issues such as these?

Alec: I think Michigan has done a decent job in placing students. I don’t believe that there is as much a strong top down (above the Dean) push for something like [the issue David W mentioned].
Olida: Introduces self, representing FEMMES. The nature of my program is unique because it’s very interdisciplinary. Something I’ve noticed among grad students is that they feel the parent programs have more of an influence on the than Rackham does. Is there anything the Dean can do that can unite these type of programs as well as others across the board?

Alec: That’s an interesting issue we have with many interdisciplinary programs. What we do is a program review for every grad program. One of the benefits of this process is that … The dean of Rackham should have/forge a good relationship with each of the programs, and this depends strongly on the personality and communication of the new dean.

Phil: One thing I’ve seen from sitting on the Rackham Executive Board, it’s amazing how disjointed things are across the university and the deans. To what extent would it be permissible or acceptable to have a dean that had a more top down approach to management? I don’t think the Rackham dean should be telling the other deans what to do, etc., but there are certain administrative things that could be better implemented across the board (such as an annual review for PhD student progress).

Alec: I think the current dean has done a successful job doing that. Dean Weiss has executed a fine piece of legislation in the continuous enrollment policy, which other deans have tried and been unsuccessful. I think going forward the next dean could continue onto big projects like that as well.

Olida: What resources are there available for female faculty advancement, and is there a lot of effort for resources for women and women with families?

Alec: Not to be a cheerleader for the current dean, but Dean Weiss has also made great strides in this area, and our Family Friendly programs and policies have been very effective.

Michael B: We have a new University President. We will have a new engineering dean in the next 2 years. What are your hopes both for the new Rackham Dean, and the forthcoming new Engineering Dean, to be able to work together for improving engineering, which is 1/3 (the largest) of the Rackham body.

Alec: It is important for the next dean recognize that the college of engineering and its dean is already effective in managing graduate students in education. That said, there is a lot of room for collaboration. One of the major areas would be improving resources for Masters students, and professional development, etc.

David W: I want to follow up on your discussion about professional development. In our department we have a staff member to help students with applications for funding, scholarships, job market, etc. Last term there was the AST initiative that pushed for consolidation of these types of services, and moving around of these critical staff members.
Alec: AST did not have a lot to do with targeting people with professional development in individual departments, that was probably some type of error.

David M: RSG

Sidney: I’m curious about diversity initiatives and that the new dean can focus on, etc, and whether that plays into the your committees search criteria?

Alec: To be clear, when we thought about targeting external candidates, it was decided to find those from states with bans on affirmative action policies. We definitely want to maintain or improve the diversity at the university, and not let it regress. We are more limited than other universities in being able to target certain groups. Instead we use surrogates for diversity. One of the big equalizers at the PhD level is the pull of funding; with that out of the way you can target students in other forms. That is something that will have to be worked out differently for Masters students.

Phil: Thank you for coming Dr. Gallimore, and we hope to see you again in the future.

V. OFFICER REPORTS
   a. President Phillip Saccone
      Thank you to all the committees for meeting and having put together a budget which we will cover shortly.

      Next week we will be having Holly Malkovich from SAPAC to discuss the new sexual assault training policies being effected to all faculty and not just new ones.

      I have officially accepted Alex Gutierrez’s resignation last week – he will focus on schoolwork but try to maintain an active role in Academic Affairs.

      Due to a lack of response and involvement, I am vacating Matthew Kaminer’s seat to open it up for others. If you have any objections please voice them now.

   b. Vice President Chuky Mbagwu
      We have released the most recent version of the Gazette this week with information pertinent to the student body. Lots of input from board members is included and welcomed, submit items directly to me.

      University committee applications have gone out to the student body. We look to have a graduate student representative on each of the SACUA committees to provide a voice for our constituents. Board members are welcome to apply. Due date is midnight, October 1st.

   c. Treasurer
      We have $29,000 in the account.
VI. **BUDGET**

Please see the proposed budget in the agenda. It outlines many of the events and structure for the upcoming semester.

Any of the committees that want to add events or request more money must bring them up to the board.

Motion to approve budget by Michael B, seconded by Kyle Lady. Roll call vote. Passes 10-0-0.

VII. **COMMITTEE UPDATES**

Phil: I would like someone to make a motion for approval of the committee chairs. Benson, co-chair, LAC. Lady and Hand, co-chairs, SLC. Tariq, chair, AAC.

Motion to approve by unanimous consensus the committee chairs. Approved unanimously.

a. **Academic Affairs Committee**

Motion by Malcom to receive and approve minutes. Approved unanimously with 1 abstention.

Committee met, chose chairs and generated the budget.

b. **Budgetary Committee**

We will be meeting this week, 2 applications in the pipeline.

c. **Elections Committee**

d. **Legislative Affairs Committee**

Motion to receive and approve minutes by Benson, seconded by Mike Hand. Approved unanimously.

Selected chairs, put together a budget, and planned election forum details and SAGE details.

e. **Student Life Committee**

i. **Community Outreach & Social Action subcommittee**

VIII. **OPEN DISCUSSION**

Michael: Direction for the executives to the update website for the meeting minutes.
Motion to adjourn by Kyle, seconded by Mike. Approved unanimously.

IX. **ADJOURNMENT** at 8:18pm.
A RESOLUTION FOR THE INCLUSION OF ALL FACULTY IN UNIVERSITY SEXUAL HARASSMENT TRAINING

WHEREAS, Sexual harassment and sexual assault are a major concern in an academic environment, and are prohibited for academic institutions receiving federal funding under Title IX of the Education Amendments of 1972 (20 U.S.C. § 1681 et seq.; 34 C.F.R. Part 106); AND

WHEREAS, Sexual harassment is similarly prohibited in an employment context under Title VII of the 1964 Civil Rights Act, and in both educational and employment contexts under Michigan’s Elliott-Larsen Civil Rights Act of 1976; AND

WHEREAS, University of Michigan’s Statement of Student Rights and Responsibilities, states that “Students have the right to be treated fairly and with dignity,”¹ and the University has adopted a Student Sexual Misconduct Policy to that end². The University has also adopted a separate Sexual Harassment Policy³ for university staff, which covers student employees; AND

WHEREAS, When sexual harassment occurs, it can have a serious and detrimental effect on the victim’s mental health, personal life, and career; AND

WHEREAS, According to the University of Michigan Sexual Harassment Policy, “Sexual harassment most often occurs when one person has actual or apparent power over another”³; AND

WHEREAS, As junior colleagues, graduate students are in an intermediate power position, often playing the a subservient role under faculty and a dominant role to undergraduates; AND

¹ http://oscr.umich.edu/statement/
² http://studentsexualmisconductpolicy.umich.edu/policy-coverage
³ http://spg.umich.edu/policy/201.89-0
WHEREAS, Thus graduate students have the potential to be both the perpetrators, and the victims of sexual harassment; AND

WHEREAS, The reauthorized federal Violence Against Women Act of 2013 (S.47) now requires training programs for all incoming staff, faculty, and professional, graduate and undergraduate students by March of 2014; AND

WHEREAS, This is intended to minimize the risk of graduate students as the cause of sexual harassment; AND

WHEREAS, Due to the close relationship and power dynamic between faculty and graduate students, faculty members are the most likely perpetrators of sexual harassment for graduate students; AND

WHEREAS, While Rackham Student Government strongly supports the training of incoming staff and faculty, the student body is concerned that the slow turnover of current faculty positions presents a significant population that will not undergo training, thus diminishing the impact of this legislation, increasing the timeline to achieve the goals, and increasing the risk to potential victims and presenting a substantial liability to the University; AND

WHEREAS, NOW ON BEHALF OF THE STUDENT BODY OF THE HORACE H. RACKHAM GRADUATE SCHOOL, BE IT

RESOLVED, That Rackham Student Government will work closely with University administrators and the Sexual Assault Prevention and Awareness Center to assist in educating graduate students on their rights and responsibilities, per the reauthorized Violence Against Women Act of 2013 requirements; AND BE IT

RESOLVED, in order to protect current and future graduate students of the Rackham Graduate School at the University of Michigan, the Rackham Student Government insists that current faculty be included in the training mandated for incoming faculty under the Violence Against Women Act of 2013 (S.47); AND BE IT FINALLY

RESOLVED, the Rackham Student Government will work closely with the University administration, as well as any relevant campus governments such as Senate Advisory Committee on University Affairs, to ensure that all existing faculty do participate, through any regulatory means at its disposal.

AUTHORS

David Weinreich
Representative, Division 3

Erin Sullivan
Representative, Division 3
ATTEST

By Signing below, I certify the this resolution was dispatched by the RSG Board under the rules as prescribed in section IX of the bylaws and that the vote count appearing at the top of this resolution is accurate.

____________________________________
Vice President, Rackham Student Government

PRESIDENTIAL ACTION

I, Phillip Saccone, President of the Rackham Student Body, do hereby approve / veto this resolution on this the ______ day of _____, 2013.

____________________________________
Phillip Saccone
President, Rackham Graduate Student Body
INTRODUCTION
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.
In building a movement that empowers our audience, it’s crucial that we are consistent in how we set up the problem, create a sense of ownership and offer solutions to help people take action.

In order to do this, we need a clear understanding of the intent of the campaign and clear guidelines on how we communicate the **IT’S ON US** brand.

This guide is meant to be a touchstone to create common understanding and provide tools for those acting on behalf of the brand to ensure clear, consistent messaging over time and across partners.
THE FACTS

- 1 in 5 women and 1 in 16 men are sexually assaulted in college
- 40% of survivors fear reprisal by their attacker
- Only 2% of incapacitated rape survivors report assault
- Only 13% of rape survivors report assault
- 8 in 10 victims knew their attacker (friend, significant other, etc.)
- It is estimated that between 2%-7% of sexual assault reports are false
IT’S ON US is meant to create a cultural shift in the way we think about, talk about and act around sexual assault by doing 2 things:

01
Establishing a sense of **OWNERSHIP** over the problem, among everyone

02
Providing tips, tools and inspiration to **EMPOWER** everyone to make a difference, everyday
CAMPAIGN TONE & LANGUAGE
HOW WE TALK

In order to ensure our target 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**
- Self-Confident
- Empowering
- Inviting
  (“be a part of it,” “join us”)
- In the know
- Action-oriented, Solution-driven (“you can _____”)

**WE ARE NOT**
- Pleading
- Dictating
- Guilt-tripping
  (“you should be doing X”)
- Professorial
- Passively educating, citing problems (“did you know?”)
THE CALL TO ACTION

In all communication, the call to action will come in two parts. The first defines the campaign. The second drives people to the site to take the pledge. ie:

IT’S ON US TO STOP SEXUAL ASSAULT. TAKE THE PLEDGE TO BE PART OF THE SOLUTION AT ITSONUS.ORG

or

STOPPING SEXUAL ASSAULT IS THE RESPONSIBILITY OF ALL OF US. TAKE THE PLEDGE TO BE PART OF THE SOLUTION AT ITSONUS.ORG
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 guys knows that if she 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 women feel, and are, 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 friend’s know what is and is not acceptable
- Not give our friends a pass
- Help a victim 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
- Say something when our friends are being stupid
- Call non-consensual sex what it is—Rape
- Act when we think someone is in trouble
- Do something
- Be part of the solution, not part of the problem
- Always be on the side of the victim
- Make sexual assault unacceptable
- Take reports of sexual assault seriously
- Stop someone from doing something we know is wrong
Celebrities aren’t on our side because we told them to be—this is something they believe in and are taking action to make a difference.

We want them lead by example and communicate to the world what they are doing—rather than just telling the world to do something.
SHARING THE CAMPAIGN
If you are making individual videos in support of the It’s On Us campaign, follow this basic template:

1. WEAR THE IT’S ON US T-SHIRT

2. SAY TO CAMERA:
   “IT’S ON US TO _______________.”
   Fill the blank with one or more of the following call to action (feel free to put these examples into your own words):
   - be more than a bystander
   - recognize that if a woman doesn’t or can’t consent to sex, it’s rape
   - stop being a bystander to the problem of sexual assault
   - do something, anything, to keep an assault from happening
   - create an environment where women feel, and are, safe
   - step in if a friend is doing something that could lead to sexual assault
   - get a woman (or a man) home safely if she (or he) needs help
   - hold our friends accountable for their actions
   - tell our friends if what they are doing is wrong
   - never blame the victim
   - look out for each other at parties
   - step a sexual assault any way we can
   - keep an eye on someone in a vulnerable situation
   - not look the other way if we see something bad happening
   - step up and say something
   - let our friends know what is and is not acceptable
   - not give our friends a pass
   - 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
   - change the way we talk about women
   - say something when our friends are being stupid
   - act when we think someone is in trouble
   - be part of the solution, not part of the problem
   - take reports of sexual assault seriously

3. END BY SAYING:
   “I’M __[YOUR NAME]__ AND IT’S ON US, ALL OF US, TO STOP SEXUAL ASSAULT.
   I TOOK THE PLEDGE AND YOU CAN TOO AT ITSONUS.ORG”
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

Everyone has a role to play in stopping sexual assault. I took the pledge to be part of the solution at ItsOnUs.org. Join me! #ItsOnUs
You can get involved, become a leader on your campus, and take action to end sexual assault. It’s On Us, all of us. You don’t have to be an expert to make a difference. Below are a few simple steps to building a successful It’s On Us campaign on your campus.

1. **SPREAD THE WORD ABOUT THE PLEDGE AND ITSONUS.ORG.**
   Email your friends and different groups you are associated with, use social media to reach your network.

2. **REACH OUT TO STUDENTS, LEADERS AND YOUR CAMPUS COMMUNITY TO CONVENE A MEETING** to discuss sexual assault on your campus, and what you can do to end it. It’s important to remember that there might be amazing organizations already working on the issue on your campus, be sure to reach out to them first! Survivors are often leading movements to end sexual assault on campus. As new people get involved, it’s important to listen to the voices of survivors with sensitivity and respect. The more people spreading the word on campus the better.

3. **HELP ORGANIZE AND HOST A LARGE EVENT** in support to raise awareness about sexual assault and the responsibility everyone has to stop it. Have a prominent campus figure, such as a coach, student leader, or alumni, co-host the event. You should partner with other campus organizations to reach as many students as possible.

4. **ENSURE SURVIVORS HAVE ACCESS TO THE SERVICES AND SUPPORT THEY NEED.** Include the contact information for the National Sexual Assault Hotline (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, search: centers.rainn.org.

*At the end of this toolkit you’ll find more tools for planning a meeting or event*
You can still help! Be a leader in your community.

- Reach out to local colleges and universities in your area and see if they are following adequate procedures and policies

- Engage with local advocacy groups, and local rape crisis centers (including donating!)

- Inform and share this information with family, friends, interns, mentees
HOSTING A MEETING?

Here are some groups you might want to consider inviting:

- Academic groups
- Campus Ministries
- Campus sexual assault prevention organizations
- Women’s centers
- Faculty and Professor Associations
- Fraternities and sororities
- Health and wellness groups
- Honor societies
- LGBT student groups
- Multi-cultural student groups
- Outdoor education groups
- Performance and dance groups
- College Democrats and College Republicans
- ROTC
- Sexual assault survivors
- School administration
- Student activities leaders
- Student athletes from all levels
- Student government
- Student health services
- Student publications
- Student religious groups
- Residence life
- Title IX coordinator
- University police
TOOLS FOR PLANNING A GREAT EVENT

EVENTS MAY INCLUDE:
- Community discussions
- It’s On Us pledge drives
- Town halls with panel discussions
- Concerts
- Bystander intervention trainings
- Visibility events
- Celebrity and athlete campus tour
- Local media events
- Social media actions

IT’S MORE FUN (AND POWERFUL) TO ORGANIZE WITH FRIENDS. Find 3-5 fellow students who are able to help coordinate and facilitate the event alongside you. Reach out to student organizations on campus to ask them to sponsor or provide support to your event.

SET GOALS FOR YOUR EVENT. What are you trying to do with your event? Do you want to educate students, raise awareness, and put pressure on decision makers? Defining your goals will help you plan an effective on campus event.

FIND A GOOD LOCATION FOR YOUR EVENT ON CAMPUS. Hold an event in an academic hall, auditorium, or student union. Alternatively, you can use a local restaurant, coffee shop, organization or community center, as long as the owner of the space gives you permission to use it. You’ll want to book your location for slightly longer than your event so you have time to set up and clean up. Make sure to ask lots of questions about sound, A/V equipment, if there’s an internet connection (if you need it), and other logistical questions.

THE BEST WAY TO GET PEOPLE TO YOUR EVENT IS BY HAVING FACE-TO-FACE CONVERSATIONS WITH PEOPLE YOU KNOW. Ask your professor if you can highlight the event at the end of class. Talk to your roommates, friends, professors, greek family and classmates.

INVITE AT LEAST 50 PEOPLE TO AIM FOR A GATHERING OF 15-20 ATTENDEES. You can talk to them in person, via email, social media, or pick up the phone—just remember to keep a list of your attendees so you know how many people to expect. This will give you a new network of people to reach out as you begin to organize. And don’t forget the rule of halves—half of those who RSVP will show up.

GET THE WORD OUT ON CAMPUS. Reach out to other campus groups such as athletes, greek letter organizations, student government, and ask them to cosponsor the event or advertise it to their members. Pass the flyers out to local businesses, large gathering locations, coffee shops, bars, civic organizations, and public spaces. Your event is your first opportunity to invite people, so we ask that you use this opportunity to reach out to a wide group of people.

DECIDE IF THIS IS AN EVENT WHERE YOU WANT MEDIA. If the answer is yes, be sure to talk with survivors who may be telling their stories before inviting press.
GET THE WORD OUT TO LOCAL PRESS.  
To get the press at your event, you’ll need to send out a “media advisory,” or press release twenty four hours in advance to let local press and the college media know the background and details of the event.

DO YOUR RESEARCH.  Find out the number for your local television and radio station’s newsroom. Let them know you will be hosting a large community event on campus where you and your fellow students will gather to discuss campus sexual assault in America. Ask them who the best person is to email them the media advisory and send that person your advisory over email.

BLAST OUT YOUR ADVISORY. Reach out to your school newspaper, local newspaper and ask the news desk for whoever has the education beat (or covers education issues). If there is no education reporter, let both the political reporter and the local news desk know that the event will be taking place and invite them to cover the story. Email the most relevant reporters the media advisory.

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 single person who comes to your event and follow-up with them later.
- Ensure there are appropriate power outlets for the media to bring their audio/visual equipment.
- Use a microphone to project your voice during your event and to better support a question/answer period and good conversation.
- Bring 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 and online.rainn.org).

AMP UP YOUR TURNOUT WITH REMINDERS.  The more you remind people about your event, the more people you’ll have in attendance. It’s one of the most important things you can do to have a successful event. Here’s a sample schedule you can follow to send reminders:

INVITE YOUR GUESTS two weeks to four weeks before the date of your event. This can be by phone, email, in person, or social media.

ONE WEEK BEFORE YOUR EVENT, call, text, or email your attendees a reminder that the event is coming up, along with any details that will get them excited.

ONE DAY BEFORE YOUR EVENT, send a reminder email, phone call, or text and let them know you’re looking forward to having them join you. This kind of follow-up will make a huge difference in boosting attendance.
BEFORE, DURING & AFTER YOUR EVENT

**BEFORE:** Your team should arrive at least 30 minutes ahead of start time to set up your event. Make sure that any audiovisual (including internet) or sound needs are addressed right away, since they often take the longest to set up and have the highest chances of giving you problems. Assign someone the job of signing up everyone who attends through the sign-up sheet.

**DURING:** Keep someone at the door to make sure that anyone who comes in late is also able to sign-in. Do your best to introduce yourself to others. The more connections you make, the stronger your relationships will be when you follow up with them after the event.

**AFTER:** Make sure to clean your room up before you leave. Assign someone to put all the data from your sign-in sheet into a spreadsheet or Google Doc and share it with everyone on your team. Figure out a time to meet to determine roles for following up. And celebrate your success! You did it!
FOLLOW UP

FOLLOW-UP WITH YOUR ATTENDEES
It’s critical to follow up within 36 hours of your event with everyone who came. 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.

DEBRIEF WITH YOUR TEAM
Sit down with your team and decide what’s next. 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.
SUSTAINING 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.

CONTACT ALUMNI that 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 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. Make sure that you are keeping information and identifying leaders that will continue the work after you graduate. A movement is built by people and you must engage new students regularly.

- Be an active bystander
- Keep a vigilant eye on things you see in your community and report to the authorities when you see
CAMPAIGN TOOLS
IT’S ON US is being created as a modular consumer brand that can adapt and serve as a vessel for self-expression. As such, there are guidelines for how, where and when to use the brandmark.
The **IT’S ON US** badge is made up of two major components:

1. The top rectangle that houses “It’s On”

   *and*

2. The “US” vessel

When using the logo to illustrate a different partnership, the top rectangle (1) should preferably be a solid color taken from the logo/image contained in the “US” vessel (2).
When using a photographic image in the US vessel, never use an image that compromises the legibility of the badge. Always choose an image that has enough contrast with the background. (i.e. do not use an image with dark color values on a dark background)
THE BADGE: DONT’S

Do not continue an image into the “It’s On” rectangle—always use a solid color or gradient.

*Exceptions will be made when the customized logo is user-generated to be used as an avatar on social media.

Never separate the badge lock up or change its orientation.

Do not use a color and/or gradient to fill the “It’s On” rectangle that is not taken directly from the image in the “US” vessel.

Do not use multiple images in the “US” Vessel.

Never alter the scale of the badge components individually.
**SOFIA PRO**, a versatile sans-serif, is the primary typeface for the It’s On Us campaign. It can be used for both headline and body typography. There's a wide range of weights available (not illustrated here). It is used for the “It’s On” in the badge as its roundness and geometric nature compliments the US form.

View alternate weights and purchase licensing [here](#).

---

**SOFIA PRO LIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
daedfghijklmnopqrstuvwxyz
0123456789.,/!?<>()$&*
```

**SOFIA PRO REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
daedfghijklmnopqrstuvwxyz
0123456789.,/!?<>()$&*
```

**SOFIA PRO BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
daedfghijklmnopqrstuvwxyz
0123456789.,/!?<>()$&*
```
SECONDARY TYPOGRAPHY: EAMES CENTURY MODERN

EAMES CENTURY MODERN is a contemporary slab serif designed by the renowned House Industries. It was created in the spirit of Charles and Ray Eames. As the secondary typeface for the It's On Us campaign, it should only be used for longer chunks of body copy.

View alternate weights and purchase licensing [here].

EAMES CENTURY MODERN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/!?<>()$&*

EAMES CENTURY MODERN BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/!?<>()$&*

EAMES CENTURY MODERN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/!?<>()$&*
CUSTOM BADGE DOWNLOAD

DOWNLOAD .EPS

DOWNLOAD .PSD
CONTACT INFORMATION
CONTACT INFORMATION

If you need further clarification or have other requests please contact:

contact@itsonus.org
THANK YOU