Final Template for National Campaign Project Proposals

Project Topic:
Sexual Assault on Campus

Project Overview:

- Simpson College will be partnering with SARA (a sexual assault response advocacy program) on campus to target the issue of sexual assault prevention. With the U.S. Senators’ announcement of the new sexual assault bill, it is evident this topic concerns colleges across the nation. When connecting sexual assault prevention and appropriate ways to respond to Simpson College’s campus, it’s constantly a topic of confusion. By focusing on this issue, this project aims to establish and inform others about set guidelines on how Simpson College (and colleges similar to Simpson) handles sexual assault, sex assault prevention and responds to these matters.

Events/Initiatives:

1. One of the ways to go about building awareness and learning about this issue is to start a video and photo campaign and use a specific hash-tag on social media to create a conversation on campus. This is also how we will be engaging students.
   - This video campaign will be created through a Culver Fellows committee to instill a video challenge or signage video and an informational video with facts, stories, and legislatures inputs. The fellows will then reach out to other on-campus and off-campus groups and organizations. (Sororities, Fraternities, College Democrats, Latinos Unidos, etc.)

2. The second outreach idea we have is to create another support system within SARA to see what is needed the most. The end goal is to have students on campus who know the appropriate ways to move forward when dealing with any issue concerning sexual assault. The main sources of contact when getting started with this are Jordan Kenkal, a member of SARA, Kaitlyn Mathiesen, a third-year member of SARA and Ellie Olson, the adviser of the group. The background research we would have to do involves pulling documents and trying to analyze what the culture regarding sexual assault has been at Simpson College from past to present. And incorporate the student body’s perception on the prevalence of sexual assault and the response structure on campus.
   - This will then be presented through the Culver Center/SARA campaign to the student body either in individual classrooms or a forum event as well as an informational pamphlet.

(Major) Measurable Goals:

1) Have major groups on campus contribute to video campaign. Additionally, another part of this goal, as a metric of success, is getting other Iowa schools to participate.

2) Discover, look at, and then discuss multilaterally with different constituents, administrators, and groups, the pertinent information, rules, statistics, procedures, etc and subsequent meaningful proposed policy change.
3) Discover the impact on our student body’s perception of the issue through the videos themselves, reactions to the forum event/classroom visits, and polls.

How will you collaborate with consortium schools?

We will collaborate with other schools in the consortium in several ways. First, we encourage other schools to participate in and spread our video campaign. Second, we will communicate with other schools to compare statistics, experiences, procedures, and outcomes concerning their own campus policies on sexual assault.