Final Template for National Campaign Project Proposals

Project Topic:

Sexual Assault Prevention and Response

Project Overview:

Today in the United States, women have a 1 in 5 chance of being sexually assaulted and in the 2013 academic year there were 3,800 reported cases of sexual assault on college campuses. As a college community, Saint Anselm should respond to this tragic national problem.

Events/Initiatives:

1) Flag Campaign: For every reported cause of sexual assault on a college campus in the 2014-2015 academic year, we will place 1 lawn flag on the quad. Last year there were 3,800 reported cases, so we are sadly planning on ordering about 4,000 flags. This will help accomplish goal number 2 and 3 specifically

2) Poster Project: In every bathroom stall we will hang a flyer or poster outlining what to do if someone has been assaulted, signs of assault and how to prevent assault in a social situation. There will be steps to follow accompanied by bits of advice as well as on and off campus resources to contact. This will help us accomplish our first goal, to empower students with resources to prevent assaults.

3) Pin/Bracelet Handout: At a “prime time” in the dining hall we will distribute teal pins (the color of the National Sexual Assault Awareness Month) as well as rubber bracelets. Accompanying each item will be a fact that we will encourage each student to tweet or post somewhere to continue to spread awareness. This will help us accomplish goals number 2 and 3.

(Major) Measurable Goals:

1) Empower students with tools to prevent assaults/help with recovery.
2) Reopen the campus discussion on sexual assault awareness/prevention.
3) Spread an awareness of the national problem of sexual assaults.

How will you collaborate with consortium schools?

We plan to collaborate with other schools during the planning process, but as this project is going to have a more personal approach to our own community, the execution will primarily be focused on Anselmians. We will collaborate with other schools through Skype and email leading up to the event.