Project Topic:
Sexual Assault Prevention and Response
By Rini Sampath and Luke Phillips

Project Overview:

USC has recently been at the epicenter of several sexual assault and sexual harassment controversies, and to the best of anyone’s knowledge proper justice has not been afforded to the victims of such terrible acts, nor have adequate safeguards been put in place to discourage and educate against the proliferation of sexual assault. We hope to launch a social media campaign, lobby for certain sexual assault policies and education reforms to be put in place by the undergraduate student government and the USC administration, and generally excite on-campus activism about sexual responsibility and the prevention of future instances of sexual assault.

Events/Initiatives:

1. A social media campaign against sexual assault. We will model this campaign after UCLA’s wildly successful initiative ‘7000 in Solidarity’ and program various discussions, lectures, and conversations for students to attend to spread awareness of ways to prevent sexual assault. Our campaign will be called “Trojans Respect Consent.”
2. Working with the Greek community on campus to instill initiatives against sexual assault. We will work with the IFC here at USC to put in place policies that encourage fraternities and sororities to undergo anti-sexual assault training and reward them with certifications and prestige upon the completion of these targeted goals.
3. Lobbying with the administration to crack down more harshly on sexual assault. We will present several proposals to various USC offices and lobby to have these measures and proposals passed into actual USC university policy.

(Major) Measurable Goals:

1. Number of people we reach and influence via our social media campaign. This will give us a good estimate of how effective our primary mode of communication with the campus is.
2. Number of fraternities and sororities that adopt our measures and undergo the training, number of certifications awarded to fraternities and sororities. This will give us a good idea of how many Greek organizations on campus commit themselves to following the measures we put in place.
3. Number of university policies enacted in light of our campaign. This will give us something of an idea of how committed the university administration itself will be to pursuing our goals and maintaining protection against sexual assault after we leave.
How will you collaborate with consortium schools?

We will plan to see how other schools’ social media campaigns, student body campaigning, and administration lobbying work, and using this information to further adapt our own methods and campaigns. Beyond this, we will attempt to host teleconferences on sexual assault between the various leaders on this issue at our campus and at others, to make the fight truly a national one. There are certainly more ways we can collaborate with our partner schools, but these are the two in particular which we wish to work on first.