



**The Office of Equal Opportunity, Inclusion and Resolution  
Services (EOIRS) and the Office of Health Promotion**

**November 2020**

Samantha Cooper

Joshua Hurst

Emma Likly

Madeline Ames

Daijha Thompson

**Table of Contents**

Problem and Opportunity Statement ..... 3

Research ..... 4

Situation Analysis ..... 5

Key Public ..... 7

Goals and Objectives ..... 9

Strategy and Tactics ..... 11

Messaging ..... 16

Timeline and Budget ..... 20

Evaluation ..... 25

Appendices ..... 27

References ..... 37

## **Problem and Opportunity Statement**

The Office of Equal Opportunity, Inclusion and Resolution Services (EOIRS) and the Office of Health Promotions are two entities situated within the Barnes Center at the Arch on Syracuse University's campus in Syracuse, New York. The organization's main purpose is to work with students, faculty and staff to provide resources to help foster a climate of inclusion, access and opportunity and build a community and culture of respect, safety and equity on SU's campus. Specifically, EOIRS and Health Promotions assist students who are survivors of sexual assault and sexual violence as they navigate their options and the investigation process following the incident. Unfortunately for EOIRS and Health Promotions, not many SU students are aware of the resources available to them through EOIRS' office. Combined with the societal prevalence of misinformation surrounding sexual assault and sexual violence, SU students beliefs and opinions about sexual assault and sexual violence are reported to be negative, which has created a stigma around reporting cases of sexual assault and sexual violence, especially on college campuses. Furthermore, EOIRS and Health Promotions seeming association with the larger SU administration has caused many students not to trust the offices. An integrated communications campaign will help EOIRS gain more awareness of its office and resources among students, increase student's acceptance and approval of EOIRS as an entity, and establish EOIRS as a reliable organization to support students who are survivors of sexual assault and sexual violence.

## Research

In order to build a clear understanding of the competitors of Syracuse University's Office of Health Promotions, we conducted an in-depth literature review of five similar organizations. Focusing on four centers on other college campuses and one local crisis center, we looked at the programming, websites and digital presences of these groups to identify common strengths that can be applied to the SU Office of Health Promotions' communications strategy. The five competitors that we researched were New York University's Crisis Response Center, The University of Florida's GatorWell Health Promotion Services, Boston University's Sexual Assault & Response Prevention Center, Cornell University's Skorton Center for Health Initiatives, and The Vera House, Inc. Based on these five examples of similar organizations, our primary recommendation is to update the web presence to make it an easy-to-use, comprehensive resource that is both welcoming and informative. We encourage the organization to transition to a more personal brand voice, as well as implement tools like the 'quick exit' button to show the organization's commitment to supporting its student body. It would also be beneficial to increase the site's search engine optimization so that a quick keyword search will guarantee SU's Office of Health Promotions to appear as a result. We believe that condensing the most important and helpful resources for students to learn about and engage in sexual assault prevention to one digital space will both increase students' comfortability with the services and the Office of Health Promotions' external brand.

## **Situation Analysis**

### ***Internal Factors***

#### **Lack of Brand Awareness**

Many SU students are not aware that EOIRS exists on campus. In order for students to make use of EOIRS and the resources available to them should they find themselves in a situation of sexual assault or sexual violence, they need to know where and how to find those resources.

#### **Website and Poor SEO**

Upon searching the key phrases “Syracuse University Sexual Assault” and “Syracuse University Rape,” the EOIRS website does not show up on the first page of search results. Since many students are more likely to Google resources in an instance of sexual assault and sexual violence, it is important that EOIRS’ website is readily accessible in an online search.

### ***External Factors***

#### **Stigma Surrounding Sexual Assault and Sexual Violence**

In today’s society, the beliefs, biases and prejudices of the average person towards sexual assault are negative. But the history of justice not being served and survivors not being believed has created a stigma around reporting cases of sexual assault and sexual violence, especially on college campuses. There are also stereotypes and stigmas surrounding survivors and why situations of assault and sexual violence occur, which result in “victim blaming.” These two stigmas make it difficult for survivors of sexual assault and sexual violence, especially those who are students, to feel comfortable reporting these situations to authorities or centers like EOIRS.

#### **Association with the Department of Public Safety (DPS) and SU Administration**

Although it may not be accurate, many students associate EOIRS with DPS and the larger SU administration, whom they do not trust or believe to support them, so they are less likely to use EOIRS’ resources and facilities. The distrust and lack of confidence in

DPS and the SU administration is transferred to EOIRS and makes it more difficult for students to feel comfortable reporting instances of sexual assault and sexual violence.

### **Competitors**

While EOIRS' competition tends to be other sexual violence and sexual assault resource offices on other college campuses, one competitor that stands out due to its proximity is Vera House. If students find themselves in a situation of sexual assault or sexual violence and they do not know about EOIRS or feel comfortable going to its office for help, they are more likely to request the support of Vera House staff.

## Key Public

### Syracuse University Students



Photo from <https://www.zippia.com/syracuse-university-careers-91242/>

Syracuse University students serve as Health Promotions' and EOIRS' key public because they are the audience that will most likely be using their services. SU students want to know what resources are available to them in the event that they find themselves in a situation of sexual assault or sexual violence and where they can easily and quickly find those resources. More importantly, these students want to be reassured that, in the event they need to use EOIRS' services, they will be treated with care and compassion and their voices will be heard throughout the process.

#### ***Demographics:***

- Undergraduates are typically between the ages of 17 and 23, while graduate and law students can be anywhere from the age of 22 and above.
- The student population is almost evenly divided by gender with 52 percent of students identifying as female and 48 percent of students identifying as male.
- The student population, while being predominantly white, also includes many different racial backgrounds.

***Beliefs and Interests:***

- Students believe that sexual assault and sexual violence are wrong and immoral.
- Due to their lack of understanding the reporting and investigation process, students are less likely to report instances of sexual assault, sexual violence or rape.
- As sexual assault and sexual violence are taboo subjects in society, students may not have full understandings or accurate definitions of the terms and, therefore, cannot always identify situations that may be considered as either.

***Media Habits:***

- They use online social media platforms to stay connected to their friends, family, classmates and the world around them.
- College students are more likely to consult many varying sources before forming their own opinions on issues.
- Websites are the most commonly digital source students use to learn about issues, with social media as a close second.
- The most common news delivery method amongst college students is discussion with peers, as most students prefer to engage with their friends and classmates when discussing new topics and issues.



## **Goals and Objectives**

### **Goal 1:** Increase SU Community Awareness of EOIRS' Mission and Services Offered

- **Objective 1:** Syracuse University students will become more familiar with EOIRS' services and programs. Throughout the 2021-2022 school year, at least 6 percent of students will report an increased awareness of EOIRS and its services per month, so by the end of the 2021-2022 academic year, at least 50 percent of the student population will report an increased awareness of EOIRS and its services.
- **Objective 2:** Syracuse University students will increase their visits to and usage of the EOIRS website after increasing the usability of the EOIRS website, designed to make it search engine optimized and more accessible to the public. By the end of the 2021-2022 school year, visits to the EOIRS website will increase by 30 percent.
- **Objective 3:** Syracuse University students will increase their understanding of the terms "sexual violence" and "sexual assault" through EOIRS events designed to help spread awareness and understanding of these issues. By the end of the 2021-2022 academic year, at least 40 percent of students will report a better understanding of the terms "sexual violence" and "sexual assault."

### **Goal 2:** Improve the Reputation Among the Student Population

- **Objective 1:** Syracuse University students will increase their trust in EOIRS as a reliable organization to support survivors of sexual assault and sexual violence. During the course of the 2021-2022 school year, each month, at least 5 percent of students will report an increase in trust of EOIRS as a capable, reliable organization to help in situations of sexual violence and sexual assault, resulting in at least a 40 percent increase in trust amongst students by the end of the 2021-2022 school year.
- **Objective 2:** Syracuse University students will increase their positive perception of EOIRS through participation in student organizations that partner with EOIRS.

During the course of the 2021-2022 school year, 8 student organizations will partner with EOIRS per month to engage with students. By the end of the 2021-2022 school year, at least 60 student organizations will engage with EOIRS to position EOIRS as a reliable organization to support survivors of sexual assault and sexual violence.

- **Objective 3:** Syracuse University students will become more likely to recommend EOIRS services to a friend. By the end of the 2021-2022 school year, at least 20 percent of Syracuse University students will report that they would feel confident recommending EOIRS' services to another SU student, indicating an increased trust between students and EOIRS.

**\*Note:** Goal 2 and its associated objectives will be optimally successful only if Goal 1 and its objectives are successfully established first.

## **Strategies and Tactics**

### **1. Strategy: Organization Performance → Tactic: Owned Media – Digital Media**

An updated website for EOIRS would be easy to navigate and simply designed with a students-first focus. Having a comprehensive web presence that outlines all of EOIRS' services and offerings would allow students to not only learn about the office but also feel empowered that they have the information they need to make decisions. The back end of the site would be programmed so that EOIRS would appear on the first page of both search engines and the search feature on the official SU website when certain key phrases are entered, including "Syracuse University sexual assault" or "Syracuse University sexual violence resources." Since disability access is important to EOIRS, the new website would be in line with industry accessibility benchmarks.

The content of the site would be reformatted to be more sympathetic to student and survivor needs. The above images are examples of updated web pages. There is powerful messaging used in pamphlets and brochures provided by EOIRS and OHP but not used on the website, so the second image (shown in Appendix A) incorporates some of that existing copy. The addition of a 'Quick Exit' button on all pages will give students a sense of security in knowing they can abruptly leave the site if and when they need to. Messages of empathy and validation will be used frequently around the site to indicate EOIRS' commitment to supporting the SU student body.

### **2. Strategy: Publicity → Tactic: Owned Media - Social Media Campaign**

Implementing a new social media campaign will help work towards educating the student body about sexual assault and sexual violence. The new campaign "#LetsTalkAboutIt" will be utilized across different social platforms, using posts and stories to engage students. All aspects of the campaign will include this hashtag, keeping a consistent voice and theme throughout. The campaign will include different posts and stories that are focused around providing students with content to educate them about sexual assault. One tactic, which can be seen in Appendix B, is a series of Myth vs. Fact posts. These posts will each include two statements about sexual assault, one being a myth, and one giving a corresponding fact on the specific topic. All of the

posts will maintain a conversational tone, in order to seem approachable, while still remaining informative.

In addition to the social media campaign, EOIRS will also add a blog to its website. From the homepage of the website, users will easily be able to access the blog entitled “Let’s Talk About It,” mirroring the campaign hashtag. The posts will also continue to have a conversational, yet informative tone to correspond with the campaign. On the blog, posts will revolve around educating students on terms, statistics and tips to remain safe on campus. In addition, students will have the opportunity to share their own stories on the blog. Through the new social campaign and implementation of a blog on the EOIRS website, SU students will become more knowledgeable on the topics of sexual assault and sexual violence.

### **3. Strategy: Special Events & Audience Engagement → Tactic: Interpersonal Communication - Organizational Media**

EOIRS and the Health Promotion office, as entities of Syracuse University, have access to some of the networking and funds available through the university. Bringing in guest speakers that will cover topics such as sexual assault, relationship violence and other related areas will increase student interest and engagement with the offices. University Union has the ability to bring in big-name speakers, and forming a partnership with them could be beneficial to improve the education around sexual assault and violence on the Syracuse campus, especially around what EOIRS and the Health Promotion office do specifically.

Gabrielle Union has been known to be very open about her experience with sexual assault, and as a well-known actress, a name like hers has the reach to attract students. Having an EOIRS/Health Promotion office representative or student representative facilitate or moderate the conversation with the speaker would be an impactful way to indirectly communicate trustworthiness and reliability on behalf of the organizations. Spreading awareness of the event will be carried out through flyers posted around campus and on social media, as well as in emails to students.

All attendees of the event will be given a survey at the end of the event to gauge their understanding of EOIRS and the Health Promotion office. This survey can also function as a tool to collect emails of students and start a listserv for the offices. Overall, these special events will be used to increase student awareness of EOIRS and the Health Promotion office and what they offer on campus.

Survey link: <https://forms.gle/veJz95QpxSXVRDgR8>

#### **4. Strategy: Generating News → Tactic: Earned Media**

Earned media, through news coverage in local and student-run newspapers, will be another way for EOIRS and the Health Promotion office to expand their outreach and bolster their reputation amongst the student body. Though not as pervasive as social media, earned media coverage adds a level of validity to the statements offered in the publication. Widespread dissemination and a culture of news-savvy students will help to ensure that the articles receive viewership throughout all of the different subcultures on campus.

The stories covered in publications such as the Daily Orange will give EOIRS and the Health Promotion Office the chance to humanize themselves, helping students see past any university ties that might have discouraged them before. Articles will include one-on-one conversations with members of the different organizations as well as the programs they are currently working on. By highlighting the individual and their efforts to better help their community, students will be more apt to reach out and get involved.

The use of third party media sources will also serve as an outlet to educate the student body. Facts and statistics that could be helpful for a victim or friend of a victim may go unrecognized in other sources due to density of similar content released, but the same information presented on earned media will garner more attention and views. The information will also reach a greater number of people who are not currently interested in sexual health topics. News publications feature a variety of topics on their platforms that attract the attention of many different groups. Because there are so many

subcultures who will be viewing the earned media, there is a higher probability that the information will address a latent need.

Though earned media will not be able to change student's sentiment on the organizations by itself, it will help redirect the readers' attention to further look into Syracuse's on-campus sexual health support services. Topics covered in these newspapers and online publications will also appear on the respective organization's social media, creating an additive feedback loop and increasing engagement. The stated media tactics in conjunction with supportive messaging strategies will help improve the reputation and awareness of EOIRS and the Health Promotion Office on campus.

#### **5. Strategy: Alliances & Coalitions → Tactic: Interpersonal Communication**

Although EOIRS currently meets with incoming students, resident advisors, SU athletes and leaders of Greek organizations, additional training provided by EOIRS with most or all members of students organization on SU's campus would give more students exposure to EOIRS, its office and the resources it has available to students.

As EOIRS begins to partner with student organizations, they should have existing student ambassadors at EOIRS facilitate the training programs, as students are more willing to learn, hear from and rely on their friends and peers in situations of sexual violence and sexual assault. Giving students a familiar face will allow them to feel more comfortable talking about these topics while still learning from people who are trained to talk about these issues in a professional way.

While hosting these training sessions with student organizations, the programs should be interactive, allowing time for role-playing with scenarios and questions throughout, keeping students engaged and interested in the topics. The images in Appendix F are examples of slides that could be used in the training sessions led by the EOIRS facilitators.

Training sessions would end with students filling out a survey asking what they learned, how they enjoyed the session and what they would like to see in the future.

This helps gauge impact and likability and solicits recommendations for how to make the sessions better for student interaction.

## **Messaging**

### **Website**

The updated website will serve as a hub of information about EOIRS and its services. It will use clear, conversational language to inform students about their goals and offerings. The wording will be welcoming, not demanding, allowing students to feel empowered as they peruse the site and determine whether EOIRS is right for them. A lot of messaging with these qualities is included in other materials from EOIRS, just not on the website. In the sample updated homepage, the phrase “You are in control. We are here to support you.” appears, immediately letting students know the role EOIRS plays. The word “victim” is replaced with “survivor” across the site, and other supportive messages will be displayed more prominently. The example showed in the second image in Appendix A reads: “The aftermath of sexual violence can be emotional and difficult. As a survivor, self-care is a key part of the healing process. Under no circumstances are sexual assault or violence the fault of the survivor. Listen to your emotions, intuition, and instincts, and do not feel pressured to do anything beyond your level of comfort. Many survivors of sexual assault find it helpful to talk with a counselor while coping with the effects of trauma following an assault.” Students will leave the site having read about EOIRS’ commitment to supporting the SU student community and its resources.

- Clear, conversational, welcoming language
- Empowering and supportive messaging throughout
- “You are in control. We are here to support you”
- “Victim” vs. “Survivor”

### **Social Media Campaign & Blog**

Creating a blog and implementing a social media campaign will help to generate publicity among students. The blog and social posts will maintain a welcoming and conversational tone, while still being informative and approachable. A lot of these qualities of messaging will remain consistent throughout all of EOIRS’ platforms. By implementing and continuously using the hashtag #LetsTalkAboutIt, not only will the posts have a common thread, but they will also reinforce that all a student needs to



commit to is a conversation. In the sample Instagram posts in Appendix B, the phrases “It’s Okay” and “Let’s Talk About It” appear throughout, encouraging students to share their stories when they are comfortable. Other phrases such as “You are in control” and “We are here to support you” will also appear on social posts to provide supportive messages to those in need. For the blog posts, we will use words such as “survivor” and other positive terms surrounding sexual assault. After seeing social posts and reading the blog, students will feel more comfortable with EOIRS and have a better understanding of the topics of sexual assault.

- Welcoming and conversational tone
- Informative and approachable
- #LetsTalkAboutIt
- “It’s Okay”
- “Let’s Talk About It”
- “You are in control”
- “We are here to support you”

### **Speaker Event**

Messaging around the special events, and specifically the guest speaker event, will encourage students attending to participate by live tweeting before and after the event using the hashtag #LetsTalkAboutIt. EOIRS will be highlighted as a welcoming place for students to go because they can join candid, honest conversations about sexual assault and sexual violence. Attendees who feel comfortable can share their thoughts, while those who might not be at that point will learn about EOIRS and have that information for the future. Ideally, the consistent messaging through the Twitter hashtag will create a buzz about EOIRS on Syracuse students’ social media accounts, increasing overall awareness of the client and familiarity with their role on campus. The BeWellSU and Syracuse University social accounts will also post updates of the event to give students who could not attend an idea of how it went and keep them engaged and aware, even if it is not at the top of their mind. These posts will maintain the consistent messaging that EOIRS is a place where students can feel safe in their own situations of sexual assault and violence.

- #Let’sTalkAboutIt

- Honest conversations about sexual assault and violence

### **Earned Media**

News coverage, especially that by student-run publications, will be an example of EOIRS 'walking the walk' and will allow for more organic messaging, written by students for students. By opening its doors to students through programming and potentially interviews, this will be another instance of showing students respect and encouraging them to use their voices, as student journalists can ask the questions that the student body needs answered to build the level of trust the organization is currently lacking. Though the author will ultimately decide the exact wording that will be used in the article, quotes from EOIRS will be included in the press releases containing messaging inline with other tactics. These quotes can echo the online media campaigns while also informing the audience of the different services that EOIRS offers. Interviews will also give EOIRS another opportunity to expand upon its messaging within the news articles and will provide another way in which to tell the student body that they are "not alone."

- Organic messaging
- Quotes from EOIRS

### **RSO Trainings**

The training programs are meant to serve as an educational presentation that allows Syracuse University students to not only interact with and get to know the staff and student ambassadors of EOIRS, but also for the students to learn how to identify and mitigate potential situations of sexual assault and sexual violence and learn how EOIRS can help in the event that the situation occurs. EOIRS will maintain its accessible voice when it works with student organizations on campus, and it will also encourage students to model transparency and engage in open and honest conversations with one another. In the training program, the phrase, "You are not alone" will help create a common ground within the conversation to help students be more open to talking with one another. The phrase could also be used to speak indirectly to someone in the room who may have experienced sexual assault or sexual violence and did not report it. "You are not alone" could have a multitude of different meanings from,

“You are not alone in being uncomfortable talking about this topic,” to “You are not alone in the way that you are feeling about having been sexually assaulted or sexually violated.” Furthermore, the training program staff and student ambassadors will use the phrase, “You are in control” when providing tactical resources and suggestions to students so they know that if they or a friend ever find themselves in a situation of sexual assault or sexual violence, they know they will control the process and their wants and needs will be heard and met to the best of EOIRS’ ability. Similarly, the EOIRS staff and student ambassadors would consistently use the phrase, “We are here to support you” to help the students attending understand that EOIRS is on campus to help students and it will do everything it can to take care of and provide for those students who may, unfortunately, need to use their resources. To this end, as a function of this conversation, EOIRS will consistently receive student feedback at the end of these sessions that it can apply to improve the training programs and help provide better resources to students who do experience sexual assault or sexual violence.

- Educational presentation
- Accessible voice
- Transparency
- Open and honest conversations
- “You are not alone...”
- “You are in control”
- “We are here to support you”

## Timeline and Budget

### **Timeline:**

#### February 2021

- Contact the SU department/people responsible for the EOIRS website and create a plan for ideal changes
- Build a comprehensive list of all programming and services offered
- Review the websites of comparable programs at other schools to identify any elements the staff feels are important to implement
- Analyze current social efforts to identify what kinds of posts are resonating with the existing audience
- Hire communications interns/volunteers to help execute new efforts

#### March 2021

- Implement website look and content changes, as well as SEO and accessibility updates
- Develop the structure and content for the RSO training program
- Connect with University Union to begin coordinating a speaker event
- Launch updated website as students are returning to campus for the new school year
- Make initial contact with members of the student news media before new programs begin to roll out

#### April 2021

- Hire student blog writers to be contributors to the EOIRS blog
- Begin event planning with University Union
- Identify and connect with RSO leaders and potential student ambassadors
- Create social content for the Myth v. Fact campaign

#### May 2021

- Launch Myth v. Fact social campaign for Domestic Violence Awareness Month
- Launch the first post of the new monthly blog series on the EOIRS website and promote it via social media

- Establish a final list of student organizations to participate in the new training program

#### June 2021

- Host initial meeting with RSO leaders to lay out the spring semester program schedule
- Invite news contacts to learn more about the training program

#### July 2021

- Draft press releases for UU speaker event
- Plan event promotion strategy, including social campaigns and media contacts
- Work with UU to support their event planning initiatives
- Begin training programs with participating RSOs

#### August 2021

- Host speaker event with UU
- Give interviews with media contacts about year-long efforts culminating with this speaker event
- Continue with social and blog posts

#### September 2021

- Wrap up RSO training program
- Evaluate reactions to updated website, social presence, RSO training program, speaker event and news coverage
- Determine best next steps for EOIRS

**Budgets:****Website**

|   |          |
|---|----------|
| Build a comprehensive list of all programming and services offered  | 3 hours  |
| Review the websites of comparable programs at other schools to identify any elements the staff feels are important to implement | 4 hours  |
| Connect with the appropriate person at SU to make changes to the website  | 1 hour   |
| Make changes to the website to modernize the look and feel  | 4 hours  |
| Make content changes including the updated programming and services, a blog page and the addition of a Quick Exit feature       | 6 hours  |
| Improve SEO and accessibility measures to increase the site's reach   | 2 hours  |
| Total:  | 20 hours |

**Social Media/Blog Posts**

|  |  |
|--|--|
| Analyze current social media posts     | 2 hours  |
| Reach out to potential blog writers    | 3 hours  |
| Create content for new social campaign | \$9.95/month - Canva Pro subscription<br>3 hours |
| Determine blog post topics             | 2 hours  |
| Add blog element to website            | *Part of website implementation*                 |
| Write blog content                     | 1 hour/post x 10 posts                           |
| Total:                                 | 20 hours + \$119.40                              |

**Special Events**

|   |   |
|---|---|
| Organize the event - location, staffing                                       | \$500   |
| Organize a moderator and develop questions/talking points                     | 3 hours   |
| Hire the speaker - ex: Gabrielle Union  | ~\$20,000 (much of which would be accounted for in the partnership with University Union) |
| Spread the word about the event through digital media and printed media       | \$25 for printing materials   |
| Develop post-event questionnaire  | 1 hour  |
| Event set-up  | \$500   |
| Put on the event  | \$800   |
| Event clean-up  | \$500   |
| Send out a questionnaire after the event to all attendees and analyze results | 1 hour  |
| Total:  | 5 hours + \$22,325  |

**Training Programs**

|                                       |          |
|---------------------------------------|----------|
| Develop program structure/information | 10 hours |
| Hire trainees                         | 3 hours  |
| Reach out to student organizations    | 2 hours  |
| Acquire resources                     | 2 hours  |
| Hire/recruit student ambassadors      | 5 hours  |
| Total:                                | 22 hours |

**News Generation**

|   |  |
|---|--|
| Form relationships with on-campus news organizations                | ~8 hours (2 hours per news organization) |
| Attend various EOIRS and EOIRS related speaker events               | 2 hours                                  |
| Reach out to media contacts and write press releases for the events | 5 hours                                  |
| Reconnect with media contacts after publication                     | 2 hours                                  |
| Total:  | 17 hours                                 |

In order from most to least important, we recommend prioritizing these efforts as follows:

1. Website
2. Social Media
3. RSO Training Program
4. Speaker Event
5. News Coverage



## Evaluation

- **Direct Count** - Direct count of website visitors
  - Evaluation Measure: Number of website visits
    - **Goal 1 Objective 2:** Syracuse University students will increase their visits to and usage of the EOIRS website after increasing the usability of the EOIRS website, designed to make it search engine optimized and more accessible to the public. By the end of the 2021-2022 school year, the EOIRS website visits will increase by 30 percent.
- **Survey A** - Survey to be released to Syracuse University students at the beginning and end of the academic school year asking about their level of trust, reliability and awareness in EOIRS
  - Evaluation Measure: Level of awareness about EOIRS and its services
    - **Goal 1 Objective 1:** Syracuse University students will become more familiar with EOIRS services and programs. Throughout the 2021-2022 school year, at least 6 percent of students will report an increased awareness of EOIRS and its services per month, so by the end of the 2021-2022 academic school year, at least 50 percent of the student population will report an increased awareness of EOIRS and its services.
    - **Goal 2 Objective 1:** Syracuse University students will increase their trust in EOIRS as a reliable, trustworthy organization to support survivors of sexual assault and sexual violence. During the course of the 2021-2022 school year, at least 5 percent of students will report per month an increase in trust of EOIRS as a capable, reliable organization to help in situations of sexual violence and sexual assault, resulting in at least a 40 percent increase in trust amongst students by the end of the 2021-2022 school year.

- **Goal 2 Objective 3:** Syracuse University students will become more likely to recommend EOIRS services to a friend. By the end of the 2021-2022 school year, at least 20 percent of Syracuse University students will report that they would feel confident recommending EOIRS' services to another SU student, indicating an increased trust between students and EOIRS.
- **Survey B** - Survey sent out at the end of each training session
  - Evaluation Measure: Increased Approval Rating - By administering the survey at the beginning and end of the academic school year, EOIRS could gauge the change in approval rating and knowledge based on how students fill out the survey in the beginning of the school year and at the end.
    - **Goal 1 Objective 3:** Syracuse University students will increase their understanding of the terms “sexual violence” and “sexual assault” through EOIRS events designed to help spread awareness and understanding of these issues. By the end of the 2021-2022 academic year, at least 40 percent of students will report a better understanding of the terms “sexual violence” and “sexual assault.”
    - **Goal 2 Objective 2:** Syracuse University students will increase their positive perception of EOIRS through participation in student organizations that partner with EOIRS. During the course of the 2021-2022 school year, 8 student organizations will partner with EOIRS per month to engage with students. By the end of the 2021-2022 school year, at least 60 student organizations will engage with EOIRS through RSO trainings to position EOIRS as a reliable organization to support survivors of sexual assault and sexual violence.

## Appendices

### Appendix A: Example of Updated Website



[Home](#) [About](#) [Disability Access](#) [Sexual Misconduct](#) [Resources](#) [Report](#) [Training](#)

## Welcome to the Office of Equal Opportunity, Inclusion, & Resolution Services



We are available to assist students, faculty, staff, and others on a variety of matters involving:

- Discrimination incidents involving members of the SU community
- Sexual misconduct incidents involving members of the SU community
- Disability accommodations for faculty and staff
- Remediation of access barrier concerns
- Individual and department level training and development

[QUICK EXIT](#)

## Information for Survivors

**Want to speak to someone on campus?** Call the Sexual and Relationship Violence Response Team at 315.443.8000 – 24 hours a day, seven days a week.

**Want to speak to someone in person?** Visit the Sexual and Relationship Violence Response Team at the Barnes Center at The Arch during their regular business hours.

**Want to speak to someone off campus?** Contact Vera House, a local resource that provides advocacy services for individuals impacted by domestic violence and sexual abuse, at 315.468.3260 – 24 hours a day, seven days a week.

The aftermath of sexual violence can be emotional and difficult. As a survivor, self-care is a key part of the healing process. Under no circumstances are sexual assault or violence the fault of the survivor. Listen to your emotions, intuition, and instincts, and do not feel pressured to do anything beyond your level of comfort. Many survivors of sexual assault find it helpful to talk with a counselor while coping with the effects of trauma following an assault.

### All students have the right to:

1. Make a report to local law enforcement and/or state police.
2. Have disclosures of domestic violence, dating violence, stalking and sexual assault treated seriously.
3. Make a decision about whether or not to disclose a crime or violations and participate in the judicial or conduct process and/or criminal justice process free from pressure by the institution.
4. Participate in a process that is fair, impartial and provides adequate notice and meaningful opportunity to be heard.
5. Be treated with dignity and to receive from the institution courteous, fair and respectful health care and counseling services where available.
6. Be free from any suggestion that the reporting individual is at fault when these crimes and violations are committed or should have acted in a different manner to avoid such crimes or violations.
7. Describe the incident to as few institutional representatives as practicable and not be required to unnecessarily repeat a description of the incident.
8. Be protected from retaliation by the institution, any student, the accused, or the respondent and/or their friends, family and acquaintances within the jurisdiction of the institution.
9. Access to at least one appeal of a determination.
10. Be accompanied by an advisor of choice who may assist and advise a reporting individual, accused or respondent throughout the judicial or conduct process, including during all meetings and hearings related to such process.
11. Exercise civil rights and practice of religion without interference by the investigative, criminal justice, or judicial or conduct process of the institution.

**QUICK EXIT**

## Appendix B: Example of Social Media Campaign Content

**It's Okay.  
#LetsTalkAboutIt**

The Office of Equal Opportunity, Inclusion, & Resolution Services

...  
**MYTH VS FACT**

**#LetsTalkAboutIt**

**MYTH VS FACT**

| MYTH:   | FACT:   |
|---|---|
| Victims provoke sexual assaults when they dress provocatively | Rape and sexual assault are crimes of violence and control that stem from a person's determination to exercise power over another |

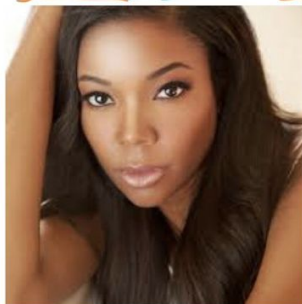
Office of Equal Opportunity, Inclusion, & Resolution Services

LET'S TALK ABOUT IT  
INCLUSION.SYR.EDU

NEW BLOG

**SEXUAL ASSAULT PREVENTION: INCOMING FRESHMAN**

## Appendix C: Example Special Event Flyer and Follow-Up Survey



Syracuse University Office of Equal Opportunity,  
Inclusion, and Resolution Services Presents:

# AN EVENING WITH GABRIELLE UNION

Goldstein Auditorium

**6:00PM | MARCH 15, 2021**

Union will be discussing topics that may be triggering for some students. These topics include sexual assault, rape, and violence. The conversation will be facilitated by EOIRS and support will be available for students before, during, and after the event.





## An Evening with Gabrielle Union

Thank you for attending this event presented by EOIRS. Please provide your feedback below!

\* Required

Name \*

Your answer

Email \*

Your answer

How did you hear about this event? \*

- A friend
- A professor
- Family
- Home College
- Student Organization

Was this event beneficial to the SU Community? \*

- Yes
- No

If no, why not? \*

Your answer

Would you like to be notified about similar events in the future? \*

- Yes
- No

Submit

## Appendix D: Example News Stories

# On Campus



ON CAMPUS

## Helping Victims Control the Conversation: Sexual Health Counseling with EOIRS

By | October 8, 2020

The Office of Equal Opportunity, Inclusion, and Resolution Services opens up to the SU community regarding their mission and how they handle all sensitive cases.

[more »](#)

## Appendix E: Example News Releases



### News Release

For Immediate Release  
Nov. 1, 2020

**Contact:** Michelle Goode  
Health Promotion Office  
MLGoode@syr.edu  
315-443-8000

#### **NEW PROGRAMS IN THE BARNES CENTER AIM TO EMPOWER PEERS WITH KNOWLEDGE TO HELP EACH OTHER THRIVE**

*SU Health Promotion Office's new initiative to train better allies in the community*

SYRACUSE, NY, Monday, November 2, 2020 — The Health Promotion Office within the Barnes Center at Syracuse University is launching new initiatives to inform the community on how to be a better friend and ally. The educational events will be launching within the next month and will be available via in-person and zoom meeting rooms.

Sessions delivered will cover a variety of topics to inform students on the capabilities of the office, how incidents are resolved, and how to be the best resource for a peer who might not have the courage to seek the information on their own...





Office of Equal Opportunity,  
Inclusion, and Resolution Services

## News Release

For Immediate Release  
Nov. 2, 2020

**Contact:** Christina Percoski  
EOIRS  
CRPercos@syr.edu  
315-443-4049

### SU SEXUAL HEALTH AND RESOLUTION CENTER: EOIRS OPENS UP REGARDING OFFERINGS AND PRACTICES

SYRACUSE, NY, Monday, November 2, 2020 — The Office of Equal Opportunity, Inclusion, & Resolution Services will be hosting an informational session regarding their current programs and practices to help students better understand the capabilities and processes within the organization. Highly trained members of the organization will walk interested students through a mock sexual assault case to show the level of control the student has, and how discretely EOIRS handles the situation. The event will be held in a month and participants will be able to join via zoom...

## Appendix F: Example Presentation Slides for Training Programs

### 3 D's of Bystander Intervention

|  |   |  |
|--|---|--|
| <p><b>DIRECT</b></p> <p>A direct intervention is exactly as it says; a bystander confronts a situation him or herself.</p> | <p><b>DISTRACT</b></p> <p>A distraction intervention happens when you try to cause a distraction that will diffuse the situation and give a moment for things to calm down.</p> | <p><b>DELEGATE</b></p> <p>If you can't intervene directly because there is a barrier that makes you uncomfortable, then enlist some help. In delegation intervention, you ask friends or someone in close proximity to assist you.</p> |
|--|---|--|

<https://www.utep.edu/initiatives/dot/about/green-dot-programs.html>

## EXAMPLES

### DIRECT

You witness a situation developing with a friend and another person that looks like it may escalate so you step in and pull your friend out of the situation and walk him/her away.

### DISTRACT

Maybe you “accidentally” spill your drink on the person being threatened or tell the offender the police are towing their car. Sometimes that one break in a situation is all it takes to help someone out.

### DELEGATE

In this situation, you may choose to tell a friend what is going on and ask them to intervene if they feel comfortable. If the situation is dire, it could mean you need to call the police.

<https://www.utep.edu/initiatives/dot/about/green-dot-programs.html>

## ACTIVITY

- In groups of 3-4 people, work through all of the scenarios below
- Take turns acting as the bystander(s), offender, and person in danger
- Talk through how you could use the 3 D's in all of the scenarios
- At the end, we'll report out and you'll tell us which method your group found most helpful and why

### Scenario 1

You're at a party and everyone is drinking. Someone nearby has had a lot to drink and is being harassed or manipulated by someone you think may do something physically harmful to them. What do you do?

### Scenario 2

You are at a bonfire with your friends to celebrate the end of finals. You see your friend who has had a lot to drink being led into the house by someone you do not know. Your friend seems to be going along willingly. What do you do?

### Scenario 3

You are in Schine with your friends and a group of students nearby start making sexual gestures and comments to one of your friends. Though trying to ignore the comments, you see that your friend is upset. What do you do?

<https://nomore.org/learn/bystander-scenarios/>

## Appendix G: Our Team

### Madeline Ames



Madeline Ames is a senior public relations major in the S.I. Newhouse School of Public Communications. She is also pursuing a minor in Information Management and Technology.

### Samantha Cooper



Samantha Cooper is a senior public relations student at the S.I. Newhouse School of Public Communications. She is also pursuing a minor in retail management and is a participant in the Fashion & Beauty Communications Milestone program.

### Joshua Hurst



Joshua Hurst is a senior public relations major in the S.I. Newhouse School of Public Communications and a marketing major at The Martin J. Whitman School of Management.

### **Emma Likly**



Emma Likly is a senior public relations major in the S.I. Newhouse School of Public Communications. She is also pursuing a minor in economics.

### **Daijha Thompson**



Daijha Thompson is a senior public relations major in the S.I. Newhouse School of Public Communications and a political philosophy in the College of Arts and Sciences and Maxwell School of Citizenship and Public Affairs.

## References and Sources

1. <https://www.syracuse.edu/about/facts-figures-rankings/>
2. <https://www.syracuse.edu/admissions/cost-and-aid/#:~:text=Did%20you%20know%E2%80%A6,totaling%20more%20than%20%24395%20million>
3. <https://institutionalresearch.syr.edu/wp-content/uploads/2019/10/02-Syracuse-University-Student-Enrollment-by-Career-and-Ethnicity-Fall-2019-Census.pdf>
4. <https://institutionalresearch.syr.edu/wp-content/uploads/2019/10/01-Syracuse-University-Student-Enrollment-by-Career-and-Gender-Fall-2019-Census.pdf>
5. <https://institutionalresearch.syr.edu/wp-content/uploads/2019/10/03-Syracuse-University-Undergraduate-Enrollment-by-Pell-Status-Fall-2019-Census.pdf>
6. <https://www.forbes.com/colleges/syracuse-university/#18d4baada04d>
7. [http://www.vawnet.org/sites/default/files/materials/files/2016-09/AR\\_ChangingPerceptions.pdf](http://www.vawnet.org/sites/default/files/materials/files/2016-09/AR_ChangingPerceptions.pdf)
8. <https://www.npr.org/2019/09/04/757626939/victim-of-brock-turner-sexual-assault-reveals-her-identity>
9. <https://www.nydailynews.com/news/national/reporting-sex-assault-campus-article-1.2759279>
10. [https://www.washingtonpost.com/opinions/we-need-to-change-our-attitudes-on-sexual-assault/2017/09/20/5a612666-9d72-11e7-b2a7-bc70b6f98089\\_story.html](https://www.washingtonpost.com/opinions/we-need-to-change-our-attitudes-on-sexual-assault/2017/09/20/5a612666-9d72-11e7-b2a7-bc70b6f98089_story.html)
11. <https://youthmarketing.com/blog/the-rise-of-micro-influencers-on-college-campuses/>
12. <http://designdamage.com/wp-content/uploads/2009/04/Razorfish-digital-outlook-report-09.pdf>
13. <https://www.i-scoop.eu/family-friends-remain-key-influencers-buying-decisions/>
14. <https://oncampusadvertising.com/the-importance-of-college-social-media-influencers/>
15. <https://www.youtube.com/c/MargotLee/playlists>
16. <https://thetab.com/us/syracuse/>
17. <https://www.careersingovernment.com/tools/gov-talk/career-advice/on-the-job/cues-for-connecting-with-generation-z/>
18. <https://partnerships.bncollege.com/2019/01/attention-brand-managers-leverage-these-insights-into-generation-zs-social-media-habits/>
19. <https://www.journalism.org/2016/07/07/young-adults/>
20. <https://projectinfolit.org/pil-public-v1/wp-content/uploads/2020/08/newsreport.pdf>