

UNC Gender-Based Violence Prevention Advisory Group

Communication and Engagement

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Present:

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1. Introductions

The group discussed communication and engagement conversations we have had to date in the larger group and determined that we should brainstorm in this subcommittee meeting:

- Formative communication and engagement as we draft the implementation plan by the end of this Fall 2020 semester
- Building communication and engagement into the implementation plan and providing guidance for the Senior Prevention Strategy Officer when they arrive

2. This Semester

Due to both remote learning and the challenges of the COVID-19 reality, it is difficult to engage people and communicate with them in ways that feel meaningful, affirming, and trauma-informed. We discussed doing the following this semester and will bring these ideas to the larger advisory group:

Meetings/Events

- **Student Organization/Activist Survivor Space** (September/October) Convene space/s for students who are involved with organizations/activism on gender-based violence and/or are survivors. We discussed the importance of engaging facilitations that students trust and ensuring the space is trauma-informed and centers minoritized students and their experiences. This would include students who hold formal and informal roles.
- **All-Campus** (October/November) – Convene an all-campus space where we can share what we have been doing, receive questions, and connect with people who would want to engage with prevention efforts further

Website

- **Anonymous Form/Contact Form** - We currently share information about our group on the safe.unc.edu website. Would we want to create an anonymous form to which we could direct community members who want to share feedback?

University-Wide Communication

- Information about our group has been shared with the university community through an all-campus email. We would want the university community to receive an invitation to the virtual forum and for the community to receive communication from senior leadership on the priority of this issue.
- Ideally, we would announce the search process underway or hiring of the Senior Prevention Strategy Officer via all-university communication.
- In order to secure buy-in and engagement from academic departments, communication from the Provost on the priority of this issue to deans/directors will be needed at that stage.

3. Implementation Plan

Calendars and Awareness Months

- Try to have some kind of communication around October (Relationship Violence Awareness Month) and April (Sexual Assault Awareness Month) every year
- Previously have had people submit events to be on these awareness month calendars
- Having the chancellor and provost kick off RVAM and SAAM events

Moving from Ad-Hoc Events to Annual Events to Year-Round Prevention

- Prevention will benefit from a centralized hub, such as through the Senior Prevention Strategy Officer.
- Campus communication around violence prevention starts with the EverFi SAPU module, which students have shared they complete without actively engaging or does not resonate with them. The SAPU module then becomes the university communication if we do not have a communication plan/messaging customized to UNC.
- Events right now are ad-hoc or facilitated by various groups on campus. We want to ensure groups can continue to convene their own spaces and plan events that meet their needs and with as much or as little engagement from university staff/faculty as they would like. We want to ensure that there are spaces that feel affirming for various groups on campus but that we also have opportunities to work as partners across and beyond silos.
- Group members noted that there are student organizations or academic programs that have a rhythm of annual events for specific groups.
- We'd also like to see greater centrality around communication about what spaces look like, what's available for students, and funding/support available.
- What does it look like for us to have a campus culture that prioritized violence prevention? We would want to see that year-round in our day-to-day efforts.
- The group also discussed that large ad-hoc events (keynote speakers, rallies) can bring people together but then what? What is the next step for those attendees to get involved or receive further education?

Listserv

- We would hope that our UNC Gender-Based Violence Prevention Advisory Group, with the leadership of the Senior Prevention Strategy Officer, could serve as a hub with a listserv to which community members.

Heelife, Social Media, and Influencers

- There are opportunities to engage via Heelife, social media platforms, and through student influencers to reach students where they are gathering.

Continuity

- The group recognized the importance of (per our STOP SV framework) both creating space and supporting spaces created by students and other university community members.
- There is a need for greater sustainability of staffing and continuity of support so that students (and faculty/staff) and establish trusting relationships over time. With low staffing levels and high turnout, that continuity and sustainability is difficult to achieve.

4. Next Steps

- We will share a summary of our conversation with the full group at tomorrow's (9/10) all-group meeting.
- We will ask the group about who would be best to facilitate the activist/student organization/survivor space.
- We will incorporate this information into our implementation plan and provide continued opportunities for feedback.