Reaching the College Student
What attracts their attention?

• Who do they listen to?
• What kinds of things resonate with them?
• How do we gauge their interest?
• What are engaging communication strategies?
• How do we create space to challenge preconceived notions and thoughts?
• Where and how can you gather their ideas/input/thoughts?
First places to Begin this Discussion: Why?

• Passion for the work
• Bring our own histories
• Individual Stories
Start with the Audience
Focus Group

College Hand Symbol (censored)
Oh my god. Why do all the Asian international students smell so bad and why must they ALAWYS sit next to me!? @KUJayhawksProbz.

3/7/13, 9:33

1 RETWEET 1 FAVORITE
Developing a Brand

• Poster Contest
Placement: Gaining Visibility

Interior of Campus Bus
Cafeteria Line at Dining Hall
Victim or witness of discrimination or harassment?

DON’T BE SILENT

We’ll listen.

785.864.6414 | Institutional Opportunity & Access | www.ioa.ku.edu

From original design we tweaked the wording and simplified.

• Fewer words
• IOA will be active partner—Listening
• Not alone
• Trying to demystify speaking up
• Different poster for faculty/staff v.

Bar code for Phones
Harassment
Discrimination
Retaliation

SPEAK UP.
WE’LL LISTEN.

Institutional Opportunity and Access
University of Kansas
(785) 864-6414
ioa.ku.edu
Conveying Messages of Diversity and Equity in Unconventional Ways

• [http://www.youtube.com/watch?v=HfHV4-N2LxQ](http://www.youtube.com/watch?v=HfHV4-N2LxQ)

• Currently developing an Accessible Ball Pit for KU’s Hawk Week.
Practical Tips: Communicating with Students:

• Rarely will they call back on the office phone
• Late nights are the best time for conversations
• Twitter, Vines, Instagram, Facebook, etc
• In person communication may be difficult, need to convince them it’s worth coming in
• Be patient—might take three or four times to engage a student
• Leaving voice messages may not be effective
With Sexual Assault Cases

• Female should reach out to female student
• Male investigator often won’t even get a return phone call
• Same with witnesses-male investigator talk to male witnesses, greater probability of gathering useful information
Is there too much to keep up with?

It can get overwhelming—focus on what you can keep up with!
Training

• On line

http://ioa.ku.edu/sites/ioa.drupal.ku.edu/files/docs/Sexual%20Harassment-FacultyStaff%20Final%20II%20Sept%2C%205%2C%202012.pdf

– September/October, 2012 pushed to +30,000 faculty staff and students (continued to November 5, 2013)

– Required but no consequences

– Student participation rate 86%

– Faculty/staff participation rate 94%
Successful

- Leadership embraced and supported
- Message was simple and interactive
Lessons Learned

• Patience with Technology
• Lots of emails and sorting through them
• Responsiveness
• Different messages for students vs. faculty/staff (different issues and concerns)
• Availability – put it on website after finished
• Operator errors—different skill sets with users
Live Student Led Training
Web Presence

- http://ioa.ku.edu/
- On line complaint form
- Update frequently
- Add new things/ideas
Media

- Press
- Student Publications
New KU office offers sexual harassment recognition and prevention training By Erica Staab
KU establishes office to handle sexual harassment reports: Training course necessary for students, staff and faculty

September 24, 2012

Picked up on AP wire and TV
“After a late night at the library, Addison Spradlin starts the trek back to her room at GSP. As she walks down Louisiana Street, she clutches her phone and keeps her car key between her index and middle fingers, just in case an unexpected situation arises. ....

In addition to bigger projects including the speed bumps in front of JRP hall, security cameras on campus and self-defense classes, the board has also worked with the Office of Institutional and Opportunity Access to develop programs such as “Buddy Up” and free fountain drinks for designated drivers at local bars.

You May Get CREDIT for Programs
You are not Responsible for!
Students Love T-Shirts and Other Give Aways
Thank You for Coming Today!
Questions