



ALIGN

2019 ENGAGEMENT GUIDE

TABLE OF CONTENTS

04 **INTRODUCTION**

- A. LETTER FROM KERRY SOLLER
- B. DEFINITIONS DISCLAIMER

11 **THE ALIGN CAMPAIGN**

- A. HOW ALIGN IS DIFFERENT
- B. ALIGN KEY MESSAGES AND OBJECTIVES
- C. INTEGRATION WITH LOCAL EFFORTS

20 **ALIGN TOOLKIT: MATERIALS, RESOURCES, & CITATIONS**

- A. USING THE ALIGN TOOLKIT
 - i. ONLINE
 - ii. IN PERSON
- B. CREATIVE ASSETS
 - i. PRINT-READY RESOURCES
 - 1. Brochure
 - 2. Posters
 - 3. Stickers or buttons
 - ii. DIGITAL RESOURCES
 - 1. Logo
 - 2. Branded social media assets
 - 3. Campaign video & transcript
 - 4. Social media images
 - 5. Social media posts
 - iii. DIRECT OUTREACH
 - 1. Press Release
 - 2. Community Letters
- C. CHANGING CAMPUS CULTURE

38 **THANK YOU**

01

INTRODUCTION

LETTER FROM KERRY SOLLER

Welcome to the ALIGN campaign engagement guide. In 2015, the Ohio Department of Higher Education (ODHE), along with various college and university presidents from institutions across the state, launched the Changing Campus Culture initiative, a comprehensive effort to end sexual violence on our campuses.

As part of the initiative, Ohio's campuses were asked to embrace five

cornerstone practices, the third of which asks campuses to communicate a culture of shared respect and responsibility.

When a campus works to increase awareness, it can create a seamless, cohesive message that bridges all efforts to prevent and better respond to incidents of sexual violence. Many campuses in Ohio have already made great strides in implementing awareness campaigns aimed at creating a

greater sense of collective responsibility to each other. However, as the Changing Campus Culture initiative began to take off, students and administrators inquired about a statewide campaign that would reflect a shared commitment across every campus in Ohio. The ALIGN campaign was developed in response to these inquiries.

Our vision is that all campuses in Ohio - public and private - will use the ALIGN resources in combination with their

local campaigns so that those visiting a campus in one region of the state will see the same messaging and commitment to ending sexual violence as they do in any other.

*Throughout the development of the **ALIGN** campaign materials, feedback was sought from both campus and community partners with the goal of designing resources of value to you. You are the leaders of this effort to create systemic*

change. You understand the critical importance of creating a campus that is safe for all.

*Our hope is that you will add these tools to the resources you are already using to engage, organize, and educate individuals across your campus community. Local efforts, when united with those across the state, have the potential to speak with one voice to **ALIGN** our priorities, responsibilities, and communities to end sexual violence.*

*While our state leads the nation in its efforts, there is still much to be done. It is time to **ALIGN** to change campus culture.*

In appreciation,

KERRY SOLLER

PROJECT MANAGER,
CAMPUS SAFETY & SEXUAL
VIOLENCE PREVENTION, ODHE

DEFINITIONS DISCLAIMER

In developing the materials for the ALIGN campaign, ODHE and Prosper for Purpose took several factors into account. The materials were ultimately developed with definitions from ODHE resources, but with respect and acknowledgment that each campus has its own definitions that will impact how members of the campus community view the campaign materials. The definitions below were pulled from “A Safer Campus: A Guidebook on Prevention and Response to Sexual and Intimate Partner Violence & Stalking for Ohio Campuses, 2nd Edition.” This resource can be found at www.ohiohighered.org/ccr/resources. These definitions are provided as a foundation for the materials created in the ALIGN campaign. Each campus will need to evaluate the messages in the ALIGN campaign materials to determine if they are in alignment with college/university missions, policies, and priorities.

Sexual Violence

The term “sexual violence” is an all-encompassing term that covers a wide range of sexual actions taken against a person without the individual’s consent, against the individual’s will, or under force, threat of force, or coercion. This includes [but is not limited to] rape, assault, harassment, unwanted sexual contact, non-physical unwanted sexual experiences, and more.

Consent

[Note: This definition is not in Ohio Revised Code, but highlights a best practice definition for Ohio.]

Words or overt acts indicating freely given agreement to the sexual contact or conduct at issue by a competent person. Consent cannot be given by a person who is substantially impaired by any drug, intoxicant, or mental or physical condition. Consent cannot be compelled by force, threat of force, coercion, or deception. Consent may be withdrawn at any time, and agreement to any given act during a sexual experience does not imply consent to others. Prior sexual activity does not constitute consent per se for the sexual contact or conduct at issue.

Victim/Survivor

Use of the word “survivor” instead of the word “victim” is recommended, but for the purposes of this document, the use of the word “victim” is consistent with the legal and legislative language.

02

ABOUT THE
ALIGN
CAMPAIGN



HOW ALIGN IS DIFFERENT



ALIGN is a comprehensive and actionable awareness campaign to support recommendation #3 from the Changing Campus Culture report. The ALIGN campaign provides an opportunity to acknowledge the collective effort being made through the Changing Campus Culture initiative to end sexual violence at colleges and universities across Ohio. By having clear, consistent messages statewide that communicate a shared sense of responsibility and respect, we seek to provide students, staff, faculty, families, and alumni with a common call to action.

ALIGN KEY MESSAGES & OBJECTIVES

We have the power to change campus culture when it comes to sexual violence. Ohio is one of a few states working to provide universal messaging and resources to campuses to eliminate sexual violence. When the state and its campuses are unified in this commitment, it reinforces the fact that this effort is bigger than any one campus and that responsibility lies with us all.

The ALIGN campaign's overall goal is clear:

*We must **ALIGN our priorities** to eliminate sexual violence on campus.*

To achieve this goal, it is essential that the higher education institutions in Ohio commit to the following key messages to change the culture on our campuses:

ALIGN *our communities*

Objective: Engage campuses across Ohio

Working together, we can unite the state in identifying and challenging the behaviors and attitudes that undermine efforts to build safe, inclusive learning environments. With all of Ohio's campuses participating in the ALIGN campaign, conversations about rights, respect, and safety can be carried across the state. By aligning our communities, we can create a safer state — one in which campus sexual violence can be realized, identified, and stopped.

ALIGN *our responsibilities*

Objective: Exercise mutual respect for all

Each campus in Ohio works to instill a common set of community values, through school pride and in its mission statements. Within these values, we commit to having a shared responsibility to treat one another with mutual respect. Practicing mutual respect for all includes rejecting harmful stereotypes and language that objectifies or degrades others, never trivializing or tolerating sexual harassment or jokes, and always promoting safe, inclusive campus communities.

ALIGN *our efforts*

Objective: Identify problematic attitudes and behaviors

Changing hearts, minds, attitudes, and beliefs about sexual violence within campus communities is at the heart of creating real culture change. By working together, each member of the campus community can learn from the others and open new avenues of dialogue that create a better understanding of where perpetuating behaviors take root. Through this understanding, we seek to hold our peers, acquaintances, coworkers, and friends accountable by challenging attitudes and actions — no matter how minor — that are contrary to inclusive, safe campus environments.

ALIGN *our response*

Objective: Provide easily identifiable resources

Campus prevention and response programs should go beyond a mere mandatory requisite. We should empower all community members to identify potentially dangerous situations and increase their certitude through intervention. Campus resources for survivors, faculty, staff, and students should be widely known and easily accessible. Comprehensive response information that empowers survivors, allows for confidentiality, and helps everyone easily seek assistance when needed should be provided.

INTEGRATION WITH LOCAL EFFORTS

The ALIGN campaign is structured to support — not supplant — your campus' local efforts to end sexual violence. By providing foundational messaging and downloadable resources, the ALIGN campaign will help your campus use the same messaging as other campuses in Ohio to raise awareness about sexual violence in our campus communities.

The messaging and imagery used in the ALIGN campaign are purposely broad, so each institution in Ohio has the ability to choose messages that support current awareness initiatives while demonstrating that the campus, like others in Ohio, is committed to the ultimate goal of ending sexual violence. Institutions are encouraged to continue to use their homegrown campaigns, which should be reflective of campus-specific climate survey data, prevention plans, and campus resources.

ALIGN Audience Engagement

Different segments of your campus community will require different campaign touchpoints in order to foster engagement. Consider the following when strategizing execution of the ALIGN campaign and other sexual violence prevention efforts:the state. By aligning our communities, we can create a safer state — one in which campus sexual violence can be realized, identified, and stopped.

NEW STUDENTS

Students who are new to campus, such as freshmen and transfer students, as well as those who live in on-campus housing, are conceivably the easiest to reach. The ALIGN campaign materials can be incorporated into orientation presentations and workshops. Campuses can also look to incorporate ALIGN campaign messages into first-year academic spaces and advising, peer mentoring, student organization fairs and training, team events and other activities, fraternity/sorority recruitment, or group specific orientation programs.

OTHER STUDENTS

Upperclassmen, international, graduate students, commuters, etc., require different tactics for engagement, as these students often don't live on campus or are in a more isolated environment. Some groups, such as graduate and international students, may have dedicated offices/departments within the campus where ALIGN literature and campaign introductions can be located. Utilizing food courts/cafeterias or other quiet spaces where students pause between classes can be strategic areas to place ALIGN campaign materials. Encouraging campus organizations to utilize the ALIGN campaign messaging on their social media platforms can also help to reach a wide range of students.

FAMILY MEMBERS & ALUMNI

Family members and alumni can be powerful partners in efforts to end sexual violence. Parts of the ALIGN toolkit, such as the customizable community letter, were developed specifically for these audience members. Mailing versions of this letter at the start of the academic year, or whenever your campus celebrates successes from your efforts to prevent sexual violence, has the potential to cultivate pride in the college/university and encourage interest and involvement from these external stakeholders. Additionally, encouraging alumni who serve as advisors to campus organizations to incorporate the campaign materials internally can open the doors to further partnerships down the road. Providing access and generating excitement through the campaign materials to various alumni boards or organizations can help to extend the reach of ALIGN messaging beyond the college/university campus.

FACULTY & STAFF

Faculty and staff often play an active role in students' development during their time in college. Introducing the ALIGN campaign materials through your annual trainings and outreach efforts can spread the common message and encourage them to seek out ways to take part in efforts to end sexual violence.

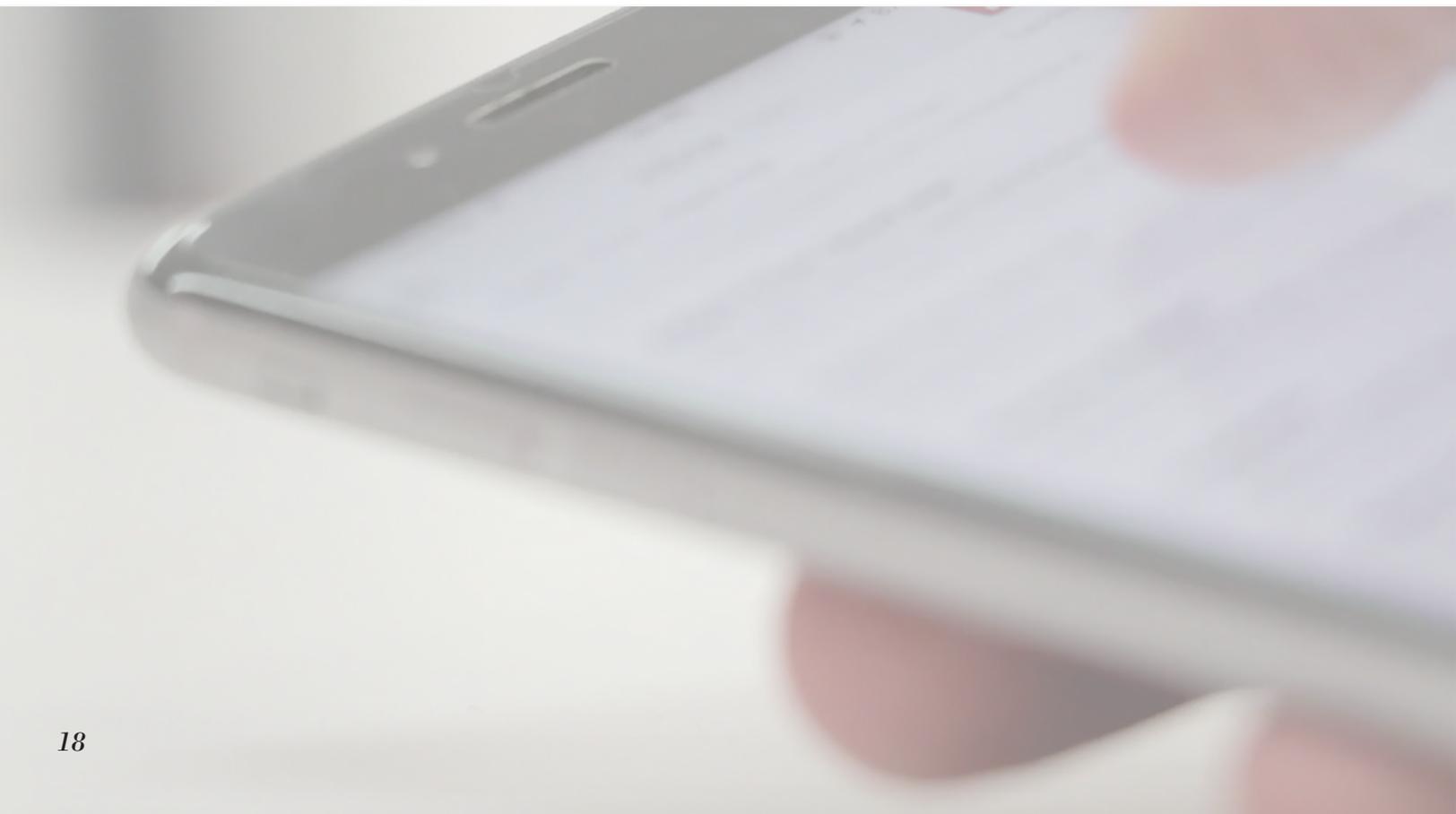
ALIGN *Schedule for Strategizing*

Studies show that more than 50 percent of college sexual violence occurs during the first few weeks of the school year — known as the Red Zone — as back-to-school parties, recruitment weeks for fraternity/sorority chapters, and other on-campus organizations welcome newcomers. Having a coordinated plan to drive home the ALIGN messaging, in addition to your local campaign, maximizes the potential for the messages to sink in at a time when they are most needed. While this period of time does require specific attention, Ohio institutions should

utilize awareness campaign assets throughout the academic year.

Additionally, adapting the ALIGN messages to correspond with appropriate break periods, school events, and national months, weeks, and days of observation is a great way to continue the campaign beyond the start of semesters. From spring break to Valentine’s Day to National Human Rights Month, the opportunities to continue the conversation about healthy relationships, mutual respect, and aligning to prevent sexual violence are almost endless.

Don’t let the ALIGN campaign become stagnant — keep audience segments engaged by refreshing visual assets at different points during the year. Swap out posters at the start of the second semester. Switch up social media assets, such as banner images and cover photos, quarterly. Next year, consider branding additional items, such as koozies, T-shirts, coasters, or coffee sleeves with the ALIGN logo for giveaways at programs, events, campus recreation centers, student centers, and elsewhere.



50%

OF COLLEGE SEXUAL VIOLENCE
occurs during the
FIRST FEW WEEKS
OF THE SCHOOL YEAR.

03

**ALIGN
TOOLKIT**

The ALIGN campaign's digital toolkit provides campuses with a variety of assets to help reach audiences online and in person. The following tips and suggestions offer a great way to kick start the conversation about eliminating sexual violence on Ohio campuses. All of the resources listed below are available to download from the digital toolkit on **www.ohiohighered.org/ccs/align**.

ONLINE PROMOTION

CREATE *a dedicated landing page*

Using the language developed in this engagement guide, campuses have the option to establish ALIGN campaign landing pages on their official websites. From the landing page, provide visitors with access to the same resources included in the ALIGN toolkit to help spread the word and stop sexual violence on campus.

Include these ALIGN assets on the landing page:

- CAMPAIGN VIDEO

- RACK CARD

- INFOGRAPHIC

- PRESS RELEASE

- DOWNLOADABLE SOCIAL MEDIA IMAGES AND ASSETS

- SAMPLE SOCIAL MEDIA POSTS

UTILIZE *social media*

Spread the word through social media by setting up personalized ALIGN accounts (e.g., ALIGN LCCC, ALIGN University of Dayton, ALIGN Bobcats). Social media promotion could also be as easy as sharing one of the provided images with a tailored message from your institution. Use the hashtag **#ALIGNOhio** with content on social media to increase awareness and share important information as to how campus community members can play a role to change the culture across Ohio campuses.

ON-CAMPUS PROMOTION

WORKSHOPS

Think about incorporating ALIGN campaign materials and messages into the workshops already being conducted on campus. Use the messaging from the ALIGN engagement guide to craft or support talking points and activities that start the conversation about the roles we play in changing campus culture.

TABLING

When tabling at the start of the academic year, or at other events throughout, utilize the ALIGN materials to attract and inspire others to learn more about campus programs, resources, and other efforts to end sexual violence. The digital toolkit contains ready-to-print resources as well as high-resolution ALIGN branded images that can be repurposed for use as signage or giveaways. Some ideas include:

- T-SHIRTS

- CUPS OR MUGS

- TOTE BAGS

- BANNER OR STANDING SIGN

RESOURCE KITS

Create resource kits for message disseminators such as student organization leaders or resident assistants to help spread the word about ALIGN. These kits can include print-outs of creative assets for display or distribution.

A sample kit could contain:

POSTERS for display in residence halls or campus events; BROCHURES and stickers to hand out at student organization meetings; and TALKING POINTS to help direct students to the campaign coordinators on campus for more information.

CREATIVE ASSETS

PRINT-READY RESOURCES

INFORMATIONAL RACK CARD

ALIGN rack cards provide valuable information at a glance in an eye-catching format that is designed as a handout for students, staff, faculty, and anyone on campus who may be interested in learning more.

Suggestions:

Print the rack cards on a heavier cardstock and place them in common areas around campus, including health centers, student centers, recreation centers, faculty/staff mailboxes, and other high-traffic areas.

Mail the rack cards to parents and alumni during the campaign launch as a supplement to informational and introductory communication.

POSTERS

ALIGN posters are easy-to-see promotional materials that provide striking and compelling visuals that demand the attention and evoke a rapid response of the on-campus audience.

Suggestions:

Hang the posters in highly trafficked public places, such as sporting arenas, dining halls, bathrooms, residence halls, and more.

Turn posters into large-scale banner signage for use when tabling or turn them into smaller-scale flyers to pass out at events and around campus.

STICKERS OR BUTTONS

ALIGN stickers or buttons are a cost-effective option and can be printed on a larger scale for distribution on campus. Students, faculty, and staff who display these on their laptops, bags, notebooks, bumpers, etc., become personal endorsements for the campaign. These are designed not to be perceived as promotional materials, but rather as badges of support.

Suggestions:

Stickers or buttons can accompany rack cards at distribution locations or can stand alone to pique interest and act as conversation starters.

Include stickers or buttons in goodie bags during freshman orientation, residence hall welcome meetings, and other campus events.

DIGITAL RESOURCES

LOGO

The ALIGN logo was designed with neutral colors and a minimalistic style for ease in creating and integrating your own branded content. The logo is available as a high-resolution .jpg and .png file.

Suggestions:

Create a Snapchat filter with the ALIGN logo for use on campus Snapchat stories about sexual violence prevention.

Print the logo on magnets and distribute for use on refrigerators in residence hall rooms.

CAMPAIGN VIDEO AND TRANSCRIPT

The campaign video is a short, impactful, and informational segment to help drive home the ALIGN campaign messages. This video is meant to pique audience interest and compel them to learn how they can ALIGN to end sexual violence on campus. The video was developed with college campus environments in mind so that even with minimal sound, it can still capture an audience's attention. A transcript has also been provided for accessibility and miscellaneous use.

Cue the campaign video to play on display screens throughout campus or during sporting events.

Share the campaign video or transcript with student media to broadcast on student-run television channels or radio stations.

SOCIAL MEDIA BRANDING ASSETS

ALIGN branded profile pictures and social media headers will help show unity with the greater higher education community to emphasize to the target audiences that this is a statewide effort.

Suggestions:

Overlay the ALIGN logo PNG file on your school's official symbol for a simple banner image that can be uploaded as the profile picture for the social media platforms you decide to use.

Consider rotating social media headers every few months to highlight different aspects of messaging and to help revitalize social media efforts.

SOCIAL MEDIA IMAGES

Help make social content more engaging by adding multimedia elements to posts. The ALIGN digital toolkit contains images that may be used to accompany social media posts.

Suggestions:

Create your own ALIGN branded social media images for additional posts by downloading appropriate images from websites that don't require attribution, such as **unsplash.com** or **stocksnap.io**.

Although these images have been created for social media, they can also be repurposed for print materials such as customized brochures, flyers, signage, and more.

SOCIAL MEDIA POSTS

Use the sample social media posts from the digital toolkit to talk about the importance of aligning to help eliminate sexual violence on Ohio's college campuses.

You're encouraged to develop your own content about ALIGN, but the provided posts and images from the digital toolkit are a great starting point to begin the conversation.

Suggestions:

Utilize ALIGN's key messages to draft your own copy for additional social media posts. Include calls to action for more information or prompt followers to like and share posts. When developing content, remember that people use social media because it provides information, entertainment, and connections. Each time you draft a social post, ask, "Does this help our followers feel informed, entertained or connected?"

Create an ALIGN content calendar and assign a staff member to schedule sample social media posts. When creating your own posts, consider providing links to resources on the landing page, relevant statistics and articles, campus' sexual violence response protocol, and all press coverage or media highlights.

1 Sexual violence is a public health crisis that requires immediate action. It's time to **ALIGN our responses** to support survivors and help make schools safer. Join campus efforts and begin to reframe the conversation today. **#ALIGNOhio**

2 Think you can't make a difference when it comes to stopping sexual violence on campus? Think again. If we **ALIGN our efforts** we can identify beliefs and behaviors, which create unsafe environments in order to bring about a culture of shared respect and responsibility. **#ALIGNOhio**

3 Sexual violence affects all members of our campus community. Now is the time to **ALIGN our priorities** and change the culture that perpetuates violence. Everyone is a valued member of our campus communities so interrupt unacceptable behaviors and actions by holding friends, peers, and coworkers accountable. **#ALIGNOhio**

4 One instance of sexual violence is one too many. It's time to **ALIGN our communities**. If everyone works together we can create an environment where healthy, positive relationships and interactions are the norm. **#ALIGNOhio**

5 Want to do more to prevent sexual violence on your campus? Get involved in campus efforts! If we **ALIGN our responsibilities** we can educate, engage, and empower all community members to support survivors and end sexual violence. **#ALIGNOhio**

6 Every survivor's story is important and reflects upon our campus community. It's time to **ALIGN our responsibilities** to reduce harmful stereotypes and confront dangerous myths about sexual violence. **#ALIGNOhio**

7 Sexual violence has lifelong implications for survivors. Together we can **ALIGN our priorities** to hold each other accountable and create safe environments for everyone to learn, grow, and reach their full potential. **#ALIGNOhio**

8 Ohio is leading the country in efforts to end sexual violence on campus. It's time to **ALIGN our communities** and play an active role in changing the campus culture. **#ALIGNOhio**

DIRECT OUTREACH

PRESS RELEASE

The ALIGN press release is available for customization and distribution to local channels both on and off campus. The press release template includes highlighted indications of the elements, such as school logo, release date, etc., that will need to be tailored for each institution. Other aspects of the release may be altered as the college sees fit.

Suggestions:

Run the customized press release in your college/university and community/local newspapers, either online, in-print, or both.

Use the press release to facilitate feature articles that could run in college/university and alumni magazines. Consider having a school administrator available for reporters to interview for added impact.

FOR IMMEDIATE RELEASE

ABC University Announces the Addition of a New Statewide Campaign Aimed at Eliminating Sexual Violence on Campus

ALIGN endorses the idea that everyone can do something to end sexual violence

ANYWHERE, Ohio (April 30, 2019) – **The ABC University** has announced the adoption of a new, statewide social awareness campaign that emphasizes the role of the community and the importance of mutual respect in combating the pervasive problem of sexual violence on campus.

The **ALIGN** campaign seeks to “align” the **ABC University** campus community members, as well as our priorities, responsibilities and efforts in order to create a strategy that enables us to realize, identify and stop sexual violence. Furthermore, the **ALIGN** campaign seeks to bring together the larger higher education community in Ohio, empowering all with the knowledge that every college and university in the state is committed to the same goal - ending sexual violence in campus communities. **ALIGN** emphasizes messages of practicing mutual respect, rejecting archaic social norms, and encourage the entire state to unite in this effort.

The campaign will allow **ABC University** to identify, address and challenge the attitudes and behaviors that undermine efforts to build safe, inclusive learning communities. **ALIGN** will enable **ABC University** to speak to all campus stakeholders including students, faculty, staff, parents and even alumni, growing awareness and encouraging active participation from each in the effort end sexual violence on every Ohio campus.

Research shows that over 11% of all college students experience sexual violence on campus, and instances are even higher among women (23%) and LGBTQ (73%) students. Sexual violence has lifelong implications for survivors. Survivors of sexual violence are more likely to suffer from depression and post-traumatic stress disorder, contemplate suicide, and abuse alcohol and drugs.

“We have a responsibility to give every student in Ohio the opportunity to learn in a safe environment,” said Kerry Soller, project manager on campus safety & sexual violence prevention at the Ohio Department of Higher Education. “Ohio is at the forefront of this effort and is leading the nation in its undertaking to end sexual violence on our campus communities. The **ALIGN** campaign allows us to unite the state and influence behavior change.”

The **ALIGN** campaign will incorporate inclusive, positive, and engaging content that promotes a culture of shared respect and responsibility. The campaign utilizes inspirational images and messaging that dispel certain myths, create new social norms, and encourage everyone to get involved.

Too often, many still subscribe to the idea that sexual violence is committed by strangers, but research has shown the opposite — that most perpetrators are peers, friends, and acquaintances. In fact, nine out of 10 college women knew the person who sexually victimized them.

ALIGN is flexible enough to integrate with **ABC University's local efforts that address campus specific priorities and have been in place for X years.** **ALIGN** will enhance these endeavors by supplying resources and cohesive messages.

Materials include digital assets such as social media posts and **ALIGN** branded images, as well as downloadable marketing collateral that can be printed and distributed on campus, including posters, stickers, and informational rack cards.

“We’re proud to implement the **ALIGN** campaign at ABC University and are passionate about advocating for a personal sense of responsibility when it comes to preventing and responding to sexual violence on campus,” **ABC University President First Last Name** says.

COMMUNITY LETTERS

The customizable ALIGN letter was created with all members of the higher education community in mind. The community letter serves as an introduction to the ALIGN campaign, explaining the campaign and key messages for faculty and staff, parents, and alumni to help them understand that everyone can play a role in changing campus culture. These letters emphasize the importance of a unified effort and encourage participation from each audience segment.

Suggestions:

Have a high-ranking school official such as the President or Dean of Students sign the letter to lend credence to the campaign.

Email a customized version of the letter at the same time as other welcome materials, e.g., new student orientation, beginning of each new semester. Print and mail hard copies of the letter to engaged alumni to foster an off-campus community that is proud of the proactive steps their alma mater is taking.

Contact Name
Contact Title
Phone: xxx-xxx-xxxx

Dear Contact Name,

The Ohio Department of Higher Education (ODHE) has the mandate to change campus culture; to engage students, faculty, and staff in recognizing that sexual violence on campus is a crisis.

ODHE launched the Changing Campus Culture initiative in 2015 and has been steadfast in its work to raise awareness about sexual violence at Ohio colleges and universities. The next steps in our efforts are to bring together the larger higher education community in the state with the implementation and adoption of the ALIGN campaign.

The ALIGN campaign emphasizes mutual respect, rejecting harmful stereotypes, and uniting Ohioans. Through inspirational images and positive messaging, ALIGN works to dispel myths, create new social norms, and encourage everyone to get involved. We can all play a role in furthering these ideas, supporting healthy relationships in our campus communities and creating a safe learning environment for all.

Our hope is that you will reinforce this messaging to increase awareness, continue conversations and educate individuals in your community, whenever and however you are able. We believe that our local efforts, when united with those statewide, have the potential to speak with one voice to ALIGN our priorities, responsibilities, and communities to end sexual violence.

While the state of Ohio leads the nation in the effort to eliminate sexual violence on campus, there is still much to be done. It is time to ALIGN to change campus culture.

For more information about the ALIGN campaign, please visit:
www.ohiohighered.org/ccc/align

Much appreciation,
College/University Contact

CHANGING CAMPUS CULTURE

The ALIGN campaign is part of the Ohio Department of Higher Education's Changing Campus Culture initiative. Since 2015, the initiative has implored all of Ohio's campuses to embrace five cornerstone practices:

- 1. Use data to drive action;*
- 2. Respond to sexual violence on campus with evidence-based training;*
- 3. Communicate a culture of shared respect and responsibility;*
- 4. Develop a comprehensive response policy; and*
- 5. Adopt a survivor-centered response.*

For more specific information regarding annual report data, benchmark data, the "Changing Campus Culture" report, and other resources, please visit: [**www.ohiohighered.org/ccc**](http://www.ohiohighered.org/ccc)



THANK YOU

04

Sexual violence on college campuses is a public health crisis. And it's our responsibility to fix the situation. We all have roles to play in preventing sexual violence and supporting survivors because students deserve better. It's time we ALIGN to ensure the next generation feels safe and secure at school.

Let's build upon the efforts already underway to ensure all members of our campus community feel empowered to stand up and make a difference. Through better education and awareness training, survivor-centered reporting and response policies, and support services, we can enact real solutions to change campus culture and create communities of respect and accountability.

It's time to #ALIGNOhio and eliminate sexual violence on our campuses.



ALIGN

#ALIGNOhio

www.ohiohighered.org/cc/ALIGN