



## *Drawing the Line: Sexual Harassment on Campus* Report Distribution Ideas

We hope AAUW state theme teams, other state leaders, and branches will play a major role in distributing and raising awareness about the AAUW Educational Foundation's new research report, *Drawing the Line: Sexual Harassment on Campus* ([www.aauw.org/dtl](http://www.aauw.org/dtl)). Some ideas about how to do this follow.

### Campuses

States and branches should see this new research as an opportunity to make or strengthen connections with the college and university communities in your state. Below are some suggestions on how to reach out to these groups.

- Set a goal for a specific number of key colleges and universities in your state to which you'd like to distribute the research.
- Ask state theme team representatives and/or branches to set up meetings at those colleges or universities with the president, dean of students, or other appropriate college officer to make them aware of the research and its findings.
  - Send a letter to the school requesting a meeting.
  - Plan to provide the school with a copy or copies of the report.
  - Use the meeting as an opportunity to tell them about AAUW as well as your activities at the local level.
  - Use the talking points (to be distributed later via the state theme team listserv) to discuss the findings of the research.
  - Ask them about what the school currently does to address this issue. You may be surprised.
    - Prior to the meeting, do a search of the school's web site for any information they might have on their efforts on this issue. Also look specifically in the student handbook, student life, and student code of conduct sections of the web site.
  - The research report also includes discussion questions, some of which would be appropriate in a meeting with school officials.
  - Ask if there are other parties that would benefit from learning about the research and see if the school would like additional copies (free copies are limited, but we will do our best to meet your requests).
  - If the school does work on this issue, see if they would put you in touch with the person(s) in charge of those activities and try to meet with them.
    - Keep in mind that activities focused on sexual assault may not include sexual harassment. This would be a great conversation to have with the school.
  - Remember to invite schools to become C/U members if they aren't already.
  - Ask the branches to report back the results of their outreach. Was the school receptive? Do they address this issue? Is there an opportunity for future collaboration?

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- Other stakeholder groups on campus to reach out to may include (but are not limited to):
  - Title IX coordinators
  - Student groups
  - Greek council and/or service fraternities
  - Sports team captains
  - Resident advisors
  - Student counseling center
  - Student government & student organizations – If the school has a campus women’s group this could be an opportunity to hold a joint meeting between the local branch and the campus group.
  - Student health center
  - Women studies departments
  - Work study advisors
  - Coaches/Athletic Directors
  - Campus security
  - Campus ministry
  - Women’s Center
- CAP teams have been asked to submit a letter the editor of their school papers. If a branch talks with a student group this could be a suggested action. AAUW has a template for students to use.
- Consider partnering with a campus department or organization to hold a forum on sexual harassment and its impact. This is also an opportunity for a great cross-generational conversation. The Woman-to-Woman Community Dialogues are a great model for this activity.
  - If there are several colleges and universities in the area this could be an opportunity to have a panel discussion for students of multiple campuses, or plan to have a series of outreach events that are held at various campuses (recognizing that students may not travel to another school for an event).
- While the research focused on students 18-24 years old, branches may want to reach out to graduate and professional schools in their area by involving them in some of the activities mentioned above. This is also a great way to introduce prospective members to your branch.
- Encourage young women to attend AAUW’s National Conference for College Women Student Leaders (NCCWSL), June 9-11, 2006. Each of the CAP teams will present about the outcomes of their work, and there will be additional presentations about AAUW research and our work with other organizations that have a similar interest and concern about this issue.

### **Community**

As not all branches are in a community with a college or university, however there are still many ways a branch can get involved in using the new research in there programming and outreach.

### **Use the media**

- Encourage branches to issue a press release about new release.
- Have a letter to the editor campaign on this issue. Branches in smaller media outlets may find this to be a very effective way to get AAUW’s name in the media. A sample letter to the editor will be distributed via the state theme team listserv, and will also be available on AAUW’s website via our *Two Minute Activist*. AAUW’s website is the quickest, easiest way to send a letter to your local paper (<http://capwiz.com/aauw>).

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- Include information about the report in your state and branch newsletters and on your state web site.
- Consider having a presentation of the research at your upcoming state convention or at the regional conventions. In February a PowerPoint presentation about the research will be made available online for all members to use.
- Contact local radio shows to see if they would be willing to host a show on this topic.
- Invite branches to discuss the research and the impact of sexual harassment at a branch meeting using the PowerPoint presentation available online.
  - Ask branches to have a movie party to watch *North Country*, released in theaters this fall. This can be a good way to start having the conversation about sexual harassment. For more information about this movie, visit <http://northcountrymovie.warnerbros.com>.
- Since sexual harassment and the attitudes surrounding it are issues that extend beyond the college campus, you might consider programming around this issue.
  - The Woman-to-Woman Community Dialogues are a great model for this activity.
  - Invite various stakeholder groups to come together and discuss what ways would be appropriate to raise awareness of this issue in the community.
    - Raising awareness doesn't always need to be a formal event. A local community may respond well to having a series of house parties to talk about this in a less intimidating setting, local groups may want to talk to a local newspaper about running a series of articles on this issue. Community and college groups may be helpful in identifying people who would be willing to talk publicly about their own experiences.
    - Make sure to reach out to diverse groups to make sure that the planning group reflects diversity in age, gender, and racial and ethnic background. This will ensure that any outreach plans will appeal to a broader audience. The research also showed that the impact of sexual harassment was different for various communities of students. This is something to be aware of when reaching out to potential partners.
- Victim services groups – sexual harassment and sexual assault are both on a continuum of violence against women. Suggest that branches contact the local sexual assault hotline or victim services group to see what resources they provide for persons who have experienced sexual harassment. Ask them if they include sexual harassment in their volunteer training. If not see if they will include this information based on the prevalence shown in the research.

### **Reach out to employers**

- With the research showing the alarmingly high prevalence of sexual harassment on campus, it can be assumed that these behaviors will be carried into the workplace by graduating students. Reaching out to employers who offer college internships can offer an opportunity

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to educate young people about how to draw the line in a professional setting.

- Send letters to employers in your community with a summary of the research.
  - Ask employers to make sure that information about sexual harassment, the organization's policies and resources available are included in all internship orientation material.
  - If there are community resources available about sexual harassment make sure local employers are aware of these resources.
- Branches may want to reach out to the Chamber of Commerce. In many areas the Chamber of Commerce has a Young Professional Network. Local branches may consider holding a joint meeting about sexual harassment with this and other professional groups in the community.

### **Next Generation – High Schools**

- If your branch works with high school students, this is an important topic for students to be aware of so they can be prepared for the prevalence of sexual harassment and to be prepared with strategies to deal with it. Consider tabling at your community's local college night to distribute information about the report, or perhaps host a workshop on the issue.
- Branches may want to reach out to high school principals, guidance counselors, teachers, coaches, and community centers so they understand the prevalence of sexual harassment at the college-level.
  - This is a great opportunity to make sure they are also familiar with AAUW's *Hostile Hallways* research and resource guide. The *Hostile Hallways* research surveyed public school students in 8th through 11th about sexual harassment. The resource guide, *Harassment-Free Hallways*, is designed to help parents, students, schools, and school districts assess strengths and weaknesses with regard to existing sexual harassment policies, and develop an attitude of leadership on the issue of sexual harassment in schools. The guide is available as a PDF online at <http://www.aauw.org/ef/harass/pdf/completeguide.pdf>.

### **Questions?**

If you have any questions or would like additional information that would assist your state raise awareness of this research, please contact AAUW National at 800/326-AAUW or [theme@aauw.org](mailto:theme@aauw.org).

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