**Title IX**

**Marketing Communications Plan**

**Implementation proposal for 2016-2017 Academic Year**

**GOAL.**

Provide information to educate the campus community on Title IX programming and activities, as well as general education awareness.

Title IX Communications will focus on the following key areas:

Education/Prevention

Reporting

Primary Programs:

Sexual Assault Prevention

Peer Advocates

Secondary Programs (these correlate with the primary programs):

Bystander Awareness

Mental Health

Alcohol Awareness

Medical Amnesty

Life Safe

**AUDIENCES.**

Primary: Incoming students (freshmen)

Secondary: Sophomore, Juniors, Seniors

Tertiary: Faculty, Staff, Alumni

**STRATEGY.**

1. Implement an awareness campaign that defines Title IX (another title?) and ties all of the programs together under the “It’s On Us” campaign.
2. Implement an awareness campaign on how to report an incident.
3. Think about how we can also address issues in different cultures
4. Develop measurements to determine ROI.

**PRIORITIES.**

Primary: Student engagement and program efficacy

Secondary: Faculty/Staff engagement

**MEASUREMENTS.**

Students: Increased awareness and participation in programming

University: Are there specific measurements for Title IX?

**MARKETING & COMMUNICATIONS PLAN.**

**MARKETING TACTICS**

* Wordmark – It’s On Us
* Posters highlighting activities/programs/reminders through simple messaging
* InfoStations
* Social media campaign
* Guide App
* :30 videos for students using key university personnel students identify with
* Peer advocates, Bystander Awareness, Medical Amnesty, LifeSafe
* :60 video for faculty/staff on their role and what they can do
* It’s On Us buttons
* Advertising in the DA, DP
* Leave behinds that are useful reminders (small cards, coasters, tissue boxes, etc)
* Video on Football/Bball screens

**COMMUNICATIONS TACTICS.**

Website

Students: Locate all information on wvu.edu/students

Faculty/Staff: Locate all information on Title IX site

Student Communication

Incorporate into Welcome Week (Freshmen)

Social Media (all students)

Training session for RAs, Student Presidents of Organizations, Greek Leaders, etc.

Talking Points for Faculty/Staff/Student Org leaders

Campus Conversations hosted by SGA

Parent Communication

Email Communication

Faculty/Alumni Communication

* + - Enews
    - Media Channels: DA, DP, Regional as measurements show success
    - WVU Magazine
    - Alumni emails
    - Campus Conversations
    - Prepare a Presentation to be used at Faculty meetings, dept meetings, etc.
    - One-page handout with key information and resource info

**TIMELINE.**

**June** Develop awareness campaign and reporting campaign ideas

Brainstorm ideas for videos (medical amnesty, faculty awareness, etc)

**July** Review ideas

Proceed with production

Determine assessment measurements needed

**August** 5 tactics ready to go by August 10

**Sept-Dec** Continued marketing of current tactics; introduce one new tactic a month