

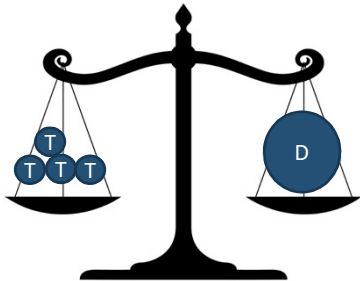


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WHY COMMUNICATION MATTERS



T9C in middle of competing obligations:

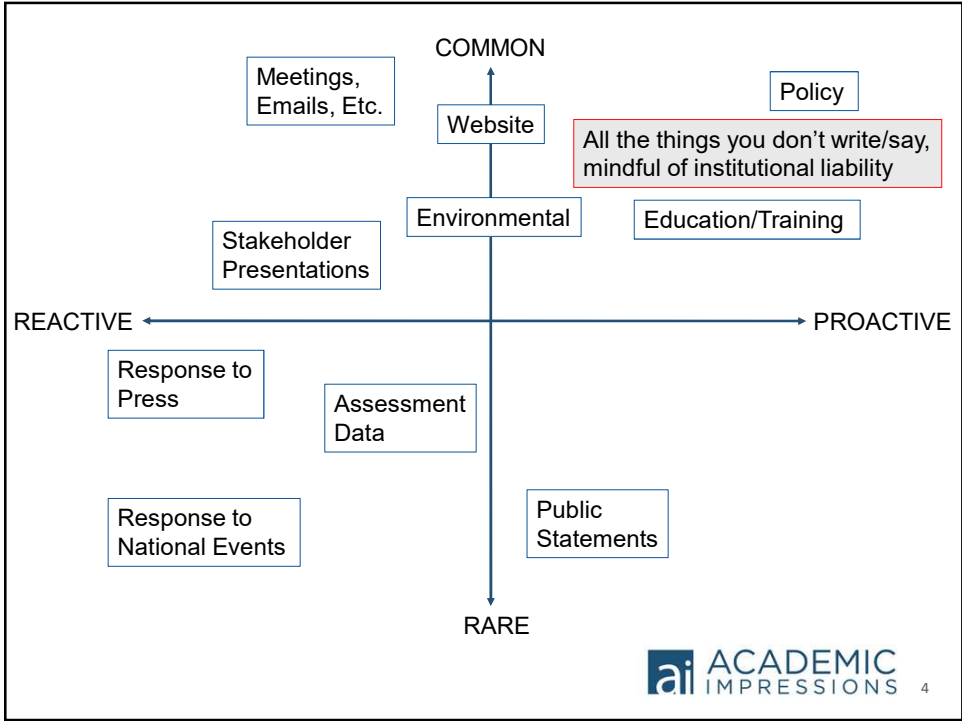
- Involved parties
- University community (students, employees, parents, etc.)
- University as an entity

Trust and Distrust (Makela and Shelton, 2012)

- Two separate ranges
- Trust = slow, gradual
- Distrust = rapid, persistent (20+yrs)



3



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LEGAL REQUIREMENTS

Confusing messaging from related laws:

- FERPA
- Clery Act (Timely Warnings, Emergency Notifications)
- Title IX Guidance (now)
- Title IX Regulation (soon)
- State Laws (vary)




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STRUCTURAL LENS: ENTERPRISE RISK MANAGEMENT

- **“Sexual assault/Title IX” ranks 2nd in top reputational risks over past three years** (behind “Campus climate”); also 2nd in top risks anticipated in the future (United Educators, 2017)
- Communication ideally addressed at an enterprise scale, with clear expectations, division of labor, and protocols understood at all levels of organization (board, top leadership, front line staff, etc.)
 - Identify, assess, and manage risks
 - Build resiliency to overcome (inevitable) risk events

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 **CHAT**

What are your major institutional/structural barriers to solid Title IX communications?

 **ai** ACADEMIC IMPRESSIONS 7

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EFFECTIVE STAKEHOLDER ENGAGEMENT



Provide honest, transparent, & accessible information


Custom delivery tailored to stakeholder needs and culture

Seek to understand what your stakeholders value; be curious, not judgmental


Provide feedback on how you have addressed & resolved their issues

Track and record your engagement over time; refresh before showing up


(Sustainet, 2019)

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 **CHAT**

What are some creative communication touchpoints that you have seen deployed to reach students, employees, parents, or others? (They can be Title IX-related or from other fields or industries.)

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 **FIGHT THE POWER**
(wait...that's you)

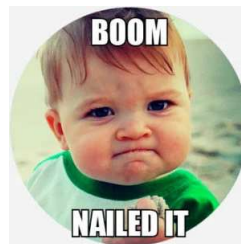
I AM THE MAN
and I'm fighting myself

BEWARE
WHAT YOU SHARE

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THE SAVVY TITLE IX COMMUNICATOR...



- Conveys **professionalism** and **competence**
- **Knows their audience** and does their homework
- Appreciates institutional **liability**
- Commits to **accessibility** and **inclusivity**
- Communicates with **INTEGRITY ALWAYS**



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ACTIVITY

CASE STUDY!

In small groups, you'll have the opportunity to offer your expertise by reviewing a case study that has caught your local newspaper's attention. You'll have the opportunity to discuss options for handling this matter and offering strategies to mitigate rumors and negative PR.



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?

QUESTIONS

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IMPRESSIONS 13

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