

Fall 2020

# MARKETING PLAN

Survivor Advocacy Services  
Center for Women and Gender Equity



THE UNIVERSITY OF TENNESSEE  
CHATTANOOGA  
Center for Women  
and Gender Equity

# ABOUT SURVIVOR ADVOCACY SERVICES

The work of Survivor Advocacy Services strives to reduce the impact of gender-based violence at UTC and in the community through advocacy to support survivors of relationship violence, sexual assault, stalking and sexual harassment.

Survivor Advocacy Services empowers survivors to make their own aftercare decisions and provides resources to navigate necessary accommodations. A survivor advocate can provide accompaniment to court and medical appointments and coordinate campus and housing accommodations to ensure the victim can return to a new normal.

In addition to its primary role, Survivor Advocacy Services has the opportunity to educate students, staff and faculty about the prevalence of gender-based violence and the culture and myths that perpetuate this type of violence.

## MAJOR INITIATIVES AND RESPONSIBILITIES

**These initiatives seek to transform the norms and reduce violence on campus and in the community, as well as create safer space for survivors of trauma.**

- Serve as a confidential resource for victims of gender-based violence
- Accompaniment of survivors to court and medical appointments
- Coordination of safe housing and safety planning survivors
- Facilitation of academic accommodations for survivors
- Leadership of the university's charge to create a culture of gender equity and inclusion
- Ensuring trauma-informed care
- Resources to help individuals respond to disclosures of trauma

The invaluable work from Survivor Advocacy Services is overseen by the Center for Women and Gender Equity. At the office's helm is Sara Peters, who has been Director since 2006. The Survivor Advocacy staff and leadership have directly influenced the tremendous progress in gender equity that UTC has garnered in the last few years. However, there is a lack of awareness and understanding about the important role that Survivor Advocacy Services plays on UTC campus. For Survivor Advocacy Services to be more widely recognized as the central resource for survivors, friends and family of survivors, and for reducing the impact of gender-based violence, its overall visibility must be raised, especially with regard to its communications.

## STRENGTHS & CHALLENGES

**The following is a summary of a small internal assessment of the office's strengths and challenges. Strengths and challenges will be used to inform and influence the messaging and tactics in this communication plan.**

### Strengths:

Strengths are defined here as the beneficial elements that can support the communications strategy and the execution of that strategy.

- **Inclusive language in communications** – Communication efforts are inclusive and strive for sensitivity.
- **Branding elements** – Recent efforts to improve visibility of Survivor Advocacy Services have inspired new branding elements, including logos, fonts and colors.
- **Strong, stable leadership** – The office is led by a well-informed Director whose knowledge and approachability make her a strong leader for the office.
- **Personnel/staff/team** – The staff of the Center for Women and Gender equity is crucial to the function and reputation of the office. Their dedication to survivors and gender equity should be recognized across the campus.
- **Survivor focused** – The office is committed to providing trauma-informed care to all survivors.
- **Knowledge base** – The office and its staff members have substantial knowledge about gender-based violence, trauma-informed care and rape culture.
- **Mission focused** – The office is focused on advocating for survivors. Decisions are shaped through the lens of supporting survivors.

## Challenges:

Challenges are defined here as possible issues or environments the office may face when implementing a communications plan.

- **Brand consistency** – Survivor Advocacy Services has launched a new brand, and the main public web presences do not yet use the new brand guidelines. To improve recognition, SAS must move toward getting on brand and should continue proactively planning for communications that meet brand standards.
- **Visibility of and knowledge about SAS** – Despite the Center for Women and Gender Equity's reach, much of the campus does not know the purpose, purview or function of the office.
- **Breadth of reach** – The sheer breadth of reach is both a strength and a challenge. How does SAS communicate and collaborate across so many channels? There are many target audiences that must be reached.
- **Rape culture** – Campus rape myths perpetuate rape culture that increases gender-based violence and threatens a survivor's post-trauma healing.
- **Expanded channels** – Communications is evolving rapidly. Survivor Advocacy Services must engage these channels in order to stay relevant and communicate with target audiences how they prefer to receive information. This includes making information and resources readily available and easily accessible on the website.
- **Competing efforts** – Other university offices with interest in survivor care take a siloed approach to communication. SAS will have to maneuver through these siloes as the campus advocate for survivors.
- **Communicating with a diverse student/faculty base** - Communications must look at reaching a diverse audience of faculty and students, with varying perceptions of survivor care.

## Opportunities:

With evolving campus culture and openness, Survivor Advocacy Services has new opportunity to advocate for survivors and with the support of more campus members. The office considers providing presentations for students and staff about gender-based violence. The office should consider collaborating with university departments to market and promote these presentations. Social media is an important tool and although it is being utilized by the Center for Women and Gender Equity, it is not being implemented to its full potential for survivor advocacy. The office should continue to focus on reducing the impact of trauma for survivors. This is an opportunity for messaging about helpful responses to disclosure of gender-based violence.

**Opportunities:**

As culture continues to change, Survivor Advocacy Services must remain careful and balanced in messaging. The office will continue to experience challenges in advocating for survivors. Additionally, evolving Title IX landscapes have the potential to change the roles and responsibilities of survivor advocates at any time.

Students are exposed to a plethora of messaging from popular media and peers that may contradict survivor advocacy messaging. Additionally, students receive communications from a number of other campus figures that compete for their attention. Many students find this communication overwhelming and may avoid all messaging.

# AUDIENCE ANALYSIS

Primary Audience	Secondary Audience	Other
Survivors Friends and family of survivors Victims	Current Students Current Faculty and Staff Department heads	Deans/academic leaders Alumni Local community

## Primary Audience



**Survivors**

**Desired Behaviors, Actions or Thoughts:**

- Feel empowered by SAS
- Knowledge of our office and tools available to them
- View SAS as a resource

**Current Mindset and Level of Engagement:**

- Think SAS is for recent trauma
- Understand SAS processes, but may feel they already made decisions
- General respect for SAS
- **High-level engagement**

**Barriers to Communication**

- Busyness
- Survivors are managing trauma

**Where They Access Information**

- Website
- Social media
- Peers

## Survivors

### Desired Behaviors, Actions or Thoughts:

- Feel believed by SAS
- Know what SAS does and what services it offers
- Communicate with our advocates
- Have a holistic view of university policies and activities regarding sexual misconduct

### Current Mindset and Level of Engagement:

- Don't know resources available
- Don't know SAS is a confidential resource
- Perception of being blamed leads to lack of effort to reach out
- **Low- to mid-level engagement**

### Barriers to Communication

- Victims are managing trauma
- SAS is not the first place they would look for information
- Fear of authority and perception of lack of power: "What difference will it make"

### Where They Access Information

- Website
- Title IX
- Faculty, staff
- Social media
- Flyers
- Peers



## Friends and Family

### Desired Behaviors, Actions or Thoughts:

- Know what SAS does and what services it offers
- Know what tools are available to them via SAS

### Current Mindset and Level of Engagement:

- Currently unaware of SAS
- Only come to SAS in extreme cases
- View our processes as having room for improvement
- Misperception that SAS is only for survivors
- **Unengaged**

### Barriers to Communication

- Lack of communication channels to reach non-UTC friends and family
- SAS is not the first place they would look for information
- More focused on survivor needs than individual needs

### Where They Access Information

- Phone calls
- Meetings
- Email
- Website

## Secondary Audience

### Current Staff or Faculty

#### Desired Behaviors, Actions or Thoughts:

- Understand the breadth and role of SAS
- Be receptive and open partners for trauma informed care
- View SAS as a resource
- Be advocates for survivors

#### Current Mindset and Level of Engagement:

- Personalities and viewpoints affect the level of engagement with SAS
- Looking for info specific to their discipline
- Feelings of concern for student survivors
- Misperception that SAS is only for students
- **Low-level engagement**

#### Barriers to Communication

- Have a lot of priorities and competing interests
- Lack of communication channels to reach faculty

#### Where They Access Information

- Calling WAGE
- Website
- Department heads
- Colleagues
- Meetings
- Memos

### Current Students

#### Desired Behaviors, Actions or Thoughts:

- Understand the cause of gender-based violence
- Challenge campus-based rape culture
- Know what a survivor advocate is
- Knowledge of our office and resources
- Awareness of SAS initiatives and events

#### Current Mindset and Level of Engagement:

- Personalities and viewpoints affect the level of engagement with SAS
- Attitudes range from victim-blaming to survivor supportive
- Currently unaware of SAS
- **Low-level engagement**

#### Barriers to Communication

- Oversaturation of messaging from university
- Not knowing where to go for information and not having a reason to want it

#### Where They Access Information

- Social media
- Website
- Class
- Peers



## Department Heads/Deans

### Desired Behaviors, Actions or Thoughts:

- Two-way communication with our office
- View SAS as a resource
- Be advocates for SAS
- Educate others in their colleges and unites about SAS services and processes
- Disseminate information from SAS to faculty

### Current Mindset and Level of Engagement:

- More knowledgeable about SAS than the average faculty

### Barriers to Communication

- Busyness
- Competing priorities
- More focused on department/college needs than university needs

### Where They Access Information

- In person
- Memos
- Meetings
- Website

# KEY MESSAGES

**Below are the key message points Survivor Advocacy Services should communicate through its messaging and communication vehicles. These central messages capture the essence and image of SAS. The supporting facts are specific points to provide factual support to bolster key messages. These facts are intended as prompts and should not be considered an exhaustive list.**



## AFFIRM

Survivor Advocacy Services recognize the pervasiveness of gender-based violence, seek to dispel common myths about gender-based violence and provide emotional support to survivors.

**Supporting fact:** Survivors often feel a lack of options for support and may be unaware of services in their community.

**Supporting fact:** SAS recognizes that one in four college women will be sexually assaulted during her time on campus.

**Supporting fact:** Survivor Advocacy Services understands that any person can suffer sexual assault or rape.

**Supporting fact:** 85 percent of sexual violence is committed by someone the victim knows.



**Supporting fact:** Gender-based violence type of violence committed by an offender who uses the assertion of power, control, and/or intimidation to harm another.

**Supporting fact:** Sexual assault can have psychological, emotional, social, and physical effects on a survivor.

**Supporting fact:** Survivor advocates listen without judgement. A victim of sexual assault is never responsible for the assault. No one ever “asks for” or “deserves to be” sexually assaulted.



## NAVIGATE

Survivor Advocacy Services provide information to survivors regarding Interim Measures, assist in coordinating Interim Measures for survivors and provide the survivors with referrals to community resources.

**Supporting fact:** Survivor Advocacy Services are free.

**Supporting fact:** The office provides confidential services to support survivors.

**Supporting fact:** SAS oversees many aspects of coordination of safe housing and safety planning.

**Supporting fact:** The office provides academic accommodations, providing direct support to survivors in their education at UTC.

**Supporting fact:** Survivor advocates offer medical and court accompaniment.



## EMPOWER

Survivor Advocacy Services utilize a survivor-centered approach to create a support network for survivors and focus on minimizing the trauma experienced by survivors in a sensitive and proficient manner.

**Supporting fact:** Rape culture and rape myths perpetuate gender-based violence. Survivor Advocacy Services seeks to transform culturally and socially reinforced norms that promote and maintain gender inequities and violence.

**Supporting fact:** We all handle trauma in different ways.

**Supporting fact:** Survivor advocacy services recognizes the importance of providing trauma-informed care and creating trauma-informed classrooms.

**Supporting fact:** When someone is a victim of sexual violence, it affects not only the survivor, but it can also affect people close to them.

**Supporting fact:** How you respond to the survivor telling you of their assault is critical and could positively or negatively impact them and their healing process.

**Supporting fact:** Survivor Advocacy Services recognizes that all aftercare decisions are the victims' to make.

# COMMUNICATION GOALS

## #1

**Increase knowledge about SAS, its role and the breadth of services it provides to survivors and students**

**Objective 1: Elevate university awareness of SAS**

**Tactic:** Update all materials to reflect new branding (i.e. lighthouse, colors, tagline)

**Priority:** High

**Metrics:** Completion

**Objective 2: Increase student, staff and faculty awareness of the SAS role at the university**

**Tactic:** Improve content, structure and branding of the SAS website

**Priority:** High

**Metrics:** Google analytics, User feedback

**Tactic:** Create an infographic representation of SAS responsibilities for print and web

**Priority:** High

**Metrics:** Google analytics for page usage

**Tactic:** Develop a one-page fact sheet about the office and its role within the university for web and print

**Priority:** Medium

**Metrics:** Adoption of messaging posts

**Tactic:** Create a "What's an advocate" video for distribution through the website and social media

**Priority:** Medium

**Metrics:** Number of posts

**Tactic:** Integrate SAS messaging into existing orientations for new faculty, staff and students

**Priority:** Medium

**Metrics:** Number of attendees

**Tactic:** Develop message points and an elevator pitch to ensure that all staff, interns and volunteers are sharing the same messaging

**Priority:** Medium

**Metrics:** Officewide adoption of messaging points

## #2

### **Evaluate, update and innovate communication assets and processes**

**Objective 1: Evaluate and update current communications assets, and bring them into alignment with the new Affirm, Empower, Navigate brand.**

**Tactic:** Bring SAS website into alignment with new brand

**Priority:** High

**Metrics:** Completion

**Tactic:** Evaluate any existing print assets -business cards, banners, handouts- and bring on brand

**Priority:** Medium

**Metrics:** Completion

**Tactic:** Consider adopting categories of SAS posts for consistency in messaging (i.e. "dear survivor,...")

**Priority:** Low

**Metrics:** Instagram analytics

**Objective 2: Identify, evaluate and implement strategic communication opportunities that will best serve SAS communication priorities**

**Tactic:** Evaluate social media presence and implement social media plan

**Priority:** Medium

**Metrics:** Instagram analytics, including engagement

**Tactic:** Create centralized portal for requesting presentations

**Priority:** Low

**Metrics:** Google analytics, user feedback

# #3

**Build and support the SAS image as the resource and advocate for survivors**

**Objective 1: Educate faculty about the variety and depth of resources SAS provides**

**Tactic:** Develop a strong presence for SAS (WAGE) at new faculty orientations and provide content handout for distribution)

**Priority:** Medium

**Metrics:** Completion

**Tactic:** Work with colleges to share resources directly with departments (i.e. presentations and handouts)

**Priority:** Medium

**Metrics:** Completion

**Tactic:** Promote presentation request page to faculty through department newsletters

**Priority:** Low

**Metrics:** Completion, Google Analytics

**Tactic:** Create resource handout for teachers on creating a trauma-informed classroom

**Priority:** Medium

**Metric:** Completion

**Objective 2: Educate students about the variety and depth of resources SAS provides**

**Tactic:** Incorporate SAS materials in new student orientation (i.e. consent presentation)

**Priority:** Medium

**Metrics:** Completion

**Tactic:** Include regular feature on Instagram about survivor resources

**Priority:** Medium

**Metrics:** Instagram analytics

**Tactic:** Develop outreach kit for campus events and fairs

**Priority:** Medium

**Metrics;** Completion, Number of materials given

### **Objective 3: Empower survivors to make their own choices for healing**

**Tactic:** Develop outreach kit for campus events and fairs

**Priority:** High

**Metrics:** Completion, Google analytics for page usage

**Tactic:** Create resource packet for survivors following initial consultation

**Priority:** High

**Metrics:** Completion

### **Objective 4: Improve organization of and access to survivor (and friends/family of survivor) resources to create a more seamless, user-friendly experience with SAS**

**Tactic:** Create a resource toolkit as part of the SAS website, making resources easier to access and navigate

**Priority:** Medium

**Metrics:** Google analytics

**Tactic:** Secure marketing URL provide an easier way to direct people right to the information they need, example: survivor.utc.edu

**Priority:** Medium

**Metrics:** Completion, Google analytics on URL

**Tactic:** Create a frequently asked questions (FAQs) page with relevant descriptions and definitions (example: mandatory reporter or limited confidentiality)

**Priority:** Medium

**Metrics:** Completion, Google analytics

**Tactic:** Create a "what to expect" page for website to inform students on what they can expect when meeting with a survivor advocate

**Priority:** High

**Metric:** Completion, Google analytics

## Objective 5: Help shift campus culture from victim-blaming through SAS communication

**Tactic:** Collect data on prevalent attitudes among UTC students and staff that reinforce rape culture

**Priority:** High

**Metrics:** Completion

**Tactic:** Create set of messages to counteract prevalent stigmas

**Priority:** Medium

**Metrics:** Completion

**Tactic:** Cycle survivor-supportive messages on Instagram

**Priority:** Medium

**Metrics:** Instagram analytics

**Tactic:** Develop presentation (for students, staff, classes) about gender-based violence

**Priority:** High

**Metric:** Number of attendees

