



It's On Us Local Organizing Program

Civic Nation
R2 2017-2018
\$20,000

Civic Nation in Washington, DC expanded the It's On Us Student Engagement Program that trains and educates peer leaders to bring the It's On Us message to their campuses. It's On Us is a national movement to change the culture around sexual assault. The campaign focuses on consent education, bystander intervention, and survivor support.

Communities

- Adults
- Men
- Students
- Women
- Youth/Adolescents/
Young Adult

System:

Colleges/Universities

Level:

National



Enhance Partnerships

Launched the Spring Week of Action and had over 200 colleges participate in April. They held their first ever Greek Day of Action to engage fraternities and sororities in our work.



Raise Awareness

It's On Us is a prominent awareness raising campaign in and of itself. It's On Us is a national movement to change the culture around sexual assault. The campaign focuses on consent education, bystander intervention, and survivor support.



Train & Educate

Held over a dozen webinars and conference calls in lieu of regional summits to increase training and education of our student leaders. They leveraged digital platforms in ways not previously thought possible, and co-hosted educational events with other partners in the field.



Measure Impact

In the process of conducting a survey of student organizers in an effort to evaluate the new program structure and plan for the 2018-2019 academic year.



Build Champions

The It's On Us (IOU) Campus Organizing Program includes 105 National Student Advisory Committee members, with students from 34 states as well as Washington D.C. The Campus Teams are comprised of 239 Campus Organizers, and includes representation from 44 states as well as Washington D.C.



Provide Resources

Better equipped regional advisors with the tools and knowledge to support peers within their regions. Also, the It's On Us website houses the pledge, tools and campaign resources for all audiences.

What's next:

It's On Us Campus Organizing Teams have a simple, universal structure that are easy to replicate and additional training via digital tools help ensure opportunities for more campuses.

Contact:

Tracey Vitchers, Executive Director
917-749-8763
tracey@civiction.org