

WMU Healthy Campus 2020 Action Plan

Priority Goal 3: Prevent violence among WMU students														
Objectives	Outcomes	2011	2013	2015	2017	2019	Target 2020	Measured Change	Items	Observations/ Major Changes	Strategies 2012-17	Progress 2012-17	Strategies 2018-20	Progress 2018-19
3A. Improve communication about sexual violence and related resources.	3A1. Increase the proportion of students who indicate receiving information on violence prevention from their institution.	33.4%	33.4%	41.5%	47.4%	45.6%	50.0%	37% change from 2011 to 2019 (improvement)	HC2020 ECP-7.3, NCHA item 2B9	Summer 2018: New requirements imposed for state-funding from Higher Ed Budget Review Committee; fall 2017 and fall 2018 WMU changed practice in academic holds for Everfi modules leading to lower completion rates	3A1-a. Disseminate WMU sexual misconduct policy to all students and employees (Title IX Committee). 3A1-b. Develop a consistent violence prevention message and campus-wide communication plan with student voice (CSAGP Grant Team).	3A1-a. Initially completed in January 2015. Created new Title IX Director position in Dec 2015. Campus resource guides in March 2016. New presentations for students and employees in 2016. Employee resource cards sent in Feb 2018. New online training strongly encouraged by university leaders in Spring 2018. Mandatory modules for Athletics Mar/Apr 2018. Administered climate survey 2016 & 2018. 3A1-b. Secured grant funding for 2018.	3A1-a. Continue to implement, track, and report. 3A1-b. Implement the student-led "We Choose" campaign utilizing grant funding. 3A1-c. Secure resources to expand prevention and education for students beyond their first year. 3A1-d. Continue to analyze and utilize climate survey data.	3A1-a. Link to sexual misconduct policy added to all WMU webpages; Policy included in Everfi modules; 100% of athletics staff and students completed online modules in 2018 and TED talk in 2019; Revised WMU policies for minors on campus and medical chaperones; offered new student conduct presentations to FYS; offered Title IX programs in Fall Welcome (Crawford, Clay, Bauer, Swartz, Allbee). 3A1-b. Launched campaign in fall 2018 with posters, videos, social media, buttons, stickers, and prize patrol (Crawford, Snow, Chenault, Robertson). 3A1-c. Secured grant funding for 2019 (Robertson, Chenault, Crawford). 3A1-d. Climate survey data shared with several groups; Title IX Committee made recommendations based on the results. Data used on "We Choose" posters (Crawford).
	3A2. Increase the proportion of students who indicate receiving information on sexual assault/relationship violence prevention from their institution.	50.5%	53.3%	59.3%	71.5%	78.5%	65.0%	55% change from 2011 to 2019 (improvement)	NCHA item 2B3					
3B. Increase help seeking behavior for sexual violence.	3B1. Increase the proportion of students who seek resources if they experience sexual violence.	N/A	N/A	65.8%	50.3%	51.8%	70.0%	21% change from 2015 to 2019 (regression)	tailored NCHA item		3B1-a. Include campus and off-campus resources in campus-wide communication plan in Strategy 3A1-b (CSAGP Grant Team).	Progress in 3A also applies to 3B. 3B1-a. Started developing campaign in Spring 2018.	3B1-a. Continue.	3B1-a. See progress above. (CSAGP Grant Team and Title IX Committee).

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3C. Empower our campus community to enhance safety.	3C1. Increase the proportion of students who indicate feeling very safe "on this campus" at night.	19.0%	22.2%	18.5%	23.7%	20.9%	27.0%	10% change from 2011 to 2019 (improvement)	HC2020 HCIVP-c, NCHA item 7B	Fall 2018: Overall decrease in student conduct violations potentially due to reduced Fall Welcome time (habit forming) and new fall break	3C-a. Develop, implement, and evaluate a campus-wide train-the-trainer program for Western H.E.R.O.E.S (HPE). <u>Broad Strategy.</u> Develop a Healthy Campus 2020 co-curriculum.	3C-a. Secured grant funding for 2017 and 2018; 54 new trainers at WMU and 3862 total trained HEROES thru May 2018. Expanded HEROES training with Intercollegiate Athletics and Fraternity and Sorority Life. <u>Broad Strategy.</u> Helped develop the Health & Wellness Pathway for WMU Signature.	3C-c. Continue using grant funding and secure permanent funding for bystander intervention. <u>3C-d.</u> Continue developing sustainable partnerships for training student sub-populations with increased risk factors. <u>Broad Strategy.</u> Continue.	3C-c. Increased to 70 total trainers at WMU and 4441 total trained HEROES thru June 2019; Secured grant funding for bystander intervention for 2019 (Chanault, Robertson, Crawford). <u>3C-d.</u> 40.5% of student-athletes completed bystander intervention training in 2018; Hockey team and several fraternities partnered with Gentlemen United (Chenault, Fox, Hernandez). <u>Broad Strategy.</u> Improved tracking process and increased number of events designated for Signature credit (Chenault).
	3C2. Increase participation in bystander intervention skills training.	N/A	1,098	2,351	3,313	5,070	10,000	goal is to add 1250 per yr = 8750 by 2019 (behind target)	WMU trainees 8/2012-11/2019					
	3C3. Increase awareness of the WMU bystander intervention program.	N/A	22.0%	31.1%	35.2%	46.8%	50.0%	113% change from 2013 to 2019 (improvement)	tailored NCHA item					

Percent change= ((y2-y1)/y1)*100

Developed 10/23/14; Updated 11/6/14, 1/27/15, 2/19/15, 3/19/15, 4/16/15, 6/25/15, 7/28/15, 8/25/15, 12/21/17, 2/22/18, 5/29/18, 12/13/18, 7/10/19,11/19/19

For questions about this action plan or data please contact the Director of Health Promotion and Education at 269-387-3263.

