Title IX Awareness and Engagement Platform

**Vision**

Build an effective platform for increasing awareness and engagement across the entire University community. Broadening and amplifying outreach to students, staff, and faculty to provide information using accessible and compliant language, and ensuring effectiveness across multiple digital touch points.

**Objectives**

1. Utilize comprehensive digital strategies to develop a centralized online platform to deliver audience-specific tools and information (consolidation of Title IX and ODR-Office for Dispute Resolution-websites).
2. Identify and create unified messaging strategies best suited for a robust digital platform including scripting, primary and secondary messaging development.
3. Ensure messaging is consistent with University Policy and Procedures and compliant with state/federal regulations.
4. Increase accessibility: develop messaging to improve understanding of technical vocabulary; translate key content into Spanish; remove time, place, and psychological barriers.
5. Develop secured site (Harvard Key access) for Title IX Coordinators; central repository for training content, online tutorial access, and guidance tools.
6. Develop secured site (Harvard Key access) for faculty; central repository for faculty primers and educational tools ready for use in the classroom.
7. Create secure public online complaint filing function.

**Key Performance Indicators**

1. Increase awareness and understanding of the University’s Policy and Procedures.
2. Easier access to resources and tools regarding gender discrimination for students, staff, and faculty (in both English and Spanish).
3. Reduce costs and provide more efficient methods for training and supporting network of 50+ Title IX Coordinators resulting in less turnover.
4. Increase in disclosures and formal complaints resulting in decreased reputational and legal risk.

**Guiding Principles**

Provide easily understood and compliant messaging and tools that reach disparate audiences.
Information presented is accurate, neutral, and sensitive.
Information presented in a manner to encourage use of multiple resources, amplify partner office messaging, and otherwise promote collaboration across the University.
All messaging is culturally competent and otherwise inclusive.
Promote positive developments while mitigating reputational damage to the University.
Ensure that anyone in the community who has had an experience is able to easily connect to someone with expertise and positioned to help.