

Cats4Consent: Final Report

Sexual Assault Awareness Month, April 2020
Peru State College

SAAM



CATS
4
CONSENT



Executive Summary

Cats4Consent: Final Report

Mid-March, 2020, Peru State College moved all classes to remote delivery due to the Corona Virus Pandemic. The planning committee for April 2020 sexual assault awareness month, decided to adapt their original plans to digitally engage students, staff, and faculty.

Through Zoom, phone, and email, the planning committee created "Cats4Consent," a campaign to support Sexual Assault Awareness Month.

The campaign yielded tens of thousands of social media impressions, high social media engagement, and our campus' best donation drive of the year.

SAAM Planning Committee

Chair: Susanne Williams, CATS

Eulanda Cade, Human Resources

Addison Gyhra, Student

Ted Harshbarger, Athletics

Stephanie Huddle, Criminal Justice

Laura Lippman, Theater

Maddy McPhillips, Student

Susan Moore, Art

Spencer Vogt, Athletics

Julia Zurek, Student

Step 1

Tell campus SAAM is Coming Soon

Covid challenged our ability to begin SAAM on April 1. It was important to let campus know that we were moving forward with SAAM plans.

April 9: “Coming Soon” graphic was posted on Twitter @pscbobcats and Facebook @perustatecollege (through Athletics)

April 10: “Coming Soon” graphic was emailed to all Peru State students, faculty, and staff (through campus communications)

Emails to students from Maddy McPhillips



Step 2

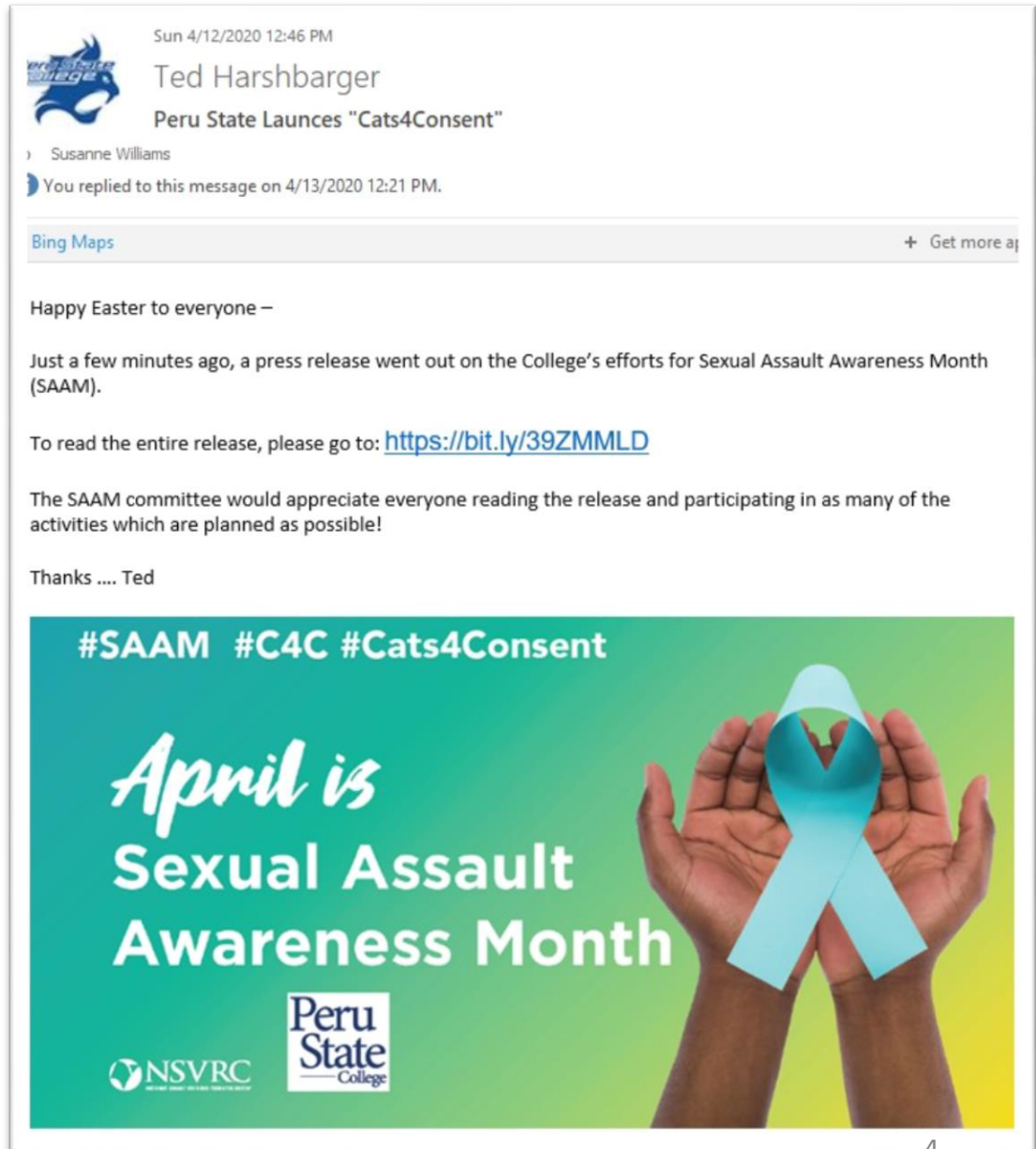
Inform the Media

April 12:


- Distribute news release to area media (through Athletics)
<https://bit.ly/39ZMMLD>
- Email campus community link to news release and SAAM activities
- Post image and story link to Facebook and Twitter

Four media outlets picked up our story

- <https://rivercountry.newschannelnebraska.com/story/41998581/peru-state-launches-cats4consent-month>
- <https://www.newschannelnebraska.com/story/41998581/peru-state-launches-cats4consent-month>
- <https://www.medioq.com/US/Nebraska-City/517088251739672/B103>
- https://www.athleticscanada.tv/gprofile.php?mgrouop_id=44064&do=news&news_id=602676



Sun 4/12/2020 12:46 PM

 Ted Harshbarger
Peru State Launces "Cats4Consent"

Susanne Williams

You replied to this message on 4/13/2020 12:21 PM.

Bing Maps + Get more ap

Happy Easter to everyone –

Just a few minutes ago, a press release went out on the College's efforts for Sexual Assault Awareness Month (SAAM).


To read the entire release, please go to: <https://bit.ly/39ZMMLD>



The SAAM committee would appreciate everyone reading the release and participating in as many of the activities which are planned as possible!

Thanks Ted

#SAAM #C4C #Cats4Consent

April is
Sexual Assault
Awareness Month



Step 3

Scheduled

Social Media Posts

The National Sexual Violence Resource Center provided graphics. We added Peru State Branding and used HootSuite for scheduled posts on Twitter @pscbobcats and Facebook @perustatecollege:

- April 20
- April 23
- April 28



Step 4

CHALK THE WALK

April 15-30: We shared messages of SAAM support through sidewalk art on campus. Students and staff posted the art they created on the sidewalks in front of their homes.

Posts were shared and retweeted on Twitter and Facebook with hashtags #Cats4Consent #SAAM #C4C.

Participants challenged each other to participate.

CHALK THE WALK

April is Sexual Assault Awareness Month

Go outside. Get creative.

Share a message of support.



Cats4Consent
SAAM
April 2020

SHARE YOUR PHOTOS

#Cats4Consent

#SAAM

#C4C



Step 5

WALK IT – TALK IT

April 15-23, Peru State students Maddy McPhillips and Ethan Arnold gathered video and photos of students, faculty, and staff with their sidewalk chalk art and teal shoes to demonstrate SAAM support. Walk it – Talk it became the digital version of our annual Walk A Mile In Her Shoes event.



WALK IT - TALK IT

April is Sexual Assault Awareness Month

**Find a pair of heels and
show us your best strut!**

This is a digital version of our annual "Walk A Mile In Her Shoes"

**Cats4Consent
SAAM
April 2020**

SHARE YOUR VIDEOS
#Cats4Consent
#SAAM
#C4C

Step 6

WEAR TEAL

April 22: Everyone was encouraged to help turn social media teal — the color of sexual assault awareness and prevention — by sharing a teal selfie. Wearing teal serves as a conversation-starter for important issues like consent, respect, and supporting survivors.

WEAR TEAL

April is Sexual Assault Awareness Month

Show your support and wear teal April 22

SHARE YOUR PHOTOS

#Cats4Consent

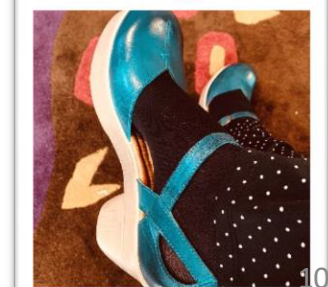
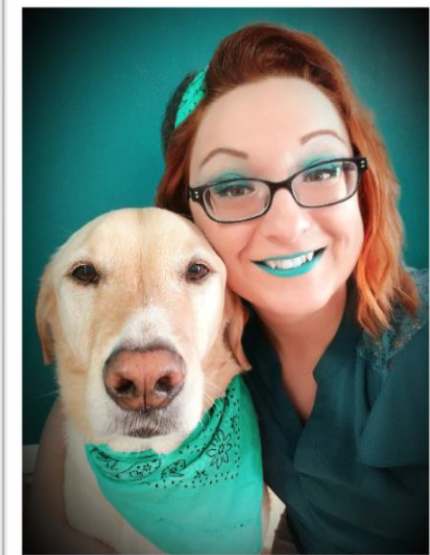
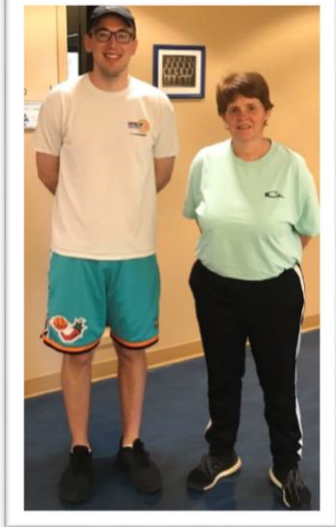
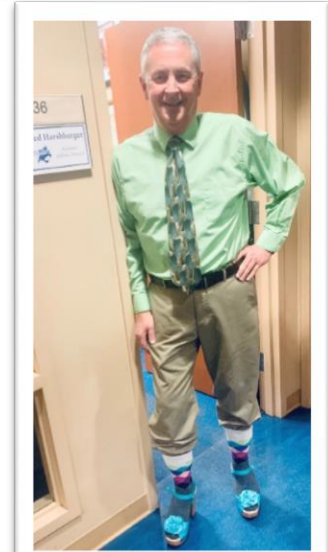
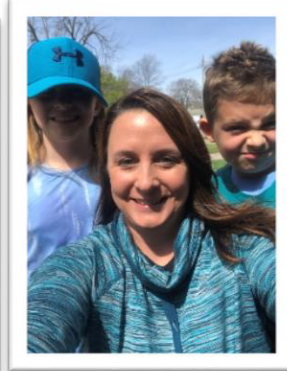
#SAAM

#C4C



Cats4Consent
SAAM
April 2020


“ I wear teal to show my support
for #SAAM. #cats4consent



Step 7

WEAR DENIM

For a Cause

The SAAM planning committee coordinated with the Peru State College Professional Staff Association and their monthly Casual Day. Staff were encouraged to show support for SAAM by wearing jeans twice in April, and to donate items to benefit Project Response (detergent, dish soap, diaper wipes, toilet paper, shampoo, etc.)

- April 3: Casual Day
- April 29: National Denim Day

WEAR DENIM

April is Sexual Assault Awareness Month

**Show your support by participating in
National Denim Day April 29**

SHARE YOUR PHOTOS
#Cats4Consent
#SAAM
#C4C

**Cats4Consent
SAAM
April 2020**

Results



Video Release 1: Peru State College Staff Support SAAM

Produced by Ethan Arnold

Directed by Maddy McPhillips

232

Views

as of May 9, 2020

<https://www.youtube.com/watch?v=9hdN635Y&feature=youtu.be>

Video Release 2: Bobcat Athletics Support SAAM

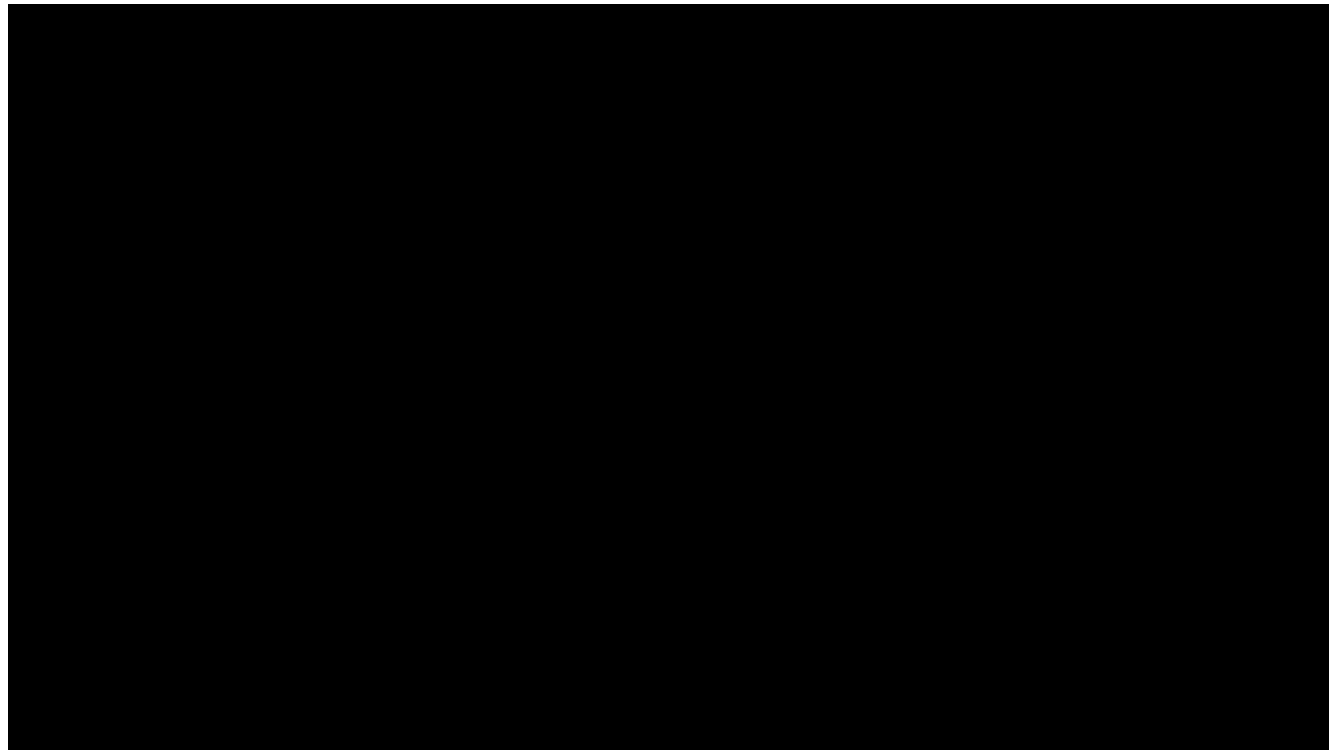
Produced by Ethan Arnold

Directed by Maddy McPhillips

500

Views

as of May 9, 2020



<https://www.youtube.com/watch?v= ulnVZFoKxE&feature=youtu.be>



Facebook

(as of May 4, 2020)

19,548

Total Reach

The number people who saw the content

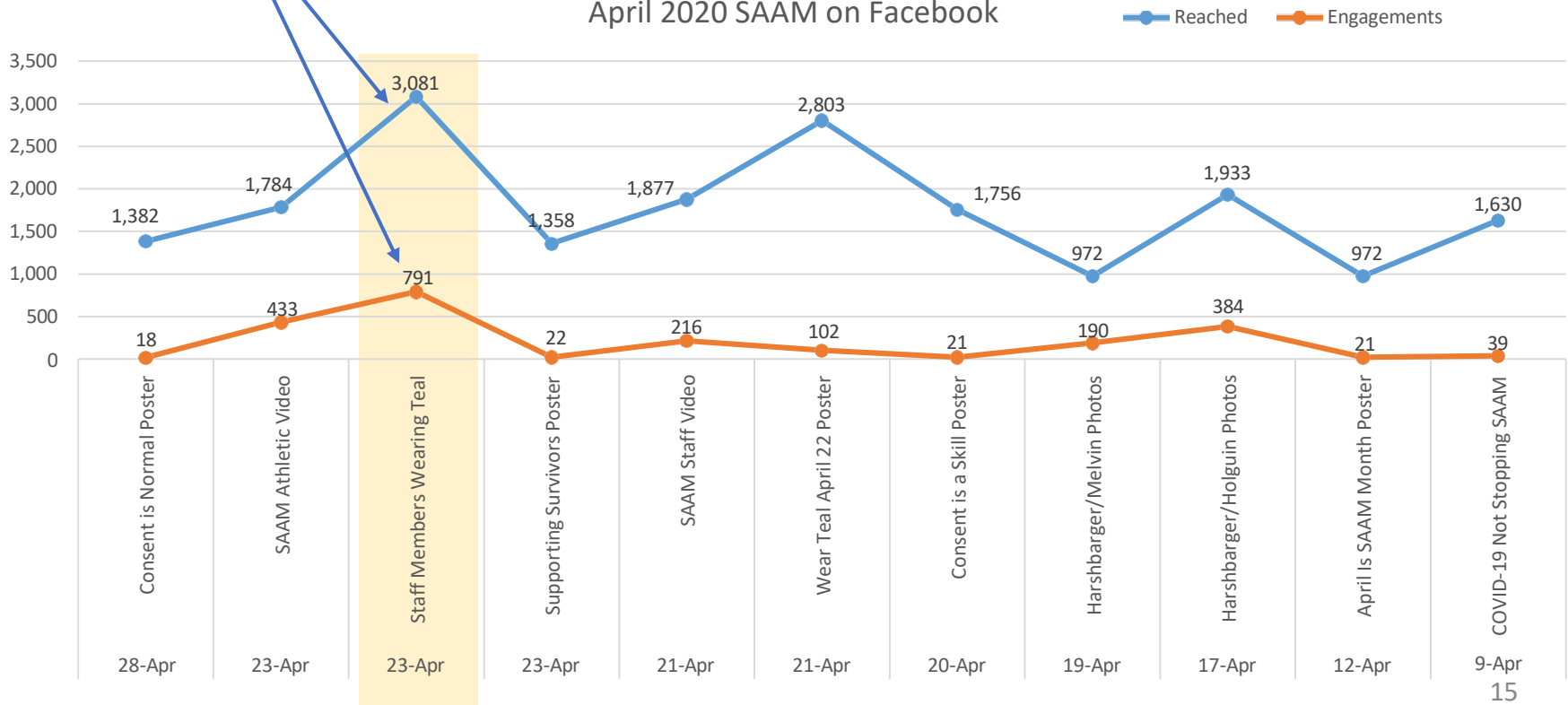
11%

Average Engagement

The number of comments, shares, likes, etc.

Best performing post with 26% Engagement

April 2020 SAAM on Facebook





Twitter

(as of May 4, 2020)

Best performing post with 19% Engagement

April 2020 SAAM on Twitter

69,625

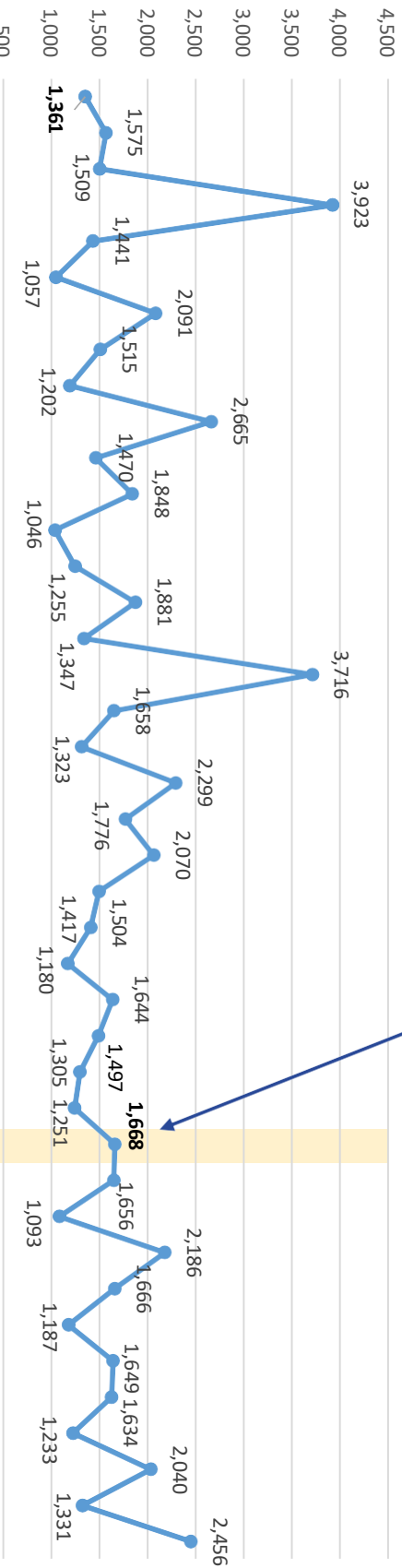
Impressions

The number tweets appear in timelines

2.98%

Average Engagement

The number retweets, comments, likes, etc.



0

500

1,000

1,500

2,000

2,500

3,000

3,500

4,000

4,500

Apr 23 - SAAM Athletic Video
 Apr 23 - Retweet SAAM Athletic Video
 Apr 23 - Photos of Wearing Teal
 Apr 23 - More Wearing Teal photos
 Apr 22 - Addie Wearing Teal Retweet
 Apr 22 - Retweet of Jazdia Chalk Art
 Apr 22 - Retweet of Maddy wearing teal
 Apr 22 - Retweet of Jamie Eberly
 Apr 22 - Retweet of WBB Coaches
 Apr 22 - Retweet of FB Chalk Art
 Apr 22 - Retweet of Brad Chalk Art
 Apr 22 - Retweet of Tanner Chalk Art
 Apr 22 - Retweet of Williams Shoes
 Apr 21 - Retweet of SAAM Staff Video
 Apr 21 - Retweet of SAAM Staff Video
 Apr 21 - SAAM Staff Video
 Apr 21 - Retweet of Wear Teal Poster
 Apr 20 - Retweet of Coach Cole Art
 Apr 19 - Retweet of Dawson Art
 Apr 19 - Retweet of Jaxson Art
 Apr 19 - Retweet of McKenzie Art
 Apr 19 - Retweet Harsh/Melvin Art
 Apr 17 - Tweet Harshbarger/Melvin
 Apr 17 - Retweet of Williams Art
 Apr 17 - 2nd Retweet of PASA Challenge
 Apr 17 - 1st Retweet of PASA Challenge
 Apr 17 - Retweet of Julia PASA Challenge
 Apr 17 - 2nd Retweet of Ted/Darlene
 Apr 17 - 1st Retweet of Ted/Darlene
 Apr 17 - Ted/Darlene Snow Work
 Apr 15 - Retweet of Albury Challenge
 Apr 15 - Retweet of Williams Tweet
 Apr 15 - Retweet of Ian Work
 Apr 15 - Retweet of Tyra Work
 Apr 15 - Retweet of Addie Work
 Apr 15 - Retweet of Eberly work
 Apr 15 - 2nd Retweet Maddy/Trey work
 Apr 15 - 1st Retweet Maddy/Trey work
 Apr 12 - Retweet of SAAM Kickoff
 Apr 9 - Retweet of CATS4Consent
 Apr 9 - Tweet of CATS4Consent Soon

Professional Staff Casual Days Collection

139

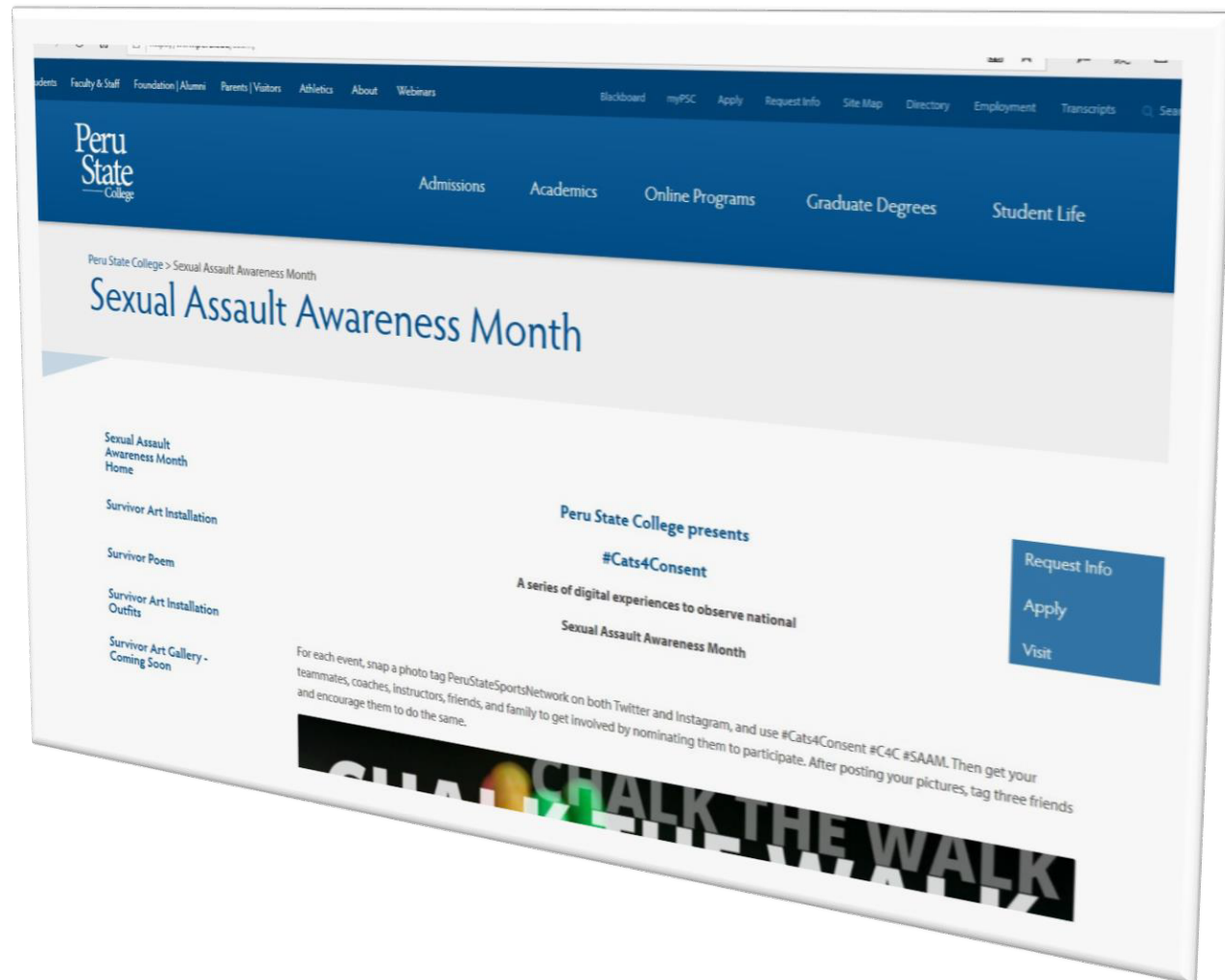
Items were collected for and
delivered to
Project Response



This was the Staff
Association's
**largest
donation
project**
of the year.

SAAM Website and Digital Art Exhibit

The committee intended to create a Digital Art Exhibit titled “What were you wearing,” to showcase student artwork responding to survivor statements. We weren’t able to fully bring this project to life, but will do so for SAAM 2021.



I SEE YOU.

I HEAR YOU.

I SUPPORT YOU.

I BELIEVE YOU.

♡c4c

THANK YOU!



Thank you to everyone who participated in Peru State College's 2020 SAAM Cats4Consent Campaign.

Special thanks to Ted Harshbarger for enthusiastically managing our social media posts and making the Ebay purchase of our teal shoes.