

# Building Campus/District Buy In

**TITLE IX**  
**UNIVERSITY**  
PRESENTED BY INSTITUTIONAL COMPLIANCE SOLUTIONS





# About Us

---

## OUR MISSION

To provide the best Care and Support for our clients, Community Partners, employees, contractors, collaborators, vendors, and all others who encounter our company.

## GOAL

To assist schools and districts in providing a safe and healthy learning and working environment for students, faculty and staff.



# ICS SPECIALISTS



**Betsy Smith**  
Chief Innovation Officer



**Courtney Bullard**  
CEO



**Celeste Bradley**  
Chief Solutions Officer



**Tawny Alonzo**  
Title IX & Equity Specialist



**Brittany Gates**  
Title IX & Equity Specialist



**Amy Buck**  
Senior Title IX & Equity  
Specialist/Attorney



**Lindsay Hatzis**  
Title IX & Equity Specialist/Attorney



**Michaela Bland**  
Title IX & Equity Specialist/Attorney



**Erica D'Agostino**  
Title IX & Equity Specialist



# BEFORE WE GET STARTED...

- ✓ Not legal advice
- ✓ Materials
- ✓ Questions
- ✓ Breaks
- ✓ Recording

# What is Campus/District Buy-in?

Merriam Webster Dictionary Definition:  
acceptance of and willingness to actively support and participate in something

Effective buy-in is more than just passive agreement - it moves people to action!



**Who is responsible for  
Campus/District Buy-in?**  
***Everyone!***





# Who is Responsible for Campus/District Buy-in?



**Students**



**Parents**



**Teachers  
& Staff**



**Community  
Members**



# Why Campus/District Buy-in Matters

When we all work together, we can make impactful and positive change

Maximization of strengths

Safety and Support

Domino Effect

ACCESS

## Practical Takeaway:

What's your "elevator speech?" How would you explain to someone in 1-2 minutes why this work matters to you?



# Acknowledging the Difference between K-12 & HE

## *Factors to Consider*

-  Age
-  Campus Size
-  Teaching Environment
-  On Campus Living
-  Different Requirements under Title IX

**Tailor to  
meet the  
unique needs  
of your  
district or  
campus!**



# CHALLENGES AND BARRIERS TO CAMPUS/DISTRICT BUY-IN

## TIME

- To build buy-in
- To engage in other roles such as Title IX

## RESOURCES

- People wearing too many hats already
- No monetary incentives to offer

## MISINFORMATION / MISCONCEPTIONS

- What am I being asked to do?
- Confusing campus narratives

## FEAR

- “What if I screw it up?”
- “This isn’t my area of expertise.”

## MISSING THE “WHY”

- People move toward things that matter to them!



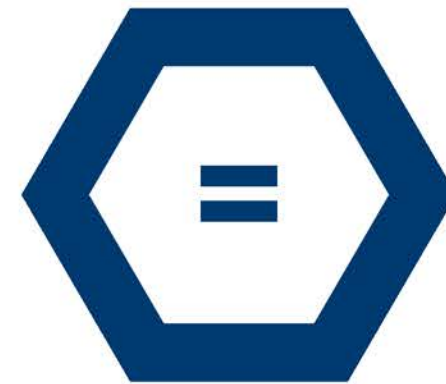
**Understanding**



**Participation**



**Support & Relationships**



**Campus Buy-In!**



# Understanding: The Importance of Education

- **Why Title IX Education Matters?**

- Demystifies the topic
- Allows others to see where their strengths might fit
- Highlights areas of need
- Enhances transparency
- Promotes shared vision

- **What Do I Educate On?**

- What is Title IX?
- Grievance Process
- Role of Support
- Key Roles in Title IX (in general and that you need)
- Goals of Title IX & Access



# Education Geared to the Audience

- Know your Audience
  - What's important to them?
  - What stands out about their group/role on campus already?
  - How do you speak the language of their values and connect it back to your values in Title IX?
- Cannot be a one-size-fits-all approach
- Students and Employees may need to hear different things

## Practical Takeaway:

- **Start by making a list of key groups/people on campus.**
- **Decide what role(s) they could play in prevention/response.**
- **Schedule a first meeting!**



# Understanding: Identifying Trends

*Not only do we want to educate others, but we also want to educate ourselves!*

**Key Question: What can we learn from the data?**

- **Barriers**
- **Best Way to Communicate with Students/Staff**
- **Potential Prevention Efforts**



# Participation: Bystander Intervention

## *What is Bystander Intervention?*

- Effective approach to sexual assault prevention
- Recognizing a potentially harmful situation and responding in a way to positively affect the outcome
- Anyone can be an active bystander!





# The Hook to Buy-In Participation

## Reminder:

People often do  
not help because  
they do not know  
how to help!

This is a skill set  
that allows  
others to find a  
tangible way to  
get involved



# The 5 D's of Bystander Intervention

➡ **DISTRACT**

➡ **DIRECT**

➡ **DELEGATE**

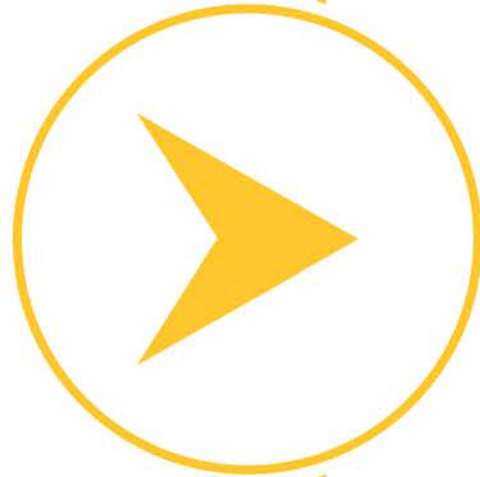
➡ **DELAY**

➡ **DOCUMENT**

**If you see  
something, say  
something!**



# **TEACHING BYSTANDER INTERVENTION (TO K-12 STUDENTS)**

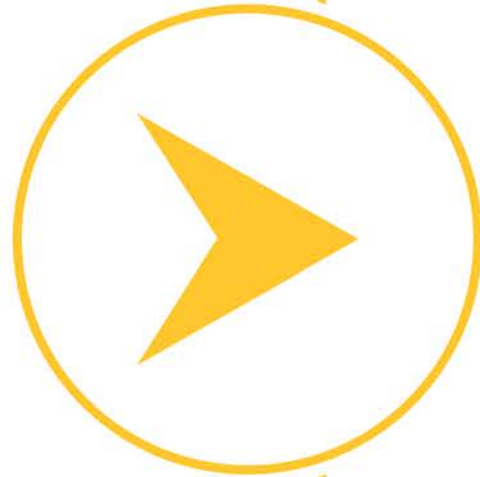


**You are a fifth grade student. You walk into the bathroom and notice that Student A is being blocked from moving by Student B. Student B has Student A held between their body and the sink. Student B is making motions into Student A, and Student A does not seem to like what's happening.**

## **WHAT CAN YOU DO?**



# **TEACHING BYSTANDER INTERVENTION (HIGHER ED)**



**You are at a party on-campus. You see a male and a female verbally arguing in the corner of the room. You observe the female shove the male in the chest, throw her drink in his face, and storm off.**

## **WHAT DO YOU DO?**



# TEACHING BYSTANDER INTERVENTION (EMPLOYEES)



**You are in the break room and overhear a male employee making sexualized comments to a female employee who looks visibly uncomfortable and leaves the room soon**

**after. The comments you heard are:**

***“Your body looks good in those clothes.”***

***“I could get used to running into you.”***

## **WHAT DO YOU DO?**



# Support & Relationships: Celebrate the Successes

*Celebrate the small & big victories*



**Appreciation  
at a Meeting**



**Small Notes**



**Gift of  
Gratitude**



# But Also...

*be there for the hard days*

---





# Support & Relationships: Connect

- Building relationships builds trust and builds mutual investment
- May feel like we have conflicting goals, but when we have healthy conversations, we can see that we are all there for the same goals
- The value of active listening
- Importance of building connection outside of the crisis



# **SUPPORT & RELATIONSHIPS: CONNECT**

## *IDEAS FOR CONNECTING:*



**Be Available for Questions & Follow-up**



**Carve out time to discuss shared vision & goals**



**Host a focus group with students**



**Go for Coffee**





# **Remember Your Why**

**When we all work together,  
we can make impactful and  
positive change**

**Maximization of  
strengths**

**Safety and Support**

**Domino Effect**

**ACCESS**



We're All In  
This  
Together!



Video unavailable

[Watch on YouTube](#)







**YOU'VE  
GOT THIS!**



**TITLE IX**  
**UNIVERSITY**

PRESENTED BY INSTITUTIONAL COMPLIANCE SOLUTIONS





**TITLE IX**  
**UNIVERSITY**

PRESENTED BY INSTITUTIONAL COMPLIANCE SOLUTIONS