

The University of Arizona  
Parents and Family Programs  
Parents & Family Association Grant Proposal

Dean of Students Office  
A Student Safety Campaign: How to be a Safe Cat

Respectfully Submitted by  
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not listed because of direct line of supervision to Parents & Family Association)

UA Foundation Account #02.11010.0311

## **Overview**

The Dean of Students Office is proud to be the educators of UA students in the areas of community standards, academic integrity, health and safety protocols and judicial affairs resources. We ensure that all students have a voice in campus affairs by connecting with and advocating for student leaders and organizations. Transfer student resources are housed with the Dean of Students Office, as are the general counsel and referral resources provided by the UA Facilitators, and the newly appointed position of Director for LGBTQ services. Our office provides leadership across the institution around the issues of safe student behavior, whether that is disruptive or threatening, or a student in distress.

## **Abstract**

The Dean of Students Office will establish a student advisory board to bring a variety of campus partners together to collaborate about ways to heighten awareness among students around safety-related issues. We are proposing that the Parents & Family Association grant seed money to provide this board with the marketing tools necessary to educate students about several issues, including but not limited to:

- how alcohol use impacts their ability to practice safe behavior,
- online safety and issues of privacy and stalking,
- what to do when their friends exhibits signs of being distressed or even suicidal,
- safe spring breaks,
- how to be a responsible neighbor while living in the Tucson community.

Objectives for this type of marketing campaign would be two-fold: to keep safety at the "top of the mind" of all UA students, and to increase awareness of the institutional resources available to them.

This board will be embedded with Associated Students of the University of Arizona (ASUA student government) programs and services area and will use an existing group, the Student Health Advisory Committee (SHAC), as a model for its composition and mission. SHAC serves as a liaison between the students and Campus Health, and its members participate in organizing health promotion and prevention activities held regularly throughout the academic year. The committee also contributes to student health policy through its involvement with faculty committees and nationally recognized health campaigns.

Through participation with the ASUA Executive and Administrative Vice Presidents, the Dean of Students Office will work to have this group adopted into the ASUA by-laws, thereby becoming the leading body to spearhead a permanent, systematic outreach effort communicating safety messaging with a student voice. Funding of this proposal would give this newly formed board the resources needed to market messages to the entire UA student body.

## **Narrative**

Just one student death is a tragedy, regardless of the circumstances. When this school year began with two student deaths in the span of 10 days, the campus community was sent reeling. A time that is usually filled with hope and promise was instead, for some students, filled with despair and grief.

Nevertheless, staff from all over the Student Affairs division responded professionally and compassionately to affected students and parents. In the Dean of Students Office alone, staff members made over 700 phone calls and e-mails to concerned family members. Hundreds of emails from individuals were sent timely responses, and through existing PFA electronic communication systems, updated notices on the situations were provided to literally thousands of UA parents. DOS staff assisted over 100 students touched by the events in various ways: making contact with their faculty, coordinating support by directing them to appropriate resources such as counseling and even directing student employees to human resources' Life and Work Connections group.

While we are proud of our response and have received positive feedback, we appeal to the PFA Grants Committee to provide us with resources that will allow us to be more proactive in areas around the issue of student safety, rather than the reactive mode that current funding restricts us to.

The Dean of Students Office understands UA students – perhaps more so than any other area of campus – through our work with a variety of groups such as the Campus and Community Relations Committee, University of Arizona Police Department (UAPD), Counseling and Psychological Services (CAPS), Residence Life, student clubs and organizations, and student government. We regularly conduct formal research on the UA student experience, and Campus Climate Surveys tell us that while students overwhelmingly feel safe on campus during the day (96%), only 39% feel safe on campus after dark. We know that keeping students safe helps not only their physical well-being, but also impacts their ability to learn and achieve academically.

We know from experience (as undoubtedly most parents do!) that communicating effectively to undergraduate students means not preaching. It means using creative messaging, across a variety of media, in a voice unique to them. Involving students in the safety education process by creating a special group devoted to this issue will go a long way in this endeavor. The most successful campus initiatives come from students themselves. Their input on website development, marketing and branding is valued, and essential to the success of any educational safety campaign.

Campus Health's Promotion and Preventive Services use of normative messaging through an extensive poster campaign is very recognizable to students. Using this method around the issue of alcohol has reduced risky behaviors and increased awareness of the issue among UA students.

Appropriate Student Affairs staff will be represented on this safety advisory board, with invitations for participation extended to other groups concerned about safety such as

UAPD, Oasis (program for sexual assault and relationship violence), CAPS, Residence Life, and DOS. With this representation, the likelihood of duplication of messaging or programming would be avoided, and opportunities for collaboration would be maximized. One example of potential collaboration is the Happy Hour Safety Fair, currently put on by a variety of campus partners every March on the mall.

Every effort will be made to identify interested parties and convene this board at least once before the end of the fall semester. Should this proposal be approved, once the board is established, it is our goal to have the board use this seed money to develop a comprehensive program able to launch in February. (Because of their complex production, video messages may have to be phased in for implementation and viewing in residence halls for the 2008 fall semester. Incorporation of videos would also enable online availability, so that messaging is available around the clock, in a format where students have a high degree of comfort and familiarity.) Messages would be timed strategically: before spring break, during October and March when stress levels are high because of mid-term exams, at the beginning of school in August.

Approval of this grant proposal by PFA would provide the resources to communicate safety messages to students in creative ways, in places where they congregate and are ready to listen. When students are involved with projects, they craft a message that will resonate with their peers, and they generate excitement around the idea. Embedding an advisory group within the existing organizational structure of ASUA ensures that an emphasis on safety isn't transitory. We are confident this will arm students with the information and tools we know they need to keep them safe.

**Itemized Budget**

2,000 posters	\$3,000
Production of two sets of 1,000 11 X 17 posters, each with a unique design; printing costs for each = \$1,000. Graphic design and print management for each design = \$500.	
Posters will be distributed all over campus: in Student Union, Campus Recreation Center, residence halls, cultural resource centers, Greek houses, on Cat Tran shuttles	
Arizona Daily Wildcat ads	\$400
Eight ¼ page ads (twice a month, January through April). Through the Wildcat's Public Service Advertising Partnership, a program where they match funds, \$97 for every two ads)	
Video production	\$3,000
1:30 – 1:40 in length for teasers to run in Gallagher Theater in the Student Union and in residence halls = \$2,000	
Additional production cost to modify for different messages = \$1,000	
<b>Total:</b>	<b>\$6,400</b>
<b>Amount requested from Parents &amp; Family Association</b>	<b>\$6,400</b>

**How desired outcomes will be measured / assessed**

Potential methods include partnering with Residence Life staff to survey freshmen in the residence halls. We would also explore the possibility of an academic partnership around assessing various focus groups to determine if awareness around safety-related issues has been impacted by the campaign.

**Recognition for Parents & Family Association and Parents and Family Programs:**

If this proposal is accepted, the Dean of Students Office will build in recognition of the Parents & Family Association and its support. Any printed material would include the PFA logo (posters, banners, Wildcat advertising), as well as all appropriate websites including the Dean of Students Office, ASUA, and the Student Affairs division.