

**Ferris State University**  
**Faculty and Staff Diversity Mini-Grant Application**

**I. Identification**

Name of Primary Applicant : Kristin Norton

Members of Team: Renee Douglas, MA, LLP – Personal Counseling Center

Kristin Norton – Director of the Office of Student  
Conduct

Nicholas Campau – Coordinator of Student Life

Michael Wade- Office of Multicultural Student Services

Department or Unit: Committee on Sexual Assault (COSA)

Campus Address: 1019 Campus Drive, 2<sup>nd</sup> Floor, Birkam Health

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**II. Event Title (25 words or less)**

Sexual and Relationship Violence Awareness Week: Shattering the Silence

**III. Specific core value, strategic initiative, or goal related to diversity that the event will address. (See the University Strategic Plan and the Diversity Plan)**

Core Values:

- Diversity – by providing a campus which is supportive, safe, and welcoming, Ferris embraces a diversity of ideas, beliefs, and cultures.
- Ethical Community – Ferris recognizes the inherent dignity of each member of the University community and treats everyone with respect. Our actions are guided by fairness, honesty, and integrity.

Diversity Plan Strategic Goals:

1. Create a University that is welcoming to a diverse population
4. Create environments for student learning that are inclusive of and sensitive to a diverse student population

University Strategic Plan:

Goal 2: Develop a University community where all are valued, welcomed, and informed.

Goal 5: Foster collaborative internal and external working relationships.

**IV. Abstract (150-200 word, use additional paper if necessary). If the application is approved the abstract will be posted on the Diversity and Inclusion Office website.**

Angela Rose's decade of work on the issue of sexual violence has made her a highly-respected, engaging speaker and expert on sexual assault and violence prevention. She is also widely recognized as an advocate for survivor empowerment. Angela's efforts have been profiled by CNN, *The Today Show*, *TIME Magazine*, *The Montel Williams Show*, *The John Walsh Show*, *CosmoGirl*, *Girl's Life* magazine and in newspapers nationwide.

In addition to welcoming this renowned speaker, the Committee on Sexual Assault has devoted this entire week in April to raising awareness of sexual and relationship violence. The White Ribbon Campaign, including "These Hands Are Not For Hurting" project, will occur to allow students to invest in and take a stand against these issues.

**V. Event Narrative (up to 4 pages single-spaced)**

- a. The conceptual framework that explains how the event will augment Ferris's long-term commitment to diversity and inclusion.

Sexual violence is a difficult and emotional issue to address, but one that a University community has an obligation to confront. Many members of the Ferris community have been affected by sexual or relationship violence themselves or know someone who has. Despite great effort in many arenas, victims still are blamed in court systems, stigmatized, and re-victimized. Much more needs to be done to bring awareness to this issue and to create change in our community.

Angela Rose, a victim herself, speaks to victim empowerment and community awareness in the effort to create education and action surrounding these issues. She address the myths and dangers of sexual violence both from strangers and those that we know and trust and discusses the role alcohol plays in sexual violence.

The White Ribbon Campaign, in its second year, will help educate the men of our community about all forms of violence against women. It allows for men to reflect on their own choices, the role they can play in preventing relationship violence, and help them understand the impact that violence has on women. It is our goal to help both men and women understand through this campaign that sexual and relationship violence is not just a "women's issue".

"These Hand Are Not For Hurting" is a public display of commitment. It allows for our community members, men and women alike, to declare and demonstrate that they will not be commit an act of violence against another person or tolerate those that do. Our goal is to help students to feel empowered to make a difference, own and speak out against this issue, and reflect on their own relationships and choices.

b. The goals and intended outcome(s) of the event.

Goals:

- Raise public awareness of sexual and relationship violence issues
- Challenge the belief that sexual and relationship violence is only a women's issue
- Allow students the opportunity to become invested in the issue
- Educate students, especially males, regarding how they can make a difference regarding these issues in our community and throughout their lifetimes
- Show support to survivors and demonstrate that our community does not tolerate violence
- Provide tangible tips on how to be a supportive friend and partner as well as offer tools and resource to have ongoing education on the campus and in the community
- Educate the campus community about resources available to victims of violence

Outcomes:

- Inclusion. *Inclusion is involvement and empowerment, where the inherent worth and dignity of all people are recognized. An inclusive university promotes and sustains a sense of belonging; it values and practices respect for the talents, beliefs, backgrounds, and ways of living of its members.*
- Dealing with Intolerance. *The freedom of expression and open exchange of ideas is a vital part of University life; however, the University will not tolerate behaviors that threaten the well-being of its members. The University opposes any actions that harass, discriminate, or otherwise create a hostile environment for students, faculty, and staff.*

c. A statement on how the event relates to the curriculum or a specific discipline, if appropriate.

Not applicable

d. Timeline

Sexual Violence Awareness Week: April 18-22, 2011

During the week of April 18-22, the Committee on Sexual Assault has a number of activities planned to promote awareness of and increase community investment in issues of sexual and relationship violence.

Sunday, April 17: Tie white ribbons on trees in Campus Quad and in various locations on campus and distribute "ready to print" bulletin boards to Hall Directors to distribute to RAs

Monday, April 18: Host information tables in the IRC lobby, SRC lobby, Rankin Atrium from 10:00am-12:30pm

Tuesday, April 19: Host information tables in the IRC lobby, SRC lobby, Rankin Atrium from 10:00am-12:30pm AND make banners in the Quad. Community members will dip their hands in paint and then press the imprint onto the sheets that read "These Hands Are Not For Hurting". Sharpie markers will be provided so participants can sign their name by their hand.

Wednesday, April 20: Host information tables in the IRC lobby, SRC lobby, Rankin Atrium from 10:00am-12:30pm AND speaker Angela Rose at Williams Auditorium 7:30 pm.

Thursday, April 21: Host information tables in the IRC lobby, SRC lobby, Rankin Atrium from 10:00am-12:30pm

Friday, April 22: Hang the "The Hands Are Not For Hurting" sheet signs in a public location (ie. Between trees in the Quad, in Rankin, outside of FLITE) where there is a lot of foot traffic

e. Description of the target audience, including the estimated number of participants.

- All events will be open to the entire campus community: students, staff, faculty, and visitors.
- Our goal is to distribute 1000 white ribbons to men throughout the week.
- Our goal is to have 500 participants take the "These Hands are Not For Hurting" pledge.
- Angela Rose is a 5-star speaker event, and we think it is realistic to have 750 faculty, staff, and students in attendance.

f. The expected impact that the event will have on Ferris.

We hope to foster a community that will 1) not tolerate or perpetrate violence, 2) speak out against it, and 3) commit to being a part of the solution.

By publicly displaying the white ribbons and by hanging the "These Hand Are Not For Hurting" sheet signs for display, we believe that we are sending a message of both support to victims and of intolerance to perpetrators. We think this creates a more inclusive, caring, and educated community.

g. A specific plan to assess the impact of the event on the University.

If this program is accepted to be a 5 Star Event, all students will be required to fill out a slip of paper to receive credit for going. We plan to include on the back of the 5-Star slip our assessment survey. This practice was very effective in assessing Take Back the Night. We plan on assessing how the program has affected their beliefs, thoughts, and feelings regarding these issues, and how this message might impact their future behaviors.

**VI. Budget**

a. Anticipated expenses (itemize and briefly explain).

\$3500	Speaker honorarium (includes travel and lodging)
\$ 525	Williams Auditorium rental
\$ 160	educational posters from whiteribbon.com
\$ 100	bed sheets, paints, paint trays, and hand wipes
\$ 50	Ribbons for trees and lapels, safety pins
<u>\$ 50</u>	Printing and materials (assessment surveys, ads)
\$4385	

b. Funds anticipated from other sources (please list).

\$100	Division of Student Affairs
\$ 50	Counseling Center
<u>\$ 50</u>	Office of Student Conduct
\$ 200	

c. Total amount requested from Faculty and Staff Diversity Mini-Grant.

\$4185

**VII. Final Report**

A final report is required and it will appear on the Diversity Office's website. That report is due no later than three months after the funded activity. The final report should address:

- a: A self-evaluation
- b: Results of the event assessment
- c: Attendance figures
- d: Final budget

Applicants' Signatures:

Ruthie Norton  
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\_\_\_\_\_  
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Submission Date: 11/12/10

Submit applications to Patty Terry, Diversity and Inclusion Office, CSS 312. Review of applications will begin upon receipt and continue contingent on available funds.

## Budget Overview

	<b>Requested Grant Funds</b>	<b>Funding from other sources</b>	<b>TOTAL BUDGET</b>
<b>STIPEND</b>			
<b>HONORARIA</b>	<b>3500</b>		
<b>TRAVEL</b>			
<b>FOOD</b>			
<b>RENTALS</b>	<b>525</b>		
<b>PRINTING &amp; DUPLICATING</b>			
<b>PROMOTION</b>			
<b>SUPPLIES &amp; POSTAGE</b>	<b>160</b>	<b>200</b>	
<b>RESOURCE MATERIALS</b>			
<b>ASSESSMENT TOOLS</b>			
<b>OTHER</b>			
<b>TOTAL</b>			<b>4185</b>

Criteria	Points Possible	Points Received
<p><b>Need For Project</b></p> <ul style="list-style-type: none"> <li>❑ The activity/program/event has a strong conceptual framework that can be identified as strengthening Ferris' long-term commitment to diversity. (5pts)</li> <li>❑ The activity/program/event reflects the mission and core values of Ferris as expressed in the University's Strategic Plan. (5pts)</li> <li>❑ The activity/program/event has a direct impact upon a significant portion of the University community or targets an under-represented or under-served group at the University and has broad visibility. (5pts)</li> <li>❑ The activity/program/event brings clear and valuable benefits to the FSU community (5 points)</li> <li>❑ The activity/program/event is new and/or innovative to the Ferris community (10pts)</li> </ul> <p><u>Comments:</u></p>	30 points	
<p><b>Quality of Project Design</b> (The activity/program/event is clearly defined with easily identified starting and ending points, specific activities, specific goals, and measurable outcomes, and a plan for assessing learning.)</p> <ul style="list-style-type: none"> <li>❑ Goals, Objectives, and Outcomes Specified (4 pt)</li> <li>❑ Goals, Objectives, and Outcomes Measurable (4 pt)</li> <li>❑ Clear description of activities (3 pt)</li> <li>❑ Clearly defined project leader and project team with roles specified and information about qualifications. (5 pt)</li> <li>❑ Clearly specifies the audience and, if different, the beneficiaries of the project (5 pt)</li> <li>❑ Has a clear project timeline, specifying what events will occur, when, and in what order (3 pt)</li> <li>❑ The project design makes use of specific and relevant data (1pt)</li> </ul> <p><u>Comments:</u></p>	25 points	
<p><b>Budget</b></p> <ul style="list-style-type: none"> <li>❑ Itemized budget indicates all funding required for the project with a clear delineation of what funding is being requested in this application (10 pt)</li> </ul> <p><u>Comments:</u></p>	10 points	

<p><b>Quality of Evaluation Plan</b>  (The activity/program/event is clearly defined with easily identified starting and ending points, specific activities, specific goals, and measurable outcomes, and a plan for assessing learning.)</p> <ul style="list-style-type: none"> <li>□ Goals, objectives, and outcomes produce quantitative or qualitative data (5 pt)</li> <li>□ Assessment has a clear time-frame, with a schedule for completion, and itemized activities that assess the impact of the activity/program/event. (22 pt)</li> <li>□ Assesses impact on Ferris and surrounding community (3 pt)</li> <li>□ Indicates how assessment results will be used to develop future activities and plans (3 pt)</li> <li>□ Indicates how information will be disseminated (2 pt)</li> </ul> <p><u>Comments:</u></p>	35 points	
<b>Total</b>	100 points	