

# SVPA WEBSITE MATERIALS

## GENERAL INFORMATION

### Brand Book

- [Here is the link to our brand book.](#)

### Pictures

- We don't use pictures because we don't want to exploit survivors and we want to avoid privacy issues. We also avoid using stock images because they tend to be clique or offensive. Because of this, we rely on graphics and shapes to keep our website engaging.

### Website Examples

- [Example of Our Website](#): I started messing around with our website and came up with this concept. Please don't judge too harshly. It is the roughest of rough drafts. I like the parallax scrolling and the geometric angles. That said, I think there could be some challenges with it.
- [Hulin Chain](#): This website is cool and very engaging without any pictures. I love the geometric shapes and the use of parallax scrolling. That said, it may come across as a little bit unprofessional because it is so fun.
- [LA Phase 5](#): This website is also cool. I love the use of geometric shapes and the parallax scrolling. That said, the weird cursor feels gimmicky and annoying. Also, it may come across as unprofessional.
- [Join Dorm](#): This website is a little overwhelming. That said, I like the way they layer their content. I also really like the way the background shapes/images move.
- [TedX Bethesda](#): I like the way they background moves and the use of parallax scrolling. Overall, it is a little too simple for me on some of the pages.
- [Nonprofit Finance Fund](#): I love the way they use color and the graphics with a little too makes it engaging without relying on pictures.
- [Generation Curses](#): I like the way they use color. I think sometimes the site is a little too busy and some of the images are grainy. Overall, they pack a lot of information into one website.
- [Lions Club](#): I like the way they use the same angle throughout the website. Other than that, nothing stands out to me. They rely on a lot of pictures which we don't do.
- [Cooper Perkins](#): The way they use color, spacing, and shapes is engaging without needing too many pictures. It's a little bit too simple for me but definitely very sleek.

### Platform

- [Our current website is on Wix](#). In the future, we plan to switch to WordPress because it has more capabilities and it is cheaper. That said, we are open to other options if you feel strongly that they will meet our needs.

### Payment Processing

- We currently use PayPal and Venmo to process our donations but we are open to any payment processing systems including Stripe, Amazon Pay, Square Pay, etc.

## WEBSITE CONTENT

### Explanation

The following information is to be used for website content. Please feel free to change, edit, remove, or organize everything as you see fit. That includes the site map. Some of the information that is currently on multiple pages could be consolidated to one page and vice versa. We want our website to tell viewers about the SVPA and our work. We're hoping to do this in a way that is easy to navigate while also visually compelling and accessible. We trust that you will use this information as a jumping off point to create an effective site.

### Site Map

1. Homepage
2. About Us
3. Institutions
  - a. SVPA Score Description Page
  - b. SVPA Score Index (Hidden for now)
  - c. Campus Membership Description Page
  - d. Campus Membership (Needs to have a login/portal)
  - e. Consulting
4. Policy
  - a. K12 Policy
  - b. Title IX
  - c. #SurvivorsForAbolition
5. Research
  - a. Database
  - b. Research Reports
6. Support Us
7. Contact

### Homepage

#### Banner / Donate

- The first thing on the first page is so important. Currently our banner encourages people to donate to the SVPA. This doesn't seem like the best use of such a prime location.
- We would like donating to be easily accessible on the homepage. That said, it could be in the menu or lower on the homepage.

#### Mission / Pillars

- We want to highlight our mission and three pillars somewhere on the homepage.
- Mission = We prevent sexual violence systemically by revolutionizing policy, research, and institutions.
- Three pillars = Policy, Research, and Institutions.

#### Highlight Section

- It would be great if we had a space on the homepage to highlight our upcoming events, fundraising campaigns, and/or press features. Basically, it would be nice to have a section that we can easily update to something new that we want to highlight.

#### SVPA Score

- We want to highlight the SVPA Score somewhere on the homepage.

#### About Us

##### Banner

- We prevent sexual violence systemically by revolutionizing policy, research, and institutions.

##### Theory of Change

- [Embed from Kumu hyperlinked here](#)
- The caption and the legend can be copied from our [theory of change](#).

##### Vision

- Sexual Violence =/= Gender-based violence.
  - It is like squares and rectangles. Sexual violence is one form of gender-based violence. Not all sexual violence is gender-based violence.
- Definition
  - Sexual violence is both the result of existing power imbalances and a tool used to gain and maintain power. The power imbalance can be on an individual, institutional, or systemic level. Thus, sexual violence can be levied on the axis of gender oppression, but it is also levied on the axis of other forms of oppression or the intersection thereof.
    - Individual: Physical power, intoxication
    - Institutional: Supervisor, Teacher
    - Systemic: Racial, LGBTQ+, MMIW
- Belief
  - Sexual violence can't be eradicated until all systems of power are eradicated.

##### Values

- Survivor-Led
  - The SVPA was founded on the core belief that those most impacted by sexual violence must be leaders in addressing it. Thus, our entire team is made up of survivors. Our board of directors consists of people from the communities most impacted by this issue. This encompasses people of all races and ethnicities, including Native and Indigenous Peoples, who experience high rates of sexual violence but are often not represented in this field. Other communities that also experience heightened rates of sexual violence, including LGBTQ+ individuals, disabled people, asylum seekers, and undocumented immigrants, are represented on our board of directors and within our core team.
- Intersectionality
  - Another central belief that is embedded in our organization is intersectionality. We recognize that oppression and marginalization are interconnected and thus it is inappropriate and ineffective to view them in a vacuum. Additionally, it is harmful to tokenize marginalized individuals. We provide opportunities for involvement that include decision-making powers thus ensuring we remain a reflective, inclusive, and empowering organization. We have developed intentional feedback structures to ensure the balance of power is consistently investigated and shifted to maintain a community-centered approach, both internally and externally.
- Innovation & Collaboration
  - Due to the non-profit industrial complex, collaboration is de-prioritized at the expense of effective social change. In order to access grants, philanthropy, and other opportunities, nonprofits are incentivized to work independently. We are actively combatting this with innovation and collaboration. Our impact is amplified by our ability to bring together a diverse group of survivors, activists, and nonprofit organizations. We're able to learn from each other's experiences and knowledge to create effective solutions together. We invest time and resources to learn, reflect on our work, share and receive feedback, and gather data to develop improved, creative, and groundbreaking solutions to support survivors and prevent sexual violence.
- Community Accountability
  - Our foundation sits firmly at the intersection of grassroots organizing, coalition building, and centering the voices of those most impacted by sexual violence. We have systems in place to ensure we receive feedback from the community and that we remain accountable. Our leadership team is made up of survivors with intersecting marginalized identities. Further, we create space and opportunities for survivor feedback from individuals and organizations in the field.
- Police Abolitionist
  - Law enforcement and the criminal justice system are structures of oppression, power, and control. Thus, they are inappropriate mechanisms for addressing sexual violence. A pillar of sexual violence prevention must be abolishing police and the carceral state. Unfortunately, the criminal justice system is one of the only options available to survivors. Thus, individual survivors' choices must not be judged. Our goal is to abolish the systems while empowering individuals.
- Systemic Change
  - We are the first and only organization dedicated to preventing sexual violence systemically. To create positive and lasting social change, we must be the catalyst for large-scale transformations. This entails revolutionizing policies, processes, and power structures to address the complex roots of sexual violence. Our foundation sits firmly upon three pillars - policy, research, and institutions. These are the mechanisms we use to catalyze lasting transformational change.

#### Our Team / Leadership

- The SVPA was founded on the core belief that those most impacted by sexual violence must be leaders in addressing it. Thus, our entire team has lived-experience with sexual violence. Our board consists of people from the communities most impacted by this issue. This encompasses people of all races and ethnicities, including Native and Indigenous Peoples, who experience high rates of sexual violence but are often not represented in this field. Other communities that also experience heightened rates of sexual violence, including LGBTQ+ individuals, disabled people, asylum seekers, and undocumented immigrants, are represented on our board of directors and within our core team.
- Another core belief that is embedded in our organization is intersectionality. Oppression and marginalization are interconnected and thus it is inappropriate to view them in a vacuum. Further, it is harmful to tokenize marginalized individuals. Providing opportunities for involvement without power in the decision-making process can be exploitative. We have developed intentional feedback structures to ensure the balance of power is consistently investigated and shifted to maintain a community-centered approach internally and externally.
- Our first-hand expertise and our systems for stakeholder input ensure our work is community-centered. Embedded in our internal processes are collaborative decision-making with both our team and external stakeholders. We ensure that power is in the hands of the most marginalized and all approaches are community-centered in order to maximize impact. For safety and privacy reasons, we do not list the names of specific team members.

#### Press

- University Business, [Can the Biden administration solve Title IX controversies?](#)
- Vice, [How to Find and Join an Organization Pushing for the Causes You Care About](#)

#### Accomplishments

- United Nations, Millennium Fellowship
- Clinton Foundation, Clinton Global Initiative
- Greater Sun, Incubator Graduate
- GuideStar Candid, Awarded Silver
- Recognized by Congressman Ayanna Pressley & former Boston City Councilor Tito Jackson

#### SVPA Score Description

##### Tagline

- The SVPA Score is the first and only assessment for campus sexual violence practices.

##### Stats

- 89% of schools reported zero reports of rape or sexual assault in 2019. This is far from the truth.
- 82% of female high school seniors cite sexual violence as a top concern for attending college

##### Quotes

- "My college didn't do anything to prevent sexual violence. When I was sexually assaulted, the Title IX office blamed me and denied my request for medical leave. It was traumatizing. If I had known, I would have chosen a different college."
- "Universities that silence survivors have zero reported cases of sexual assault and rape. Meanwhile, schools that support survivors appear to have high rates of sexual violence. In short, reported cases are inaccurate and misleading. That's why we invented the first and only assessment for universities' sexual violence practices."
- "Students deserve to know which school will best protect them. The SVPA Score empowers universities' to provide that transparency."

##### Summary

- Would you feel safe going to college knowing there is a 34% chance you are raped or sexually assaulted? Imagine if you could look up how safe each campus is before deciding where to attend? With your support, we will make this a reality. We're raising money to launch the SVPA Score - the first and only assessment for campus sexual violence. By empowering students, the SVPA Score holds universities accountable for preventing sexual violence and supporting survivors.

##### Challenge

- Over 90% of female college students experience sexual violence. This is preventable. While some universities are taking action to prevent sexual violence, most are not. Right now, it is impossible to tell the difference. Every year, thousands of students are sexually assaulted because they unknowingly attended an unsafe school. On top of that, there is a lack of research that inhibits improvement. Universities need to be held accountable for preventing sexual violence and supporting survivors.

##### Solution

- The SVPA Score is the only assessment for campus sexual violence practices. The SVPA Score assesses universities' policies, programs, and procedures for sexual violence prevention and survivor support. The Scores are published on our website and will soon be included in college ranking and comparison systems such as US News, Niche, and College Confidential. This empowers students to choose the school that will best protect them. Thus, the SVPA Score holds universities accountable.

##### Long-Term

- The SVPA Score will be expanded to assess the practices of companies, businesses, and other workplaces.

##### More Information

- You can get more information from the [SVPA Score Info Sheet](#) as well as the [SVPA Score Client Packet](#).

#### SVPA Score Index

##### Index Features

- While in the list, it would be nice to see the universities name, SVPA Score, location, and student population. Also, it would be nice to see their logo.
- Have the ability to search for universities by name.
- Have the ability to look at all the universities with a specific score or student population.
- Be able to sort the schools by their score or student population.
- Be able to click on each university and see their profile. The profile would contain their SVPA Score, ten subscores, location, student population for undergrad and grad, and a brief description.

##### Index Examples

- [Campus Pride Index](#): I like the functionality but not the design. It is busy and hard to understand what is going on. I like that they have testimonials from students on the full profiles. I also like that they highlight organizations and programs on the profiles.
- [US News Campus Ranking](#): This has great functionality and design. I like that you can see a bit of the description before clicking on the profile. I like that they have a link to the school's website on the profile. I don't understand why they have an album of photos on the profiles. It seems unnecessary.
- [Lead Certification Profiles](#): You can view it as three profiles per line or as a list. That is cool but not necessary. I prefer the list view. I do not like that you have to download the "scorecard" from the profile. I would prefer that the subscores are listed on the profile.

##### Example Data

- We are currently in the process of completing the first round of scores. We've put together some [example data for you to use](#).

#### Campus Membership Description

##### Description

- The SVPA Campus Membership is a service for Title IX administrators that provides research, expertise, and support for improving campus safety, mitigating risk, and maintaining compliance. The Membership is designed to replace, supplement, or alleviate the use of consulting services by providing comparable products in an innovative medium that is affordable and accessible.

##### Services and Examples

- Please use the [Campus Membership Info Sheet](#) for descriptions and examples of each service.

##### Sign Up

- There should be a way for people to sign up and pay as well as link to the portal for existing members.

#### Campus Membership Portal

##### Portal Functionality

- The membership portal needs to have a login/portal. It also needs to have a payroll so that members can pay. The payment will need to be on a monthly or yearly basis.

##### Portal Examples

- [ATIXA Member Login](#): ATIXA has a member login button at the top of their website. This is a convenient location that doesn't distract from the other elements in the header/menu.
- [Northeastern Library](#): The sign in button is in the website header/menu so it's easy to find but I prefer the design of ATIXA. I like that Northeastern allows people to see their services without logging in/signing up but requires login to access the features.

##### Portal Materials

- You can find all of the [membership materials in this folder](#).

#### Consulting

##### Description

- At the SVPA, we're dedicated to empowering administrators to implement effective sexual violence prevention practices, policies, and procedures. Our consulting team meets with administrators to discuss their wants and needs before creating a comprehensive plan to improve prevention, intervention, and survivor support. Additionally, our expert team works with administrators to ensure full understanding and compliance with Title IX legislation.

##### Intensive Program

- The SVPA Intensive Program empowers universities to boost their SVPA Score in a short timeframe. This program is designed specifically for efficient large-scale improvement within three to six months. Our consulting group works with the school to create a condensed plan that meets their needs and can be effectively implemented. At the end of the consulting term, the school is automatically rescored with an expected Score increase of 0.5 - 1.0.

##### Testimonies

- "The SVPA helped us drastically improve our approach to preventing sexual violence. They worked with us to ensure that our goals and limitations were reflected in the strategy. They also did a great job explaining the effectiveness of each program and policy, from bystander intervention to confidential resource sharing." - Former Client

##### Concentrations

- Sexual violence policies
  - Ex. Clear and transparent sexual violence policies
- Sexual violence office and staff
  - Ex. Diverse and representative sexual violence office and staff
- Helpline resources
  - Ex. Multiple accessible and reliable helpline resources
- Immediate assistance
  - Ex. Several resources available to assist students immediately
- Accommodations and reporting
  - Ex. Options to support survivors in finding support in the reporting process
- Investigation and adjudication
  - Ex. Impartial and supportive investigative and adjudicatory process
- Prevention practices
  - Ex. Several forms of prevention practices in place for all community members
- Pertinent partnerships
  - Ex. Strong and secure partnerships with relevant organizations
- Evaluation and improvement
  - Ex. Implementation of evaluation and new practices to ensure improvement
- Dissemination and transparency
  - Ex. Accessible reports of campus sexual violence policies, practices, and frequency

##### Sign Up

- There should be a way for administrators to contact us to request consulting.

#### Policy

##### K12 Prevention Education Policy

- The K12 Sexual Violence Prevention Force is a state policy that will designate a group of community members responsible for developing, implementing, and maintaining a K-12 curriculum that prevents sexual violence perpetration and victimization. The curriculum is focused on preventing sexual violence via short lessons that are embedded in the existing curriculum. These lessons are age-appropriate and compound each year.
- It would be great if we could add a button/section for people to get more involved with the policy. The call to action will change as the policy changes. For now, it could say, "Join our movement" and have a sign-up to an email list.
- There is more information about the policy on the [SVPA K12 Policy One Pager](#). Please note, this one pager will be edited by the end of the week.

##### Title IX Reform

- We are advocating for Title IX reform. In June 2021, our Founder and CEO testified before the Department of Education to advocate for prevention as a requirement for future Title IX regulations. In September 2021, we met with the White House Gender Policy Council to discuss the need for prevention education in all K12 schools, colleges, and universities. As the legislative process continues, we have more interventions planned.
- It may be nice to include links to some of the following materials. If you want to include the video or written testimony we can make a version that is higher quality.
  - [Video of the Title IX testimony](#)
  - [Written Title IX testimony](#)
  - [Press: University Business, Can Biden administration solve Title IX controversies?](#)
- It would be great if we could add a button/section for people to get more involved with Title IX reform. The call to action will change overtime. For now, it could say, "Stay Informed" and have a sign-up to an email list.

#### #SurvivorsForAbolition

- #SurvivorsForAbolition is a movement we created to provide a platform for survivors to share their stories and their beliefs about police abolition. This helps dispel the myth that we need police because they protect us from rapists and abusers. Further, it demonstrates that the harms caused by the criminal in-justice system are widespread and systemic.
- #SurvivorsForAbolition connects survivors to take action, educate ourselves, and advocate for abolition as a strong unified force.
- It would be super cool if we could show the hashtag in action by featuring some of the content shared on our instagram with this handle.
- Please add the form for people to [Join the #SurvivorsForAbolition movement](#)

#### Research

##### Database / Data Collection

- The SVPA is creating the largest and most extensive database for sexual violence prevention. This data is the foundation for machine learning algorithms and big-data analytics that expand the research for effective prevention strategies. The SVPA envisions itself to become a transparent hub for data, research, and information regarding sexual violence prevention. This will be achieved by providing large databases of standardized data, tools, and services for researchers, verified reports completed by campuses and workplaces, and compiled directories of redacted research studies as well as research and analysis completed in-house.
- The SVPA's research will revolutionize public policy and university practices. All of the scoring data will be compiled to form the largest database for sexual violence prevention. This data will be analyzed using artificial intelligence, big data analytics, and statistical analysis to generate groundbreaking discoveries for prevention strategies. Our research will revolutionize the field of sexual violence.

##### Research Reports

- We analyze our data using machine learning, artificial intelligence, big data analytics, and statistical analysis to generate groundbreaking research insights. These insights inform all other aspects of our work including the SVPA Score and our legislative advocacy. We also put our research insights into action via the Campus Membership.
- We want to highlight some of our research. Here are some of our reports. They may need to be reformatted.
  - [Using a Social Issue Certification to Prevent Campus Sexual Violence](#)
  - [Preventing Sexual Violence Against Black Men and Boys](#)
  - [Sexual Violence Prevention in Campuses, Workplaces, and Nursing Homes](#)
  - [The Effectiveness of State Policies on Campus Sexual Violence](#)
  - [Title IX and the Campus Sexual Violence Consulting Industry](#)

##### Support Us

- We have a ["support us" page](#) on our current website that we are relatively happy with. I am not sure if we even need a page. We could potentially have a donate button in our header. Either way, we want it to be very easy to donate.
- Also, we plan to remove Amazon Smile and RoundUps
- We plan to add Global Giving and Venmo
- We may move the volunteer form elsewhere.

##### Contact

- We have a [contact page](#) on our current website that we are happy with. I am not sure if we even need a contact page.

##### Links

- We use a [custom links page for our "link-in-bio"](#). This is similar to a linktree. We call it our "links page". We definitely want to keep this (or migrate it to WordPress). We update it regularly to reflect our new social media content.

##### Other

- Our social media accounts are highlighted somewhere in the header/footer. Currently you can find them on our [links page](#) and in the [footer of our website](#).
- Our EIN number should be in the footer #3-2387767
- If possible, it would be great to have a pop-up that prompts people to donate.

is one of the oldest fake colleges in the United States. It is located in a location and was founded in the year it was founded. It is a private or public institution that is best known for its academic programs in a certain field as well as its research in the same field. It is located in setting with a certain campus size.

is one of the oldest fake colleges in the United States. It is located in a location and was founded in the year it was founded. It is a private or public institution that is best known for its academic programs in a certain field as well as its research in the same field. It is located in setting with a certain campus size. In recent years, the school has been increasing in the number fake students as well as the number of fake faculty members.

, among the oldest colleges in the U.S., is located in the quiet town of Princeton, New Jersey. Princeton University is a private institution that was founded in 1746. It has a total undergraduate enrollment of 4,773 (fall 2020), its setting is suburban, and the campus size is 600 acres. It utilizes a semester-based academic calendar. Princeton University's ranking in the 2022 edition of Best Colleges is National Universities, #1. Its tuition and fees are \$56,010.