

IT'S ON

US

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**CHAPTER INTEREST**

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# TABLE OF CONTENTS

<b>LETTER FROM THE EXECUTIVE DIRECTOR</b>	<b>3</b>
<b>ABOUT</b>	<b>4</b>
<b>Q&amp;A</b>	<b>5</b>
<b>HOW DO YOU BUILD A CAMPUS CHAPTER?</b>	<b>7</b>
<b>TYPES OF CHAPTERS</b>	<b>9</b>
<b>TRAININGS</b>	<b>10</b>
<b>QUALITATIVE RESEARCH FINDINGS</b>	<b>11</b>
<b>NATIONAL STUDENT ENGAGEMENT OPPORTUNITIES</b>	<b>13</b>
<b>TEAM BIOS</b>	<b>15</b>

# LETTER FROM THE EXECUTIVE DIRECTOR

Dear Organizer,

Campus sexual assault is one of the largest public health crises facing young adults across our nation: 1 in 5 women, 1 in 4 trans and gender nonconforming students, and 1 in 13 men will be sexually assaulted during their time in college. Despite efforts to reform institutional approaches to sexual violence prevention and response, these numbers have remained stagnant for more than 30 years.

I joined It's On Us as Executive Director in 2017 because I want to live in a world where no student graduates college having been sexually assaulted. The only way we will achieve that future is if institutions are investing in comprehensive, evidence-based models for prevention that drive true cultural, attitudinal, and behavioral changes within their student bodies.

It's On Us is the nation's only prevention education program that offers evidence-based, free-to-use workshops, resources, and materials to campuses.

The only catch: administrators must commit to supporting a student-led It's On Us chapter to deploy the programs.

Students know their institution's culture and peers best, and administrators should ensure students are treated as partners in developing and implementing the strategies and educational efforts to combat sexual violence. This ethos is core to the successes we have had in campus communities who have partnered with It's On Us.

Today, more than 300 institutions nationwide are successfully deploying the It's On Us model within their campus communities. We hope that you will join them.

In solidarity,

TRACEY VITCHERS  
Executive Director, It's On Us

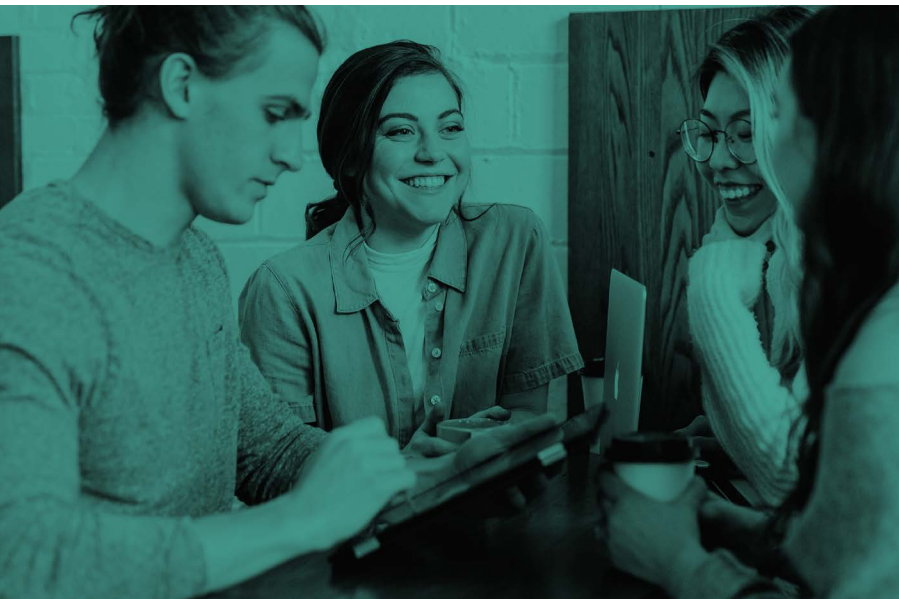


# ABOUT

The mission of It's On Us is to build the movement to combat campus sexual assault by engaging all students, including young men, and activating the largest student organizing program of its kind in grassroots awareness and prevention education programs. Since our launch in 2014:

- It's On Us chapters have held 10,000+ educational programs on 500+ college campuses in all 50 States.
- 440,000 people have taken the It's On Us Pledge to stop sexual assault.
- It's On Us has produced more than 50 viral videos, digital activations, and other large-scale culture change moments.

Our on-campus organizing work is grounded in a peer-to-peer sexual assault prevention education model that empowers students to teach one another sexual assault awareness and consent education, bystander intervention, and survivor support. It On Us currently supports 250+ registered campus chapters and affiliate programs nationwide. Student members of our chapters and affiliates are trained by It's On Us through in-person and webinar events to implement our free-to-use educational tools on their campuses, reaching tens of thousands of students per year with critical sexual assault prevention lessons.



## Q&A

### **What is an It's On Us chapter?**

It's On Us chapters function similarly to any student organization on a college campus, and provide ongoing peer-to-peer prevention education programming throughout the semester.

### **How is this done?**

We recognize that each college campus is different and that education isn't exclusive just to classroom environments. Our team works with our national network of Campus Organizers to produce a variety of educational programming events, including, but not limited to: trainings, tabling, chalking, movie screenings, and flier campaigns.

### **Why It's On Us?**

Our unique approach to campus organizing centers around our peer-to-peer model. By empowering students to take action within their campus communities, It's On Us seeks to measurably shift the culture surrounding campus sexual violence prevention. Our team provides year-round support to our chapters via rapid response support, event ideas, exclusive training sessions, and a variety of national leadership development opportunities.

### **What are the requirements of being an It's On Us chapter?**

After registering as a New Chapter, your It's On Us chapter will be expected to:

- Attend at least two virtual training sessions a semester, provided at no cost and offered monthly by our Assistant Director of Training;
- Produce three educational programming events per semester;
- Take part in our quarterly Regional Advisor and Campus Kickoff Call; and
- Re-register your chapter in the Spring with any updated chapter contact information.

### **When are some important dates?**

While It's On Us hosts various events throughout the year, our two big programming moments happen with our Fall Week of Action (last week of October) and our Spring Week of Action (first week of April). In addition, our Campus Kickoff Call is held the first week of September, and chapter re-registration runs from the end of April through early August.

### **Where can I find helpful training resources and workshop materials?**

We offer a variety of resources on our website at [ItsOnUs.org](https://ItsOnUs.org)! Check out our catalog of tools [here](#) and links to all our core prevention trainings [here](#).

### **What is the cost to starting an It's On Us chapter?**

None whatsoever! It's On Us believes that the prevention movement should be free and accessible to all students.

### **I registered a chapter, now what?**

Congrats! You'll be sent an email confirming your application and prompting you to schedule time to meet with our Associate Director of Campus Organizing for next steps.

### **Who can I contact for support?**

The It's On Us team is dedicated to providing continual support for our chapters and Campus Organizers! For information regarding starting a chapter & other organizing-related questions, please contact Blake Kitterman, Associate Director of Campus Organizing, at [blake.kitterman@civcnation.org](mailto:blake.kitterman@civcnation.org). All other inquiries can be directed to [itsonus@civcnation.org](mailto:itsonus@civcnation.org).



# HOW DO YOU BUILD A CAMPUS CHAPTER?

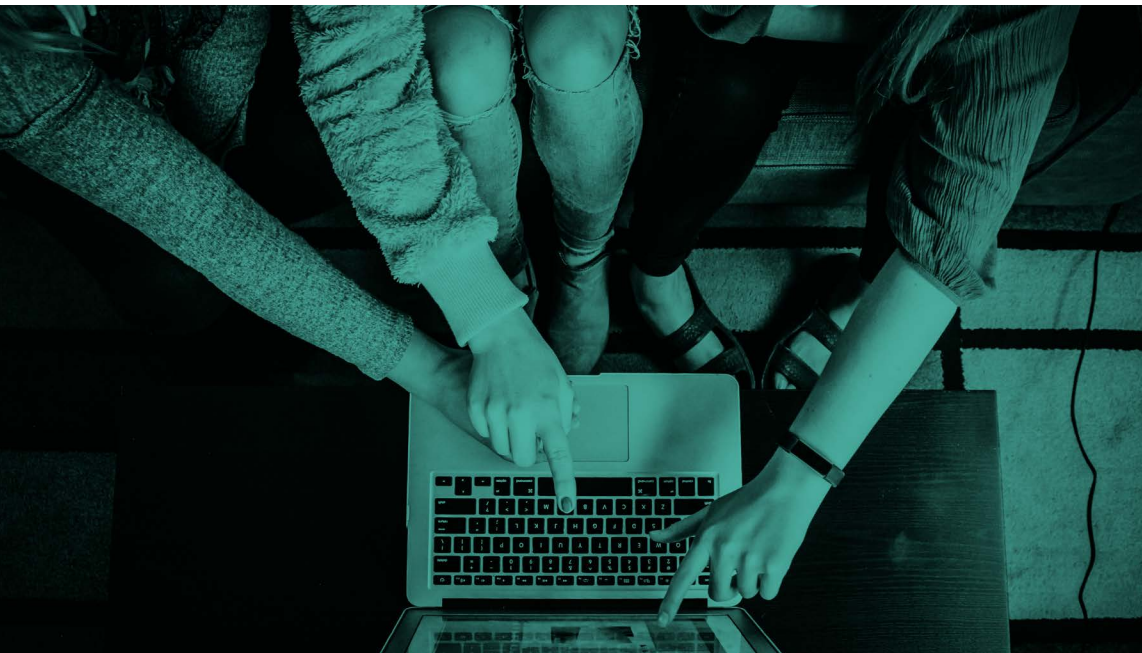
Campus chapters are the life force of It's On Us. By establishing an It's On Us chapter at your university, you join a national network of student activists devoted to preventing campus sexual violence and providing critical support spaces for survivors – with no cost barrier to you or your team. Here are the key steps to getting started:

1. Identify a Campus Organizer. Serving as the “President” of the chapter, the Campus Organizer is responsible for convening their members regularly and structuring their chapter in ways that make sense for their campus climate, institution, and team. Each campus will have one Campus Organizer. Larger institutions may be represented by two Campus Organizers.
2. **Register your chapter** with It's On Us. Our It's On Us team is constantly working to ensure our chapters receive the support they deserve. Registering your chapter allows our team to connect with you directly about campus support initiatives and events. Toward the end of each Spring semester, Campus Organizers will need to **re-register their chapter**.
3. Connect with your peers. Building out your chapter can seem intimidating, but beginning within your own network of peers can help get the ball rolling. Invite 2+ friends to participate in your first chapter meeting, with the ask that they bring 2 of their own people at the next.
4. Learn our lingo! It's On Us provides free in-person and virtual training for students looking to organize prevention efforts on their college campus. We currently offer eight training modules on violence prevention and awareness designed specifically to engage and inform the modern student.
5. Sketch out your semester activities. Creating a Content Calendar that highlights major events to organize around (e.g. Black History Month, Pride, Sexual Assault Awareness Month, Hispanic Heritage Month, etc.) allows your chapter ample time to prep for tabling, chalking events, training sessions, and various other activities. Planning ahead with set meeting times can help your membership coordinate their schedules during the busier semester seasons.

6. Outreach. Branch out from your existing network of peers via training sessions, digital organizing, and chapter events. Consider partnering with fellow campus organizations to host outreach events and pledge drives. Utilize high-visibility campus moments to table and connect with the greater student body (e.g. orientation, homecoming, guest lectures, Take Back the Night).
7. Register your It's On Us events! Visit the [Register an Event](#) page at [itsonus.org](#) to receive a unique sign-in sheet to track attendees and build your list of campus contacts. Remember: chapters are expected to host at least three events per semester, so it's important to register every event your It's On Us chapter hosts.

Additionally, we've found these steps to be especially helpful to Campus Organizers during the startup phase of an It's On Us chapter, though they are not required as a part of the registration process:

1. Have a Faculty Advisor. University faculty can provide significant administrative insight and support. As Campus Organizers and members graduate, faculty advisors can be a continuing source of institutional knowledge that can mentor incoming students.
2. Become recognized as an official student group. By registering with your university as a campus organization, you may receive additional access to funding, use of space on campus, etc. We've mocked up a sample Constitution your chapter can use [here!](#)





## TYPES OF CHAPTERS

While the bread and butter of It's On Us is the student organizers that run our chapters, different chapter models may suit better for some universities. Below are some organizing styles we've found to be effective in setting up new chapters:

- Standalone organization: our most common type of chapter structure in which students operate independent of any administrative office and function similarly to any student club.
- Creating an It's On Us task force: where multiple prevention organizations already exist on campus, rounding up all prevention leaders under the banner of an It's On Us taskforce can support collective action efforts.
- Organizing as a committee under student government: if sustainability is a concern, building an It's On Us committee/ subcommittee out of SGA can be a reasonable solution that engages multiple student leaders on the issue of violence prevention.
- Running an It's On Us chapter out of a Title IX/Prevention & Wellness Office: amplify your university's existing prevention education by employing It's On Us Peer Educators that work to promote our core training sessions and organize campus events around violence awareness & prevention.



# TRAININGS

It's On Us currently offers **8 free, in-person prevention education training sessions** that equip students with the knowledge and resources to begin implementing our peer-to-peer training model. These sessions include:

- Sexual Assault Awareness & Consent Training
- Bystander Education
- Survivor Support
- Intimate Partner Violence Awareness
- Intimate Partner Violence Intervention
- Online Dating Safety
- WTF Is A Healthy Relationship?
- How to Exit an Unhealthy Relationship Safely and Avoid Ongoing Manipulation

Training is the mechanism by which It's On Us chapters can empower students to prevent and intervene in situations of sexual violence. We work with chapters to discern which training sessions make sense for their campus community and prepare to host their own sessions. Begin the process of booking your campus a free training session by contacting our Associate Director of Campus Organizing and asking about starting a chapter!



# QUALITATIVE RESEARCH FINDINGS

It's On Us recognizes that, to date, no major study has been completed to evaluate what sexual assault prevention programs are in place at colleges and universities nationwide, the level of student participation in existing prevention programs, attitudes toward prevention programs, and student actions and attitudes following their participation in prevention programming.

**This project is the first of its kind to explore the attitudes and perceptions of male-identifying students and their likelihood to get involved in the prevention of gender-based violence on campus.**

The National Campus Sexual Assault Attitudes and Behaviors Research Project collected information on the types of prevention programming schools are conducting, as well as their effectiveness, reach, and possible gaps by using an exploratory qualitative method to better understand the experiences, attitudes, and behaviors of young college men. A benefit of qualitative research is its ability to explain behavior that cannot be easily quantified by allowing participants to detail their experiences and feelings.

It's On Us partnered with consulting and insights firm HauckEye to conduct in depth, one-on-one interviews with college men. Participants recruited were young men who represented diverse campus communities.

## — This study found several important insights: —



### **MEN AREN'T CONCERNED ABOUT THE PROBLEM**

Most participants were unaware of the extent of sexual violence on campus. While some schools have had high profile incidents, several respondents thought these were all isolated incidents. Framing the issue as solely a Greek life problem means that many participants did not think the issue affected them or their school.



### **CURRENT TRAININGS ARE INADEQUATE**

The vast majority of participants reported that the prevention trainings they received, often online-only, were boring and ineffective. Positive prevention education experiences were in-person and included an interactive component like a certification. One student spoke highly of a comedian who came to campus and did a stand-up set about her own assault.



### **MEN NEED NON-MALE FRIENDS AND ROLE MODELS**

The respondents most attuned to the issue of sexual violence had strong friendships with women on campus. Co-ed sports teams, for example, foster an equitable and inclusive environment on campus between participants across the gender spectrum, leading to less objectification. By contrast, respondents reported that male-only groups like fraternities incubate toxic masculinity, such as misogynistic views toward non-male peers.



### **MEN DON'T KNOW HOW TO HELP**

The men in the study expressed a desire to help but didn't feel they had the right tools to intervene. They expressed interest in training that would teach them how to intervene and deescalate situations involving sexual violence. The majority see themselves as moral people and want to do the right thing, but they just don't know how.

# QUALITATIVE RESEARCH FINDINGS

**It's On Us intends for this study to be used to create actionable change in campus sexual assault prevention education. Below are recommendations for colleges and universities to build more effective programs:**



## **USE CREATIVE TRAINING METHODS:**

Implement more creative training methods, such as bringing a comedian to campus. Several respondents also reported that certifications for completing training helped them feel more involved. Most respondents reported that their prevention training was boring and did not feel relevant to their campus lives.



## **TRAIN IN-PERSON:**

Whenever possible hold trainings in-person to increase comprehension. Participants reported that online trainings were unengaging and ineffective. Several said they barely paid attention and passed the requirements easily.



## **COMBAT ASSUMPTIONS:**

Students at smaller universities, commuter campuses, and religious schools did not think sexual violence was a major issue on their campus. Some also saw violence as solely a fraternity problem. Combating assumptions like these is key to helping men realize the extent of the problem and the need for intervention.



## **BUILD CONNECTIONS:**

Men with strong ties to women and other non-male identifying people in their life felt more responsibility towards others and anger at other men who perpetrate violence. Ensuring that men, women, and gender nonconforming students are fully integrated on campus helps establish that non-male identifying students are seen as more than objects.



**It's On Us intends to build on this research and conduct a large-scale quantitative survey. It is urgent to conduct further research and subsequently continue to develop prevention education programming that educates and empowers young men to be a part of the solution.**

# NATIONAL STUDENT ENGAGEMENT OPPORTUNITIES

It's On Us is dedicated to elevating student leaders across the country with leadership development opportunities. We currently offer two national engagement programs with zero cost burden to students: our Caucus Chair Leadership Development Program and Regional Advisor Program.

## Caucus Chair Leadership Development Program

The Caucus Chair leadership program activates students of varying identities and backgrounds through expert-grade training and community engagement initiatives to cultivate community, advance sociocultural causes, and provide a rapid response network for campus organizers nationwide. Currently, It's On Us has 12 Caucuses:

- Greek Life: Fraternities
- Greek Life: Sororities
- Male Athletics
- Female Athletics
- Black Students
- Hispanic/Latinx Students
- Native American/Indigenous Persons
- Asian American/Pacific Islander Students
- Community Colleges
- Military
- LGBTQIA+
- Students with Disabilities

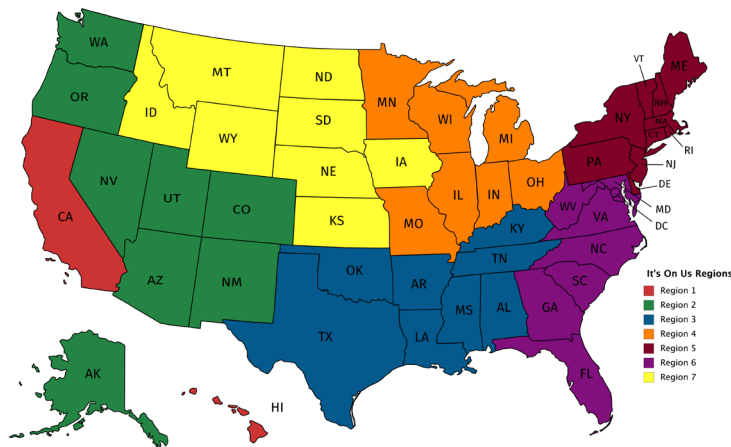
Caucus Chairs meet with their membership groups, composed of It's On Us Campus Organizers and members nationwide, to strategize prevention programming and to bring forth intersectional advocacy and collective action.

## Regional Advisor

The It's On Us Campus Organizing Program is divided into seven regional teams, with an eighth team that will organize all the Federal Service Academies, independent of geographic region. The regions are designed to divide the country into relatively even percentages of the total student enrollment

and available volunteer base, while incorporating geographic and cultural boundaries. The use of geographical regions allows rapid mobilization of student leaders around that particular area and enables It's On Us to reach more students through regional trainings or other in-person activities with more students.

Regional Advisors serve as the overarching leadership role for each region. All communications from the national level are distributed by the Director of Campus Organizing to Regional Advisors, who distribute the information to the Campus Organizers in their region.



## OVERVIEW OF THE REGIONS

**Region 1** – Pacific Coast Region States: Washington, Oregon, California

**Region 2** – Mountain Region States: Idaho, Montana, Nevada, Wyoming, Colorado, Utah

**Region 3** – Southwest Region States: Texas, Arizona, New Mexico, and Oklahoma

**Region 4** – Midwest Region States: Michigan, North and South Dakota, Iowa, Minnesota, Kansas, Nebraska, Ohio, Indiana, Illinois, Wisconsin, and Missouri

**Region 5** – New England Region States: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island

**Region 6** – Mid-Atlantic Region States: New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, D.C.

**Region 7** – South Region States: Virginia, West Virginia, Kentucky, North Carolina, South Carolina, Tennessee, Arkansas, Louisiana, Florida, Georgia, Alabama, and Mississippi

**Region 8** – Noncontiguous Region States: Alaska, Hawaii

## TEAM BIOS



**TRACEY VITCHERS | Executive Director**  
She/her

Tracey E. Vitchers is a non-profit executive and nationally recognized expert on sexual violence prevention and survivor advocacy.

Tracey currently serves as the Executive Director of It's On Us, a nonprofit founded in 2014 as an initiative of the Obama-Biden Administration to combat campus sexual assault through peer-to-peer prevention education programs and activating the largest student organizing program of its kind. It's On Us is the only national sexual assault prevention nonprofit in the United States to combine grassroots organizing and prevention education with large-scale culture change campaigns through partnerships with creative agencies, influencers, PR and communications firms, and media. Tracey joined It's On Us in November of 2017 following its transition out of the White House to Civic Nation.

Tracey is currently an active member of the Advisory Boards of Culture Of Respect, The Every Voice Coalition, and SafeBAE.

Tracey previously served on the Governing Boards of End Rape On Campus, Safe Haven of Pike County, and SAFER. She also previously organized with Know Your IX.

Tracey was named 2014 Women's Media Center Progressive Women's Voices Fellow in September 2014.

In May 2011 Tracey founded the national youth service-learning program The 9/12 Generation Project and acted as Director until the fall of 2013.

Tracey holds a BA from Williams College in Women's & Gender Studies and English Literature and a MA from Utrecht University in Comparative Women's Studies in Culture & Politics.



**SILVIA ZENTENO** | Senior Director of Education & Research  
She/her

Silvia Zenteno is the Director of Educational Programs and Training at It's On Us, where she works to develop peer-to-peer prevention and intervention programs for campus communities around the country.

Previously, Silvia was a Biden Foundation policy fellow, working under the Violence Against Women pillar to identify gaps in services for youth and college/university students. Silvia also worked as a management analyst at the U.S. Justice Department's Office on Violence Against Women, where she worked on the Campus and Consolidated Youth teams to improve the national response to gender-based violence.

Born in Bolivia and raised in Alexandria, VA, Silvia stayed close to home to attend George Washington University, where she earned a B.S. in Political Science in 2015. She currently lives with her dog, Collin (also from Bolivia), in Washington, DC.



**BLAKE KITTERMAN** | Associate Director of Campus Organizing  
He/Him

Blake Kitterman is the Associate Director of Campus Organizing at It's On Us, a role in which he is privileged to engage with local and regional organizers to work towards broad-scale changes in the movement to prevent campus sexual violence.

Blake's portfolio of organizing work includes training with the Obama-era nonprofit Organizing for Action and End Rape On Campus, where he most recently served as a member of the Speaker Series. As a young political operative, Blake has served in various party positions, including the Executive Vice President of the TN Young Democrats, the Southern Regional Director of the Young Democrats of America LGBTQ+ Caucus, and a Delegate to the 2016 Democratic National Convention. Blake's TEDx speech, Me Too, Now What?, navigates queer discrimination in criminal justice systems and the barriers that exist for LGBTQ+ assault survivors in the South. Additionally, Blake has been spotlighted in public campaign initiatives with the National Center for Lesbian Rights and GLAAD in opposing the nomination of Supreme Court Justice Brett Kavanaugh.

Based in the Volunteer State, Blake earned his B.S. in Political Science & Public Service at the University of Tennessee at Chattanooga. Presently, Blake lives in Chattanooga, TN with his hedgehog, Regina Pork Chop, and is a certified scuba diver.





## **KYLE RICHARD**

### **Associate Director of Men's Engagement & Special Projects**

He/him

Kyle Richard is the Associate Director of Men's Engagement and Special Projects for It's On Us. He is an advocate & national speaker for sexual violence prevention in sports.

He has been recognized by It's On Us, The Capital One Orange Bowl, The Institute for Sport & Social Justice & media outlets like ESPN & CNN for being an active bystander & his efforts to engage athletes & men in violence prevention. He had the privilege of receiving a letter of praise from Commissioner Roger Goodell at the 2018 It's On Us Biden Courage Awards.

In 2017, the graduate & former 2x captain for SUNY Cortland Football ('20) intervened with his friends in what was potentially an act of sexual assault. When Kyle confronted the assailant in the aftermath, the assailant shot him twice, leaving him doubtful to return to the field. Fortunately, he completed a comeback & led the Red Dragons for the next 2 years.

When his story began to spread, he received messages from an array of sexual & domestic violence survivors. This sparked his desire to transition from the linebacker role to the role of helping organizations like It's On Us & the sports world tackle issues of violence through prevention work.



## **ADRIANNA BRANIN | Assistant Director of Trainings**

She/they

Adrianna Branin is the Assistant Director of Trainings at It's On Us. She works to offer free trainings and programming to teach students how to recognize interpersonal violence and utilize violence prevention techniques.

Over the past five years, Adrianna has dedicated her time to educating her college's students, faculty, and staff on the prevalence of sexual violence and methods of intervention in harmful situations. Adrianna had the honor of being It's On Us's 2019 Courage Award Recipient for stopping a sexual assault on her campus and confronting the perpetrators. Her courageous actions were recognized by the PASSHE educational system and she was named an "Outstanding Citizen of the Commonwealth" by Pennsylvania's Governor, Tom Wolf. She had the pleasure of being a panelist at the first national It's On Us Summit and has advocated for survivor-centered legislation in Harrisburg. Adrianna also worked on the development of the SAPRO program that was commissioned by the Pentagon as a way to train military personnel in how to recognize and report sexual violence. Her activism has been featured in the Philadelphia Inquirer and the Pittsburgh Post-Gazette.

Adrianna is originally from Philadelphia and received her B.A. in Political Science and Religious Studies from the Indiana University of Pennsylvania. She currently lives in Central Pennsylvania with her dog, Azula.

