



## SafeCats 2014-15 Annual Report Prepared by Kristen Cummings and Johanne Ives

### Highlights/accomplishments from the year

#### ***Be A Friend. Do Something Campaign***

- SafeCats partnered with Residence Life to provide educational posters for every residence hall floor and lobby. The marketing campaign was focused on bystander intervention with the tag line of *Be a Friend. Do Something*. The posters were distributed at the start of the fall semester in August and redistributed for spring semester in January. Posters covered the following important topics: Sexual Consent, Alcohol Abuse, Depression/Suicide, Threatening Behavior, Smart Partying, Personal Safety, Cyberbullying, Financial Safety, & Hazing.
  - 290 posters in the fall
  - 265 posters in the spring
- The *Be a Friend. Do Something* campaign was spread throughout campus. We utilized the slideshow shown before classes in Centennial Hall as well as the plasma screens located in the Student Union, Rec Center, and Nugent building.
- SafeCats partnered with 2 off campus apartment complexes that rent to high numbers of UofA students to display our *Be A Friend. Do Something* posters.
  - The Ranch at Star Pass & NorthPointe

#### **SafeBaby Campaign**

- In collaboration with the Pima County Attorney's Office and Casa De Los Ninos, SafeCats distributed safety information on how to safely and legally give up a baby if necessary. The materials were distributed under the campaign called "Safe Baby." The materials were distributed to all the residence halls in the form of posters, magnets, and bathroom mirror clingers. The posters were also hung in both student unions and the magnets and mirror clingers were distributed across campus to academic buildings, the library, both student unions, and the recreation center. We also partnered with 2 off campus apartment complexes and displayed the posters there. This collaboration is very important since the materials provide critical information as a resource for students in crisis and the materials are funded entirely by the Pima County Attorney's Office.
  - Distributed ~300 posters and ~500 magnets/clingers

If you're about to give birth & feel alone,  
don't panic, there is an option.

**Safe Baby** [Safe Baby locations closest to the U of A](#)

Campus Health Service 621-6490	Casa de los Niños • 624-5600 1138 N. 5th Ave.	Tucson Fire Dept. #5 2835 E. Grant Rd.
Highland Commons 1224 E. Lowell St. Mon, Tue, Thur, Fri 8 am - 4:30 pm	The University of Arizona Medical Center • 694-0111 1501 N. Campbell Ave.	Tucson Fire Dept. #1 265 S. Church Ave.
Wed, 9 am - 4:30 pm	Tucson Fire Dept. #3 24 N. Norris Ave.	St Mary's Hospital 872-3000 1601 W. St. Mary's Rd.

Visit: [www.tucsonsafebaby.org](http://www.tucsonsafebaby.org), or [www.deanofstudents.arizona.edu/safebaby](http://www.deanofstudents.arizona.edu/safebaby)  
for more information & a complete list of Safe Baby locations.



## **Cyberbullying Campaign**

- SafeCats launched a cyberbullying educational campaign in March 2014. SafeCats partnered with Student Affairs Marketing to create 3 short awareness videos. One of these videos is hosted on the Dean of Students website along with informational text and FAQ section, which includes a list of resources. SafeCats also created a 60-minute cyberbullying education and prevention workshop that launched in Spring 2014.
  - This workshop is designed to:
    - Increase awareness. Students should understand what cyberbullying is and be able to identify behaviors.
    - Help students learn how to respond when they encounter cyberbullying
    - Help students develop an understanding of available resources
    - Inspire students to be change agents & help them understand how they can make an impact.
  - Did presentation in Apache Santa Cruz Residence Hall during fall 2014.
    - 19 attendees
    - Based on the evaluations completed by the participants, students enjoyed the activities in the workshop and found them helpful. Upon completion of the workshop, participants reported feeling well informed about how to respond to cyberbullying, aware of the available resources, and empowered to stand up against cyberbullying.
  - Thanks to a grant in 2013-2014 from the Parents & Family Association (PFA), SafeCats was able to purchase 1,000 Cyberbullying Resource Bookmarks.
    - These bookmarks contain the link to the Cyberbullying website on the Dean of Students webpage. This webpage includes FAQs and resources.
    - Bookmarks are distributed to students upon completion of the Cyberbullying workshop as well as to students and campus community members during tabling events.

## **Social Media**

- SafeCats continues to maintain Facebook and Twitter pages to provide students, parents, staff and faculty with regular safety tips and important campus health and safety information.
  - Facebook page = 986 total likes (April '15). Twitter page = 530 total likes (April '15)
  - Posted series of themed posts for Halloween, Spring Break tips, and End of the Year Checklist.

## **Website Tracking**

- One of the goals of our various marketing materials is to drive people back to our website.
- Following are some stats about our website traffic between Aug '14 – April '15
  - SafeCats page = 1552 unique visitors
  - “Be A Friend. Do Something.” Page = 380 unique visitors
  - Cyberbullying Information & Resource Page = 242 unique visitors



## Community Engagement

**THE UNIVERSITY OF ARIZONA**  
Official Source of UA Emergency Information is on the UA Homepage  
[www.arizona.edu](http://www.arizona.edu)

**SAFE CATS**

**UALERT SIGN UP INFO**  
For Emergency Text Messages  
[alerts.arizona.edu](http://alerts.arizona.edu)

**FACEBOOK: SafeCats**  
**TWITTER: UASafeCats**

Email us: [dos-deanofstudents@email.arizona.edu](mailto:dos-deanofstudents@email.arizona.edu)

Police, Fire, Medical Emergency .. 911  
UA Police.....520-621-8273  
Non-Emergency

Dean of Students.....520-621-7057  
Hrs: Mon-Fri 8:00am-5:00pm  
For safety concerns, advocacy, & assistance

\*Safe Ride.....520-621-SAFE  
Hrs: Sun-Thur 6:30pm-1:00am,  
Fri 6:30pm-9:30pm, Closed Sat

Campus Health.....520-621-6490  
Health & wellness for The University of Arizona  
campus community

Hazing Hotline ..... 520-626-HAZE  
Available 24hrs a day, 7 days a week

CAPS.....520-621-3334  
Counseling and Psychological Services

OASIS .....520-626-2051  
For students impacted by sexual assault,  
relationship violence, or stalking

Information Provided by the Dean of Students Office  
Sponsored by the UA Parents & Family Association \*Academic year only.

- Safety cards were displayed and passed out during the parent session of New Student Orientations throughout summer 2014 as well as during Parent and Family Association Wildcat Family Conference in August 2014. Many parents shared that the information was new to them and that they found the safety resources very helpful.
- SafeCats tabled at several campus events throughout the year. At these events, we distributed SafeCats resources including wallet-sized safety cards, “Be A Friend. Do Something.” pens, Cyberbullying resource bookmarks, and whistle/light key chains.
  - “New Year. New You.” – January 2015
  - Spring Break Safety Fair – March 2015
  - “Take Back the Night” resource fair – April 2015
- Composed monthly safety features for Dean of Students website such as start of the year safety tips, information about the Difference of One Award, and spring break safety tips.
- Created electronic slides to be displayed before lectures in Centennial Hall. Slides included safety trivia & tips and DOS events & resources.
- Led planning, logistics, and marketing for the spring 2015 Practically Speaking Series. These interactive workshops are open to the campus community and addressed important current issues facing higher education and student affairs.
  - This years workshops were “*I’m Not Racist, But....*” *Millennials and Microaggression; Hazing Prevention & Intervention; Intellectual Property Law 101: What is a Trademark? Copyright? Patent?; Celebrate, Interrogate, Advocate: Findings from the LGBTQIA+ Needs Assessment*
  - All of the attendees rated the workshop they attended as either “very good” or “good” and the majority found the workshops very useful both personally and professionally. They planned to use the information to create conversations in their offices/with their colleagues; change the campus climate/office climate; in trainings with their student workers/leaders; for personal development.
- Submitted safety tips in Living Wild, a quarterly e-magazine published by Campus Health.
  - Feature included a safety tip, the SafeCats logo, and a link to the SafeCats Facebook page.
  - Total Issue Visits:
    - September ’14: 5,482
    - November ’14: 1,457
    - February ’15: 3,801



- April '15: 1,650
- SafeCats was involved in the planning and implementation of the Wind Down Wednesday events, a monthly event that allows students to relax and de-stress while learning more about the Dean of Students Office and Student Assistance.
  - The events throughout the two semesters, included free Eegees and pizza served by staff members, two visits from therapy dogs, cookie decorating, and back rubs, which had a total attendance of over 800 students.
- Presented the Difference of One Award at the Student Awards Program, Evening of Excellence. You can read more about the award and the student and faculty recipients [here](#).

### Grants

- SafeCats was awarded 1 grant for the 2015-2016 school year.
  - SafeCats received \$2,500 from the Freshman Fee to focus on freshman safety initiatives. Money from this grant will be used to purchase “*Be A Friend. Do Something*” posters and USB drives with the SafeCats website information to be handed out during tabling events. This grant will also be used to fund promoted posts and “like drives” for our SafeCats social media pages, which will help increase followers, as well as the reach of our educational posts.

### Challenges

- Finding creative ways to get safety messages out that are engaging to students.
- Driving up the “likes” to the SafeCats Facebook page and Twitter followers. Social media is one of our main ways of getting information out to students, so it is important to maximize our followers so we can maximize our reach.
- Getting submissions for the Difference of One Award. With this award still being relatively new, few people still know about this award. We were able to increase the number of nominations received this year, and hope to continue to do so through outreach to more groups/organizations next year.
  - We hope that by using a highly viable event, such as the Evening of Excellence, to present this award that our submissions will increase in the future.
- Staff turnover will continue to be a challenge faced by this position. Since there is limited full-time staff support for SafeCats and many of the initiatives are driven by at 20-hour week GA, there is turn over every 2 or so years. This poses some challenges for the program.
- Another challenge is financial support for the program. There is currently no funding allocated from Dean of Students to the SafeCats program. The Dean of Students Office has funded the Difference of One Award, but all other money for operations has come from the Student Services Fee, Parent and Family Association or the Freshman Fee.

### Budget Statement



The SafeCats program had a very small budget for the 2014-15 school year with no-official allocation of funds for the program. A total of \$714.92 was spent, broken down as follows:

- Difference of One Award (\$238.26)
  - Table at Evening of Excellence - \$120
  - Awards – \$118.26
- Practically Speaking Series (423.41)
  - Quarter sheet advertisements - \$7.49
  - \$103.98 per workshop x 4 workshop = \$415.92
    - \$20 for gallon of coffee
    - \$75 for projector & screen
- Tabletop banner to use during tabling events - \$53.25

Student Services Fee money provided for one 20 hour a week Graduate Assistant, which is crucial for the success of the program. This funding stream was approved for the next two years (EY 2016 & 2017), but we will have to re-apply for this funding in future years.

Funding provided by Casa De Los Ninos allows us to print materials about the SafeBaby program. These resources provide critical information for individuals who are seeking information on how to safely and legally give up a baby.

### **2015-16 Budget Plan**

- SafeCats applied and was awarded \$2,500 of funding from the Freshman Fee for the 2015-2016 year. This funding will allow us to expand the reach of our efforts by printing educational materials about our *Be A Friend. Do Something.* Bystander Intervention campaign, expanding our reach on social media and increasing the effectiveness of our tabling efforts.
- If new educational initiatives become important and funding is not available, we will look to grants again in order to help fund those.
- The most important money to continue to find is for the Graduate Assistantship.
- An allocation of \$250-\$500 will be important to continue to award the Difference of One Award to a student and staff member each year. This money will be requested from the Dean of Students Office.

### **2015-16 Strategic goals/objectives**

- More outreach to students, faculty, and staff regarding the SafeCats program in the 2015-16 school year.
  - Continue tabling at events such as GPSC orientation, Parent and Family Association Wildcat Family Conference, New Year, New You, Spring Break Safety Fair, and Take Back the Night.
    - More targeted tabling at each of these events. Create personalized information and activities based on the event that we are tabling at.
- Consider how SafeCats educational initiatives can be infused more with the off-campus housing program through residence life.
- Continue to recognize one staff or faculty member and one student each semester with the Difference of One Award.



- Increase nominations for the award and work with Becky Bell (Athletics) to discuss the opportunity for connecting the Difference of One Award to Step Up.
  - Outreach to more organizations to increase nominations.
- Continue to define more clearly the mission of SafeCats in contrast to the mission of Health Promotions.
- Promote cyberbullying campaign. Promote workshop to Reslife and Greek Life.
  - Create a ready-made bulletin board with information and resources that resident advisors in the residence halls can easily print and use to create an informational board for their hall.
- Brainstorm any new areas of student safety that we would like to create a focused campaign/marketing materials to address.
- Partner with more campus groups & organizations.
- Partner with units such as UITS and SASG to increase awareness of cybersecurity issues.
- Be more targeted and intentional with social media. Create social media schedule to coincide with happenings on-campus.
  - Increase Twitter use.
- Investigate technology that promotes safety (ie. Guardly and Bluelight)
- Create department learning outcomes and begin to conduct assessment related to these learning outcomes
- Continue to place a new SafeCats safety article each month on the home page of the DOS website. This will be another way to highlight the SafeCats program and drive traffic to our site & SafeCats social media pages.
- Continue to build up the Practically Speaking Workshop series. Increase awareness of and attendance at these events.
  - Review the Practically Speaking Series recommendations compiled by Kristen for possible changes to implement.
- Apply for finding from the 2016-2017 freshman fee to print more posters for the “*Be a Friend. Do Something.*” Campaign, as well as any new safety initiatives that we feel we should build up information/resources or a marketing campaign around.