May 8, 2017

Matt Kramer
Vice President for University and Government Relations
3 Morrill Hall
100 Church Street Southeast
Minneapolis, Minnesota 55455

David Golden
Director, Public Health and Communications
Boynton Health Service
302 Boynton
410 Church Street Southeast
Minneapolis, Minnesota 55455

Dear Matt and Dave,

Today, I am asking you to join me in leading the President’s Initiative to Prevent Sexual Misconduct.

This initiative is based on the five recommendations I received on March 1 from an ad hoc task force on preventing sexual misconduct and sexual violence on campus. I shared those in my State of the University address the following day. The recommendations are: (1) to develop and require training around sexual misconduct issues for all faculty and staff; (2) to enhance student education and engagement, especially beyond the first year; (3) to create a sustainable public health/public awareness campaign; (4) to establish a President’s committee to prevent sexual misconduct; and (5) to develop metrics for evaluating our sexual assault and misconduct prevention, education, advocacy and awareness activities on campus.

Last week, the University and Student Senates passed a “Resolution on Equal Opportunity and Title IX Training” that was brought forth by the Social Concerns Committee and endorsed by the Faculty Affairs Committee in February, the Civil Service Consultative Committee in March, and the P & A Consultative Committee in April.

Like the first recommendation to prevent sexual misconduct, the Senate resolutions include required training for all employees. I sense the University community is increasingly unified in our desire for long-term culture change and we are ready to do the hard work necessary to create that change.

Since the founding of the Aurora Center thirty years ago, we have been at the forefront of addressing the sexual misconduct epidemic on college campuses. But there is still work to be done. Like all campuses, we must continue taking actions and building a culture that ensures safety and respect — a culture that reflects our deeply held institutional values.
To that end, I’m charging University Relations and Boynton Health Service to respond to recommendation (3): to create a sustained public health/public awareness campaign. Specifically, I request you:

- Evaluate existing campaigns nationwide that meet the criteria of public health/public awareness and that have been used in the higher education community
- Determine applicability of existing campaigns to the University system and evaluate and establish whether a new campaign should be created
- Develop a production schedule and implementation plan, along with estimate of the budget required
- Consult with University resources, including faculty, with expertise in public health, sexual violence and misconduct prevention, and related issues to validate your analysis and recommendation.

This recommendation is closely linked to recommendation (5). I have charged Lincoln Kallsen and Dave with co-leading that effort. Dave has, in fact, already convened a group and it has begun its work. Successful collaboration between the two groups is crucial to the success of a future public health/public awareness campaign.

I have asked Dean John Finnegan, School of Public Health, to lead the President’s Initiative to Prevent Sexual Misconduct. As part of that work, he will chair the President’s Committee to Prevent Sexual Misconduct. Please work collaboratively with him as you proceed. My intention is to create a structure that allows maximum communication, minimizes duplication of efforts, and provides the resources necessary to make measurable progress in this area. Dean Finnegan will be in contact to determine the best way to move forward.

This is a big task but one that will have direct impact on our students’ lives. I understand the time and attention this will require and I am grateful for your willingness to take on this important work. Thank you.

I expect Dean Finnegan to have progress reports, including projected budgets, to me by October 1, 2017. I am prepared to dedicate financial and staff resources from my office to support this effort. If you have any questions, please call me or Julie Christensen in my office.

Sincerely,

[Signature]

Eric W. Kaler
President
President’s Initiative to Prevent Sexual Misconduct
Public Health/Awareness Campaign Charge Letter
May 8, 2017

Attachments:
task force memo outlining the recommendations
President’s Initiative to Prevent Sexual Misconduct graphic

c: Danita Brown-Young, vice provost for student affairs and dean of students
Julie Christensen, deputy chief of staff, office of the President
John Finnegan, dean, school of public health
Lincoln Kallsen, director, institutional analysis