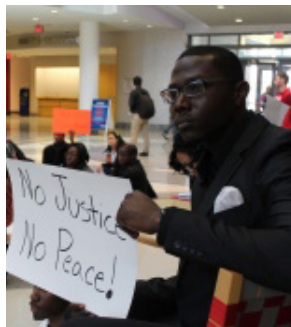




## Not On Our Campus Quick Start Guide



Ohio State University

A Not On Our Campus Campaign (NOOC) is an ongoing commitment to empower students to create safe and inclusive environments that are free of anti-gay harassment, bigotry, racism, and all forms of intolerance.

Every NOOC campaign takes on the characteristics of the campus community and responds to local issues and needs. A Not On Our Campus campaign mobilizes students to be “upstanders” who take action to stand up for themselves and others and create a campus climate that reflects the values of safety, respect, and inclusion in these ways:

### **Identification of problems of intolerance**

The focus is on problems that result from students harassing, intimidating or being exclusionary and hateful. Often, harassment is based on gender, race, religion, sexual orientation, appearance, or disability. The first step is to start with a dialogue about the particular problem.

### **Solutions defined by students and peer-to-peer actions:**

Students are supported in defining the problems and solutions needed to incorporate peer-to-peer actions, make their campuses safe and help bystanders gather the courage to become upstanders.



University of Mississippi

## Steps for Starting a Not In Our Town Campaign

### Collective Voice

The entire campus unites to say NOT ON OUR CAMPUS. This could take many forms—buttons, banners, slogans, T-shirts, pledges, assemblies, and campus-wide activities—but it needs to grow out of authentic discussion and efforts to create a safe and welcoming environment for students of all backgrounds and gender identities.

The many activities presented here have been successfully implemented on campuses and may be viewed in short films at [NIOT.org/NotOnOurCampus](http://NIOT.org/NotOnOurCampus).

### Connections Across the Campus

NOOC activities are versatile and can also include visual arts, theatre, and music. It is an opportunity to reach out to all the different groups on campus, students, staff, faculty, and the administration.

Innovative ideas have often been used to bring people together. On one campus, leaders from the different sectors came together to hold meetings. On another campus, a student group sponsored a large event and open invitations brought members of the many sectors together.

#### 1. Create a coalition to lead efforts

Your coalition can include students, professors, staff, and administrators. The impact of your coalition will be even stronger if it embraces representatives from both campus and the community-at-large. Possible groups to approach both on and off campus include student government, student clubs, campus equity centers, cultural organizations, LGBT advocacy groups and community organizations. The broader the coalition, the more powerful the results become, however it is important to remember that even very small groups can make a big difference.

Once you have secured a meeting with a person or group, the following guidelines can help in tailoring an attractive presentation:

- Create an inviting atmosphere and accept all levels and offers of time, energy and commitment.
- Be inclusive and hear suggestions and ideas from all participants. Keep your goal in mind and communicate your passion.
- Be ready to enlist, support or encourage others to act.
- Be prepared for the next step, such as showing a video.
- Before leaving, remember to ask for participation and support.
- Stay flexible and adaptable.
- If a person or group chooses not to actively participate, do your best to encourage them to support your efforts.

## 2. Identify issues in the campus community

Create student surveys to determine how students feel on campus and identify issues that keep the campus from being safe. Tally the results and identify the areas of the highest rating as the most unsafe. Working together, define clear goals to create a safe and inclusive climate.



### Sample Questions

- If you could change one thing about the climate and culture of the campus, what would it be?
- Have you or other students from different racial backgrounds bullied or made hateful comments towards one another or others on campus?
- Do you think that immigrant students feel welcomed? Do they actively participate in all campus activities?
- Do you hear racist slurs, or have you seen racist graffiti around the campus?
- Have you or other students been teased or called anti-gay names?
- Do you hear the phrase “that’s so gay”?
- Do you see hazing or relational bullying that incorporates exclusion, cyberbullying or spreading of rumors?
- Have you or others been discriminated against for social class issues?
- Where do you see cruelty taking place?
- “I feel safe on campus.” Is this statement true for you? Why or why not?

Select and view NOOC videos for inspiration and learn from other NOOC campaigns. Hold student discussions about the issues that keep a campus from being safe. Answer the following questions:

- What strategies might students use to address these issues?
- What are the risks, if any, to taking these steps?
- What challenges might students confront?
- What would “success” in addressing these issues look like?
- How should “success” be measured?
- What resources do students need to be successful?
- What might be the consequences of doing nothing?

**3. The NOOC Club chooses the identified issue(s) of the highest concern**

For the most impact, a NOOC campaign needs to include meaningful discussions with the participation of all sectors for both exploring the issues and identifying authentic and sustained solutions.

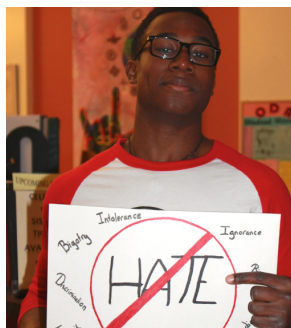
**4. Sign a Not On Our Campus/Not In Our Town pledge to stop hate and intolerance**

Create a NOOC pledge or proclamation or adapt one from NIOT. [org/NotOnOurCampus](http://org/NotOnOurCampus) for your college community. The pledge or proclamation can be submitted to the NOOC club, or written on huge sheets of butcher paper, signed, and displayed on high-traffic areas of campus.

**5. Select three or more from the following activities or design your own activities to implement during Not On Our Campus Week/Day**

Keep in mind that a Not On Our Campus campaign can extend over an entire semester, a week, or just a single day, as long as build-up and follow-through activities are in place to support focus, clarity and lasting change.

- Create your unique NOOC slogan, for example, “Stand Up, Stand Out: Not On Our Campus.”
- Sponsor a community event with a film showing of a NOOC or NIOT film or plan a broadcast of a NOOC film on the campus television station.
- Hold a campus-wide event with speakers.
- Develop a campus-wide anti-hate and/or anti-bullying policy.
- Publicize information on how to report hate crimes.
- Do the “Dissolving Stereotypes” activity where students recall and record the negative stereotypes that have personally impacted them on rice paper and place them into a pool where they dissolve.
- Hold a flash mob in the student center led by the NOOC club or student government.
- Sponsor a poster or video contest on the theme of NOOC.
- Sponsor an anti-hazing campaign and work with sororities and fraternities to determine alternative activities.
- Design NOOC t-shirts, buttons, posters, or stickers and distribute to the campus community.
- Have the students write letters to the newspaper and local officials describing their commitment to NOOC and making their campus safe.
- Map the places where intolerance happens in the campus.
- Host an open mic night.
- Create an art mural on campus.
- Sponsor a student panel.



Miami University



Skidmore College



- 6. Document and publicize what is being done** Take photos, film interviews and write articles.
- 7. Identify the impact of your NOOC Campaign** After the actions and activities, survey fellow students about how safe they feel on campus to determine the impact of the campaign and identify future actions.
- 8. Review the data and determine next steps** Change does not happen overnight and these efforts need to be ongoing. Holding Not On Our Campus week or day each year assures the students that NOOC, the values of inclusion, and an environment free of hate and intolerance are here to stay. It also can serve as a reminder to the students during the year to stay the course and hold true to the values of the campaign.
- 9. Join the NOOC Network** Put your campus on the Not On Our Campus and Not In Our Town map at <http://www.niot.org/get-local>. Send in a NOOC Campaign Form with a list of your completed activities to [web@niot.org](mailto:web@niot.org).
- 10. Develop a plan for next year** Student leadership can shift from year to year on college campuses. Develop a plan to pass on to student leaders who can pick up the torch of your anti-hate efforts. Not only does this help them learn lessons from your work, but helps them guide and build on it.

Guide updated: April 2013

Miami University photo courtesy of Suey Park, Ohio State University photo republished with the permission of *The Lantern*.



University of Mississippi

## Additional Resources



University of Mississippi

### **Not On Our Campus Page**

Here you will find short films featuring college campus actions, blogs, dozens of stories about campus efforts nationwide and sample guides and campaign materials.

<http://www.niot.org/notonourcampus>

### **Anti-Bullying Policies on College Campuses**

<http://www.niot.org/blog/anti-bullying-policies-higher-ed>

### **Sample Pledges and Proclamations**

Cities and towns across the United States have passed proclamations to stand together for unity and acceptance. Many campuses and schools have developed pledges that can be downloaded and adapted for your purposes.

<http://www.niot.org/action-hub/kit/not-our-campus-proclamation>

<http://www.niot.org/action-hub/kit/sample-pledges>

<http://www.niot.org/action-hub/kit/sample-proclamations>

### **Activity: Dissolving Stereotypes**

Though created at a high school, this popular activity can easily be adapted for college campuses. Includes short film and activity guide.

<http://www.niot.org/nios-video/dissolving-stereotypes-0>

### **Hazed and Confused: University of Redlands Says, 'Not On Our Campus'**

A sorority at the University of Redlands held a Not On Our Campus week to bring awareness to hazing, pledging to stop the hurtful—and sometimes fatal—practice on university campuses.

<http://www.niot.org/blog/hazed-and-confused-university-redlands-says-not-our-campus>

*This guide was compiled with the help of instructors and students from The City University of New York, Murray State University, University of Delaware, and Emory University. Updated April 2013.*