

WHEN STUDENTS SAY

Longer-Term Communications



After the initial media and social media frenzy dies down, your organization will need to focus on its longer-term communications during, immediately following and after the investigation. Your organization may also consider completing an audit of the district's culture, processes, policies, and procedures around sexual harassment, appointing a task force, and other actions that help to rebuild the public's trust in the district.

1. Update the community with the findings of the investigation and employee's status. *Note: This may result in some additional negative public relations if the employee is allowed to return to work, either in their full capacity or limited capacity. However, it is critical that the district be the source of this information. Also, if a police department was involved in collecting and investigating complaints, coordinate communication with that police department so that the district's communication is released first or at the same time.*

2. Consider recommending that the board president and superintendent appoint a sexual harassment task force in the midst of responding to the crisis. This task force should be comprised of students, staff, board members, teachers and administrators and charged with identifying areas of improvement of harassment reporting, processes and education for the District community, and ways to engaging stakeholders in developing solutions. This action may also be considered after the first 48 hours of the crisis.

3. Expect additional media investigations into past sexual harassment, misconduct and/or assaults that have occurred in your district. Develop a response related to these investigations.

4. Meet with and provide updates to the community regarding Sexual Harassment Task Force activities, actions, decisions.

5. Provide regular updates to the community regarding changes/improvements to sexual harassment policies, processes, procedures, and programs.

6. Consider implementing a sexual harassment awareness campaign:

- Survey: Evaluate student and staff awareness of climate around sexual harassment, including their collective understanding of harassment, policies, procedures, attitudes and perceptions.
- PSA Videos: Clearly--and in a relatable manner--communicate policies, reporting processes, procedures. For students and staff. Students could be involved in the development of the student-audience videos.
- Social media campaign: Develop social media posts (with images) that identify ways people can recognize, respond to and report sexual harassment in the district.
- Posters and resources for parents, students, staff (flyers, downloadable materials)
- Assemblies at middle and high schools
- To incorporate elementary school students: Identify age-appropriate ways to teach respect and boundaries to elementary school students, how to deal with a peer or adult who is not respecting your personal boundaries. Could be incorporated into an assembly or classroom character education.
- Invite influential community members, board members to trainings, assemblies, programs to communicate the messages and resources around harassment so that they reach all community members.