TITLE IX COORDINATOR AS A COMMUNICATIONS EXPERT
WHY COMMUNICATION MATTERS

T9C in middle of competing obligations:
- Involved parties
- University community (students, employees, parents, etc.)
- University as an entity

Trust and Distrust (Makela and Shelton, 2012)
- Two separate ranges
- Trust = slow, gradual
- Distrust = rapid, persistent (20+yrs)
LEGAL REQUIREMENTS

Confusing messaging from related laws:
• FERPA
• Clery Act (Timely Warnings, Emergency Notifications)
• Title IX Guidance (now)
• Title IX Regulation (soon)
• State Laws (vary)

STRUCTURAL LENS:
ENTERPRISE RISK MANAGEMENT

• “Sexual assault/Title IX” ranks 2nd in top reputational risks over past three years (behind “Campus climate”); also 2nd in top risks anticipated in the future (United Educators, 2017)
• Communication ideally addressed at an enterprise scale, with clear expectations, division of labor, and protocols understood at all levels of organization (board, top leadership, front line staff, etc.)
  – Identify, assess, and manage risks
  – Build resiliency to overcome (inevitable) risk events
What are your major institutional/structural barriers to solid Title IX communications?

EFFECTIVE STAKEHOLDER ENGAGEMENT

- Provide honest, transparent, & accessible information
- Custom delivery tailored to stakeholder needs and culture
- Seek to understand what your stakeholders value; be curious, not judgmental
- Provide feedback on how you have addressed & resolved their issues
- Track and record your engagement over time; refresh before showing up

(SustaiNet, 2019)
What are some creative communication touchpoints that you have seen deployed to reach students, employees, parents, or others? (They can be Title IX-related or from other fields or industries.)

FIGHT THE POWER
(wait...that’s you)

I AM THE MAN
and I’m fighting myself

BEWARE
WHAT YOU SHARE
THE SAVVY TITLE IX COMMUNICATOR...

• Conveys professionalism and competence
• Knows their audience and does their homework
• Appreciates institutional liability
• Commits to accessibility and inclusivity
• Communicates with INTEGRITY ALWAYS

ACTIVITY

CASE STUDY!
In small groups, you’ll have the opportunity to offer your expertise by reviewing a case study that has caught your local newspaper’s attention. You’ll have the opportunity to discuss options for handling this matter and offering strategies to mitigate rumors and negative PR.