

# IMPROVING TEAM ONE LOVE CLUBS ON COLLEGE CAMPUSES

Prepared for: The One Love  
Foundation

**Ashlyn McGovern**

Masters of Public Policy Candidate

University of Virginia, Frank Batten School of Leadership  
and Public Policy

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# DISCLAIMER

The author conducted this study as part of the program of professional education at the Frank Batten School of Leadership and Public Policy, University of Virginia. This paper is submitted in partial fulfillment of the course requirements for the Master of Public Policy degree. The judgements and conclusions are solely those of the author, and not necessarily endorsed by the Batten School, by the University of Virginia, by Education Reform Now, or by any other agency.

# HONOR PLEDGE

On my honor as a student, I have neither given nor received aid on this assignment.

A handwritten signature in black ink, reading "Ashlyn McGovern". The signature is written in a cursive, flowing style.

# ACKNOWLEDGEMENTS

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# EXECUTIVE SUMMARY

Across the United States there are unhealthy partner relationships and college campuses are not exempt from this problem. Currently, at least 70% of young victims do not realize they are being abused or resist reporting their abuse (Libertin). The One Love Foundation works to equip college students with the resources and materials they need to see and understand the ten signs of a healthy and unhealthy relationships to help end relationship violence and ultimately save lives.

Team One Love Clubs are branches of the One Love Foundation on college campuses that work to spread the message and mission of One Love. While Team One Love Clubs work to educate students, the One Love Foundation is struggling to have a cohesive and equally effective clubs across college campuses. Some clubs are more effective than others in understanding their mission, spreading their message and achieving their goals.

In order to address this problem, One Love and I administered a survey to all club presidents to receive feedback about their experience. In this survey we asked about their clubs, suggestions they had and potential changes that could be made to make their clubs better. From this information, I considered the following alternatives:

1. The Status Quo
2. The One Love Foundation creates new guidelines and frameworks
3. An all-day Team One Love Club President Zoom event
4. An annual Team One Love Club President retreat

After evaluating these alternatives using the criteria of administrative feasibility, cost and effectiveness, I recommend the One Love Foundation implement **an All-day Team One Love Club President Zoom event**. This alternative has both high administrative feasibility and effectiveness while being the most inexpensive option costing \$6,505. The One Love foundation will be able to successfully implement this alternative in a quick and easy manner, using the outline provided. From survey responses, Team One Love Club presidents want a Zoom event and said they would attend one. Further, it will yield measurable results quickly, given the first event will be in August 2023. This alternative will help make Team One Love Clubs more effective on all college campuses, helping to reduce and end relationship violence.

# INTRODUCTION

## Problem Statement

One Love is having a discrepancy in the consistent of Team One Love Clubs on college campuses in spreading their mission and achieving their goals. With 32% of college students experiencing dating violence by an intimate partner in a current or previous relationship, it is critical that Team One Love Clubs education is equally effective in teaching the One Love mission in order to educate students and encourage healthy relationships (Libertin).

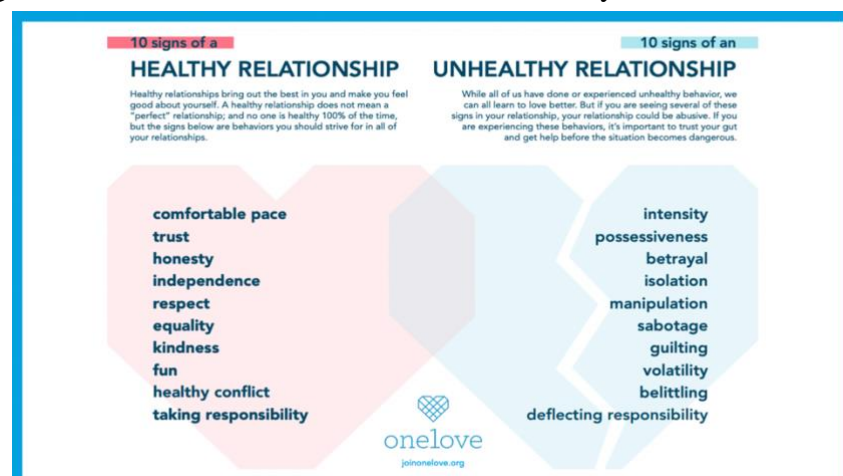
## Client Overview

The One Love Foundation was founded to honor the unnecessary and tragic death of Yeardley Love, who was murdered by her boyfriend at the University of Virginia two weeks before her graduation. The goal of the foundation is to engage with youth people through compelling, relatable films and honest conversations around healthy and unhealthy relationship behaviors in both intimate and nonintimate partner relationships. One Love's goal fits with my problem statement because with the lack of awareness and education on college campuses, the incredible OneLove training programs can combat relationship violence on college campuses and support victims. The overall goal of Team One Love Clubs is to spread One Love's mission to college campuses across the country.

Team One Love Clubs These clubs strive to spread the message of One Love and educate their peers about relationship violence. Across the country, there are over 140 clubs that hold workshops, teach the ten signs of a healthy and unhealthy relationship, spread the message of One Love and aim to reduce relationship violence. The One Love foundation works tirelessly to help today's college students understand relationship violence to ensure there are no more tragic deaths like Yeardley's. Further, a club provides the ability to build a safer, healthier, and more loving school community by preventing relationship abuse and empowering others to love better. Clubs want to empower members and their peers to engage, foster and facilitate daily conversations about the ten signs of relationship violence.

The ten signs of a healthy and unhealthy relationship are the root of One Love's mission (*Figure 1*). The ten signs help students understand that while not all relationships are 100% healthy, they can learn to love better by recognizing unhealthy signs and shifting to healthy behaviors. In workshops and teaching materials, the ten signs are shown in both healthy and unhealthy ways, allowing students to recognize them in real time and learn how to identify and shift these behaviors.

*Figure 1: 10 Signs of a Healthy and Unhealthy Relationship*



# ONE LOVE

## How Do Team One Love Clubs Function

Team One Love Clubs support One Love's education mission by messaging to students on their campuses and rallying additional youth leaders to be drivers for change. Right now, executives at One Love are finding that not all Team One Love Clubs are as effective and impactful as others. It is important for them to understand what is needed to create more consistency and structure across Team One Love Clubs in order to ensure they are using their time and members as impactfully as possible.

### *Club Requirements*

Currently there are only four requirements to be a registered Team One Love Club. First, a club must officially register on the One Love website. Second, the club must be a yearlong program at the University – it cannot be just one semester in the fall or spring. During this year long existence, at least one member must be a trained One Love facilitator. Third, there must be a faculty or staff advisor who is a mentor and helps to oversee the club. Lastly, the club must be registered and recognized by the school where it is functioning. Having only four club requirements that do not help outline or guide clubs in achieving their mission and goals, give club presidents the power and ability to do what they want, causing all clubs to function differently, resulting in a lack of consistency at all schools.

### *Resources Given to Clubs*

As of right now, One Love gives some resources to Team One Love Club presidents. There is a Team One Love Toolkit which is sent to club presidents when they register with One Love. This toolkit includes important language, overall objectives and goals for the club, shows presidents what they are supposed to do on their campuses and how they can achieve their goals. Further, there is an education center on the One Love website that has additional resources such as meeting agendas and handouts. However, many club presidents do not know this exists or how to access it. With the toolkit being the only thing given directly to clubs and not many presidents knowing about additional resources, clubs are not consistent on all campuses because they are not using the same materials.

### *Goals of the Clubs – Advocate, Educate & Rally*

First, Team One Love Clubs are meant to advocate for One Love. This means that students can share their passion for One Love by advocating for change. Clubs can host letter writing campaigns, table on their campuses and post flyers across their campuses. But, the most important part is that each club member has their own reason for joining and wanting to spread One Love's Message.

Secondly, Team One Love Clubs educate students through One Love Workshops. One Love Workshops are the best way to educate students about healthy relationships and the One Love Foundation's mission. These workshops include both film-based and activity style workshops that end with an in depth, powerful and emotional discussion about what they watched. These

workshops utilize trained One Loved facilitators to run films and discussions. All workshops, resources and trainings are available on the One Love website, allowing club members to become trained and start educating other students. However, club presidents still do not know about these resources or how to access them, making it difficult to successfully use them to educate their peers.

Lastly, these clubs are supposed to rally and raise awareness for One Love. Outside of One Love workshops, clubs can host events to spread the message and mission to their university community. These events include but are not limited to tabling, sports dedication games, posters around campus or speaking at events. Raising awareness is a crucial part of Team One Love Clubs because it is important to spread One Love's message across their college campus.

While these are the goals of Team One Love Clubs, it is hard to know if clubs are achieving them. There is no tracking or accountability system, so it is unknown if clubs are reaching their goals. As a result, clubs are not being consistent and achieving goals at similar rates.

### *The Current Problem*

While One Love resources have can help diminish the high rates of relationship violence on college campuses, the clubs are not as consistently effective as they could be because they are not using their resources in a uniform manner to educate their peers about relationship violence. One Love has the potential to have a major impact and help lower this problem but the issue on the club level is hindering their effect.



# EXISTING EVIDENCE

## Evidence on Potential Solutions to the Problem

This evidence review looks at why organizations have inconsistent outcomes and potential solutions. This will help assess how to make Team One Love Clubs more consistent on all campuses.

### *Solution 1: Centralization of Knowledge and Information*

Centralization is defined as the control of an activity or organization under a single authority (Myong-Hun). Further, the leader in a centralized organization is expected to provide strategic direction and inspiration, initiate change, encourage new learning and develop distinct organizational culture (Hailey). In this framework it is most effective when leaders possess both a concern for the task while establishing an individual, strong and respectful relationships with their employees in order for plans to be communicated, accepted and implemented by their employees (Holloway).

Centralization is ideal when innovation in an organization is viewed as an act of information creation and it will meet the demands of an external market that the leaders have the greatest understanding (Myong-Hun). However, centralization has the tendency to cause leaders to ignore ideas that they do not directly come up, may not directly help the organization and these ideas may not be adopted by the organization as a whole (Myong-Hun). This means, leaders may ignore strong ideas from lower level managers and employees who have direct experience in what they are working on. Overall, centralization focuses on leaders creating everything and passing it down to lower level people in an organization. It is relatively successful but begs the risk of non-implementation and unhappy managers because they are not being listened too.

### *Solution 2: Decentralization of Knowledge and Information*

Decentralization is defined as the transfer of authority and control from one centralized power to lower level actors in an organization (Myong-Hun). Additionally, in decentralized systems managers and lower level staff are seen to plan, implement and monitor on a more operational and administrative level (Hailey). Decentralization allows for any given subset of an organization to follow a set of overarching rules set by the leaders; but, they are allowed to run their specific areas the way they believe would work best for them and implement new and creative ideas they come up with (Radner). Further, this ensures that each part of the organization is operating in a way that is best suited for them, thus making them more efficient and effective in the long run (Myong-Hung).

Decentralization is most ideal when there are is an opportunity to give more discretion and responsibility to managers (Chang). Further, being able to draw on the ideas of managers is beneficial for organizations because these people have first-hand experience and know what will work best for their area specifically. However, decentralization can potentially lead to these managers using poor judgement, abusing their power and behaving unethically (Hailey). The more power given to managers with less supervision puts an organization at risk for these managers to make the wrong decision that could potentially hurt the company more than help.



### *Solution 3: Information Aggregation*

In information aggregation, every operating unit of an organization has partial information about a given topic being explored, considered and talked about. In this situation, it is critical that all of this information be pooled and is spread out across all subsets of the organization, requiring communication, collective information and distribution (Phillippe). In most cases, the leaders of the organization have general information about what is going on and specifics about what they believe should be done across all levels of the organization. The lower level operating units know what would be best for them on a day to day basis and have a more personal experience. In these situations, “each operating unit has partial information about the effect of the decision; we assume that each set of partial information is essential in the sense that, whatever information is held by the other on-site units, the decision maker’s perception is that it may possibly reverse the choice of optimal decision. The information should thus be aggregated, requiring some communication between the operating units and the decision maker” (Phillippe). Once all this information is pooled together, the organization will be able to make an informed and strong decision.

When using information aggregation, it is crucial that there is direct communication among each unit in the organization to pool all information together. This works the best when there is a system in which decentralized information is centralized than distributed among all other pieces of the organization and vice versa (Phillippe). Information aggregation has downfalls when information gets lost at different levels because of miscommunications and failure to properly disseminate information (Radner). In addition, when the information is not properly distributed among all levels, people just adopt the status quo, leading to disoriented and unaligned practices of subsets an organizations (Phillippe).

### *Solution 4: Strategic Planning*

Strategic planning is based on the premise of leaders and managers of an organization being effective strategists in order to fulfill their mission, mandates and goals (Valcik). In this framework, the managers and leaders of an organization create solid guidelines and frameworks that help employees reach their collective goals in an effective and efficient way. Further, “a solid, well-composed strategic plan can provide an organization with a strong foundation for resource planning and allocation and, if there are issues with the strategic plan, enable the organization to make minimal adjustments to optimize performance” (Valcik). Strategic planning has been found to allow an organization to attain its goals, have information distributed fluidly and consistently throughout an organization and allow people at all levels to clearly understand expectations, goals and tasks (Valcik).

Strategic planning works the best when there is a large organization with many subsets that all need to be performing at uniformly high and effective levels. Strategic planning allows for each facet of an organization to know exactly what is expected of them, what resources are available to them and how they can achieve their goals (Valcik). However, limits to strategic planning include non-effective management failing to put together a cohesive and manageable strategic plan. In addition, if there is not strong communication among different levels of an organization this will fail because the relevant information will not be allocated to all subsets of the organization (Valcik).

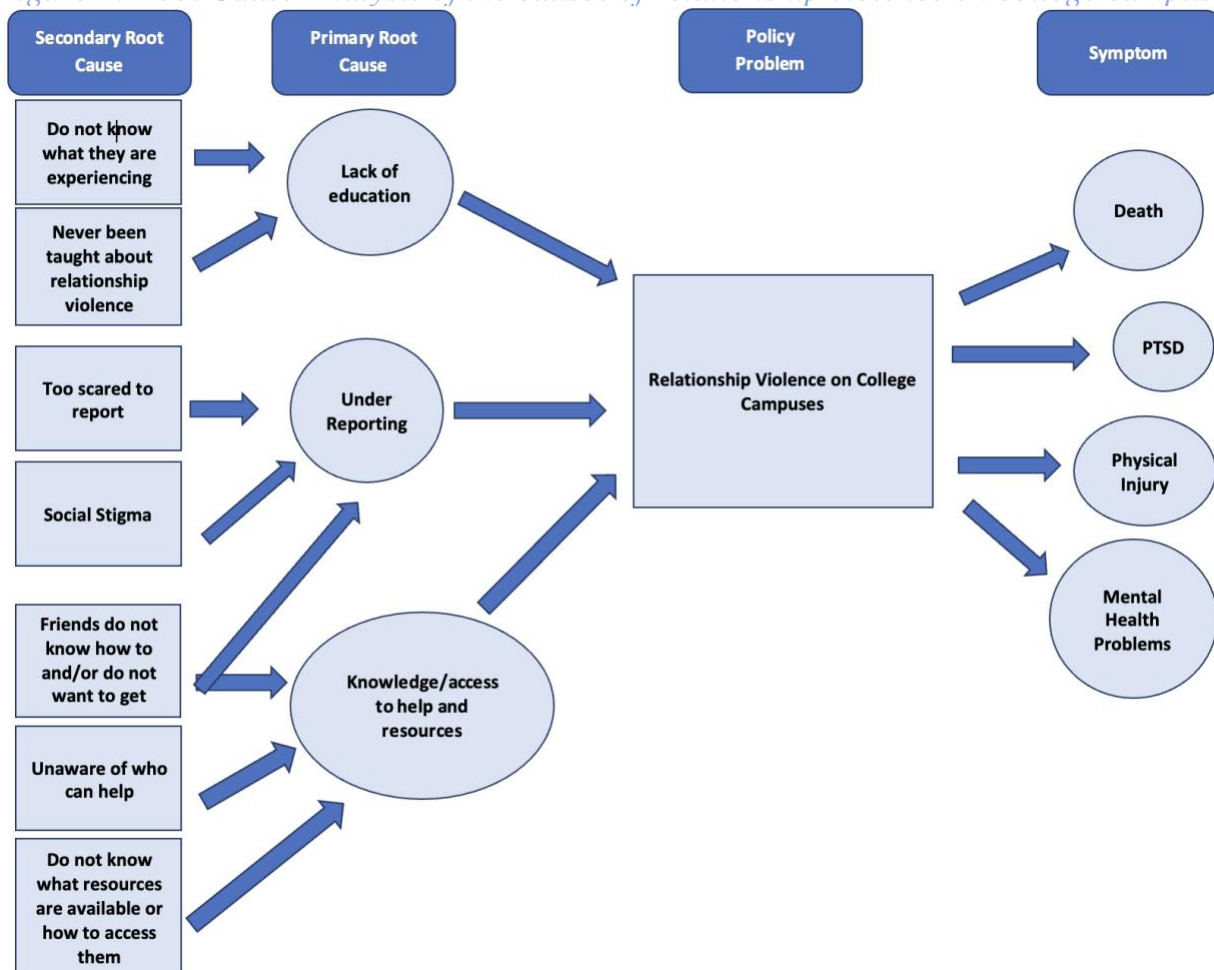
## ROOT CAUSE ANALYSIS

The cost of Team One Love Clubs having inconsistent programming is high. Relationship violence is caused by lack of education, under reporting and lack of knowledge and access to help and resources, as represented in Figure 2.

### Causes of Relationship Violence

This root cause analysis goes through primary and secondary causes of relationship violence on college campuses and provides symptoms of this problem. There are three primary root causes that result in a high rate of relationship violence on college campuses. As a result, symptoms such as death, physical injury, PTSD and mental health problems are experienced by college students. Thus, these symptoms have both direct and indirect consequences on college students. Figure 2 displays a root cause analysis of this problem, which is then explained below.

Figure 2: Root Cause Analysis of the causes of relationship violence on college campuses



**Lack of Education:** On college campuses, there is a lack of education surrounding what relationship violence is, the signs of an abusive relationship and educational resources on how to address this problem (One Love). College students do know they are experiencing relationship violence - over half of all college students (57%) say it's difficult to identify dating abuse (*Domestic Violence Statistics*). Further, students in intimate partner violence situations lack relationship experience as well as the understanding of red flags, ability to recognize abuse and awareness of disciplinary action that can be taken in response to abuse. Universities commonly fail to be transparent about sexual assault statistics, and do not provide adequate resource education for students. Overall, on college campuses there is not enough education about what relationship violence is.

**Under Reporting:** In general, intimate partner violence is not discussed because it is not reported (Libertin). On average, 80% of sexual assaults of college students not reported (Mughees). In many cases, a victim is too afraid to report their abuse – victims feel that coming forward would ruin their reputation or would ruin their life (Ullman). Further, there is a social stigma around reporting relationship abuse, often times young victims of dating violence are hesitant to report because of societal stigma and fear of retribution (Ullman). Lastly, when witnessing a friend in an abusive relationship, it is difficult to intervene. Studies show that 52% of people who know someone experiencing abuse believe it is not appropriate to intervene (Libertin).

**Knowledge/Access to Help and Resources:** College students lack of knowledge, access to help and awareness of resources perpetuates relationship violence. Students are unaware of who can help them – 38% of college students do not know how to get help for themselves if they experience dating abuse (*Domestic Violence Statistics*). Friends of an abuse victim may know their friend is in an unhealthy relationship but do not know what to do, in fact 58% of college students do not know how to help someone who is a victim of abuse (*Domestic Violence Statistics*). Lastly, students do not know about resources available to them because universities often fail to be transparent about sexual assault statistics, and do not provide adequate resource education for students (Ullman).

### *Symptoms*

As a result of relationship violence on college campuses, outcomes include death, PTSD, physical injury and mental health problems. Survivors of relationship abuse are 3 times more likely to meet the criteria for PTSD (*Domestic Violence Statistics*) and 32% of college students report having been physically injured as a result of relationship violence (NCADV). After experiencing relationship violence, survivors are 2 times more likely to develop symptoms of depression, 3 times more likely to develop a major depressive disorder, 3 times more likely to engage in self-harming behavior, 3 times more likely to be suicidal, 4 times more likely to attempt suicide, 3 times more likely to be diagnosed with an anxiety disorder and 6 times more likely to have a substance use disorder (*Domestic Violence Statistics*). As a result of these symptoms, there are direct, indirect and costs for college students.

### **Direct**

There is a direct impact to students because of relationship violence on college campuses. It has been estimated that 1 in 3 college students has experienced or been the initiator of violence in a

relationship (Schwartz). Further, about 1 in 5 college students say they have been abused by an intimate partner, and nearly a third admit to having committed assault against their partner at some point (Ullman). More than one fifth of the undergraduate population have been physically abused by their partner and an even greater percentage of dating partners are psychologically abused (Schwartz). There are hundreds of thousands of people who are directly affected by relationship violence on college campuses.

### Indirect

Indirect consequences of relationship violence include reasons for staying in an abusive relationship, not understanding they are being abused and knowing someone who has been in an abusive relationship. On average, 39%-54% of dating violence victims remain in physically abusive relationships (*Campus Dating Violence*). They stay in these relationships because they are afraid of their parents finding out, their abuser stalking them, or their administrations will not be understanding (Libertin). Further, these students want to be accepted in their community and are worried reporting may influence their relationships and attitudes toward them (Forke). In addition, 70% of young victims do not realize they are being abused by their partner and those who do resist reporting because the closed, intersecting social networks of a college campus that make victims feel trapped by their circumstances (Libertin). Lastly, with at least 1 in 3 people having experienced an abusive relationship, almost every college student has experienced or knows someone who experienced an abusive relationship. Studies have found that 50% of dating violence victims report the violence to someone else, 88% report the violence to a friends and 20% to criminal justice authorities (*Campus Dating Violence*), so relationship violence is indirectly affecting countless people on college campuses.

### Opportunity Costs

There are costs borne by society as a result of relationship violence on college campuses. Many victims experience violence, pervasive fear, erosion of a sense of safety and personal control, post-traumatic stress, severe anxiety, loss of self-esteem, and stress-related illness (Wasserman). These consequences lead students to visit emergency rooms, engage in counseling/therapy or seek extra help. Further, because relationship violence has become a common occurrence on college campuses and many people either experience or witness it, students have begun to think it is okay. Approximately 70 percent of college students believe at least one form of physical violence (slapping, punching, kicking, etc.) as acceptable and more than 80 percent describe dating situations in which physical force was acceptable (Wasserman). As a result of relationship violence, many college students believe that some sort of abuse is okay in a relationship.

As a result of this Root Cause Analysis, we can understand why having each club be as effective as possible is so important.

### Analysis and Take-Aways

All of these potential solutions have been found to be successful in their own ways in organizations currently employing them. They are generally similar in nature – information, planning and creativity starts with the leaders of an organization. Once the leaders have created a plan, they are content with, it is distributed to different subsets of the organization to be implemented. So, information begins at the top and is diffused across the organization to all levels in order for people to complete their jobs and tasks. All of these approaches have similar

limitations to them, including communicating and abuse of power. But, given that all of them have these problems, it seems if an organization can distribute information affectively, all of these are viable options. Further, there is a potential to combine facets of all of them in order to create the best way to diffuse centralized information across all Team One Love Clubs.

A key take away from this research is that in order for One Love to clubs to have effective and uniform club performance, they must have standards that are set by administration and distributed down to the clubs. Without this overarching guidance and leadership, the clubs will be lost and making assumptions about what is expected of them. A second take away is understanding that Team One Love Clubs are different, given that they are on different campuses that vary in size and leadership. With that in mind, it is important to make the guidelines feasible for all types of clubs in order to foster a healthy and strong environment for these clubs to function. In addition, One Love needs to create active channels of communication with clubs to understand what is going on with every club on each campus. Without this communication, it is impossible to understand if clubs are being successful or struggling. This communication will help both One Love administration and Team One Love Clubs be on the same page, thus making them more successful as a whole. Lastly, this communication is essential in the diffusion of information that the success of these clubs rely on. Without strong communication channels, it will be impossible to diffuse centralized information among different levels of the organization.

Team One Love Clubs have the potential to be uniform and have equal performance across all campuses with slight fixes to the current program they have. The research shows there are solutions available to fix them and this is feasible with the right steps taken. Analyzing and looking at these key take aways show the potential solutions and alternatives available to One Love.

# ALTERNATIVES

In order to address and help fix Team One Love Clubs on college campuses, I have created alternatives that aim to make clubs equally as effective across the country. These include the status quo, creating new guidelines and frameworks, an annual Team One Love Club Presidents All-day Zoom event and an annual Team One Love Club Retreat with Club Presidents. Each alternative is outlined below.

## *Alternative 1: Status Quo*

In this scenario, One Love will continue doing what they are doing without any change. Some Team One Love clubs will be operating at a higher, more efficient and effective level while clubs at other schools that are being less effective and not achieving at equally high rates of spreading and understanding their mission. One Love clubs across the country will be functioning with different levels of efficacy, working off of different goals with different missions, operating with different materials and not meeting the same or equal requirements.

## *Alternative 2: Creating Guidelines and Frameworks*

In this framework, One Love administration will create solid guidelines and frameworks that help Club Presidents reach their collective goals. To begin, One Love administration will have to create a clear goal for their clubs. This will include everything outlined in *Figure 1* of the Annex. One Love Clubs will have consistent communication with the One Love Foundation, a clear understanding of their mission and requirements and materials to help them achieve their goals. *Figure 1* gives One Love the needed guidelines and frameworks to make clubs more successful and effective on a uniform level. New guidelines and frameworks will help Team One Love Clubs function with information from One Love, while implementing this at their schools in the most effective and efficient way for them.

## *Alternative 3: Annual Team One Club President All-Day Zoom Event*

This event is an all-day Zoom meeting for Team One Love Club Presidents and One Love administration members. This will be on Zoom in large meetings, break out rooms, seminars, presentations and intimate group discussions. It will take place in August, in order to prepare Presidents to lead their clubs when school begins. It can be held on a week day or weekend – whatever is easiest for scheduling and attendance purposes. Before this event, One Love will mail out material packets with flyers and worksheets attendees will need for the Zoom activities. All club presidents will be in attendance, all employees who work with Team One Love Clubs, three additional trained facilitators and at least one Leadership Team Member (CEO, COO, Director, or CGO). All presentations and break out rooms are important because they teach club presidents how to run their clubs, give them tools and resources they need and become trained One Love Facilitators. A schedule of events is outlined in *Figure 2* of the Annex and the reason and importance of every event is outlined in *Figure 4* of the Annex.

## *Alternative 4: Annual Team One Love Club Retreat with Club Presidents*

This alternative is an Annual Team One Love Club Retreat with Club Presidents. This will teach club leaders how to effectively run their clubs, run their meetings and give club presidents a



network of peers who are working at tackling similar issues. This retreat will be three days, Friday night through Sunday morning and include a variety of different meetings, workshops and presentations. All Team One Love Clubs presidents, all One Love employees who work with Team One Love Clubs, at least five additional One Love employees and one member of the Senior Leadership Team (CEO, COO, Director, or CGO) will be in attendance. These workshops teach club presidents how to run their clubs, give them the tools and resources they need and make them trained One Love facilitators. A schedule is outlined in *Figure 3* of the Annex and importance of every event is outlined in *Figure 4* of the Annex. This event will take place in Washington D.C. and there will be a \$400 travel and \$50 transportation stipend provided to each attendee with all five meals provided and hotels paid for.



# CRITERIA

## *Criteria 1: Administrative Feasibility*

Administrative feasibility is the ability for the One Love to administer any of the proposed alternatives. This will be measured through difficulty to implement, meaning if One Love will have the means to put an alternative into action. Second, this will rely on One Love having the manpower to create an alternative without an extensive amount of work. Lastly, this will be measuring looking at if One Love will be able to feasibly implement an alternative.

Administrative feasibility will be important in measuring the effectiveness and likelihood an alternative can be implemented. This will be ranked from high, medium to low feasibility as outlined below.

- High: it is extremely likely the One Love Foundation will implement this alternative.
- Medium: it is possible an alternative will be implemented, but possible it will not.
- Low: it is unlikely One Love will implement this alternative.

## *Criteria 2: Cost*

Cost will look at any monetary amount that an alternative has the potential to acquire. When evaluating cost, it will be looking at the cost it takes to create, implement and organize an alternative for the One Love Foundation. Some alternatives have the potential to be high costing while other alternatives may be low costing. Cost can make or break an alternative, because if it is extremely high, One Love will be unable to implement it. This will be measured in a monetary value, estimated based on predicted costs of any potential activity included in an alternatives creation and implementation.

## *Criteria 3: Effectiveness*

Effectiveness will measure if an alternative is going to be worth implementing and yield positive results quickly. This means an alternative made Team One Love Clubs better at achieving their mission, spreading One Love's message and making clubs better overall. Further, time to impact will be taken into consideration. This will look at how long it takes from implementation to seeing any results from an alternative. This will be looked at through high, medium and low effectiveness, as outlined below.

- High: an alternative has an impact and makes Team One Love Clubs more effective.
- Medium: an alternative is somewhat effective, but does not do an amazing job making Team One Love Clubs better.
- Low: an alternative is relatively ineffective.

# TEAM ONE LOVE CLUB SURVEY

## **Team One Love Club President Survey**

In order to have a better understanding of Team One Love Clubs, my client and I sent out a survey to club presidents across the country. This survey asked how club presidents viewed their club, pain points they were experiencing and to receive overall feedback about their clubs. Further, this survey provided data on the potential alternatives being offered to make One Love clubs more effective on every college campus. It asked club presidents their opinions on potential solutions to understand if they would be wanted and beneficial.

These questions included opinions and feedback on creating more materials, a premade yearly schedule and meeting/workshop outlines, a clear goal and mission of the club, a Zoom at the beginning of each school year and/or an in person meeting for all club presidents to attend. The data from these responses allowed for the criteria to be used to evaluate each alternative. Thus ensuring these alternatives will have a meaningful and real impact to make Team One Love Clubs better and more effective at spreading their message and achieving their goals.

This survey was sent out to all Team One Love Clubs Presidents, which is around 140 clubs across the country. The survey went out on February 23 and closed on March 23 – giving club presidents a month to submit their responses. In this time we received a little under 50 responses. Data from this survey is represented throughout the findings section of this report. In addition, *Figure 5* in the Annex provides more information and complete results from the presidents survey. The alternatives used to create this survey are outlined in the next section of this report, going into detail about what they are and how they will function.

# FINDINGS

## Alternative 1: Status Quo

### *Administrative feasibility*

If the One Love Foundation continues to do what they are doing now, it will have high administrative feasibility. They will simply continue on the path they are on currently.

### *Cost*

There are no new or additional costs that One Love will endure if they continue on the path they are currently on. There is nothing new that needs to be created or changed – it is just the employees who currently work with Team One Love Clubs on a daily basis. This is a constant cost that the One Love Foundation will always have because these employees work full time for the One Love Foundation.

### *Effectiveness*

According to the One Love Foundation, the status quo has not been effective in spreading their message through Team One Love Clubs. Some Team One Love Clubs are excelling – spreading their message extremely well, understand their mission, engage with their community and effective in spreading One Love’s message. However, some clubs do not have a clear understanding of their mission, do not engage with the community and do not run their clubs in an effective manner. One Love has not given clubs a clear definition of their goals and mission. There is not a clear outlined goal that is communicated to their clubs, making it difficult for all clubs to perform uniformly. Survey respondents have said:

*“Give us a better idea of what they think is most important for us to focus on”*

*“Give us good material for a discussion with questions to ask the group”*

Overall, Team One Love Clubs are inconsistent and do not spread the One Love message equally among college campuses. Further, the One Love Foundation does not give their clubs guidance or structure in order to be effective. As a result, the effectiveness of the status quo is low.

## Alternative 2: Creating Guidelines and Frameworks

### *Administrative feasibility*

Creating new guidelines and frameworks will have high administrative feasibility. The new materials One Love needs to create are outlined in *Figure 1* of the annex, giving details of everything that needs to be produced. This is feasible because One Love already has all of the information needed, it is just a matter of creating new materials and outlines that are accessible, usable, organized and available for club presidents. There are enough employees and there is enough time for One Love to carry out this alternative, giving it high administrative feasibility.

### *Cost*

Cost is going to be looked at in terms of how long it will take One Love employees to create new guidelines and frameworks. This will only be the cost of time it takes for One Love employees to create new materials, make website changes and build new frameworks. In order to measure this alternative, we are looking at an estimated 5 employees who make \$35 an hour and work 75 hours each on this project. These estimates were created in conversation with One Love. With

this information, it is possible to calculate how much it will cost to create new guidelines and frameworks as seen in Table 1.

Table 1: Creating Guidelines and Frameworks			
# of Employees	Average Wage	Hours Worked	Total Cost
5	\$35/hr	75	
Projected Total Cost			\$ 13,125.00

**The cost of implementing creating guidelines and frameworks is \$13,125.**

### *Effectiveness*

Overall, creating new guidelines and frameworks will have high effectiveness. By doing this, Team One Love Club presidents will understand their goals and mission, understand what they are supposed to do in their meetings and have materials to help them succeed. Results from the One Love Club President survey found:

*68% of survey respondents would like a premade schedule*

*86% said they would like additional materials*

Further, more survey responses are recorded in *Figure 5* of the Annex, showing responsiveness to current materials, the want for more materials and the overall feedback from club presidents about new guidelines and frameworks. The creation and distribution of new guidelines and frameworks will allow for Team One Love Clubs to be more effective spreading the goal and mission of One Love because they will know exactly what it is, how to do it and have materials to help them. As a result, creating new guidelines and frameworks has a high effectiveness.

## **Alternative 3: Annual Team One Club President All-Day Zoom Event**

### *Administrative feasibility*

An annual Team One Love Club President All-Day Zoom event will have high administrative feasibility. They will use the schedule provided in Annex *Figure 2* as the guide for planning and running this event. One Love will find a day when it will take place, invite all Team One Love Club presidents and One Love Foundation administrative members, send a zoom invitation, attach the schedule and make sure all the materials are in order before the meetings begins. One Love already has all necessary materials and workshops at their disposal, making it easy to run this event and not requiring an extensive amount of extra work. Further, One Love has the manpower to plan this event quickly and effectively. With this ease of planning, having the resources readily available and workforce to plan this event, it has high administrative feasibility.

### *Cost*

In evaluating the cost of an all-day Zoom event, we will look at the expenses One Love will experience. As per discussion with One Love, we will assume 100 people will be in attendance. Costs include \$250 for an annual Zoom members, \$2 per person to print resource packets and \$8.05 to send resource packets to club presidents as per USPS standard flat rate shipping, Further, we will look at the marginal cost for One Love employees to create this event. The schedule for this event has already been built, so all One Love employees will have to do is set a date, invite One Love administrators and Team One Love Club Presidents and ensure that all materials are prepared. It is estimated 3 employees who make \$35 an hour and will work 50

hours each on this project based on a conversation with my client. With this information we can calculate the cost for this event as seen in Table 2.

Table 2: Team One Love Club President All-Day Zoom Event August 2023			
Expense	\$ Per Expense	Frequency	Total Cost
Zoom	\$250/business membership	1	\$250.00
Resources	\$2/packet	1	\$200.00
Mailing Cost	\$8.05/envelope	1	\$805.00
Labor (3 Employees)	\$35/hr	50	\$5,250.00
			<i>Subtotal</i>
Projected Cost			<b>\$6,505.00</b>

**The cost for an all-day Zoom event is \$6,505.**

### *Effectiveness*

An all-day One Love Club President Zoom Event will be effective in helping spread One Love's message and mission. All modules give Team One Love Clubs Presidents different and important resources, skills and tools to help run their clubs. These events will make Team One Love Club Presidents stronger leaders and give them a better understanding of their goal and mission moving forward in the 2023 school year, allowing them to be more effective and successful as a whole.

Further, in the One Love Club Presidents survey, respondents said they would benefit and appreciate an annual Zoom meeting. Results show that 88% of club presidents would like a Zoom meeting to learn more. Presidents said they would like a "Zoom call full of tips and guidance for club leaders." These survey results provide evidence that a Zoom event will be beneficial and will help them be more effective as club presidents. While these are just some of the survey responses, more results can be found in *Figure 5* of the Annex.

This Zoom retreat will be efficient and successful in making clubs more effective. It is going to teach club presidents exactly what their mission is and the goals they should strive to achieve. It will be quick to both implement and see its results. It will not take more than an estimated 50 hours to create and plan, so it will take place before the 2023 school year begins in early to mid-August. After the fall semester of 2023, One Love will be able to evaluate and measure the results of this alternative and if One Love Clubs are more effective at spreading their mission. This quick turnaround is important in knowing if this is effective and should continue being used in the future. As a result of educating club presidents, positive survey feedback and quick time to measurable results, an all-day Zoom event will have this will have high effectiveness.

### **Alternative 4: Annual Team One Love Club Retreat with Club Presidents**

#### *Administrative feasibility*

An annual Team One Love Club retreat with club presidents will have low administrative feasibility. Given that college students and One Love administration members are busy with

different and unique schedules, finding one weekend where numerous people can meet is going to be very difficult. One Love employees are already stretched thin, so it will be difficult to create, plan, organize, execute, coordinate, set up, and administer such an event. With busy schedules, work requirements, travel to a DC, large time dedications and other difficulties, it is unlikely that enough One Love members will be able to attend this event. It is estimated only three employees would be able to be in attendance, but such a large event will require many more people. Overall it is unlikely that the One Love Foundation will be able to adopt and implement this event successfully, so it has low administrative feasibility.

### *Cost*

When looking at the cost for a Team One Love Clubs President retreat, we will be looking at numerous different costs. We will be working off the assumption of 100 people being in attendance to this event. From this, there will be the cost for 100 people's flights, hotel rooms and transportation needs. One Love is providing a \$400 travel stipend to cover flights and two \$25 transportation stipend for transportation (Uber, Lyft, etc.). With this retreat taking place in Washington DC, we will be using the average cost for a hotel room in Washington DC at this current time: \$125 per night, and they will be there for two night. The average cost per person for 5 catered meal in Washington DC breaks down to \$33 per plate. One Love will also be providing materials that come out to be \$2 per packet. There will be an additional \$6,000 set aside for other needs, such as water, room reservations and any other potential expenses that may come up.

Further, in cost for One Love employees, we will look how many people it will take to plan this event. Even though the schedule is already created, it will take a lot of work and manpower to actually put this into action. It is projected all 7 employees who make \$35 an hour will work 120 hours each to create, plan and execute this event. With these numbers, we can estimate the cost of this event as seen in Table 3.

**Table 3: Team One Love Club President Retreat (100 Attendees)  
August 2024**

<b>Expense</b>	<b>\$ Per Expense</b>	<b>Frequency</b>	<b>Total Cost</b>
Hotel room	\$125/night	2	\$25,000
Flight cost	\$400/round trip	1	\$40,000
Food Cost	\$33/plate	5	\$16,500
Transportation	\$25/ UBER	2	\$5,000
Materials	\$2/packet	1	\$200
Miscellaneous	\$6,000	1	\$6,000
Labor (7 Employees)	\$35/hr	120	\$29,400
			<i>Subtotal</i>
<b>Projected Cost</b>			<b>\$122,100.00</b>

**The cost for a Team One Love Club Presidents retreat is \$122,100.**

## *Effectiveness*

An annual Team One Love Club retreat with all club presidents will have high effectiveness when looking at its outcomes, but low effectiveness when looking at time to measurable results. This annual retreat will be effective for countless reason, including but not limited to – introducing club members to One Love administration, allow One Love club members to meet each other and share successes and frustrations, take part in the escalation workshop, become a trained One Love facilitators, learn how to effectively run a club and engage in intimate small group discussions.

In learning how to define their mission and goals through these activities, presidents will actually be able to execute them and spread One Love’s message. Small group meetings give presidents the opportunity to air their frustrations and hear solutions from other presidents. This workshop will be effective in teaching One Love Club presidents key ways to spread their message, what resources are available, how to run meetings and everything they need to spread their message and be equally effective clubs.

This retreat is going to be effective in theory because of all the components included and the amount of education received. However, this will take a long time to implement and take a while to see results. It is predicted this will not go into action until 2024, given that One Love would only have around three months to plan this entire event. Given that this is a tight turn around, the first retreat will not take place until the beginning of the 2024 school year – over a year away, meaning there is a long time until implementation and over a year and a half until we see the true results.

Finding one weekend where hundreds of people, both One Love Club Presidents and One Love administration can meet in one location will be very difficult. Further, it is unlikely a One Love leadership team member will be able to attend an event in person, unless it is in their home town. It will also be difficult for club presidents to make time in their school schedules to dedicate an entire weekend for a retreat. As a result of this, there is low effectiveness with an annual retreat.

In addition, an annual retreat did not receive much positive feedback from the club presidents. Only 29% of respondents said they would like an in person meeting, which is drastically lower than all other alternatives feedback rates. With the high effectiveness as a direct result of the retreat, but low effectiveness because of time to implementation, seeing results, attendance levels and low club president survey results an Annual Team One Love Club Retreat has a medium level of effectiveness.



# OUTCOMES MATRIX

Outcomes Matrix				
	Alternative 1: Status Quo	Alternative 2: Creating Guidelines and Frameworks	Alternative 3: Annual Team One Love Club Presidents All- Day Zoom Event	Alternative 4: Annual Team One Love Club Retreat with Club Presidents
Criteria 1: Administrative Feasibility	High	High	High	Low
Criteria 2: Cost	N/A	\$13,125	\$6,505	\$122,100
Criteria 4: Effectiveness	Low	High	High	Medium

# RECOMMENDATION

It is recommended the One Love Foundation implement Alternative 3 – having an annual team One Love Club President All-Day Zoom event. This has both high administrative feasibility and effectiveness while being the least expensive alternative costing \$6,505. This event will be quick and easy to plan while simultaneously being relatively inexpensive and extremely effective. With 88% of club presidents being in support and wanting a Zoom event, there will be a large attendance rate, helping club presidents learn how to be more effective at spreading their message and making them uniform on all college campuses. In addition, this event will produce measurable results in less than 9 months, allowing One Love to quickly understand its implementations effectiveness.

As compared to the other alternatives, Alternative 3 outperforms across all criteria. Even though alternative 1 has high administrative feasibility, it is expensive and has low effectiveness. Alternative 2 has both high administrative feasibility and effectiveness, but it is almost \$7,000 more than alternative 3. Lastly, alternative 4 does not perform well in any category – it has low administrative feasibility, is outrageously expensive and has a medium level of effectiveness. As a result of these tradeoffs, it is recommended to adopt and implement alternative 3 for the best results.

When looking at alternative 2 and alternative 3, they are similar when assessing criteria and looking at survey responses. But, alternative 2 is \$6,000 more expensive than alternative 3, making it harder to implement. Survey responses show 88% of club presidents would like a Zoom meeting, while 86% would like more materials to be created. While these responses are similar in nature, 27% of presidents did not know about or barely accessed materials One Love already has available and 57% only use them a couple times a month. During the Zoom event, club presidents will be shown and taught how to use and utilize the materials that are currently available. As a result, we can assume this will reduce the number of new materials requested because presidents will be introduced to everything available to them. Because of the lack of knowledge and use of current materials, Alternative 3 is the better than Alternative 2 because it will teach One Love club presidents both how to run their clubs and introduce them to the materials already available to them.

# IMPLEMENTATION

## *Overview*

One Love will be implementing an all-day Team One Love Club presidents Zoom event. This event will consist of an opening meeting, the Escalation Workshop, trained One Love facilitator training, a how to run your club workshop, small group discussions and a closing meeting. In order to implement this event, there are several steps that need to be undertaken by One Love employees. While implementation seems rather quick and easy, there are potential problems that could arise and will need to be addressed.

The implementation of this alternative is straightforward. One Love employees must complete five simple steps to bring this event to life. While there are a few potential problems, they are unlikely and addressable. There are only three key stakeholders in an all-day Zoom event, making it simple and easy to implement in a timely manner.

## *The Necessary Steps*

Below are the steps required from One Love to implement an all-day Zoom event:

### *Step 1 – Plan the Event*

One Love employees will need to pick a date for this event to take place. It is recommended this is in early to mid-august, before the school year starts, to ensure it is before club presidents are busy with their school schedule. One Love will need to invite their administrative members – employees who work with Team One Love Clubs on a day-to-day basis and One Love leaders who will speak at the opening meeting.

### *Step 2 – Send Out Invitations*

Once the event is planned, invitations need to be send out to Team One Love Club presidents. This must be sent out by the beginning of July and be RSVP'd to by August 1<sup>st</sup>, in order to ensure materials are mailed out and received before the event takes place.

### *Step 3 – Mail Out Materials*

One Love will need to mail out their resource packets to all attendees no later than August 5<sup>th</sup> to make sure they arrive in time.

### *Step 4 – Put on Event*

This is the day of the all-day Zoom event in August. This will include ensuring the Zoom runs smoothy, workshops are facilitated and presentations go as planned.

### *Step 5 – Follow Up*

One Love will send a thank you email after the event with a survey asking for feedback. In addition, in the middle (October) and at the end of the semester (December), One Love will send additional surveys in order to gage if there was improved effectiveness because of this event.

### *Potential Problems*

While this recommendation appears straightforward, there are problems that could arise. Club presidents may not RSVP and just show up on the Zoom, thus lacking necessary materials and changing One Love's anticipated headcount. To prevent this, One Love will only send the Zoom link to people who RSVP "yes." Secondly, presidents may not want to attend this event and no one shows up – however, this is unlikely given positive feedback received from survey responses. There is the risk that technology goes awry and Zoom glitches, Wifi goes out or other technical difficulties are encountered. While this would be unfortunate, there are no preventative measures and it will have to be addressed during the event. Lastly, the projected high effectiveness may be incorrect. This is likely not the case, but if it is, One Love can stop this event in the future. These are the potential problems that could result from this alternative.

### *Stakeholder Perspectives*

In order to move this recommendation forward, stakeholders include One Love employees and leadership. Employees must plan this event, ensure both One Love administration and club presidents are in attendance, make sure materials are mailed out, speakers, break-out rooms and events are queued on the Zoom and follow up surveys are distributed. Team One Love club presidents are another key stakeholder. 88% of club presidents are in favor of an all-day Zoom event, implying high attendance and excitement when the event is going on – making it easier and less stressful for One Love employees. Lastly, One Love leadership are stakeholders in this event. At least one member of the leadership will be speaking in the opening meeting, giving them responsibility to introduce One Love and begin the day on a positive note. These stakeholders are straightforward, but this could potentially fail. One Love employees may not want to create and implement this alternative. Team One Love Club Presidents may not want to attend, thus making it a waste of time to plan and ineffective as a whole. Lastly, One Love leadership may not want to or may not be able to attend the event, losing a key stakeholder. While these potential problems are unlikely, they are possible and need to be taken into consideration.

## CONCLUSION

Relationship violence is a major problem in the United States that leads to many forms of abuse, violence and in the worst scenarios, death. This problem is exacerbated on college campuses as students are away from their families, do not have the same support system, do not know what they are experiencing, how to get help or the resources provided to them. The One Love Foundation provides resources through Team One Love Clubs on college campuses where they attempt to educate and empower students through the teaching of the ten signs of a healthy and unhealthy relationship. One Love has the potential to have an incredible impact on college campuses through their clubs, but not all clubs are performing the same and having high levels of effectiveness. In order to mitigate this problem and make Team One Love Clubs more effective, they must revamp their clubs and educate their leaders how to spread their message in a more successful way.

To make Team One Love Clubs more effective on all campuses, the One Love Foundation should hold an annual Zoom for club presidents at the beginning of every year. This event will teach presidents how to access materials available to them, effective ways to run their club while clearly defining their goals and mission for the year. This Zoom will alleviate roadblocks club presidents face in planning their meetings, yearly scheduling and hosting workshops.

Of course, this annual Zoom event will not make all clubs equally effective, but it gives club presidents the same materials and knowledge at the beginning of every year. It will teach presidents the how to access resources available, how to utilize these materials and give them all the necessary tools to run their clubs effectively. As a result, far more college students will be educated about what relationship violence is, how to help themselves or someone else, resources available to them and remind them that they are not alone. In spreading their message more effectively as a result of this Zoom, Team One Love Clubs can help lower the rate of relationship violence on college campuses, educate themselves and their peers and deliver lifesaving measures to their classmates.

# ANNEX

*Figure 1: Guidelines and Frameworks Outline*

<b>One Love Administration Management</b>	<ul style="list-style-type: none"> <li>• Clear outline of TOLC club mission and goals</li> <li>• Tracking system to know how many clubs they have and the number of members each club has enrolled</li> <li>• Clear and detailed club materials (below)</li> <li>• Distribution of these materials through the website in their member portal</li> <li>• Reporting system for club presidents to show they meet club requirements through member portal</li> <li>• Clearly verify if a club meets standards</li> <li>• Easily understandable check list with club requirements outlined</li> </ul>
<b>Requirements to be a Club</b>	<ul style="list-style-type: none"> <li>• Club is registered with One Love</li> <li>• At least one mandatory meeting per month</li> <li>• The president and at least one additional member must be a trained One Love facilitator</li> <li>• One student is registered for yearlong student leadership program</li> <li>• Host the Escalation workshop at the beginning of every year</li> <li>• At least one fundraising event per year (tabling event, dedication game, hosting workshops, etc.)</li> </ul>
<b>Club Materials Provided by One Love to Clubs</b>	<ul style="list-style-type: none"> <li>• Team One Love Toolkit</li> <li>• Clear outline of what is required to be a registered club</li> <li>• Meeting outlines for President's to follow               <ul style="list-style-type: none"> <li>- Handouts to go along with these outlines to give to club members outlining key topics from the meeting</li> </ul> </li> <li>• Outlines of how to run fundraising events</li> <li>• Premade calendar by One Love to help plan organize their year</li> <li>• Outlines of how to host One Love Workshops               <ul style="list-style-type: none"> <li>- How to reach out to other organizations to give a presentation and host a workshop</li> </ul> </li> </ul>

*Figure 2: One Love Zoom Workshop Schedule*

# One Love Zoom Workshop



<b>8:00 AM</b>	<b>Opening Meeting</b> Main Zoom Room
<b>9-10:30 AM</b>	<b>Escalation Workshop</b> Main Zoom Room
<b>10:30-11:30 AM</b>	<b>Small Group Discussions</b> Break Out Rooms
<b>11:30-12:30 PM</b>	<b>Lunch Break</b> Close Zoom
<b>12:3-2:30 PM</b>	<b>Facilitator Training</b> Main Zoom Room
<b>2:30-4:30 PM</b>	<b>How to Run Your Club Workshop</b> Break Out Rooms
<b>4:30-6 PM</b>	<b>Small Group Discussions</b> Break Out Rooms
<b>6:00 PM</b>	<b>Closing Meeting</b> Main Zoom Room



*Figure 3: One Love Retreat Schedule*

<b>Day</b> <b>1</b>	<b>6:00 PM</b>	<b>Opening Meeting</b> Meeting Room	
	<b>7:00 PM</b>	<b>Dinner</b> Meeting Room	
	<b>8-9:00 PM</b>	<b>Mix &amp; Mingle</b> Meeting Room	
<b>Day</b> <b>2</b>	<b>8-11:30 AM</b>	<b>Breakfast &amp; Escalation Workshop</b> Meeting Room/Break out room	
	<b>11:30-1:00 PM</b>	<b>Lunch</b> Meeting Room	
	<b>1-3:00 PM</b>	<b>Facilitator Training</b> Meeting Room	
	<b>3-5:00 PM</b>	<b>How to Run Your Club Workshop</b> Meeting Room	
	<b>7-9:00 PM</b>	<b>Dinner &amp; Small Group Meetings</b> Meeting Room	
<b>Day</b> <b>3</b>	<b>9:00 AM</b>	<b>Closing Meeting &amp; Breakfast</b> Meeting Room	
<b>One Love Workshop</b>			

### *Figure 4: Importance of Each Workshop Event*

*Opening Meeting:* First, a One Love administration member will explain why One Love was founded, the goal and mission of the Foundation, how much they have already achieved and the overall importance of the One Love Foundation. From here, every member from the One Love Foundation will introduce themselves – explaining their role at One Love, why they work for One Love and anything else they think is important to share with club presidents. To conclude this meeting, a One Love administrative member will outline and explain everything on the schedule for the next day and a half.

*Mix & Mingle:* After dinner the first night, Club Presidents will have time to talk to their peers and the One Love administrative members who are attending the workshop retreat. This will help build unity, allow presidents to find shared successes and frustrations and build a network they can lean on for help throughout the year. This will help foster relationships within the Team One Love club network, allowing for greater success in their clubs.

*Escalation Workshop:* This workshop is important because it is the first workshop that One Love ever made and goes over the 10 signs of a healthy and unhealthy relationship – which is the staple teaching of the One Love Foundation. This workshop will also help these presidents do it with their club once they get back from this retreat. Escalation is also important because it prompts and fosters important and productive conversations in small groups after the movie plays, which will allow for club presidents to learn more about One Love and important topics for discussion.

*Facilitator Training:* During facilitator training, each Team One Love Club President will become a trained One Love facilitator. They will go through the facilitator training with One Love administration, allowing them to be properly trained to run workshops to their club members and other people they present who they present.

*How to Run Your Club Workshop:* During this workshop One Love staff will teach club members how to run their club by outlining how to define their mission, how often to meet, how to reach out to present to other groups and ways to be successful. Further, they will walk through how to use their learning management system that has meeting outlines, outreach plans and other helpful materials that club presidents can use to run their clubs. In doing this, they will ensure that all clubs are operating similarly, with the same materials and mission definition.

*Small Group Meetings:* In these meetings, club presidents will talk to each other and reflect on the meetings they had throughout the day. They will be able to discuss what was helpful and not helpful, struggles they have in their clubs and advice to help each other run their clubs. These small meetings will also allow club presidents to continue getting to know each other, expand their network and make new friends to rely on when having problems with their clubs throughout the year.

*Closing Meeting:* During the closing meeting, the One Love administration will thank all presidents for being in attendance, do a quick overview of everything they learned over the weekend and highlight the key points. This meeting will also excite club presidents for the

upcoming year and ensure them they now have all the resources they need to effectively run their clubs.

*Figure 5: Team One Love Club Presidents Survey Responses*

**Response Information**

**Response Counts**

Completion Rate:	97.7%		
Complete			43
Partial			1

Totals: 44

**Question: One Love has premade agendas for leading club meetings and events that can be found on the education center, how much have you used them?**

Value	Percent	Responses
I use them all the time	27.3%	12
I use them occasionally	40.9%	18
I know they are there but have not used them yet	13.6%	6
I didn't know about these materials	18.2%	8

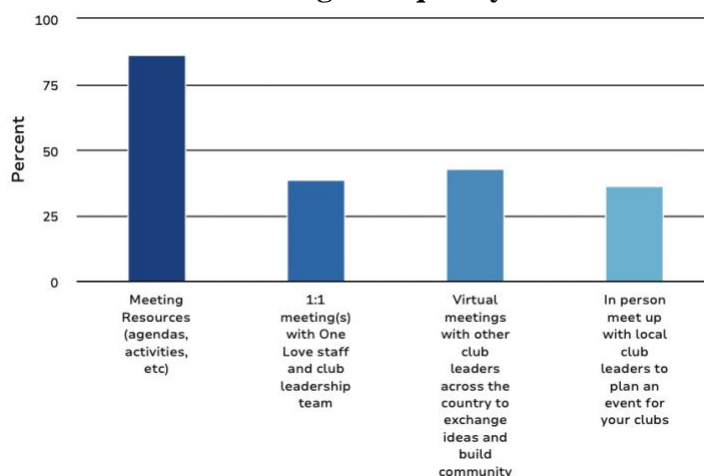
Totals: 44

**Question: Do you think you would use a premade calendar created by One Love to help you organize your year?**

Value	Percent	Responses
Yes, this would help me structure my club meetings	68.2%	30
No, I like to plan my own calendar	31.8%	14

Totals: 44

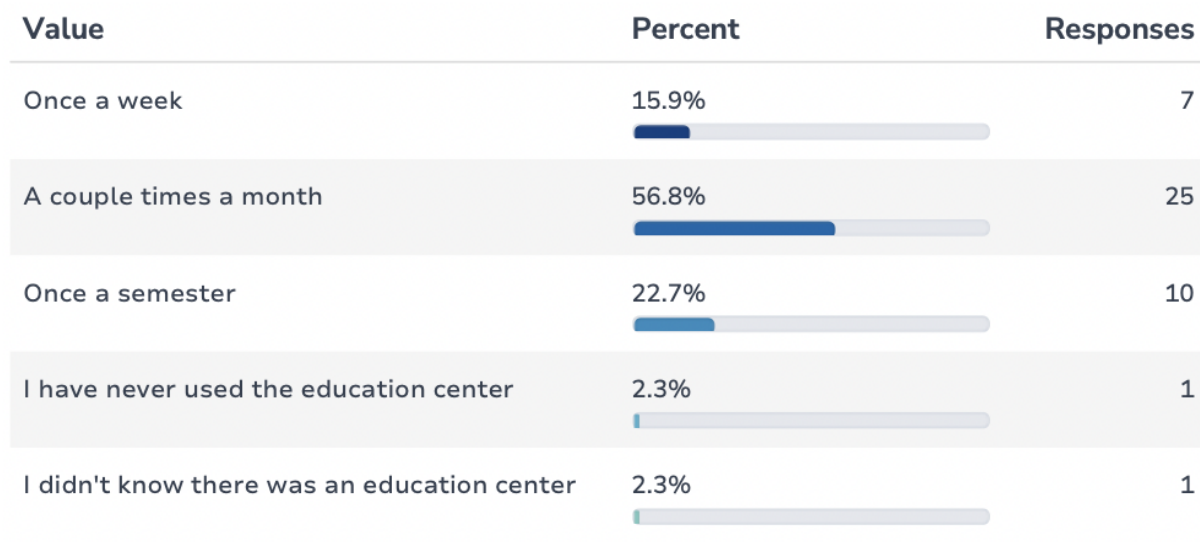
**Question: One Love is looking to support clubs and presidents more directly. What systems of support would you utilize as a club leader? (Select all that apply) and What do you think is the right frequency?**



Value	Percent	Responses
Meeting Resources (agendas, activities, etc)	86.4%	38
1:1 meeting(s) with One Love staff and club leadership team	38.6%	17
Virtual meetings with other club leaders across the country to exchange ideas and build community	43.2%	19
In person meet up with local club leaders to plan an event for your clubs	36.4%	16

	Once a year	Once per semester	Monthly	I'm not interested in this option	Responses
1:1 meetings with One Love staff and club leadership team	9	24	9	2	44
Count	20.5%	54.5%	20.5%	4.5%	
Row %					
Virtual meetings with other club leaders across the country	13	20	7	4	44
Count	29.5%	45.5%	15.9%	9.1%	
Row %					
In person meet up with local club leaders to plan an event for your clubs	17	13	8	6	44
Count	38.6%	29.5%	18.2%	13.6%	
Row %					
Totals					
Total Responses					44

**Question: How often do you access the education center for resources, workshop materials, etc.?**



**Totals: 44**

**Is there anything you can think One Love Could do better to help you run your club?**

Not at the moment

I really appreciate all the support I currently have, from the education center and communicating with Hali, and can't think of anything else I would need.

Nope

I would love to use those premade calendars. I'm sorry I didn't know about them.

Maybe give us a better idea of what they think is most important to focus on.

No

It would be neat to see what other clubs are doing. We get a lot of ideas that are shared via instagram stories from the one love accounts, but would like to see more of this.

Yes, some of the videos and lesson plans are a bit difficult to access.

Provide a zoom call full of tips and guidance for club leaders!

Nope!

Having recruiting resources would be so wonderful!

No, in the past if club members need anything reaching out directly is easy and effective.

Maybe to provide more resources for the public, so people outside of the club can get them more easily

no

No!

Giving us good material for a discussion with questions to ask the group/

More ideas for how we can run our club during meetings.

Maybe to an event joining One Love clubs from around the area rather than just inside your own school.

I don't think so, I think the education center is a great resource that I refer to often

I love the current activities One Love has in the education center but I would love to see more! I don't necessarily want to do an education every week so having those activities makes planning so easy and the meetings more fun!

No

N/A

no I think its doing great

I think more posting about One Love on social media pages for people to repost to spread awareness and also to let people feel heard.

Supporting new members of the executive board that are new to one love and encouraging them to take initiative

**Do you have additional feedback about your experience as One Love club leader?**

My students do all of the work and planning... they are wonderfully invested in this club.

It's been overall really great!

Nope

I love the One Love Club Leader who is officially trained. How can I get more people trained? Thanks!!

I have loved being a leader and think this is a great cause.

Myself and the other leaders have to be more creative with our meetings as we run out of ideas. We try not to be repetitive, so it is tough in the second semester.

I am finding it difficult to transition my role to underclassmen seeing that I am a senior and will be leaving my role at my school.

Great being a part of such a big and growing organization that includes people from everywhere.

I really like the experience and it's a great way to help spread one love's message

no

I love being a One Love club leader, but I feel like we need more material and agendas for each meeting.

I love being a One Love leader, especially in the NDP community with such a great connection and passion for this cause.

I think it is definitely hard to get people engaged, so I think maybe that is something that would be helpful to talk about with other club presidents.

No

n/a

I think you guys are doing an amazing job! I also love being apart of something Yeardley would have loved so much for her high school to do. I think spreading her legacy at her home grounds is also so personal and great for so many high school girls to feel heard and loved!



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