

Know Your Rights



Prepared for:

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Executive Summary

Title IX: Current State

Title IX is a subject that we need to draw more attention to by generating more effective campaigns. Campaigns to date use intimidating statistics and discouraging imagery, which haven't indicated how rampant the issue really is. Furthermore, these campaigns haven't inspired action by empowering students to act.

Solution

The proposed solution is to construct a mobile application that will be a useful tool for residential students to look up their rights and find contact information. The application will also contain a "Tips" section that will link to a PowerPoint featuring tips on Title IX situations and overlooked campus policies. These are the three main features of the application.

Impact

This would be a useful solution because several students are not aware of their rights, particularly the document referred to as the Students' Bill of Rights. They are also not aware of confidential resources vs. private resources. A mobile application will allow students to retrieve important information (regardless of if they are a victim or not) in a confidential manner. This is a major benefit of the proposed solution simply because many sexual assault crimes are not reported due to the choices of the victim. Some of these choices may result from the victim being scared to report, feeling as if the resources available aren't adequate, or feeling a lack of support.

Development Decisions

Having a SUNY Poly student develop a solution such as this one is a major advantage over hiring an outside vendor. SUNY Poly students, especially seniors, know a great deal about the campus population and have experience with both residential and commuter students. They are more familiar with the campus dynamic, especially if they live on campus. They were also required to take the "Not Anymore" campaign, which extensively reviewed Title IX policies and procedures.

Background

What Is Title IX?

According to the U.S. Department of Education Office for Civil Rights, Title IX “is a Federal civil rights law that prohibits discrimination on the basis of sex in education programs and activities.” Title IX covers a lot and has been a hot topic on college campuses, especially those involved in NCAA athletics. “Under Title IX, schools are legally required to respond and remedy hostile educational environments and failure to do so is a violation that means a school could risk losing its federal funding.”

Vendor Requests

For our proposed solutions, the vendor is looking to respond to certain aspects of Title IX. In particular, they are looking for campaigns that inspire action and evoke change by encouraging people to participate in an empowering cultural shift. Part of this shift involves developing healthy relationships and ensuring that students are aware of the characteristics of a healthy relationship. Previously, campaigns haven’t been inviting and used dark color schemes that frightened people. The primary aspects of Title IX that the vendor is looking to respond to is the awareness and prevention of the topics of sexual violence, interpersonal violence (dating violence, domestic violence, and stalking), sexual harassment, and sex discrimination. However, there are other topics that are permissible to research. For example, the Students’ Bill of Rights is another important topic. The vendor has requested that the purpose of these campaigns is to ensure students are aware of their rights (specifically under the Enough is Enough legislation and Title IX) and the services available to them, both on and off campus.

Why Title IX Matters

There are several reasons why Title IX matters to students. First of all, it grants them rights associated with matters such as sexual violence, sexual assault, and discrimination. This is vital, especially for students on college campuses, where sexual assaults are more prevalent. It also guarantees equal treatment involving activities. Women athletes are frequently mentioned in these situations because in the past, there weren’t measures in place to ensure that women could equally compete in sports like men could. Another reason why Title IX matters to students is because of the opportunities now available in career fields. Before Title IX, women were advised against pursuing careers in STEM-related fields.

Why Ongoing Awareness is Necessary

Even though Title IX has come a long way, an ongoing awareness campaign is still necessary. This is simply because sexual assault still happens very frequently. Two of the most renowned cases have to do with the NCAA. One involved Brock Turner, a Stanford University swimmer, and another involved Baylor University's football team. As mentioned previously, campaigns to date have not been very effective in getting their message(s) across. Therefore, schools across the nation are looking to overhaul their prior campaigns and produce more effective ones. Lastly, a campaign for the specific topics chosen are necessary because:

1. A lot of students are not aware of all their rights and probably haven't even read the Students' Bill of Rights
2. The issues of sexual assault and sexual violence haven't been alleviated because they still happen
3. Many crimes concerning sexual assault are not even reported. Often, students are too scared to report and are unsure of the circumstances or what will happen to them if they decide to report

Proposed Solution

Toolset

The proposed solution involves creating a mobile application using Ionic. Ionic is an open source mobile software development kit for developing native and progressive web apps. Native apps are apps that are built on a specific platform. Due to this, they can interact with and take advantage of all the features available on that platform. Meanwhile, progressive apps are apps that work on every browser. This gives the user freedom and causes less hassle for the developer. With progressive apps, developers can develop for one browser and not have to worry about compatibility issues with other browsers. Moving forward, if you already know how to build websites, then you know how to build mobile apps with Ionic.

Ionic uses popular web assets such as:

- HTML5
- CSS3
- TypeScript
- Angular

It has support for three main operating systems:

- iOS
- Android
- Windows

The operating system of choice for this application will be Apple's iOS because it is the most popular platform among residential students. Overall, Ionic is a powerful framework that has a lot of easy-to-use components. Essentially, it removes the hassle of having to build an application from scratch due to the plethora of built-in features.

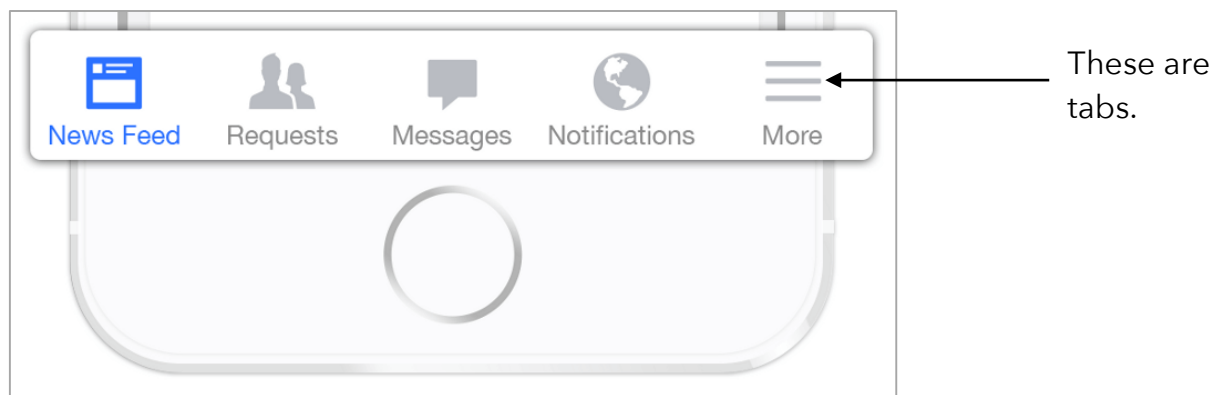
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Components

The planned structure of the application includes four main tabs:

- Home
- Rights
- Contact
- Tips

The app will also have an introductory tutorial when the user starts up the app for the first time.



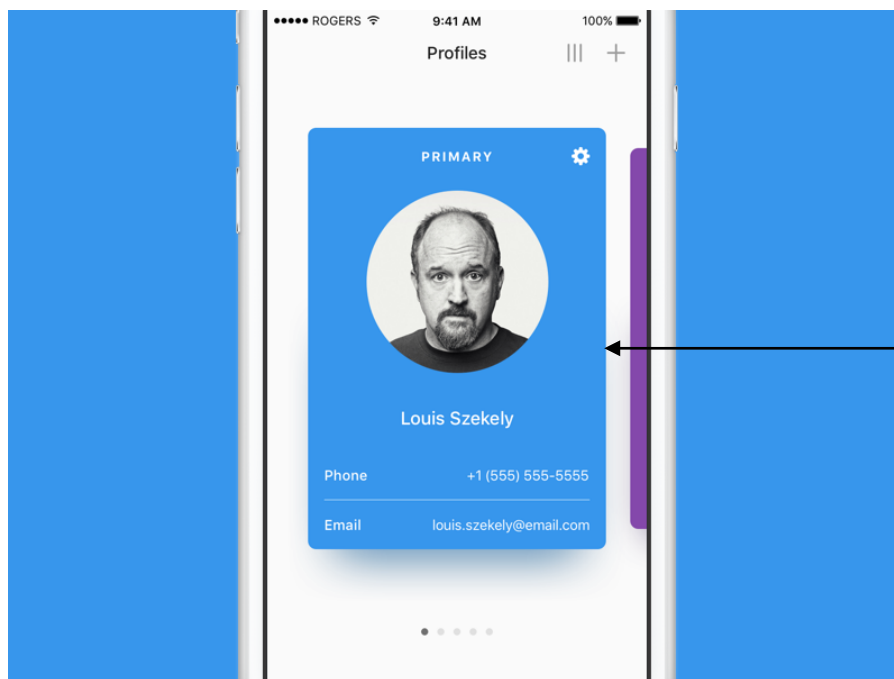
Home

The purpose of the Home tab will be to act as a quick access page. The home screen will not have tabs at the bottom. Rather, it will have quick access icons so the user can jump right into each section.

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Rights

The Students' Bill of Rights section will be more than just text on the screen. Considering that there are eleven items in the Students' Bill of Rights, there will be a separate screen for each item. This will ensure that the user is not overwhelmed by too much content at once. Each screen concerning the Bill of Rights will have a card-like view. According to the Ionic website, "Cards are a great way to display important pieces of content, and are quickly emerging as a core design pattern for apps. They are a great way to contain and organize information, while also setting up predictable expectations for the user."



This is an example of a card.

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Contact

The Contact section will contain important contact information for various departments and offices around campus. Some include:

- University Police
- Title IX Coordinators
- Residential Life

This is arguably the most important aspect of the application. It will be a valuable resource for residential students who want to privately access contact information from the comfort of their phones. The contact section will also detail the difference between confidential and private resources. Lastly, it will utilize cards (displayed above).

Tips

The tips section of the application will contain a QR Code, which will link to a PowerPoint. The PowerPoint will contain common tips and overlooked policies that students may want to brush up on, such as how many people can be in a residential suite at one time (more information below).

Miscellaneous

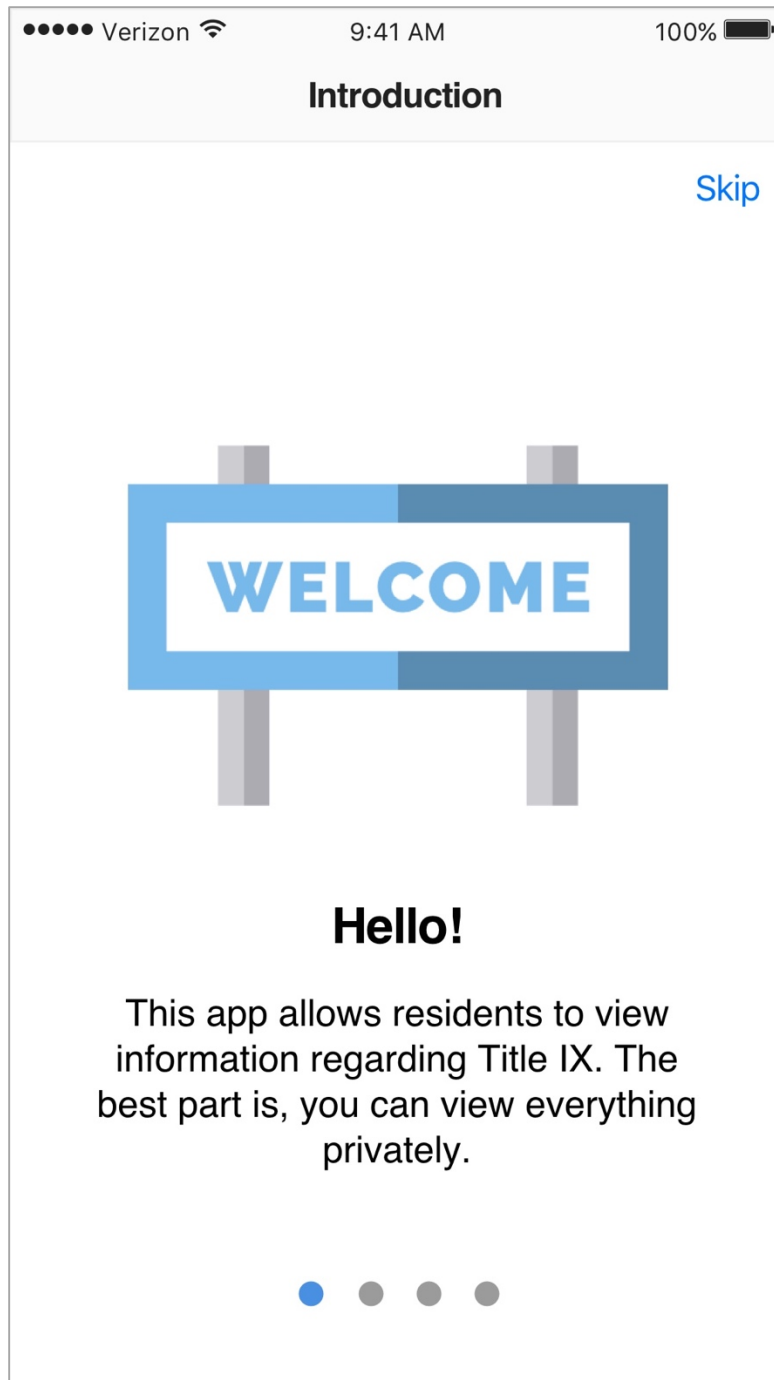
Due to time constraints, the app will primarily be a viewable app only. In other words, it will have limited interaction, besides the four main parts elaborated on above.

Advertising Campaign

The advertising campaign for this solution involves working with another student. Cassandra is producing a PowerPoint solution and posters to go along with it. Instead of having a QR code to the PowerPoint on her posters, there will be a QR code to the mobile application. This will make it easy for students to access the application. The mobile application will also have a link to Cassandra's PowerPoint for students to view.

Spec Creative

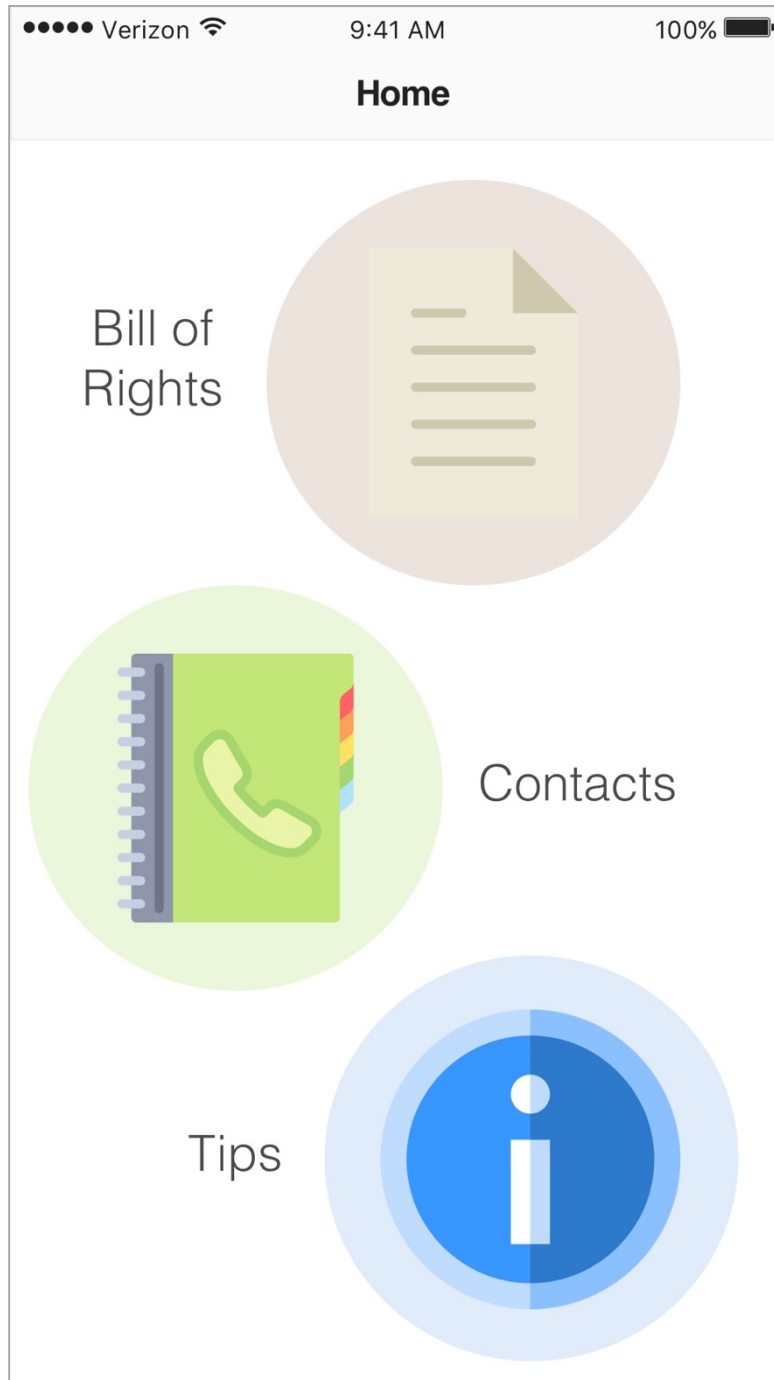
First Time Opening the App



When a user first opens the application, they will be greeted with this screen. Scrolling through the tutorial will provide the user with a brief overview of the application and what it does. The dots represent the user's progress with the tutorial.

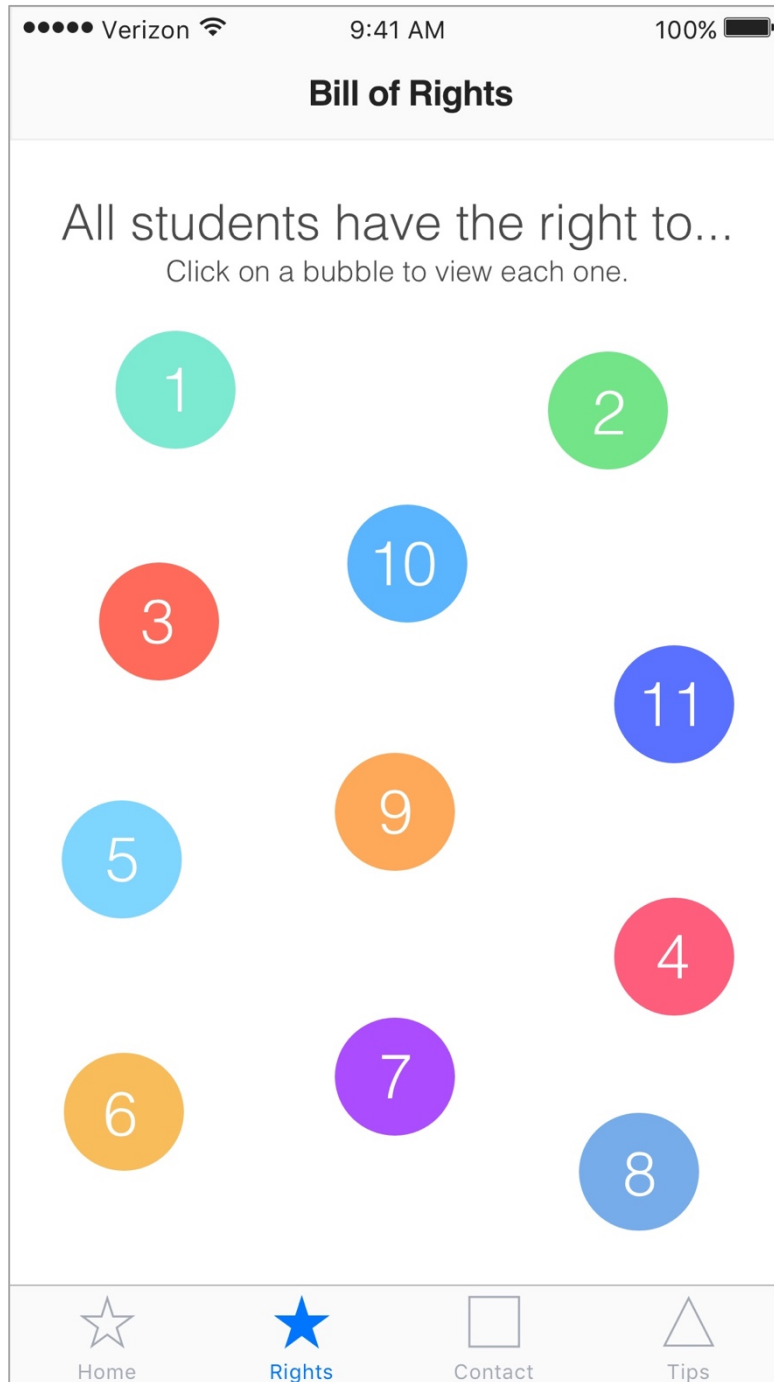
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Homepage



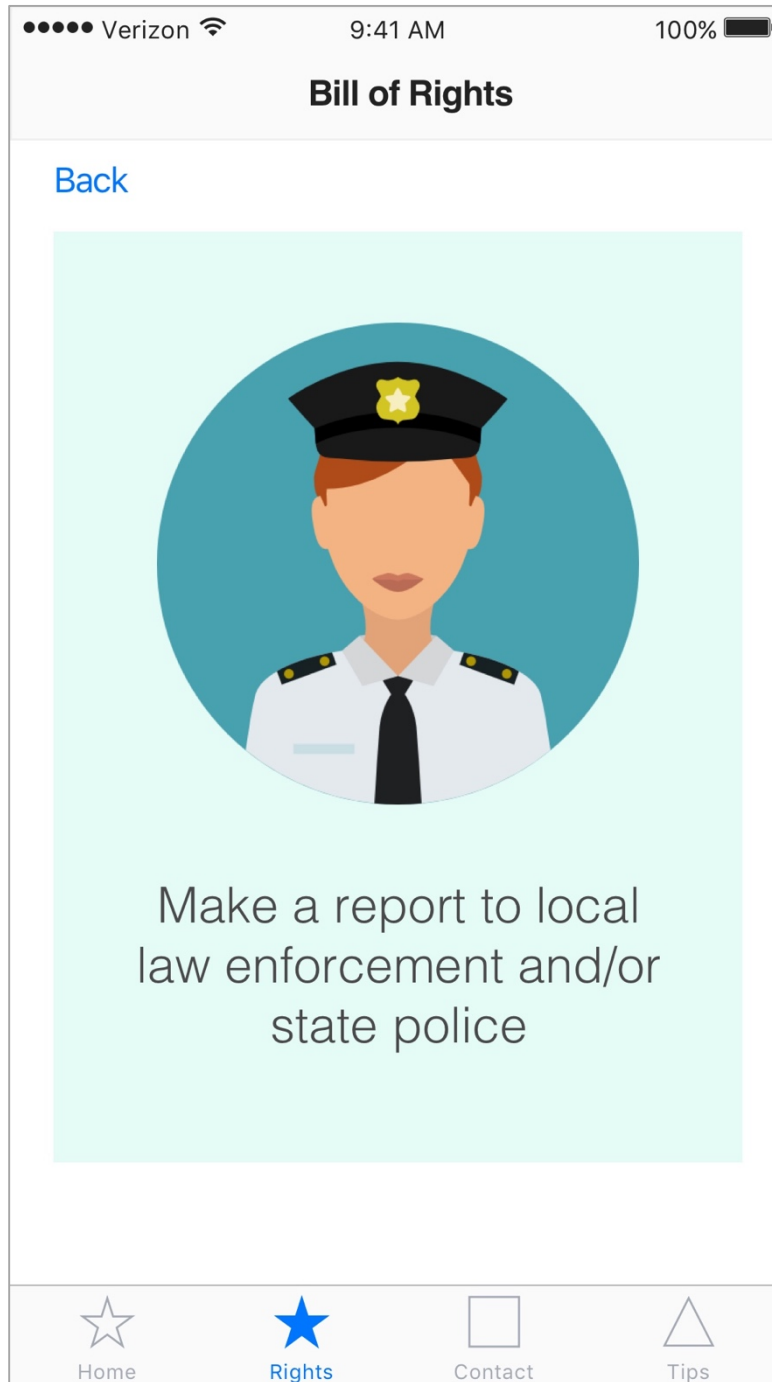
This is the homepage of the application. This will appear when the user opens the app (every time except the first time when they are greeted with the tutorial). This page serves as a quick access tool. The user can tap on any of the three options to reveal information.

Rights



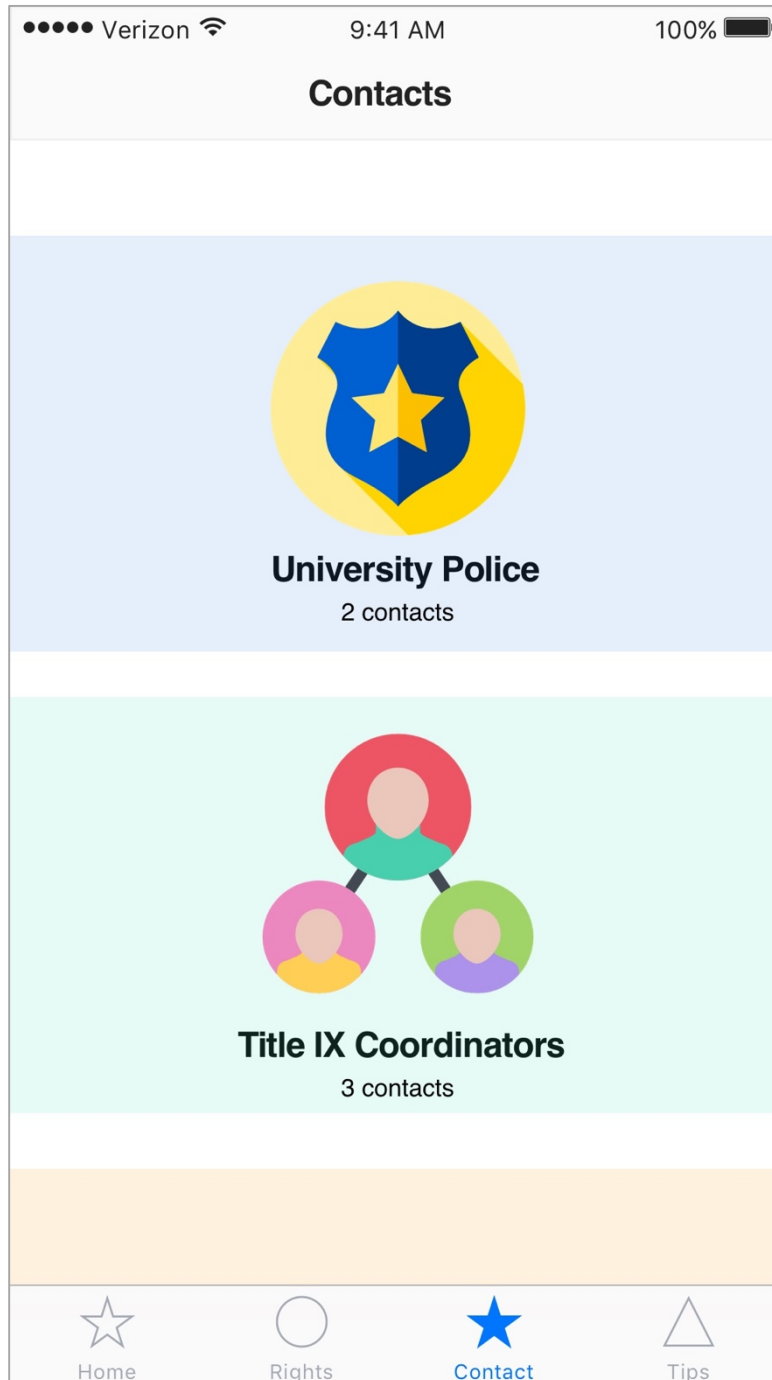
This screen depicts how students can view the Students' Bill of Rights. Tapping on a bubble will bring up an item mentioned in the document.

Rights



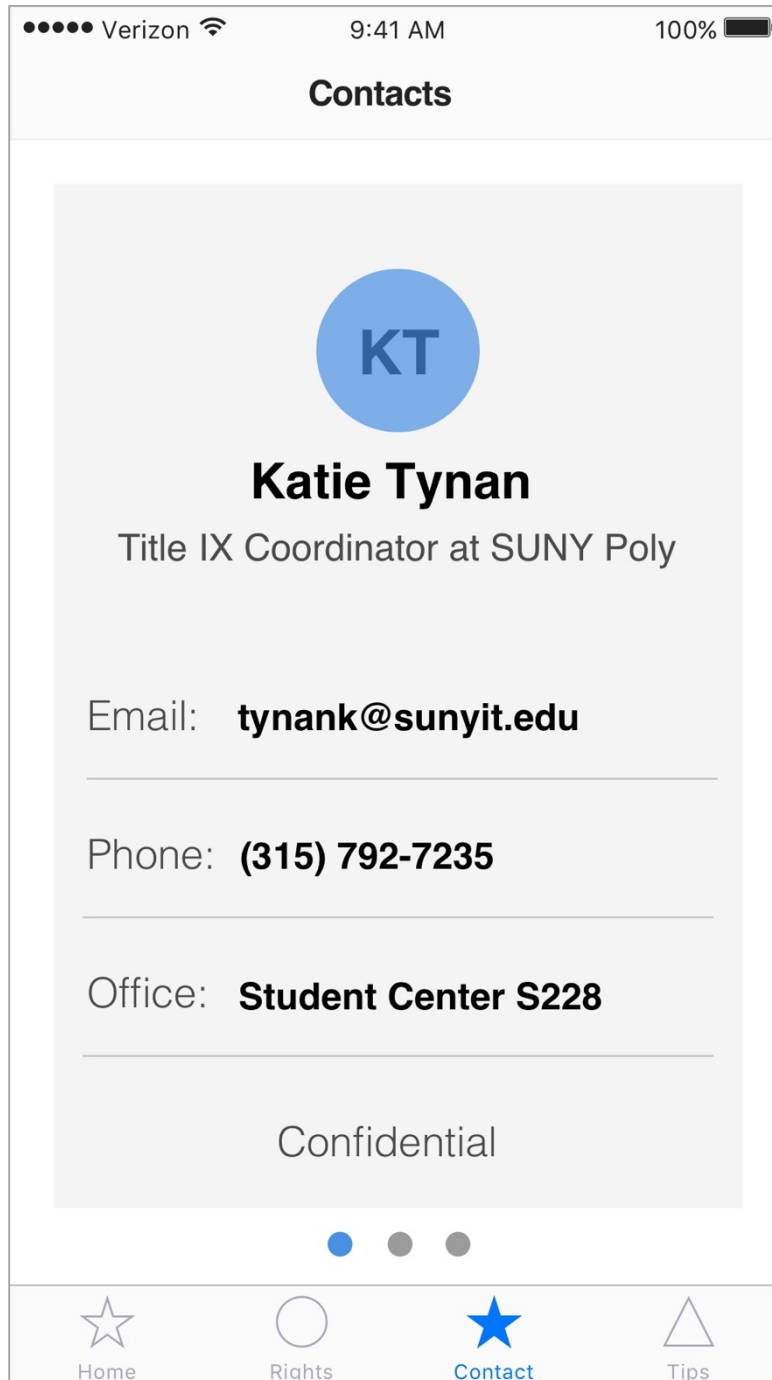
This is the screen that results from tapping on a bubble (see above screenshot). If the user taps on the bubble labeled “1,” the first item in the Students’ Bill of Rights will appear, as shown in this screenshot. The user can easily tap the back button to return to the previous screen and view more items contained in the document.

Contacts



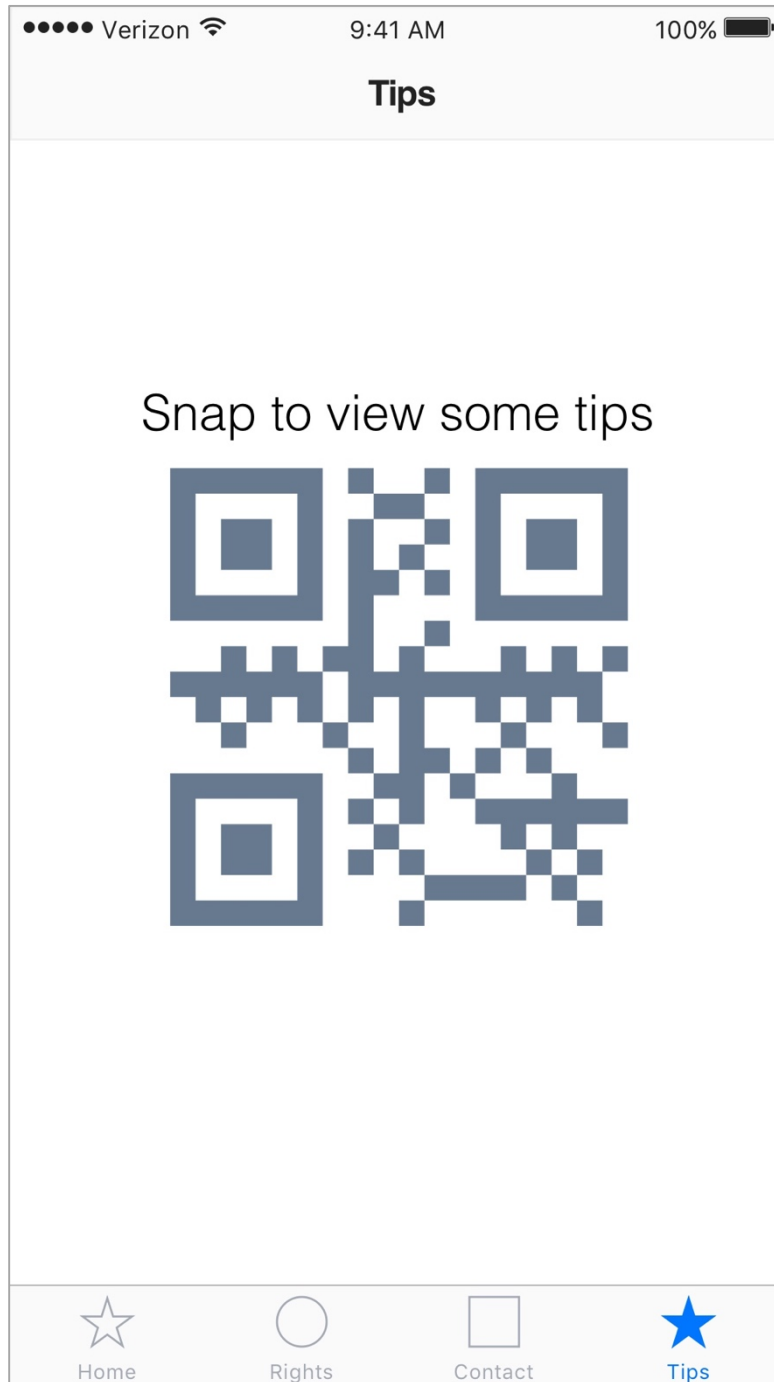
This is the contacts page. It provides contact information for various offices and departments on campus. Scrolling down will reveal more departments, such as Residential Life.

Contacts



When a user enters a particular section, this is the resulting screen. For example, if a user were to tap on "Title IX Coordinators" above, they would be greeted with this screen. The user can swipe left to view more contact options, such as Stacey Genther. This screen implements a card-like view (mentioned above) to enhance the design.

Tips



This is the tips section. Scanning the QR code will link to Kassandra's PowerPoint (explained above). This PowerPoint will contain various tips associated with Title IX and the Students' Bill of Rights.

Biography

My name is Celine Fucci and I am a future graduate of SUNY Poly. Most of my experience relates to web development and user interface design work. I've had two internships with MetLife, one in New York City, NY and one in Cary, NC. I gained a lot of valuable experience, especially in Cary, as I worked on a four-person team developing a web application for viewing insurance records. I developed the front-end of the web application, ensuring that it had an attractive design. Additionally, I am an Interactive Media and Game Design student pursuing the software development and interaction design track. For my solution, taking on the challenge of building a mobile application is not easy, but I am eager to learn and produce a viable product. Furthermore, I think a mobile application is a creative solution to generating an effective campaign because it is unique and appeals to a millennial audience.