



CALLISTO



MOBILIZING FOR A  
CALLISTO CAMPUS

## CONTENTS

03 Gratitude

04 The Situation

05 Our Solution

06 Take Action

08 Recognition

09 Resources



# CALLISTO

**ABOUT US.** We envision a world where sexual assault is rare and survivors receive the support they need.

Callisto is a non-profit organization that creates technology to combat sexual assault, empower survivors, and advance justice. Our online system provides a trauma-informed platform for students to document and report sexual assault.

Our partners include: Canisius College, Central College, Coe College, Hobart and William Smith Colleges, Loyola Marymount University, Pomona College, Stanford University, St. John's University, University of Oregon, University of Denver, University of San Francisco, University of Southern California, and more.

**PROJECTCALLISTO.ORG**

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# Gratitude

The movement to end campus sexual assault and support survivors has been built upon the voices and experiences of countless individuals. But it's quite clear that students themselves have perhaps been the most critical drivers of change.

When I started Callisto, my vision was to help create a world where sexual assault is rare and survivors receive the support they need.

That's why we worked with trauma experts to create an online reporting system that enables survivors to make the decision that is best for them. Callisto allows survivors to document their sexual assault at a time and place that works for them, to report electronically to schools, or to help identify repeat perpetrators — all in a survivor-centered way.

We want to be within reach of every survivor of campus sexual assault in the country. With the help of students like you, our movement has been gaining steam.

**Students make Callisto campuses possible.** We've found that administrators have been more willing to consider partnering with Callisto when students have initiated the opportunity. Students play a critical role by spreading awareness, engaging administrators in conversations around survivor needs and gaps in current support, and organizing student leaders to petition key stakeholders within the administration.

## **Students understand how Callisto can help their communities.**

Many administrators are committed to supporting survivors, and believe that their work around education, prevention and response are addressing the needs of student survivors. But there is no replacement for students sharing their experiences, identifying gaps, and proposing solutions.

**You amplify our impact.** When campuses adopt Callisto through efforts driven by students, we've found that both awareness and usage have been higher than when it was brought about through a top-down process.

We hope this guide will provide you with information you need to initiate conversations, actions, and decisions to bring Callisto to your campus.

Thank you for all that you do. We are proud to serve you and stand with you.

Sincerely yours,



Jess Ladd  
CEO and Founder, Callisto  
Pomona College, '08





# The Situation

**Campus sexual assault is pervasive.** An estimated 20% of female, 7% of male, and 24% of trans and gender nonconforming students are sexually assaulted during their college career.

**Less than 10% of college assault survivors report to administrators, police or other authorities.** Those who do report typically do so 11 months after the incident.

There are many reasons why survivors don't report or delay their reporting. It often takes time for survivors to label what happened to them as assault. Students also often fear they won't be believed, that their friends or parents will find out, or that they'll experience negative social repercussions. 85% of college survivors know their assailant.

**Offenders often continue to perpetuate sexual assault.** An estimated 90% of sexual assaults are committed by repeat perpetrators.

When survivors do report, the most common motivation is to protect their community. This means that many survivors would report if they knew their assailant was a repeat perpetrator, but survivors typically have no way of knowing if their own assailant falls in this category.

## Campus sexual assault is:

PERVASIVE



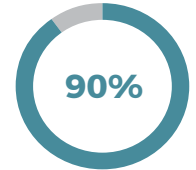
20% of female, 7% of male, and 24% of trans and gender non-conforming students are sexually assaulted during college

UNDERREPORTED



Less than 10% of survivors report to school or police

REPEATED



An estimated 90% of sexual assaults are committed by repeat perpetrators

## But what if we could shift power and support to survivors of sexual assault?

# Our Solution

We envision a world where survivors receive the support they need and sexual assault is rare.

**What is Callisto?** Callisto is a website that allows students to document or report sexual assault or unwanted sexual contact.

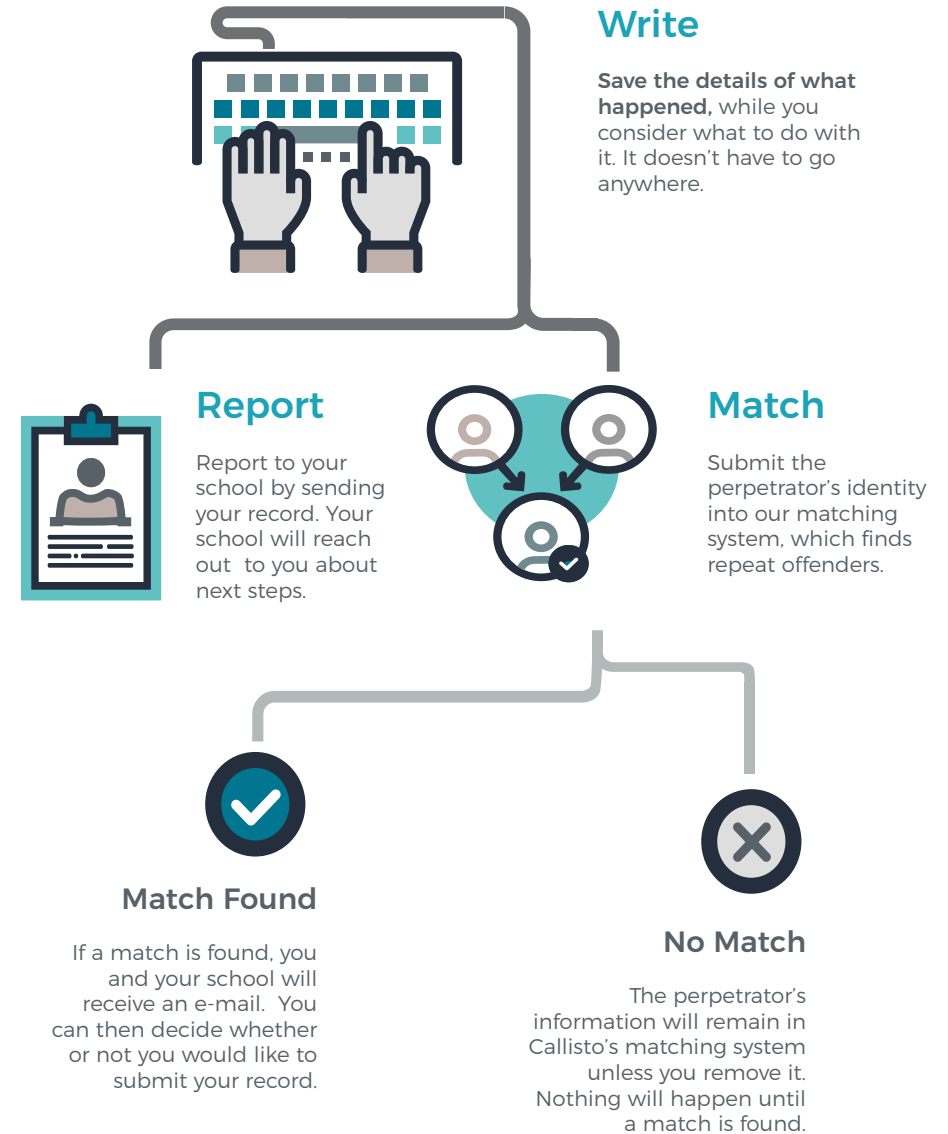
**How does it work?** It offers students three options (*see right*):

1. **Write.** Create a time-stamped record of what happened.
2. **Report.** Send your report to the school.
3. **Match.** Enter the perpetrator's identity, which will only be sent to the school if another person names the same perpetrator.

**How does it help survivors?**

1. **Write.** Students who choose to report, often don't do so until 11 months later. Callisto allows them to preserve memories and evidence in a time-stamped record without having to report.
2. **Report.** Students can send a report of what happened by sending their record electronically, allowing them to provide a full account of what happened in a controlled environment. Reports through Callisto led to faster and more thorough investigations.
3. **Match.** 90% of sexual assaults are perpetrated by repeat offenders. We also know that one of the leading reasons that survivors report is to prevent it from happening to someone else. Matching alerts them and their school of repeat offenders.

**How does it help the community?** Survivors most often report in order to protect their community. By providing more survivor-centered options, students using Callisto can help stop perpetrators sooner and create a deterrent for other would-be perpetrators.



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# Take Action

## CONTACT YOUR ADMINISTRATORS

Send an e-mail encouraging your Title IX Coordinator to engage with Callisto. A Title IX coordinator's responsibilities include overseeing your school's response to Title IX reports and complaints, and addressing systemic problems. Make your message powerful by including personal experiences, and why you think Callisto offers an effective solution.

The [Student-Admin Outreach Letter](#) (p.10) can help you get started. Attach: "[About Callisto](#)" and "[Creating Change with Callisto](#)."

EXAMPLE: [Student-Admin Outreach Template Letter](#)

## START A PETITION

If you want to start a petition at Change.Org, the [Student Petition Template](#) (p.11) can help you get started. Use social media to share it, using the hashtag #CallistoCampus[your school's acronym]. Reach out to student groups, including activism and service clubs, affinity groups, athletics, greek life, LGBTQ groups, student government, student living, and the student newspaper. Sexual assault affects everyone.

EXAMPLE: [University of Texas Alum Petition](#)

## REACH OUT TO MEDIA

Reach out to campus and local media and tell them about what you are doing. Encourage them to share a story of the power of students to effect change.

## WRITE OP-EDS FOR YOUR CAMPUS NEWSPAPER

Use your personal experience and knowledge of how Callisto works to describe why you think Callisto would your school. Spread on social media using the school-adapted hashtag.

EXAMPLE: [Vassar College's The Miscellany News](#)

## GET STUDENT GOVERNMENT INVOLVED

Student governments have proven to be leading advocates for the adoption of Callisto. Resolutions have sent strong signals to administrators that students take Callisto and sexual assault seriously.

EXAMPLE: [Stanford University's Undergraduate Senate](#)

## REACH OUT TO ALUMS

Alumni hold influence in many ways, ranging from professional networks to their own donations to their school. Encourage alumni to tell their school why sexual assault is an important issue to them, or even commit donations earmarked for Callisto.

## AMPLIFY YOUR WORK ON SOCIAL

Keep the conversation active on social media, amplifying all the aforementioned actions by tweeting about it and sharing on Facebook. Find more tips on the next page.

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# Social Media

Use social media to amplify your work and spread the word among friends and peers that Callisto helps your school support survivors and identify repeat perpetrators. Use #CallistoCampus[your school's acronym] and mention us (@Callisto).

## Follow Us



@Callisto



facebook.com/callistoorg



@Callisto

## Post on Social Media

- Students who are sexually assaulted deserve options. The students of [@ your school] ask them to consider adopting @Callisto projectcallisto.org
- .@Callisto allows survivors to make the decisions best for them in wake of sexual assault. We ask [@ your school] to adopt. projectcallisto.org
- I want [@ your school] to adopt @Callisto to help students document or report sexual assault. RT if you do too. projectcallisto.org
- Survivors who accessed @Callisto were 5 times more likely to report. [@ your school] survivors deserve options projectcallisto.org

## Links

- **Our Website** ([www.projectcallisto.org](http://www.projectcallisto.org))
- **The TED Talk**, “The reporting system that sexual assault survivors want.” ([www.ted.com/talks/jessica\\_ladd\\_the\\_reporting\\_system\\_that\\_sexual\\_assault\\_survivors\\_want](http://www.ted.com/talks/jessica_ladd_the_reporting_system_that_sexual_assault_survivors_want))

## Share

We are always developing new resources and looking to amplify student voices. Reach out to [comms@projectcallisto.org](mailto:comms@projectcallisto.org) and tag/mention us on social media.

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# Recognition

## STUDENT GOVERNMENT

### STANFORD

At Stanford, the 18th Undergraduate Senate passed a resolution to adopt Callisto. This spurred joint conversations with the Graduate Student Council. These actions were used to illustrate the strong commitment and support for Callisto among student leaders.

## STUDENT NEWSPAPERS

### STANFORD

In the year leading up to Stanford's adoption of Callisto, Stanford's student-run newspaper, *The Stanford Daily*, published nearly a dozen stories that referenced Callisto. Coverage included debates taking place among the Graduate Student Council and the resolutions passed by the Undergraduate Senate. Stories also focused on the broader issue of campus sexual assault, and related actions of students and faculty on campuses.

## LEADERSHIP

### COE COLLEGE

Student leaders at Coe College decided they were eager to become a Callisto Campus. Unfortunately, the small school did not have sufficient funds to adopt the system. Student groups decided to donate discretionary funds that were left over at the end of the year to their administration for Callisto, which ended up helping to fund the first year of implementation.

## ADMIN ENGAGEMENT

### UNIVERSITY OF SOUTHERN CALIFORNIA

Talks between Callisto and USC were spurred by students who researched Callisto and presented it to their Title IX Coordinator. This student-facilitated introduction to Callisto assured the administration that students trusted the program and thought it was a good fit for their campus. The conversations were not only smooth — they secured the fastest partnership between a school and Callisto.

## COMMUNITY ACTION

### UNIVERSITY OF TEXAS

"Dear Coach Strong, I come from a line of Texas high school coaches. My mom's dad was a football coach. Three of her brothers are coaches. A few of their sons will likely coach. Ours is a football family."

An so began an [open letter](#) from a woman to the University of Texas football coach, discussing her own experience with rape and urging her alma mater to take campus sexual assault seriously and adopt Callisto. The letter was paired with a [Change.org petition](#) that was supported by 1,598 people. Since then, the University of Texas chancellor has joined with others to publicly support Texas state legislation requiring an online reporting system for sexual assault at universities.



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# RESOURCES

Have meetings with your administrator? Sending them emails? We've created resources that you can share.

## ABOUT CALLISTO | [Download PDF](#)

The About Callisto One Pager provides a brief overview about Callisto and its features.

## POSTERS | [Download PDF](#)

These 8.5 x 11 posters provide a visual overview of the options provided by Callisto.

## CREATING CHANGE WITH CALLISTO | [Download PDF](#)

## STUDENT-ADMIN OUTREACH LETTER | [Google Drive](#)

## STUDENT PETITION | [Google Drive](#)



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## STUDENT-ADMIN OUTREACH LETTER

Dear **[Admin Name]**,

My name is **[your name]**, and I am a **[class year]** at **[institution]**. I am reaching out to you today to urge you to adopt an online sexual assault reporting system called Callisto. Is this a solution that you've considered?

**[Add personal narrative that speaks to why you care, example follows]** I have been watching the national debate on campus sexual assault with great interest. And as much as I'd like to believe that sexual assault is not a problem at **[institution]**, I know this is not the case. I care deeply about our school being a safe place for all students, and that it allows them to learn in an environment that helps them reach their full potential. And I know you care about that too.

I recently connected with Callisto's Community Liaison, Eliza Milliken, to recommend that **[institution]** become a Callisto Campus. I am writing today to encourage you to reach out to Eliza at [eliza@projectcallisto.org](mailto:eliza@projectcallisto.org) in hopes that the two of you can continue the conversation.

You can learn more about Callisto by watching this TED Talk ([https://www.ted.com/talks/jessica\\_ladd\\_the\\_reporting\\_system\\_that\\_sexual\\_assault\\_survivors\\_want](https://www.ted.com/talks/jessica_ladd_the_reporting_system_that_sexual_assault_survivors_want)) or visiting Callisto's website at [www.projectcallisto.org](http://www.projectcallisto.org).

Please let me know what you think, and what I can do to support the adoption of this critical system for students.

Thank you,

**[your name]**

## ATTACHMENTS

- [About Callisto](#)
- [Creating Change with Callisto](#)

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# STUDENT PETITION TEMPLATE

[Embed TED Video: [https://www.ted.com/talks/jessica\\_ladd\\_the\\_reporting\\_system\\_that\\_sexual\\_assault\\_survivors\\_want](https://www.ted.com/talks/jessica_ladd_the_reporting_system_that_sexual_assault_survivors_want)]

- 1 in 5 women, 1 in 13 men, and 1 in 4 trans and gender non-conforming students will be sexually assaulted during college.
- A college rapist has a 99% chance of getting away with it.
- 90% of rapes are committed by repeat offenders.
- Catching repeat offenders early could eliminate 59% of all campus assaults.

By signing this petition, we call on **[University Administrator Name]** to work with Callisto ([www.projectcallisto.org](http://www.projectcallisto.org)) to implement an online reporting system for campus assaults at **[University Name]**. This system should include the things assault survivors say they want most **[modify to reflect your campus needs]**:

- The ability to report their assault online first, at a time, place and pace that works for them — rather than in person when they are not ready, or with a police officer or campus representative who may not believe them. **Survivors who visited their Callisto Campus website were five times more likely to report than students who did not.**
- The option to preserve their memories and evidence in a secure, time-stamped document, even if they aren't ready to report yet. **On average, students report 11 months after their sexual assault, making it difficult to preserve memories and evidence. Survivors saved details of their sexual assault in Callisto three months after it happened.**
- An option to report the assault if someone else reports the same assailant, so they can help protect their community from repeat offenders.

Please sign the petition, and/or start a similar petition at your own school. Help make **[University Name]** safer for students by implementing a real solution to the nationwide epidemic of campus sexual assault, and encourage other schools to follow suit.

## SPREADING THE WORD

- **Share on social media**, tweeting at your University and senior administrators.
- **Tweet or link Callisto's social accounts** (@Callisto on Twitter and Instagram), so we can help!
- **Disseminate widely at your school**, making sure to tap into various student groups.
- **Share with campus or local media.**



@callisto



facebook.com/callistoorg



@callisto