

YEAR 2

OF COMBATING SEXUAL ASSAULT,
EMPOWERING SURVIVORS,
AND ADVANCING JUSTICE.

// 2016-2017 SCHOOL YEAR REPORT



CALLISTO

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MABEL SHAW BRIDGES
HALL OF MUSIC
150



CALLISTO

THE MISSION

Callisto is a non-profit that creates technology to combat sexual assault, empower survivors, and advance justice.

THE TECHNOLOGY

Callisto provides an online, trauma-informed platform for students to document and report their sexual assault. It offers three options:

- 1) create a time-stamped, secure record of sexual assault,
- 2) report electronically by sending a record to the school, or
- 3) only notify the school if another student names the same perpetrator.

This survivor-centered approach increases the chances that a survivor will report, and that they will experience positive emotional and adjudicative outcomes. It also enables schools to detect repeat perpetrators.

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Our Story

Callisto was established as a nonprofit in 2016. Its story began much earlier.

CEO and Founder Jess Ladd was sexually assaulted when she was in college. When she decided to report to her university over a year later, she found the process as traumatizing as the assault. Years later, she realized technology could introduce opportunities to facilitate healing, justice, and support in a way that simply didn't exist. Callisto was born.

We piloted our online sexual assault reporting system at Pomona College and the University of San Francisco under Sexual Health Innovations in 2015. Reports of sexual assault by students quadrupled.

In 2016, Sexual Health Innovations rebranded as Callisto. As of this fall, we are proud to serve 149,000 students across 13 institutions.

This Report

This report provides a snapshot of our work and impact from the 2016-2017 school year. Our experience has yielded many key insights, including that:

- Survivors who visited Callisto were **five times more likely to report** than those who did not.
- **97% of sexual assault survivors** who visited Callisto would recommend it to a friend who was sexually assaulted.
- The leading reason students report continues to be **to protect others**.

Our unwavering belief is that it is possible to create a world where survivors receive the support they need, and sexual assault is rare.

We look forward to sharing what we are learning along the way.



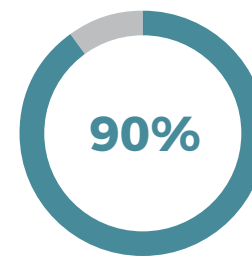
THE PROBLEM WE FACE IS A PRESSING ONE.
SEXUAL ASSAULT IS PERVASIVE, UNSEEN, AND UNSTOPPED.



20% of women, 7% of men, and 24% of trans and gender non-conforming students are sexually assaulted during college.



Less than 10% of survivors report to school or police.



90% of assaults are committed by repeat perpetrators.

AS A RESULT,

SURVIVORS DO NOT RECEIVE SUPPORT,
PERPETRATORS ARE NOT HELD ACCOUNTABLE,
AND THE CYCLE OF SEXUAL ASSAULT CONTINUES.

WE ENVISION A WORLD WHERE SURVIVORS RECEIVE THE SUPPORT THEY NEED.
WE DESIGNED A SYSTEM TO OPEN THE DOOR.



WRITE

Survivors wait an average of 11 months to report their assault to authorities, making evidence collection challenging.

Callisto allows students to immediately and securely store what happened in a time-stamped record.



REPORT

Less than 10% of survivors report their sexual assault.

Callisto allows survivors to send their records directly to their school electronically.

Reports submitted through Callisto led to more rapid and thorough investigations, and reduced the chances for human error.



MATCH

90% of assaults are committed by repeat offenders, who perpetrate an average of 6 assaults.

Callisto's information escrow allows survivors to enter the identity of their perpetrator, which will only be sent to their school if another student names the same perpetrator.

"Am I putting myself at risk by reporting? Am I putting other women at risk by not reporting? These questions still haunt me. The options and aids your program would create may save a lot of women from a lot of pain. I sincerely hope you succeed with this." – Survivor, 25

SO HOW IS CALLISTO MAKING A DIFFERENCE?
FINDINGS FROM OUR 2016-2017 PARTNER CAMPUSES



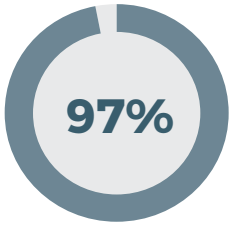
IMPACT ON REPORTING

Survivors who visited the Callisto Campus website were **5 times more likely** to report their assault to their school or the police than survivors who did not.



ACTIONS TAKEN EARLIER

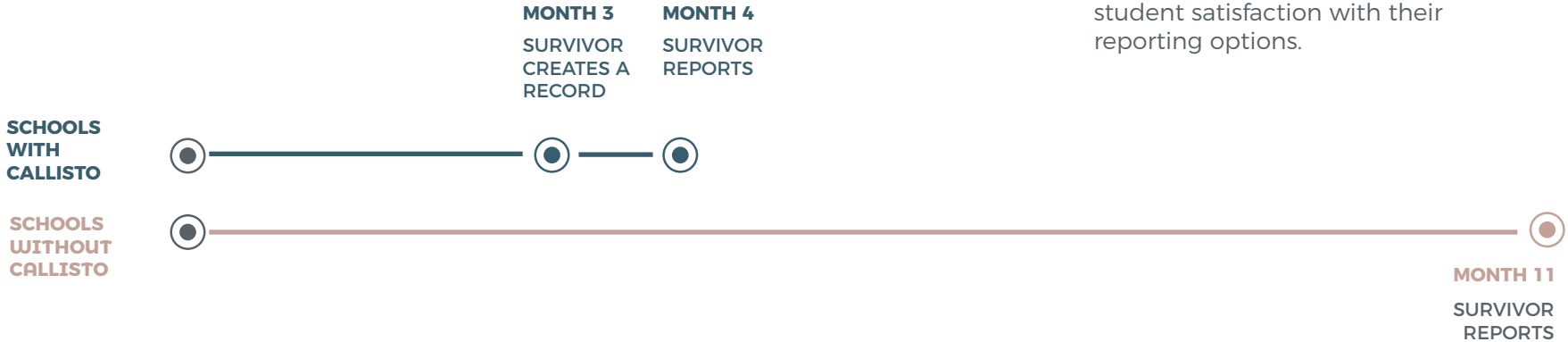
On average, students using Callisto **created a record 3 months** after the incident and **reported four months** after.



SURVIVOR SATISFACTION

97% of sexual assault survivors who visited Callisto would recommend it to a friend who was sexually assaulted.

Awareness of Callisto was also significantly associated with student satisfaction with their reporting options.



STUDENT SURVEYS

HOW WAS CALLISTO HELPFUL?

*"It was a way to
acknowledge that it
happened."*

*"It allowed me to
choose to wait until
my report matches with
another's."*

*"Gave a lot of
information on how to
help my friend."*

*"It allows survivors to
get the help that they
need and deserve."*

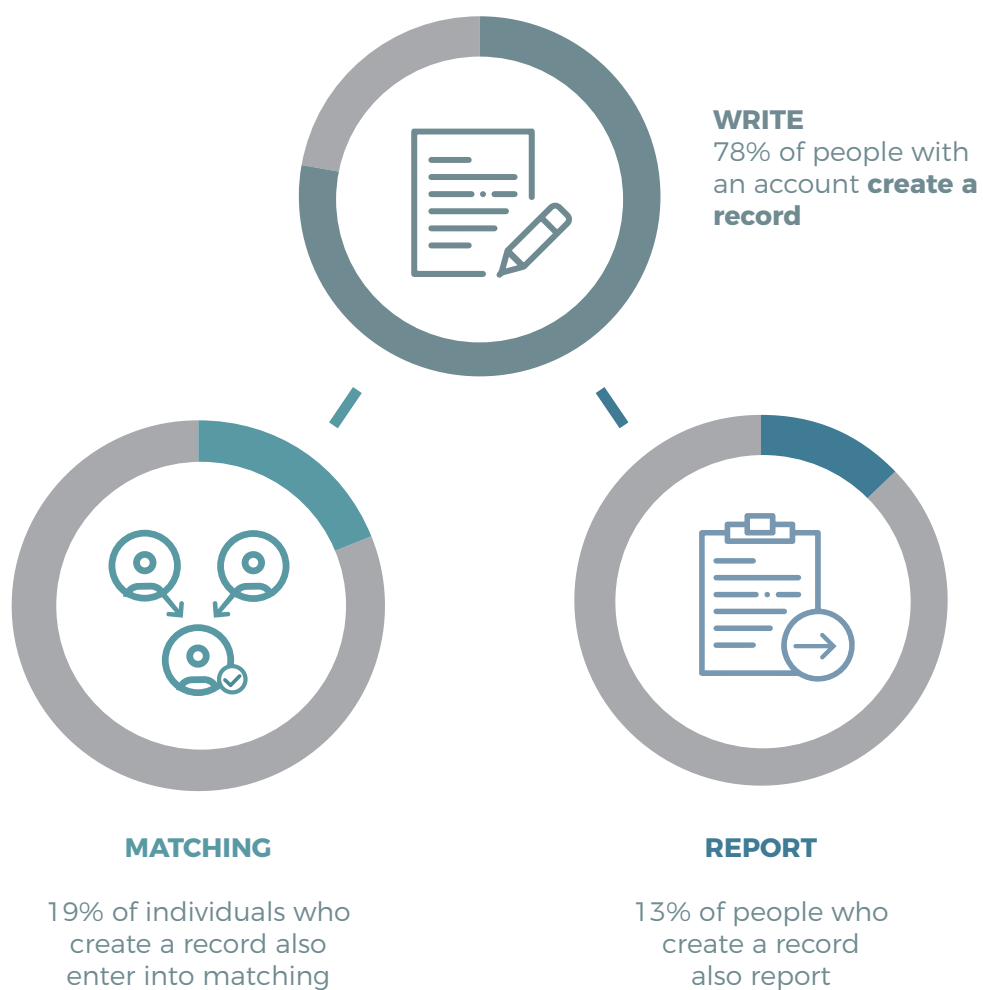
Our Impact



97%

of survivors who visited Callisto
would recommend it to a friend
who was sexually assaulted.

HOW ARE STUDENTS USING CALLISTO CAMPUS?



Roughly 10-13% of the student body visited their school's Callisto site

CHANGE FOR FOUNDING INSTITUTIONS (Y2 V. Y1)

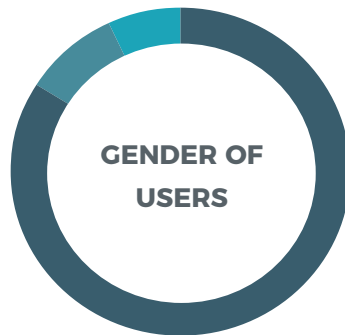
RECORDS	+93%
ENTRIES INTO MATCHING	+100%
REPORTS	+25%

EMPOWERING SURVIVORS IS THE FIRST STEP TO SYSTEMIC CHANGE,
AND CREATING A WORLD WHERE SEXUAL ASSAULT IS RARE.

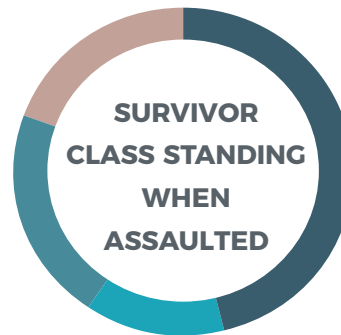
SHORT TERM	MID TERM	LONG TERM
<p>STUDENTS</p> <ul style="list-style-type: none"> • An accessible, trauma-informed, survivor-centered system • A central source for information • Options to make the best decisions for themselves and protect their community <p>SCHOOLS</p> <ul style="list-style-type: none"> • Increased reporting rates • Evidence for investigations • Identities of repeat perpetrators 	<p>STUDENTS & SCHOOLS</p> <ul style="list-style-type: none"> • Positive cycles of disclosure and institutional response initiated • Perpetrators held accountable • Perpetrators stopped sooner • Students protected <p>SCHOOLS</p> <ul style="list-style-type: none"> • Rapid, more thorough investigations • Data on victimization and perpetration trends 	<p>STUDENTS & SCHOOLS</p> <ul style="list-style-type: none"> • Survivors are supported • Evidence-based policies • Norms of accountability • Deterrence prevents assault • Sexual assault is rare

"Say we have 100 survivors on campus, there's probably 80 different preferences for how they report their assault. Prior to Callisto, we had one option for all of them — and that was to come and talk to an administrator." - Title IX Coordinator

SNAPSHOT OF LEARNING INSIGHT FROM OUR 2016-2017 PARTNER CAMPUSES



84% Cis-gender woman
9% Cis-gender man
7% Genderqueer/non-binary/non-conforming/agender students



48% Freshman
14% Sophomore
22% Junior
20% Senior

TIME OF USE

Usage of Callisto Campus was highest during the month of **October**, with additional upticks in **February** and **May**. During the day, usage peaked between **8 a.m. - 9 a.m.**

WHY DID YOU REPORT?

The two leading reasons given by survivors were to **protect their community** or out of a **sense of responsibility**.

"I had to, he was a serial assailant, and my community was in danger." // "To ensure that it does not happen to anyone else."
- Survivors on why they reported

PRODUCT REDESIGN

The Goal

This year, we led research and redesign our Callisto Campus websites in order to improve the experience of students.

Our approach was informed by user studies with students and consultations with experts who specialize in institutional betrayal and the forensic experiential trauma interview approach (FETI).

User Testing

Usability testing is a qualitative research methodology. Our testing included a task-based usability test, a post-test interview and survey. Examples of findings include:

- **Users incorrectly thought “Record” meant video record.** “Create a record” improved comprehension to 100%.
- **Nearly half of users incorrectly thought the matching feature had a Tinder-like functionality,** connecting survivors with perpetrators or victims.

Examples of Redesign Changes

- Cleaner layout and softer colors
- Added “quick exit” button
- Clearer language
- Recrafted flow of questions for memory retrieval and reconsolidation
- More inclusive language
- Clearer options on consent question
- Simplified language to be more easily translated by browser translators

INCORPORATING FETI INTO CALLISTO’S USER EXPERIENCE

BAKE IN EMPATHY

Language is soft, comforting, understanding, and compassionate

ENCOURAGE BREAKS

Encourage the user to take breaks so they not feel pressured to finish or write something they are uncomfortable with

FRIENDLY DESIGN

Use light, soft colors, young iconography, and pillowy drop shadows to create a calming, friendly design

INFORMED CONSENT

Explain the risk and benefits of using the form for reporting

FULL DISCLOSURE

Provide transparency throughout the form to ensure trust and confidence in our system

NO SEQUENTIAL Q’S

Do not ask linear or sequential “and then what happened next?” questions

SHANTA KATIPAMULA, STANFORD UNIVERSITY

“Never doubt the power that a determined student body has over a university.”

Students have long been at the forefront of the movement to combat campus sexual assault. So it was no surprise that on various campuses, students were the catalysts for the adoption of Callisto.

At Stanford, the 18th Undergraduate Senate passed a resolution to adopt Callisto. This spurred joint conversations with the Graduate Student Council. 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.

In April 2017, Stanford University became the eighth institution to adopt Callisto.

We interviewed Shanta Katipamula, the chair of the Undergraduate Senate who helped lead efforts for the adoption of Callisto.

Why did you decide to advocate for Callisto?

Most importantly, Callisto is informed by extensive survivor research, making it a truly survivor centric reporting mechanism, something that is missing from most current reporting options. In my research, I found Callisto to be a one-of-a-kind tool that placed the needs of survivors first while also providing data for universities that could help prevent assaults.

Why is this issue important to you?

Sexual violence is a deeply personal issue that has affected too many students across the country, including at Stanford University. I work towards a world where campus sexual assault is eradicated, but in the meantime we must also provide adequate resources for survivors who are sexually assaulted.

How do you feel that your institution has adopted it?

I'm incredibly pleased that Stanford has chosen to adopt a three year pilot of Callisto, signaling Stanford's commitment to supporting survivors of sexual violence. It's a promising and reassuring sign that at least in this instance, the university has chosen to put survivors first.

What would you say to other student leaders who are interested in advocating for the adoption of Callisto?

Make it happen! Something that was incredibly useful as I worked with the university was to demonstrate a high level of student support for a pilot of Callisto. I was able to accomplish this show of support through a unanimous resolution passed through our Undergraduate Senate and Graduate Student Council, with co-sponsorship from the student body President, Vice-President and their cabinet.

There were also student survivors who spoke with administrators about the positive impact Callisto could have had in their reporting experiences had the tool been available to them.

Never doubt the power that a determined student body has over a university.



Shanta Katipamula
Stanford University
Class of 2019

OVERVIEW

Callisto is supported through a combination of philanthropic contributions and program service revenue paid by partner colleges. The financial goal for Callisto is to be financially self-sustaining via program service revenue. Callisto's fiscal year aligns with the calendar year.

\$2.5 MILLION

PHILANTHROPIC FUNDS RAISED (THRU SEPT 2017)

2014

\$299,457

2015

\$697,330

2016

\$992,171

2017

\$515,594

SUPPORTERS

We would like to thank our existing philanthropic partners, including Google.org, Battery Powered, NoVo Foundation, Levi Strauss Foundation, New York Women's Foundation, PIMCO Foundation, and many others. We are also supported by over 600 individual donors who share our vision of a world where survivors receive the support they need, and sexual assault is rare.

\$288,130

EARNED REVENUE (THRU SEPT 2017)

2015

\$41,000

2016

\$65,250

2017

\$181,880

OUR AMBITIONS

By 2021, we aim to bring Callisto to 1 million students, to support more than 170,000 survivors, and prevent 40,000 sexual assaults.

1 MILLION

STUDENTS REACHED

170k

SURVIVORS SUPPORTED

40k

ASSAULTS PREVENTED

2017-2018 SCHOOL YEAR

INCREASING IMPACT

We will focus on increasing awareness and comprehension of Callisto by piloting different marketing initiatives on various campuses.

GROWING PARTNERSHIPS

We aim to be at 20 schools serving 200,000 students in the 2018-2019 school year.



CALLISTO



We are indebted to all of the survivors who have made
our organization, product, and people stronger.
You inspire us to keep going. Thank you.



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