

Equal Access:

and Utilize Accessible Services

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Executive Summary

Many students, faculty, and staff may not know about the multitude of resources available to them at College of the Canyons. These services provide vital resources students, faculty, and staff may need throughout the course of their time at the institution. There is a need on campus to raise awareness and promote accessibility to Title IX services in order to create a safer and more inclusive campus environment for all members of the community.

Equal Access: Empowering a Safer Campus is a campaign aimed at addressing that need at College of the Canyons. We hope to create a physical resource that will inform our campus community of services that are available and how to access those services.

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About the company

College of the Canyons is a fully-accredited California Community College and designated Hispanic-Serving Institution and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI) that is uniquely positioned in the local community since its inception in 1969. Initially serving just over 700 students in the fall of 1969, now more than five decades later, College of the Canyons provides education to more than 30,000 students annually with instructional offerings at two beautiful campuses in Valencia Campus (153 acres) and Canyon Country Campus (75 acres) as well as online.

In fact, nearly 25% of students enroll in at least one online course to fulfill degree or certificate requirements. The two campuses serve the communities of Saugus, Valencia, Canyon Country, Newhall, Stevenson Ranch and Castaic. In addition, the college attracts students from the San Fernando Valley, the communities of Acton and Agua Dulce, and the greater Antelope Valley region.

It is largely because students do engage with the communities in which they live, work, and attend college that COC has an appeal to a diverse student population. Reflecting the growing diversity of southern California, COC's non-white student population has increased nearly 63%, from 44% in 2000 to 72% in 2020. In the same period, Hispanic, or Latinx, student enrollment grew almost 163%, from 19% in 2000 to 50% in 2020.

More importantly, COC received designation as a 2021 Equity Champion of Higher Education in recognition of the number of Hispanic students earning Associate's Degrees for Transfer by the Campaign for College Opportunity.

Nationally, COC has the 19th largest Hispanic student population at a U.S. community college according to The Hispanic Outlook in Higher Education Magazine, enrolling more than 15,500 students last year. The College also received the 2021 Bellwether Award for its innovative changes to assessment and course sequence redesign, noting its substantial increase in transfer-level math placement from 10% to 74% from 2011 to 2018. COC was also a multi-year "Champion of Higher Education" by the Campaign for College Opportunity.

In addition, due to our partnership with the William S Hart High School District, COC offers local high school students the opportunity to attend classes at the Academy of the Canyons, which is located on the Valencia campus. In addition to offering approximately 264 combinations of associate degree pathways and certificate programs, COC also offers an on-campus University Center, enabling adult

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learners to earn more than 30+ bachelor's, master's and doctoral programs locally and affordably. To date, a total of 3,177 students have received bachelor's, master's, or doctoral degrees. In other words, COC provides meaningful pathways to completion and a wide array of options to fuel success and change lives from the 9th grade through the doctorate.

In addition, COC has nearly 1,500 employees and a \$125+ million annual budget. As a result, COC continues to be one of the largest employers in the Santa Clarita Valley and a significant part of the economic vitality of our region. Furthermore, the college has stable leadership with robust and shared governance. COC's Chancellor, Dr. Dianne G. Van Hook, has led the College for 34 years. This stability has resulted in consistent long-term vision and thoughtful planning toward educational objectives.

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Project Summary

Mission Statement.

The mission of our project is to create a campaign that raises awareness of Title IX services on our community college campus, including Gender Inclusive Restrooms, Lactation Rooms, and Sexual Assault Reporting. We aim to reinforce a culture of respect and inclusivity on campus and empower all members of our community to thrive academically and personally. Our goal is to ensure that these resources are easily accessible and visible on campus, to prevent discrimination, harassment, and sexual violence, and to create a safer and more supportive learning environment for all members of our community. We are committed to advocating for the needs of all students, faculty, and staff, and to working towards a more just and equitable society.

Objectives

College of the Canyons has a multitude of programs, information, and resources available to our students and employees pertaining to their rights regarding Title IX. The goals of this campaign are to spread awareness about these resources to ensure that all students and employees know about the services available to them and how to access the resources when needed.

Goal # 1- Collection of Resources and Data

Various offices and departments have been tasked with the oversight and implementation of different aspects of Title IX compliance (Gender Nonconforming/Transgender/Non-Binary Accommodations, Lactation Resources, and Sexual Misconduct Information). Some of these departments/offices include Student Services, Human Resources, Campus Safety, and the Student Health and Wellness Center. In order to ensure a cohesive marketing plan with the dissemination of the most accurate and up-to-date information, it is critical that we compiled all of the data and resources on campus. Obtaining this information might require interviews with campus administrators and review of campus websites.

The collection of all information on campus will be completed by July 1, 2023.

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Goal #2 - Review and Update Resources and Materials

Upon compilation of all of the data and resources on campus, the team will need to review and assess the accuracy of all of the information/resources collected. Rules and regulations pertaining to Title IX are often in flux and need to be continually reevaluated to ensure compliance and relevance. As such, the team will review all of the data collected and make suggestions and modifications to the materials in line with best practices and requirements. The team will then present the modifications to the District's Title IX Coordinator, Dr. Rian Medlin, for review and approval.

The suggestions and edits will be provided to Dr. Medlin by August 1, 2023. Dr. Medlin will review and provide comments on the suggestions by September 1, 2023.

Upon receipt of approval from Dr. Medlin, the team will work with the PIO to update, modify, and edit current flyers, pamphlets, resources, etc. as needed. The final publicity will be completed and approved by October 1, 2023.

During the months of August and September 2023, the team will engage in surveying employees and students (new and returning) to assess their knowledge and awareness of District resources pertaining to Title IX. This will serve as a baseline assessment of current awareness levels and will allow us to later test the effectiveness and efficacy of our awareness campaign once implemented. The survey will be administered via SurveyMonkey and via in-person focus groups. (See Appendix ___ for the survey tool).

Goal #3 - Implement Publicity and Awareness Campaign

Effective November 1, 2023, the team will launch the awareness campaign as outlined in this business plan. The campaign will include various mediums and modalities including, but not limited to flyers, electronic communications, brochures, recorded messages/videos, orientation and more.

The roll out of the awareness campaign will go through August 2024.

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Goal #4 - Assessment of Program Effectiveness

In order to ensure our plan is having the desired effect and outcomes, it is critical that we continually assess the relevance of our data and the general knowledge base of students and employees. As such, the Title IX Coordinator will review the documentation on an annual basis (or as Title IX regulations are modified) to ensure compliance and cohesiveness.

Additionally, the team will launch a follow-up survey in December 2024 to see if student and employee awareness of campus resources have increased by comparing it to the baseline survey initially implemented.

Implementation

- Develop clear and comprehensive policies that address Title IX requirements.
 - Outline procedures for addressing issues of sexual violence, harassment and other forms of discrimination.
 - Increase visibility of Title IX resources (i.e. social media, campus websites, flyers, posters, etc.)
 - Create brochure to be available throughout campus as well as on-line.
- Provide education and training:
 - Educate students, faculty, and staff on how to recognize and report Title IX issues.
 - Training for faculty and staff on how to support survivors of sexual violence or harassment.
 - Engage student groups in promoting Title IX resources and services. Encourage student-led initiatives to raise awareness of resources and promote safe and inclusive campus community. Meet specifically with student athletes prior to each season to talk about Title IX, awareness of resources and see something, say something.
- Provide Title IX reporting options.
 - Provide many options including on-line reporting tools, increase the number of College of the Canyons Faculty and Staff that are trained advocates and options for students to connect with, campus partners and hotlines, on-line reporting tools, etc.
 - Should be easily accessible and advertised
- Provide location of lactation rooms:
 - Provide guidelines for use, including reservations, before and after use expectations.
 - Provide comfortable seating, appropriate electrical outlets and possibly refrigeration with space which allows for temporary personal storage.
 - Provide easily identifiable locations on all campus-maps, physical and on-line.

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- Provide gender-neutral restrooms:
 - Provide restroom locations on campus maps, physical and on-line
 - Should be clearly marked and located in accessible areas

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Market Analysis

As the campaign is focused on raising awareness of Title IX services at College of the Canyons, the target audience is the students, faculty, and staff of the College.

According to the National Center for Education Statistics, in 2019 there were approximately 12.1 students enrolled in community colleges in the United States, with a majority being female. This suggests that there is a significant market for promoting Title IX services, including gender-inclusive restrooms, lactation rooms, and sexual assault reporting.

In addition, research shows that many students, especially those from marginalized communities, may not feel comfortable or safe reporting incidents of sexual harassment or assault. By promoting awareness and accessibility to Title IX resources, the campaign will make people more aware of the resources in place and foster a culture of reporting and support.

Furthermore, many community colleges have diverse student populations, including non-traditional students, adult learners, and students from low-income backgrounds. This awareness campaign considers the unique needs of different populations and tailors messaging and outreach strategies accordingly.

Finally, state and federal regulations require a multitude of resources for students and employees that fall within Title IX, AB 1825, SB 493, etc. Some of these state and federal requirements include, but are not limited to, lactation spaces for individuals who need to express milk, gender neutral restrooms, the prohibition of harassment/discrimination based on sex and/or gender, and easily accessible information regarding reporting rights and supports available for individuals who have been impacted by gender/power-based harm. College of the Canyons strives to do more than merely meet compliance requirements by ensuring that our support and resources exceed the standards to create a culture of care and inclusivity.

Operating Plan

To ensure that the awareness campaign reaches its target audience, we have identified strategic personnel and a plan of action for our implementation.

PERSONNEL: To operationalize the Awareness Campaign, the key personnel involved will include the managers and staff of the College of the Canyons Human Resources Department, the applicable managers and staff from the Student Services Division, the Student Health and Wellness Center, Facilities Department, and the Dean of Students.

- **Dr. Rian Medlin:** Educational Administrator, Interim Assistant Superintendent/VP HR, Human Resources.
 - **Qualifications:** Dr. Medlin has extensive experience in the area of human resources and leadership at College of the Canyons.
 - **Jobs and Tasks:** As the District's Title IX Coordinator for employees, she is responsible for ensuring compliance with all Title IX requirements. She will oversee this initiative as it pertains to employees and ensure that the overall implementation is successful.
- **Dr. Lauren Elan Helsper:** Human Resources, Classified Administrator, Department Director EEO, Leaves, and Workplace Safety Programs
 - **Qualifications:** Dr. Elan Helsper is an expert in Title IX rules, requirements, and regulations.
- **Shane Daetwiler:** Student Services Department, Classified Administrator, Senior Investigator, Title IX and Student Conduct
 - **Qualifications:** Mr. Daetwiler has extensive experience working in higher education and student services. He is a seasoned student conduct officer.
- **James Schrage:** Assistant Superintendent/Vice President, Facilities Planning, Operations and Construction, Classified Administrator
 - **Qualifications:** Mr. Schrage is an expert in construction and facilities planning. He is knowledgeable in building codes and accessibility requirements.
 - **Jobs and Tasks:** Mr. Schrage and his team will assist in providing campus maps and schematics and ensure that future capital projects keep Title IX requirements in mind when constructing new spaces.

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- **Dr. Jasmine Ruys:** Assistant Superintendent/Vice President, Student Services, Educational Administrator
 - **Qualifications:** Dr. Ruys has extensive experience in student support services and conduct in higher education.
 - **Jobs and Tasks:** As the District's Title IX Coordinator for students, she is responsible for ensuring compliance with all Title IX requirements. She will oversee the initiative as it pertains to students and ensure that the overall implementation is successful.
- **Mary Manuel (WHNP-BC):** Classified Administrator, Director Student Health and Wellness
 - **Qualifications:** Ms. Manuel is the medical expert on campus.
 - **Jobs and Tasks:** Ms. Manuel will ensure that the Health Center staff is kept abreast of all resources for students pertaining to Title IX. She will also be responsible for fostering partnerships with local rape crisis treatment centers and advocacy centers to ensure that we have immediate referrals and connections for individuals needing immediate medical assistance or support.
- **Eric Harnish:** Classified Administrator, Vice President, Public Info, Advocacy & External Relations, Public Information, Advocacy & External Relations
 - **Qualifications:** Mr. Harnish is an experienced public information officer and an expert in community relations.
 - **Jobs and Tasks:** Mr. Harnish and his team will assist in the creation of marketing (tangible and virtual) and the formation of informational/educational plans to spread awareness of District support and services.
- **Robert Sadeh:** Classified Administrator, Director of Campus Safety
 - **Qualifications:** Mr. Sadeh is an experienced campus safety professional who has worked his entire career in the higher education sector of law enforcement.
 - **Jobs and Tasks:** Mr. Sadeh oversees the District's Campus Safety policies and procedures and is responsible for the training and oversight of officers. Mr. Sadeh will work with the Title IX Coordinators to ensure that his officers undergo frequent training on trauma informed interviewing techniques and partnering with municipalities on sexual misconduct allegations.

ORGANIZATIONAL CHART: The college's organizational chart may be found at:
<https://www.canyons.edu/resources/documents/administration/humanresources/AdminOrgChart.pdf>

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PHILOSOPHY

The philosophy of the Awareness Campaign includes all the following statements adopted by College of the Canyons:

We believe in the following values:

Teaching and Learning: We honor and reward high performance in teaching and learning.

Respect for All People: We foster a climate characterized by civility, and acceptance. We expect honesty, integrity, social responsibility and ethical behavior.

Partnership with Community: We create relationships providing the foundation of success for chosen current and future partnerships with local schools, colleges and universities, businesses, government, and social agencies. These partnerships advance the educational, intellectual, artistic, civic, cultural, and economic aspirations of our surrounding community.

Excellence: We set the highest standards for ourselves and support the professional development of faculty, staff and administrators.

Creativity and Innovation: We are an innovative and creative community college. We encourage members of the college community to be entrepreneurial, forward thinking, creative, persistent, spontaneous and welcome changes that will enhance the college's ability to fulfill its mission.

As a result of this philosophy, it is essential that we ensure the best possible campus environment for all faculty and staff. By spreading awareness of Title IX services on our community college campus, including Gender Neutral Restrooms, Lactation Rooms, and Sexual Assault Reporting, we are also reinforcing our commitment to respect for all people and fulfilling our ongoing desire to support the college's strategic goals that can be summarized as access, engagement, and success. Our philosophy helps ensure that our commitment to its campus culture continues to enhance and support a sense of community and cooperation on campus. In addition, our philosophy aligns with our college's emphasis on Student Support that facilitates equitable student success and maximizes opportunity for all students; Cultural Diversity that promotes, encourages, and celebrates the diversity of students and staff in our campus community; and helps the college's Human Resources by ensuring the success of our high-quality staff.

STATISTICAL MEASUREMENTS OF THE PERFORMANCE OF EMPLOYEES AND MANAGERS:

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Measurement of the performance of the employees and managers tasked with this awareness campaign will consist of appropriate staff members conducting various interviews with the various offices that must ensure that the college follows the Title IX program requirements. The exact number of interviews will depend upon what we discover during the interview and website searches needed for this campaign. In addition, we will also need to collect and evaluate data obtained from its Fall 2023 survey of students, staff, and faculty. Evaluation and course correction will be headed up by Dr. Rian Medlin, who will also be tasked with ensuring that the awareness campaign continuously aligns with its goals.

FINDING THE RIGHT EMPLOYEES/OUTSIDE CONSULTANTS:

Fortunately, this program is fully staffed. In addition, the program is supported by various LEAP participants. Compensation rates, qualifications, and job descriptions are fully implemented now. Since Title IX requirements do change periodically, should the Title IX Coordinator require an outside consultant, one may be obtained; however, it is highly unlikely since the coordinator has the connections, experience, and knowledge to be able to track and implement the program's ever-changing needs. However, should the college need outside assistance in spreading awareness about the campaign, the college could turn to Intersect GMD, which is a remote collaboration of current students and recent graduates of the Graphics & Multimedia Design (GMD) Department at College of the Canyons, that could help spread awareness about the program and help develop materials that could be of use.

In addition, the college could turn to its own MEA program to create 30-60 second infomercials that could be played on the college's social media, websites, and app. During the first year of operation, the college intends to keep a lean operation and does not plan to implement an advisory board. At the end of the first year of operation, the management team will conduct a thorough review and discuss the need for an advisory board, outside consultants, and additional personnel. In addition, the team will also evaluate the success of the program to determine whether additional informational outlets are required to spread awareness of these services

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Marketing and Sales Plan

The marketing and sales plan will place information where people that need the service would see it when going to a less ideal option. Example, signs at the entrance to gendered bathrooms telling where gender neutral bathrooms are. (Faculties would be involved with this.)

Inform district personnel. Emails that highlight information during national awareness month/week. Instructor opening day workshops. Focus on people that students are likely to interact with for this information such as Campus Safety, Welcome desk, Health and Wellness, Switchboard, Instructors, grounds keepers, and custodians.

Update the campus map website and the Campus M App to have a link to relevant information. Add QR codes to the phone book maps and the kiosk campus maps. (work with John Green)

Work with relevant clubs to distribute information with newsletters, and club meetings

Flyers with QR codes at the Welcome Desk, Cougar Fest, Multicultural Center, ASG poster boards, Health and Wellness Center.

The TV informational monitors around campus can provide information and a QR code

Student emails each semester

Have a QR code on class syllabus or a link to information on Canvas.

PIO really liked the idea of using QR codes as a way for students to discreetly get and safely view information on their own time. The district utilizes Adobe InDesign to create QR codes. It is important to use District approved tools for creating QR codes because “free” web sites have tracking and TOS that The District may not approve. <https://www.makeuseof.com/how-to-create-qr-code-adobe-indesign-illustrator/>

Permanente signage should probably be inclusive enough to not require replacement when new services are offered. Example, signs on the door to the restroom should be something generic like “Find more options that values your needs” QR code. This allows for a web site to be updated with new locations or services (single occupancy/gender neutral/family restrooms, lactation rooms, changing tables, feminine products, etc.) as they become available or requested.

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Financial Plan

The Awareness Campaign requires minimal funding to operate. We will need up to 3 college assistants to help distribute and display signage and marketing materials. College Assistants will be paid at \$15.50 per hour for a maximum of 20 hours per week. Reprographics will assist with the printing of Project Safe Brochure, Wallet Cards, and Restroom and Classroom Flyers. IT will assist in updating website and campus maps. The Awareness Campaign is not expected to generate income.

Services

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Appendix 1

Campus Map

Appendix 2

Wallet Card

Appendix 3

Project Safe

Appendix 4

Name Change Process

Appendix 5

Bathroom Flyer

Appendix 6

Lactation Rooms

Lactation rooms have been designated at both the Valencia Campus and Canyon Country. The following rooms have been designated as lactation rooms and are available for use by students, employees, and visitors. Please look for the “Designated Lactation Room” temporary signage. Permanent signage will be installed to assist with identifying these locations. These rooms are to remain unlocked until they are in use. Should one be locked, the signage will provide information on gaining access to the rooms. Temporary window coverings have been or will shortly be installed in offices that have windows. Campus Maps will also be updated soon. Stay Tuned!

Valencia Campus	Canyon Country
Hasley - Room 132	512F
University Center - Room 306	702
Library – Room 226	

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Note: If the room is locked, please contact Campus Safety by dialing "0" from any campus phone extension.

Note: If the room is locked, please contact Campus Safety by dialing "3801" from any campus phone extension.

Appendix 7

App