

University of South Carolina - Columbia

Sexual Assault Prevention for Undergraduates

Impact Report

2019

—

2020

Academic Year

EVERFI

EVERFI

Dear University of South Carolina - Columbia partners,

Issues of health, wellness, and safety have been some of the most defining challenges facing higher education over the past 10 years. As we look ahead to a new decade, there is a tremendous need and opportunity for colleges and universities to revolutionize the way we serve and support our communities.

The good news is that we, as a field, know what works when it comes to behavior and culture change. There is robust and growing science behind prevention best practice, and EVERFI is committed to elevating the evidence base in our technology and across our partner network. We also know that investing in prevention has enormous impact at both the individual and institutional level. Issues of student drinking, sexual violence, discrimination, and mental health intersect with all facets of the student experience, from recruitment, to academic success, to retention, and beyond.

The question is how are we rising to the challenge and meeting the needs of our students? This report provides a snapshot of your community, presenting a curated set of insights that can inform your prevention strategy and elevate your impact. We encourage you to share this report with stakeholders across your institution to highlight your successes and focus your resources. We hope that you will also take advantage of the tools available in the EVERFI platform to dig deeper into your data, assess your prevention strategy, identify priority topics and populations, and contextualize your findings against peer or national benchmarks.

We are deeply grateful for our partnership with University of South Carolina - Columbia and we look forward to expanding our collective impact in 2020 and beyond.

Sincerely,



Rob Buelow

SVP, Campus Prevention Network

EVERFI

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How To Use This Report

This report provides key insights from your Sexual Assault Prevention for Undergraduates data. We encourage you to explore the data in the report, think about how you can use it to inform prevention efforts across your institution, and share it with others on your campus.

To help you make the most of this report, we have included benchmarks to help you understand where you stand relative to peer institutions, provided recommendations throughout the report tied to a framework for prevention, and included a sharable snapshot of your data at the end of this report.

For deeper insights, the EVERFI Analytics Platform provides real-time access to your EVERFI data, in both graphical and raw data formats.

Peer Institution Benchmarks

For select data points in this report, you will see comparisons to peer institution benchmarks. These peer institutions are similar to you in size, and public or private status. University of South Carolina - Columbia is a large public institution, so your benchmarks reflect other public schools with 20,000 or more students.

Campus Prevention Network Framework Tips

The Campus Prevention Network Framework for Prevention describes the elements of effective prevention efforts: *Institutionalization, Critical Processes, Policy, and Programming*. Throughout this report, you will find Tips and further research related to these prevention elements.

Sharable Snapshot

Following the Executive Summary, you will find a snapshot of select data from your report. This snapshot is designed to be shared with other stakeholders at your institution. We hope that you will print these pages out and pass them along to your Vice President for Student Affairs, Provost, or other members of your team.

Data in this Report

Insights and analysis in this report are based on your students' responses to pre-course and follow up surveys. Overall, 8160 students participated in pre-course surveys, and 7546 completed follow up surveys.



Executive Summary

This school year, 8267 University of South Carolina - Columbia students took part in Sexual Assault Prevention for Undergraduates (SAPU). This course, developed by prevention education and compliance experts, uses relatable scenarios and interactive elements to provide students with strategies for healthy behavior and skills to support bystander intervention.

Course Impact

SAPU is designed to equip your students with knowledge and skills to support healthier decisions related to romantic relationships, sexual interactions, consent, and supporting peers on their campus.

University of South Carolina - Columbia students increased their knowledge of topics related to sexual assault prevention by 6%. When it comes to skills, 84% of your students agreed that SAPU helped them identify characteristics of healthy and unhealthy relationships, and 84% reported that the education increased their confidence in their ability to intervene when they witnessed concerning behavior.

Behaviors & Social Norms

Change is driven, in part, by an individual's perception of the social environment surrounding behavior – the community norms.

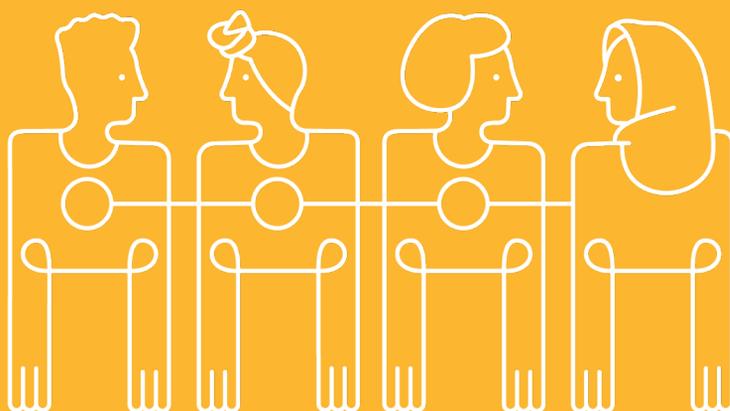
The majority of students taking this course report healthy, desirable attitudes and behaviors related to sex and relationships. This includes 89% of students who say they would refrain from sexual activity if the other person was incapacitated, but only 67% of those same students believe their peers would do the same.

Among students at University of South Carolina - Columbia who took SAPU, 45% agreed that they could play a role in preventing sexual assault on their campus. And a substantial number of your students, after prevention education, reported that they knew how to report a sexual assault at their school. Further, 88% felt that your institution offered good resources for students going through difficult times.

Your Sexual Assault Prevention for Undergraduates Impact Report includes detailed information about how your students think, feel, and behave in regards to romantic and sexual relationships. This data can be invaluable in guiding your prevention programming for maximum impact.

Sexual Assault Prevention for Undergraduates

Impact Snapshot





Impact Snapshot

In order to make the content of this report easier to share with your colleagues and stakeholders, we have included a Snapshot section that highlights and visually displays the most salient data points from the full report.

This take-away can help your data get more traction and increase interest in the full report and the Sexual Assault Prevention for Undergraduates program at large.

We recommend cutting the Snapshot section from the full report and sharing with stakeholders, colleagues, and students who might be interested in the impact of the Sexual Assault Prevention for Undergraduates program, but have less direct experience in prevention work.



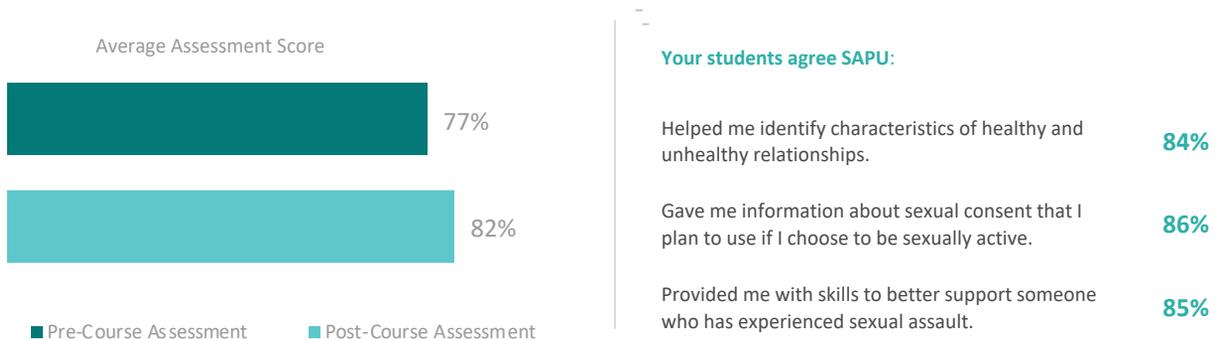
Designed by prevention and compliance experts to provide your students with knowledge and skills to support healthier campus communities.

Reach

8267 students at **University of South Carolina - Columbia** have participated in Sexual Assault Prevention for Undergraduates since the start of the 2019-2020 academic year.

Course Impact

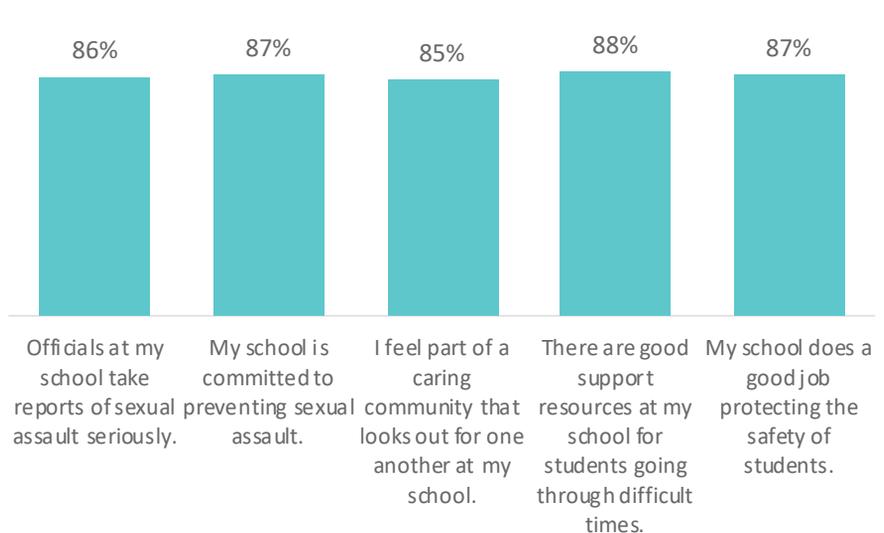
Students increased their prevention knowledge, and their skills associated with healthier behavior.



Perceptions of Campus Climate

Student's perceptions of the commitment and intentions of their institution can have a huge impact on their feelings of safety and support, their experience while on campus, and their likelihood to join the community effort to prevent abuse and harassment.

45% of students at **University of South Carolina - Columbia** agree that they can play a role in preventing sexual assault at your school.

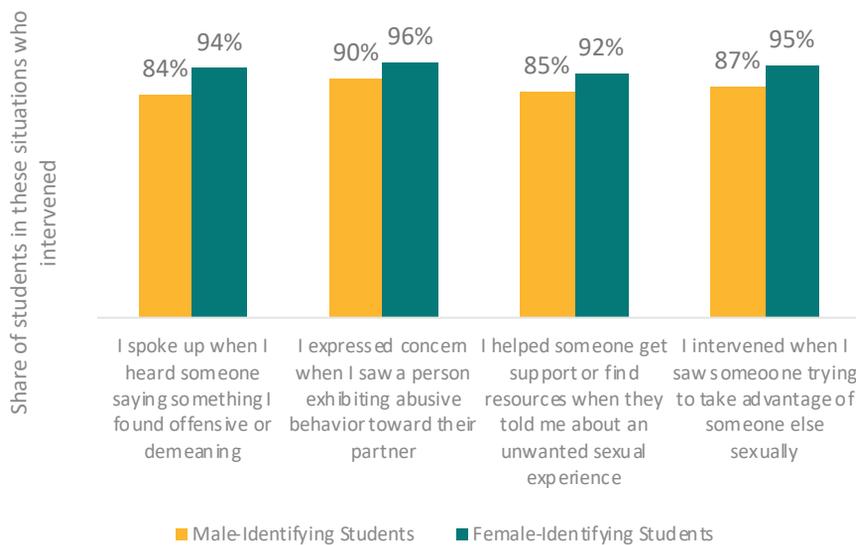


Bystander Intervention

Proactive bystander behaviors – stepping in directly or engaging other observers indirectly – are some of the most important ways students can support and build a healthy campus environment.

SAPU helps students build their bystander skills. University of South Carolina - Columbia can use this information to continue to develop those skills as part of a healthy campus community.

Bystander Intervention Scenarios



84% of students at University of South Carolina - Columbia agree that SAPU made them more confident in their ability to intervene when they see concerning behavior.

Preferred Bystander Behaviors

Male Identifying Students

- Asking the person who you're concerned about if they need help.
- Stepping in and separating the people involved in the situation
- Finding the friends of those involved and asking them for help.

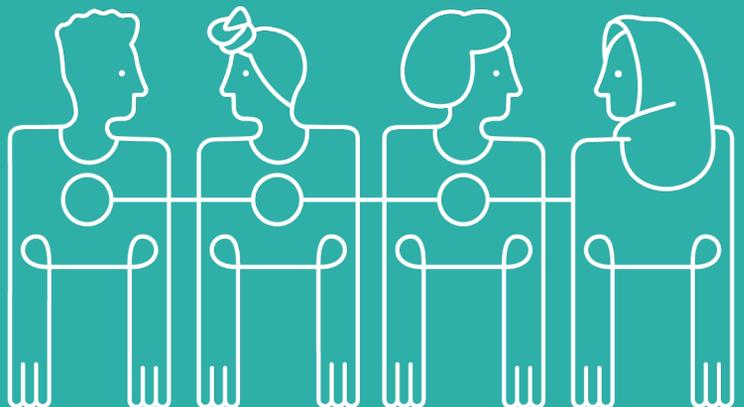
Female Identifying Students

-
-
-

i **Tip:** Research has shown that male-identifying students may be more likely to engage in active, confrontational bystander behaviors than their female identifying peers. While it is encouraging to know that students are interested in stepping in to help peers, not every situation calls for a specific type of response. Students should be encouraged to engage in a wide range of behaviors and helped to understand which strategies should be employed for maximum effectiveness.

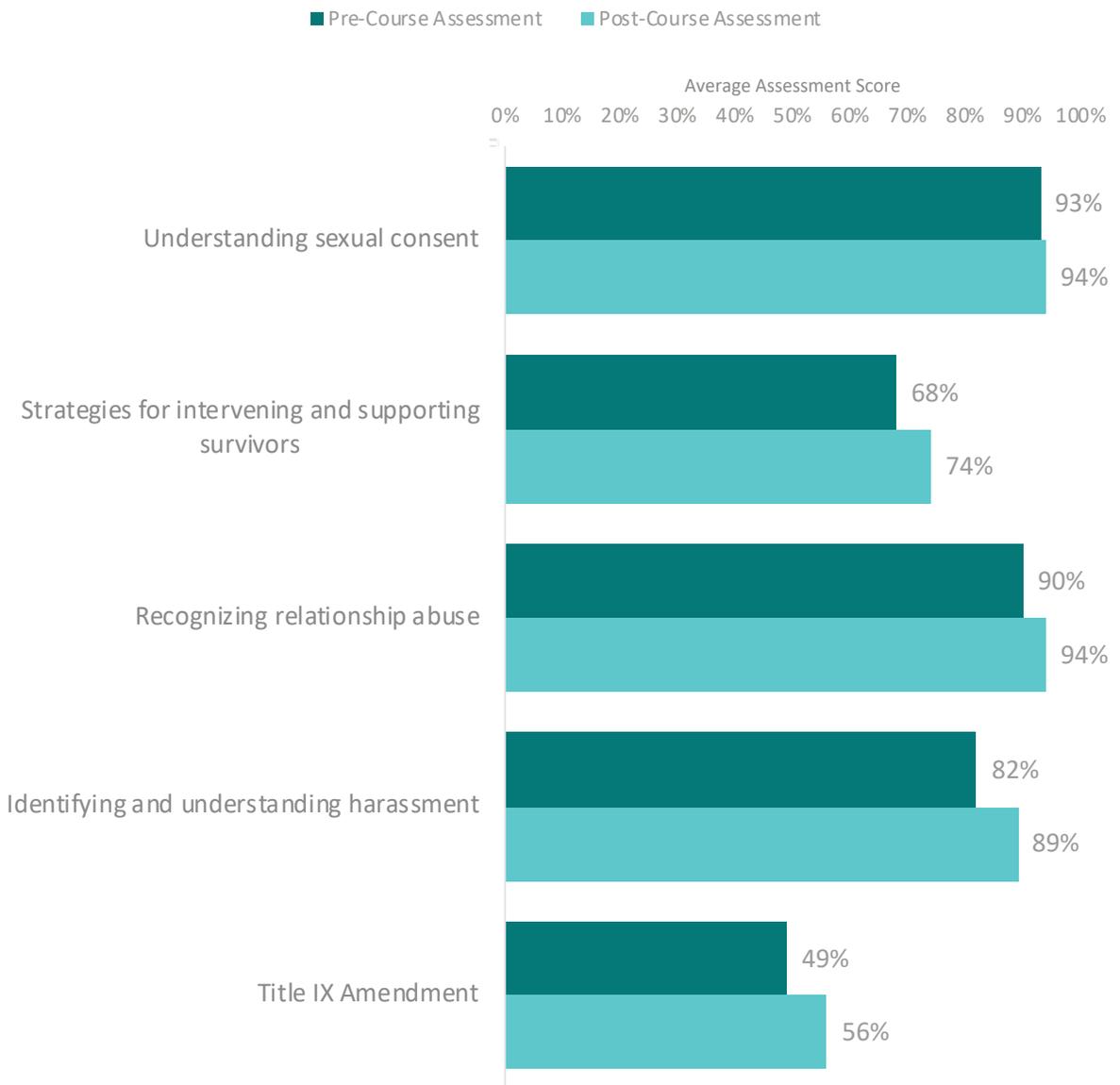
SAPU and Your Students

*Impact at University of South Carolina -
Columbia*



Knowledge Gain

Assessments in SAPU, which students take before and after the course, are designed to measure their comprehension and knowledge of topics related to sexual assault.



Full assessment item text is available upon request.



Programming Tip: Where are your students knowledgeable and where are they lacking? SAPU is intended to provide foundational knowledge and skills that can be built upon. Knowledge data can inform what content areas should be built out or reinforced as part of your ongoing prevention efforts.

Learner Impact

After taking SAPU, 7546 students were asked to reflect on the course experience and tell us whether or not they believe that the course positively impacted their awareness, knowledge, or skill in ways that will help them to make healthier decisions and support their peers in the future.

Your students reported that Sexual Assault Prevention for Undergraduates:

Made me more confident in my ability to intervene when I see concerning behavior.	84%
Helped me identify characteristics of healthy and unhealthy relationships.	84%
Taught me where to find resources for sexual assault and abusive relationships at my school.	84%
Provided me with skills to better support someone who has experienced sexual assault.	85%
Increased my understanding of school policies related to issues covered in the course.	86%
Gave me information about sexual consent that I plan to use if I choose to be sexually active.	86%

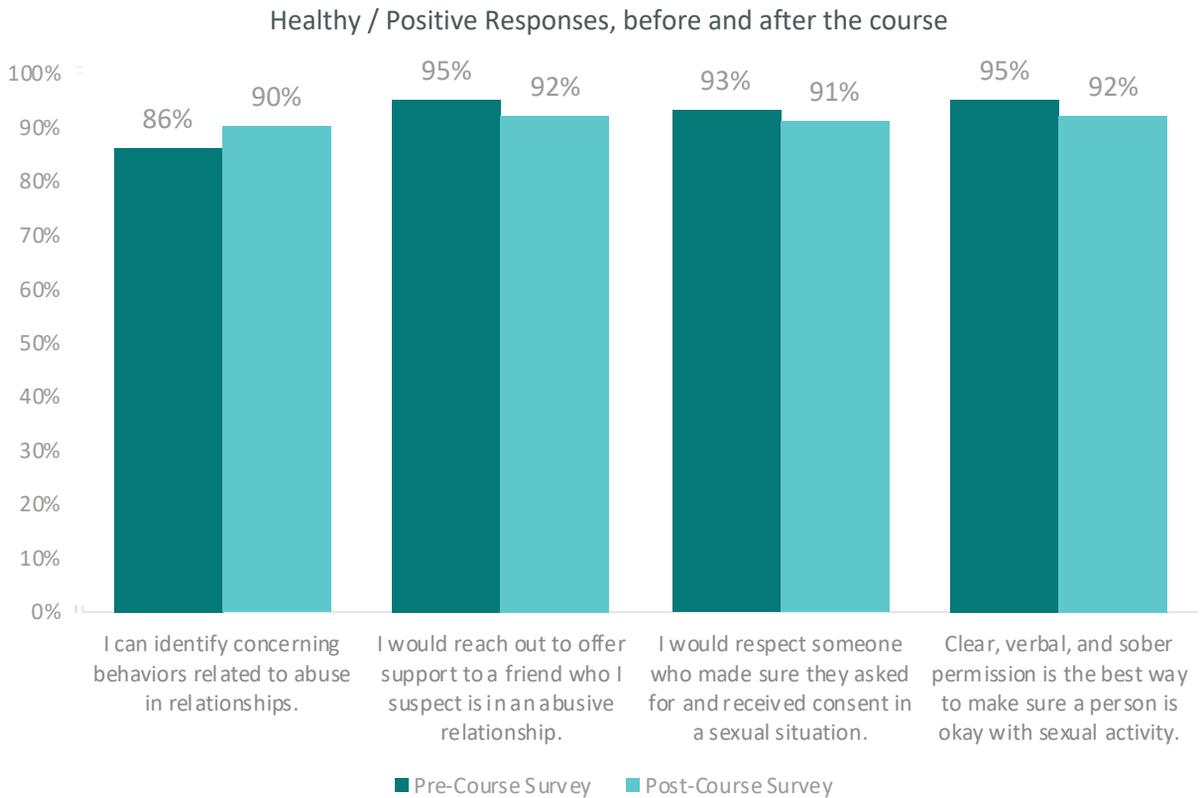
Percentages represent the share of students who agreed with these statements in post-course survey.



Programming Tip: How can you reinforce students' skills and feelings of self-efficacy throughout the year and over your students' college careers? On-going training – both annually online and through in-person opportunities such as workshops, role-playing, peer conversations – can reinforce key information, allow students to practice their skills, and build confidence.

Healthy Relationships and Consent

In addition to developing knowledge, SAPU aims to help students build skills and attitudes they can use to support a healthy community. These include identifying unhealthy situations, supporting friends, and modeling attitudes that reflect healthy community norms.



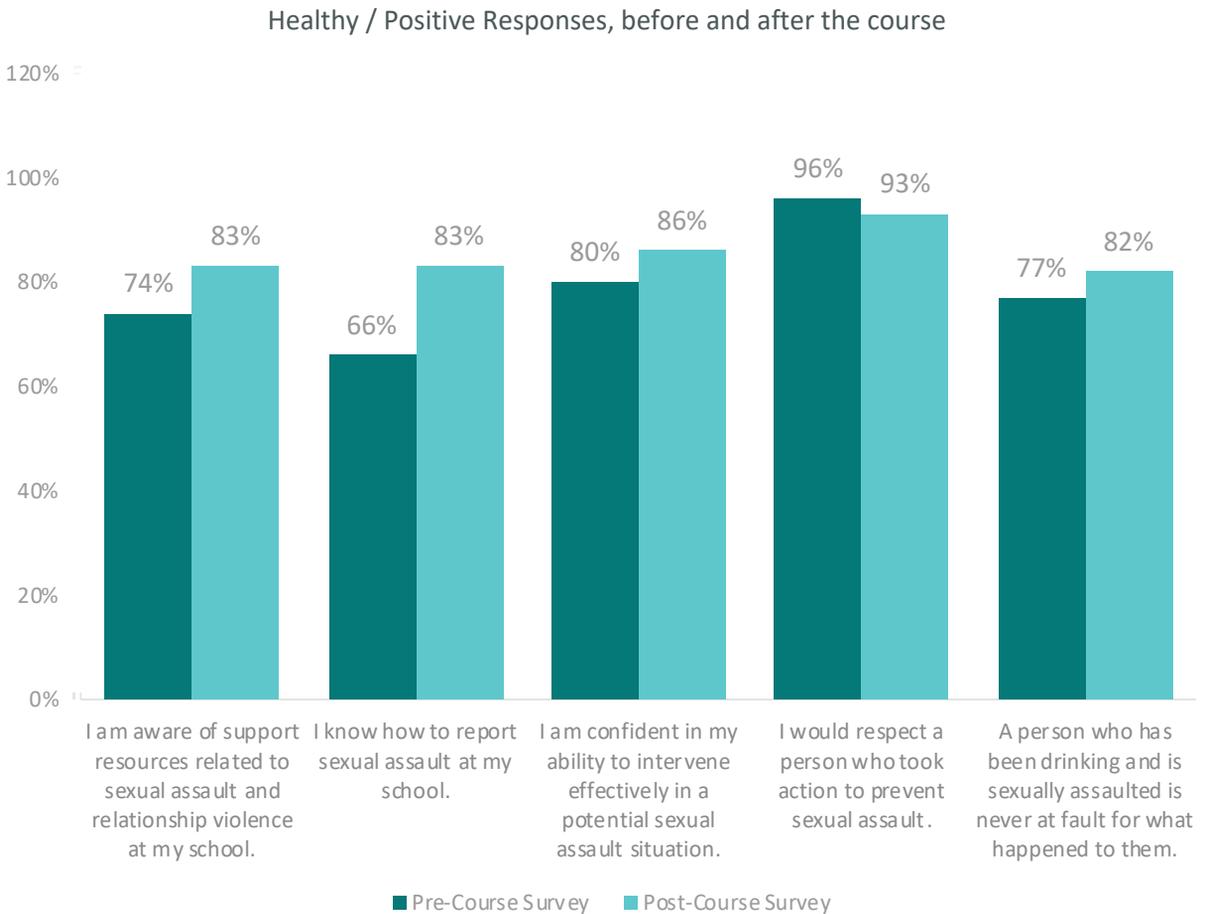
Percentage of students with healthy/positive responses: "moderately – strongly agree" for each item, unless otherwise noted.



Critical Processes Tip: Research has shown that young adults are often likely to overestimate their own abilities, particularly when it comes to areas where they have not had to employ those skills, but have a strong urge to provide the desirable answer when questioned. Because of this, some students may feel overconfident in their own attitudes and behaviors at the pre-course survey, but acquire a more nuanced perspective after the course. This can explain some of the flat and/or negative movement we see on specific items attached to this and other programs.

Supporting Survivors

Part of maintaining a healthy community is supporting members who experience sexual assault. SAPU discusses: access to support and reporting resources, intervening in unhealthy situations and supporting others in the same, and tackling attitudes of victim blaming in the community.



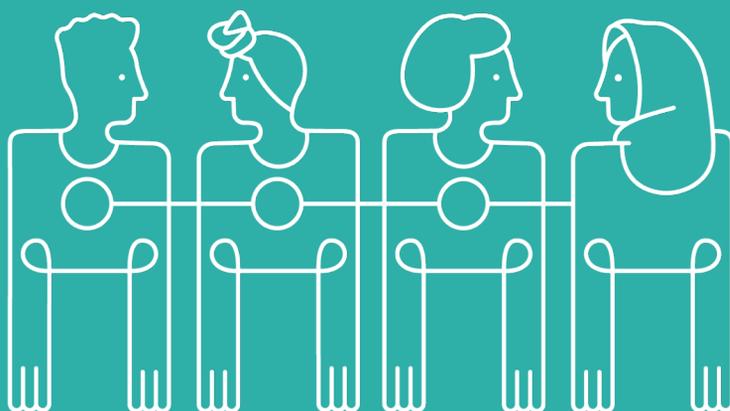
Percentage of students with healthy/positive responses: “moderately – strongly agree” for each item, unless otherwise noted.



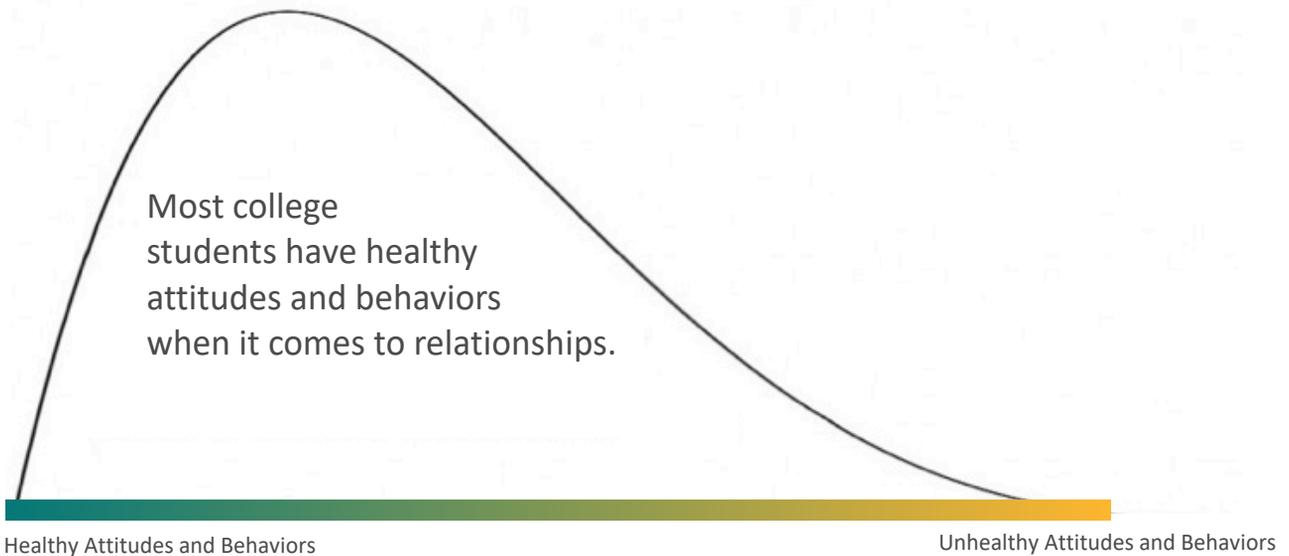
Programming Tip: To learn more about what your colleagues are doing on their campuses, what is being shown to work in research, and to connect with others trying to prevent sexual assault and domestic violence in higher education, join the **Campus Prevention Network** at <https://everfi.com/networks/campus-prevention-network/>

Sexual Assault Prevention On Your Campus

*Data and insights from students at University
of South Carolina - Columbia*



Engaging the Healthy Majority



It is tempting to want to focus on the relatively small group of “unhealthy” students. However, knowing that most students do not endorse attitudes and behaviors that contribute to sexual violence should be central to campus prevention efforts.

This “healthy majority” of students can help create a culture of care and accountability, bolstering prevention messages and helping to build safe, positive communities.

In addition to reporting on the personal experience of your students, the following pages

highlight topics that can help you understand how to engage and bolster the healthy majority on your campus: bystander intervention, social norms, perceptions of campus climate, and readiness to engage in prevention efforts on your campus.



Critical Processes Tip: Reflect on the share of your sexual assault prevention programming and policies that is focused on supporting the healthy majority, compared to addressing or disciplining the unhealthy minority. Are there areas where you could supplement or expand efforts that develop a positive culture on your campus?

Personal Experiences By Gender Identity

Some of your students will arrive on campus having had personal experience with sexual assault, relationship violence, or stalking. Others may have these experiences after they become members of your community.

Sexual Assault

In the past, someone pressured or forced me into sexual contact without my explicit consent.

Relationship Violence

I have experienced some form of abuse or threats of abuse in a current or previous relationship.

Stalking

In the past, I have experienced repeated and unwanted attention, harassment, or other contact from another person that has made me feel afraid.

	Male		Female		
	Before	After	Before	After	
Sexual Assault	7%	2%	24%	5%	<p>Before - Percentage (%) of students who reported “Yes, before coming to campus” OR “Yes, before and after coming to campus”</p> <p>After - Percentage (%) of students who reported “Yes, after coming to campus” OR “Yes, before and after coming to campus”</p>
Relationship Violence	6%	1%	16%	2%	
Stalking	5%	1%	24%	8%	



Critical Processes Tip: Notice how personal experiences may be different for male and female students. Think about what other demographic characteristics may have an influence on personal experiences at your institution, including race, ethnicity, group membership, year in school, sexual orientation, etc.

Note: This page shows comparisons between male and female students responding to the post course survey. EVERFI recognizes and appreciates that not all respondents identify with these binary constructs.

While this report presents comparisons only between students who identify as male or female – they are the most researched populations regarding sexual assault related behaviors – students can select additional gender identities (transgender male or female, genderqueer) or choose not to identify. To examine attitudes, experiences, and behaviors by additional gender identities, access your institution’s data through the Higher Education Partner Center.

Bystander Behaviors - Male Identifying

Proactive bystander behaviors – stepping in directly or engaging other observers indirectly – are some of the most important ways students can support and build a healthy campus environment. Below is a summary of when male-identifying students on your campus have intervened, and their preferred strategies for doing so.

Bystander Intervention Scenario	Intervention	
	Yes	No
I spoke up when I heard someone saying something I found offensive or demeaning.	84%	16%
I expressed concern when I saw a person exhibiting abusive behavior toward their partner.	90%	10%
I helped someone get support or find resources when they told me about an unwanted sexual experience.	85%	15%
I intervened when I saw someone trying to take advantage of someone else sexually.	87%	13%

Preferred Bystander Behaviors

Students expressed the most confidence engaging in the following three behaviors if they observed a potential sexual assault situation:

Asking the person who you're concerned about if they need help.

Stepping in and separating the people involved in the situation

Finding the friends of those involved and asking them for help.

Data for both tables is from the post-course survey. For Bystander Intervention Scenario, percentages are of students who indicated that they have been present in the described scenario



Programming Tip: Research has shown that male identifying students may be more likely to engage in active, confrontational bystander behaviors than their female-identifying peers. While it is encouraging to know that students are interested in stepping in to help peers, not every situation calls for a specific type of response. Students should be encouraged to engage in a wide range of behaviors and helped to understand which strategies should be employed for maximum effectiveness.

Bystander Behaviors - Female Identifying

Understanding how your students prefer to stand up for one another can help you develop strategies to reinforce those strengths, and to help students feel more supported when they do stand up. Below are the preferred bystander behaviors for female-identifying students on your campus.

Bystander Intervention Scenario	Intervention	
	Yes	No
I spoke up when I heard someone saying something I found offensive or demeaning.	94%	6%
I expressed concern when I saw a person exhibiting abusive behavior toward their partner.	96%	4%
I helped someone get support or find resources when they told me about an unwanted sexual experience.	92%	8%
I intervened when I saw someone trying to take advantage of someone else sexually.	95%	5%

Preferred Bystander Behaviors

Students expressed the most confidence engaging in the following three behaviors if they observed a potential sexual assault situation:

Asking the person who you're concerned about if they need help.

Finding the friends of those involved and asking them for help.

Following up later to check in with the person who you were concerned about.

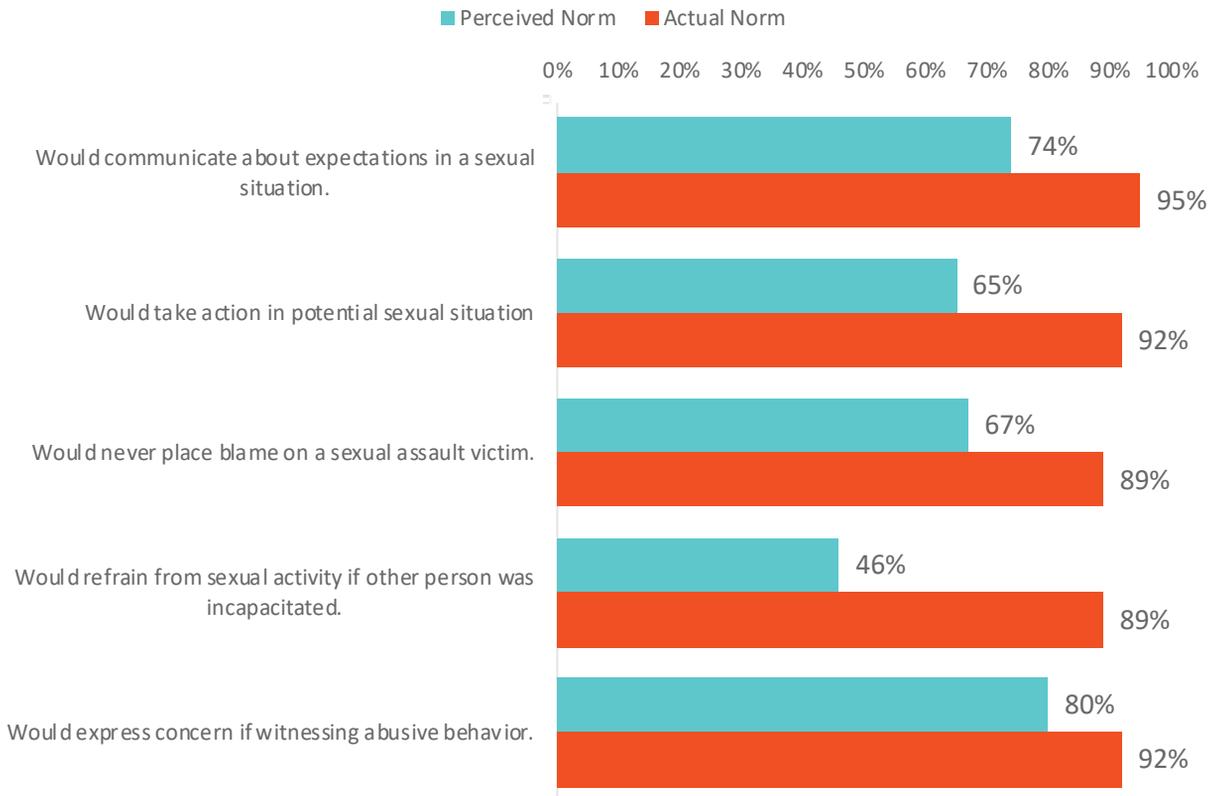
Data for both tables is from the post-course survey. For Bystander Intervention Scenario, percentages are of students who indicated that they have been present in the described scenario



Programming Tip: Given that students with differing identities report vastly different experiences, attitudes, and behaviors, it is important to consider additional resources that may be directed towards specific student populations on campus. These efforts may be focused on high-risk student sub-groups, but we also suggest targeted supplemental education and resources for under-represented identities to help all students feel safe and welcome on campus.

Social Norms for Behavior

Perceptions of social norms can have a significant influence on individual behavior. A person is more likely to act if they believe that they will be supported in that action by their community and that others will act with them.



Perceived Norm – Students’ perception of others’ perspective around issues related to sexual/relationship violence. How they believe others would act. Percent of students who agreed, “my peers would ____.”

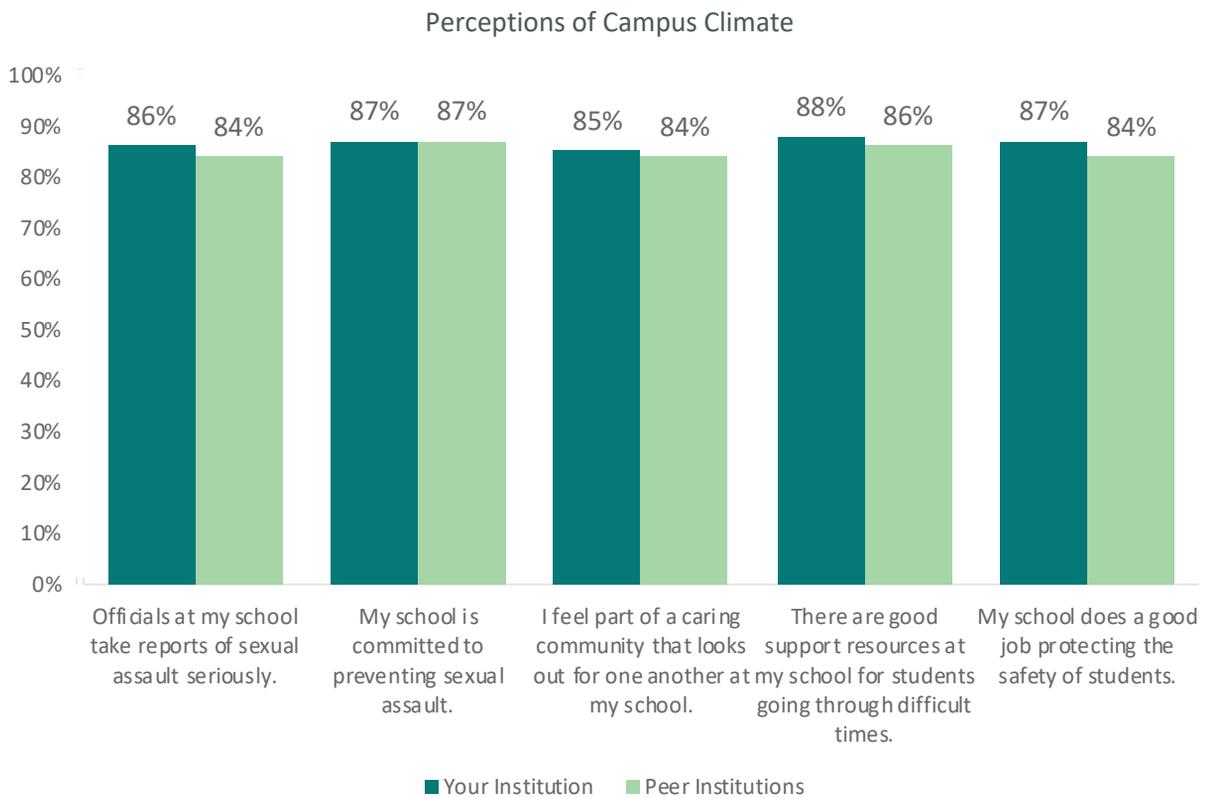
Actual Norm – Students’ own personal perspective around issues related to sexual/relationship violence. How they believe they would act. Percent of students who agreed, “I would ____.”



Critical Processes Tip: Feelings of not being supported by other members of a social group or community are likely to be an obstacle to intervening, standing up to concerning behavior, and supporting friends and peers. We suggest examining this gap between actual and perceived norms among a variety of subgroups using data from the Higher Education Partner Center and looking into which groups benefit from SAPU the most and which could use additional training and support.

Campus Climate

After completing the course content, students answered a series of questions related to the climate around sexual assault at their school. This information can help you understand the degree to which all of your sexual assault prevention and response efforts are impacting student perceptions of the campus environment.



Percentage of students who, “moderately – strongly agree” with each item, from the post-course survey.

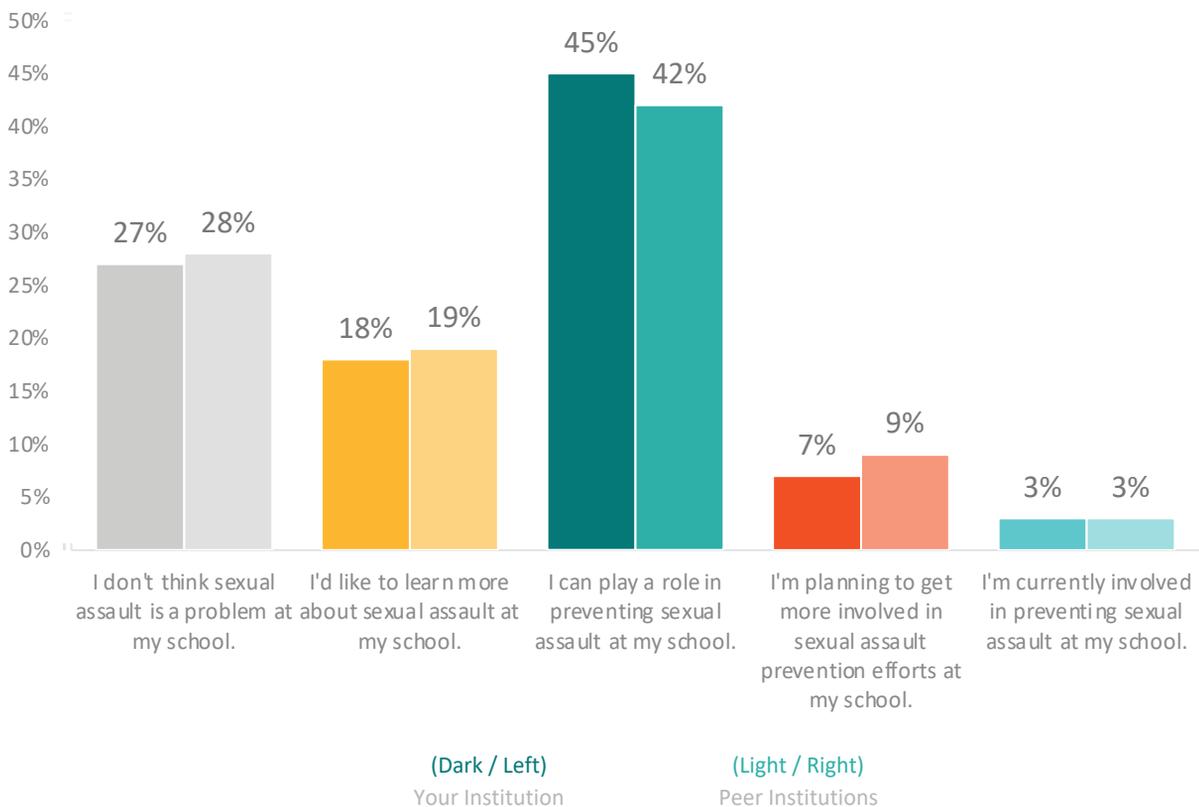


Institutionalization Tip: Students’ perceptions of the commitment and intentions of their institution can have a significant impact on their feelings of safety and support, their experience while on campus, and their likelihood to join the community effort to prevent abuse and harassment. These may be very valuable data points to share with administrators to show how students are feeling about the climate at your institution and for senior leaders to consider when communicating publicly about the expectations of students in their community.

Community Readiness

After completing the course content, students answered questions about their readiness to address sexual assault at their school – from identifying sexual assault as an issue worthy of their attention, to getting personally involved in prevention efforts.

Perceptions of Community Readiness

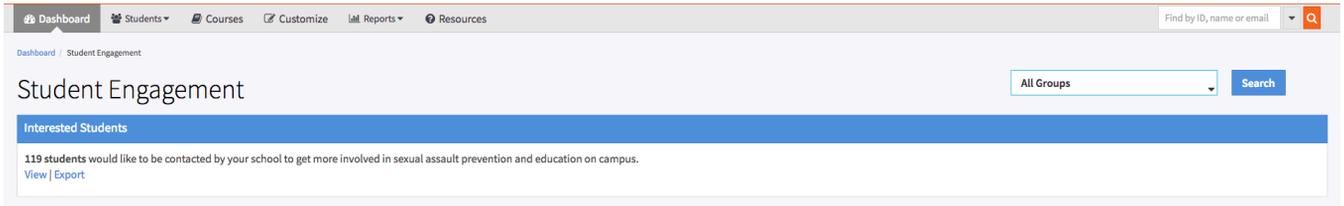


Percentage of students who, “moderately – strongly agree” with each item, from the post-course survey.



Programming Tip: These categories from left to right represent a continuum of readiness to support prevention efforts on your campus. While most students come to school with a healthy and open mindset, it is important to consider how prevention efforts are influencing all students across this continuum and how we can pull those from the least desirable categories towards a more positive perspective towards community at your institution.

Engaging Your Students



Dashboard / Student Engagement

Student Engagement

All Groups Search

Interested Students

119 students would like to be contacted by your school to get more involved in sexual assault prevention and education on campus.

[View](#) | [Export](#)

Screenshot from the Student Engagement Report in the Higher Education Partner Center.

Effective prevention includes actively engaging students to reinforce positive behavioral intentions of all students.

A growing number of students are arriving on campus already aware of the importance of supporting healthy relationships and consensual sexual activity, and wish to connect to peers who share these values. Sexual Assault Prevention for Undergraduates provides campuses with a unique tool to identify and assist students with that process. At University of South Carolina - Columbia, **1688** have opted in to be contacted by your institution about getting more involved in creating a safe and inclusive community.

It is very likely that these students who volunteered to be contacted represent the healthier end of the Community Readiness spectrum on the previous page, but education and resources for support should also be directed toward those who are not ready to admit this is an

issue on their campus. Make sure to highlight the work you do to incorporate student voices in the generation of programs and policies at your institution.

Engaging students who are excited to learn and participate more in your prevention efforts and publicizing that collaboration helps to show how the majority of students support a safe community, healthy behavior, and personal responsibility.



Programming Tip: Your students provided their names and email addresses in order to be contacted to get more involved in sexual assault prevention and education on your campus. All student lists can be downloaded from the Higher Education Partner Center.

Sexual Assault Prevention for Undergraduates

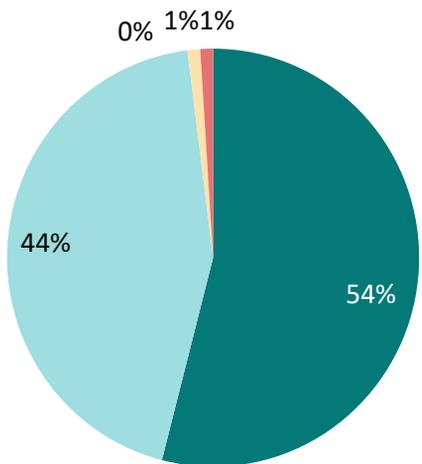
Appendix – Student Demographics



Student Demographics

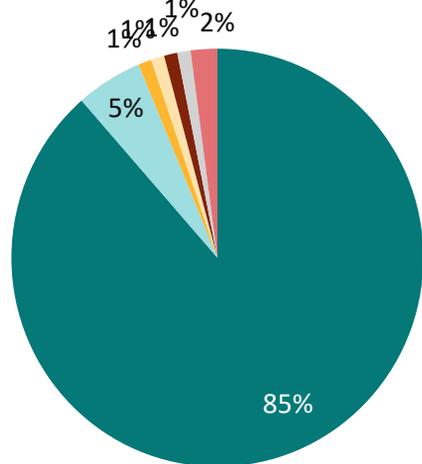
The following is a summary of the demographics of students who participated in SAPU this year. Demographic information was self-reported by 8160 students as part of the pre-course survey. All questions are optional, and students may choose not to share demographic information.

Gender Identity



■ Female	54%	■ Male	44%
■ Transgender	0%	■ Other	1%
■ Prefer not to answer	1%		

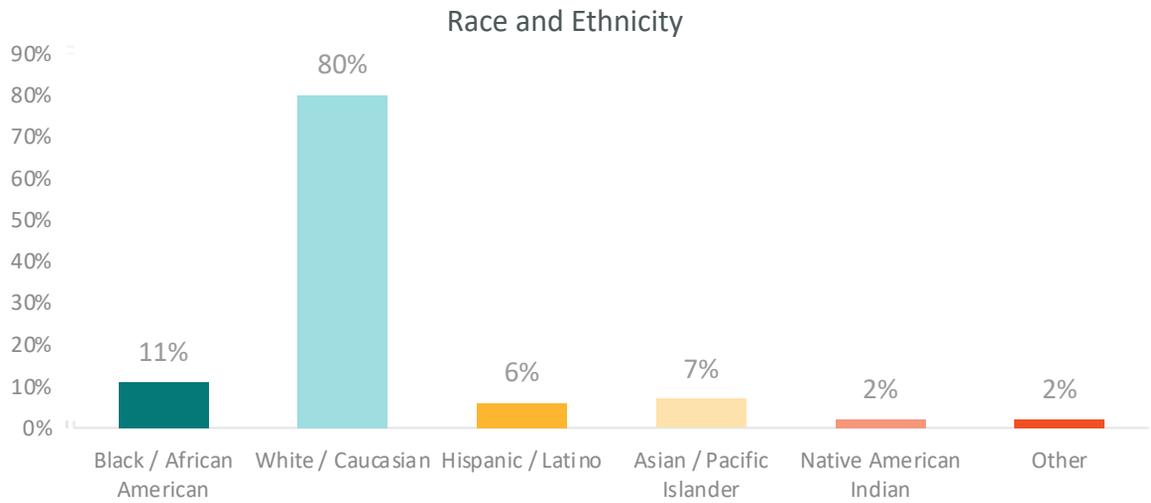
Sexual Orientation



■ Heterosexual / Straight	85%	■ Bisexual	5%
■ Gay	1%	■ Lesbian	1%
■ Questioning	1%	■ Other	1%
■ Prefer not to answer	2%		

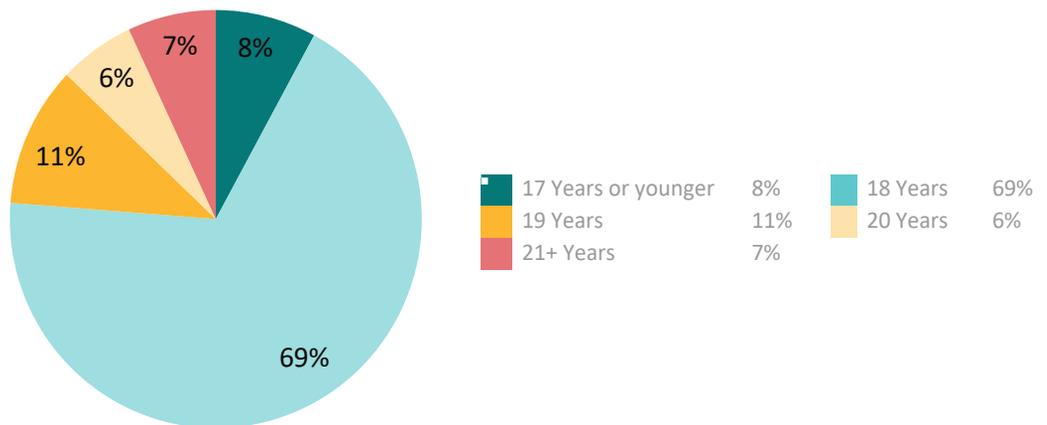
'Other' includes students who selected Genderqueer, Gender-nonconforming, or Not listed.

Student Demographics (Continued)



Students could select more than one response; bars may sum > 100%.

Age

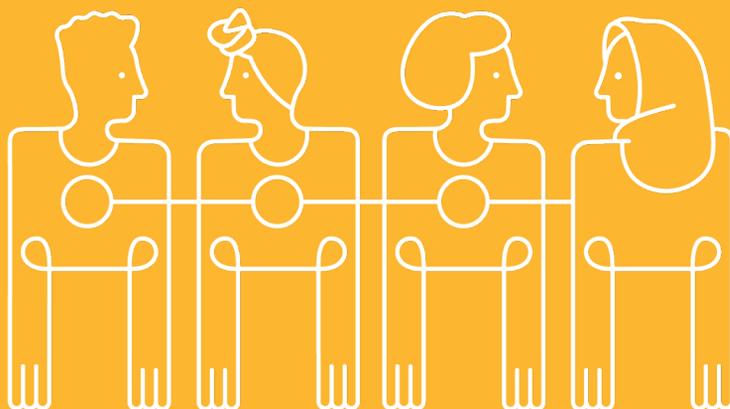


Critical Processes Tip: Does this data reflect the overall demographic makeup of your students assigned to take SAPU? Demographic data can be used to identify challenges for underrepresented populations. You will see some demographic comparisons in this report and to further explore demographic differences, access your detailed data in the Higher Education Partner Center (<https://admin.everfi.net/hepc>).

Additional demographics available to explore include: current residence type, military affiliation, and membership in student clubs or activities.

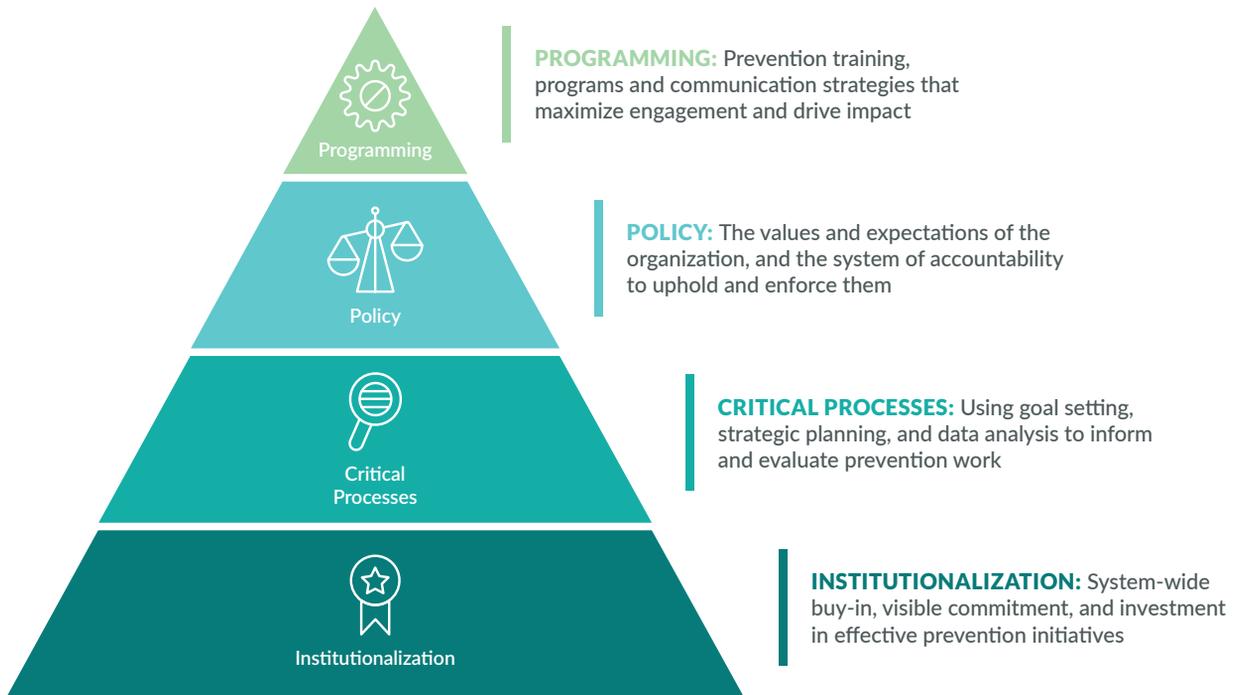
Sexual Assault Prevention for Undergraduates

Supplemental Information



Prevention Framework

The Prevention Framework, developed by EVERFI's Campus Prevention Network, defines the elements of a comprehensive approach to prevention, and the ways in which those elements build to an effective prevention program.



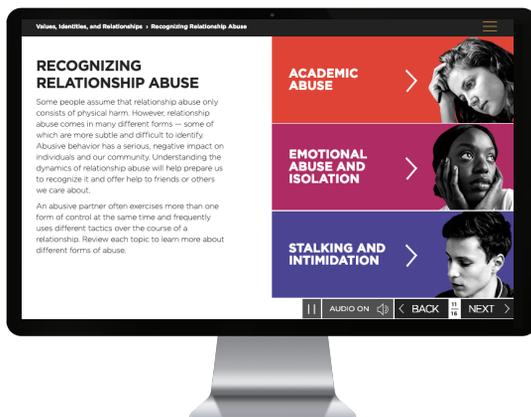
About Sexual Assault Prevention for Undergraduates

The Benefits of Working with EVERFI

- **Proven Efficacy:** Nine independent studies have been published demonstrating the efficacy of EVERFI online programs. Our approach improves knowledge, attitudes, and behaviors.
- **True Expertise:** Our team includes public health professionals, administrators from student affairs, campus prevention offices, legal experts, and more. Extend your team by partnering with ours.
- **Beyond Compliance:** Our online programs are built by prevention and compliance experts to meet and exceed requirements from Title IX, Clery Act, and EDGAR part 86.
- **Data Driven:** Our data and analytics provide real-time access to attitudinal and behavioral data from your unique populations, and national benchmarks to assess needs and strengths.

Sexual Assault Prevention for Undergraduates

- Helps meet and exceed Title IX and Clery Act requirements
- Built in collaboration with leading researchers and campus prevention experts
- Informed by emerging research on evidence-based practice (e.g., social norms approach, bystander intervention)
- Shown to impact student attitudes and intentions on a campus-level in peer-reviewed publication



SAPU Course Map and Data



Data Accuracy

While learners are encouraged to answer all questions honestly and reminded that their responses are stored confidentially, all of the survey questions are optional and all data is self-reported. However, in our analysis of the responses, we find the data to be accurate, valid, and reliable. There is great consistency in the data from student cohorts over the years at specific institutions and our survey data correlates with external sources of information on these topic areas at the national and institutional level for college students.

Calculating Percent Change: Instead of just using Percent Difference, we calculate percent change in our reports to include the size the baseline measurement in the change score we report.

EVERFI