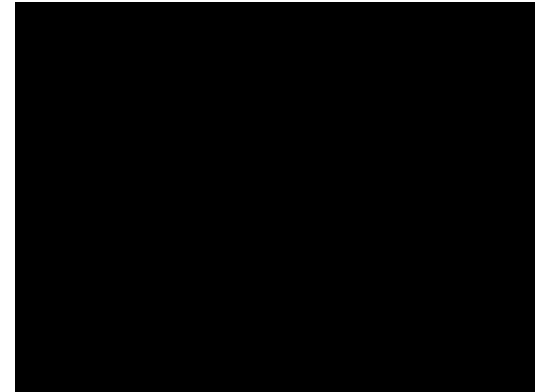
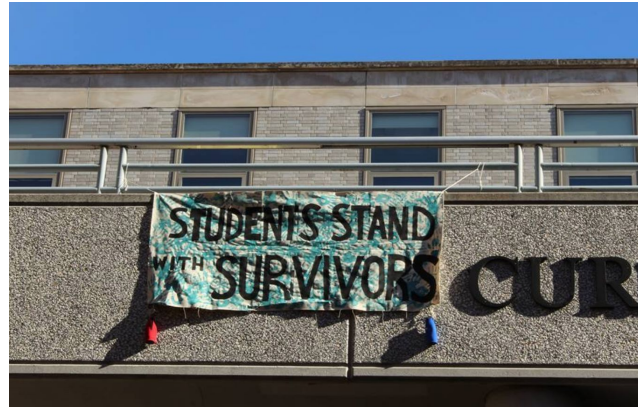


# **Northeastern University Sexual Assault Response Coalition (NU SARC) Rebranding Initiative**

**Team 3: Hannah Guarino, Erika Entz, Nathaniel Goss, Nicole  
Goncalves, and Dhanisha Jajodia**

# NU SARC

What is the Northeastern University Sexual Assault Response Coalition and what do they do?



# The Problem & Our Purpose

- Problem
  - Lack of awareness of NU SARC and what they do resulting in low membership
  - Name of the club confusing to some people
- Purpose
  - Rebrand NU SARC to more accurately reflect their mission and boost membership and student engagement

# Situation Analysis

---

Strengths, Weaknesses,  
Opportunities, and Threats

# SWOT

## Strengths

- **Large reach to Northeastern students that can be educated**
- Does not provide medical services [does not need facilities/insurance/staffing]
- Has a developed resource presentation
- Existing relationship with Northeastern administration
- Message of education and advocacy is clear to the organization

## Opportunities

- **Clarifying mission to Northeastern community**
- Connecting with other organizations on campus
- Providing a website and media outlets for students to go on to become educated
- MyNortheastern portal space/partner with UHCS
- Webinars and Google Drive of resources
- Anonymous virtual sessions for resource help

## Weaknesses

- **Message unclear to Northeastern students**
- Sensitive topic that people may shy away from
- Students do not think the message applies to them
- Does not provide medical services
- Lack of reporting of sexual assault on campus
- Northeastern already has various resources which increases competition for NU SARC
- Difficult to choose from existing resources

## Threats

- **Other sexual assault organizations on campus**  
Other sexual assault organizations in the Boston Area
- Fear or embarrassment by survivors
- Online resources not relevant to Northeastern students may be used instead
- Call centers or hotlines for survivors already exist

# Marketing Research Findings

---

Qualtrics Survey and Focus Group

# Key Survey Findings

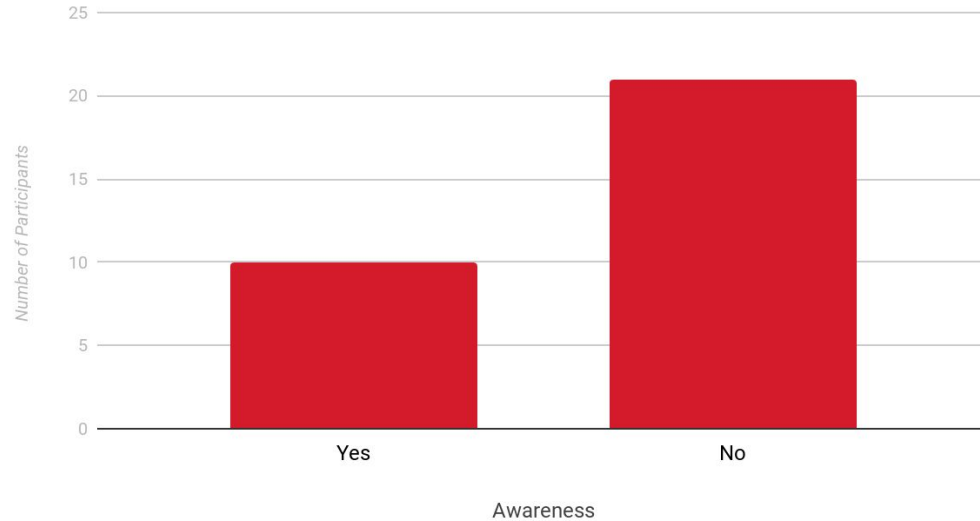
A Qualtrics survey was utilized to gauge awareness of NU SARC and their mission, as well as participant beliefs that their name was reflective of their mission.

The survey was sent to classmates via messaging apps and posted in Northeastern Facebook Groups. Sample size (N) was 29-31 respondents dependent on question.

Please see Appendix A for additional survey findings and Appendix B for participant demographics.

## Question 2: Have you ever heard of the Sexual Assault Response Coalition organization on campus?

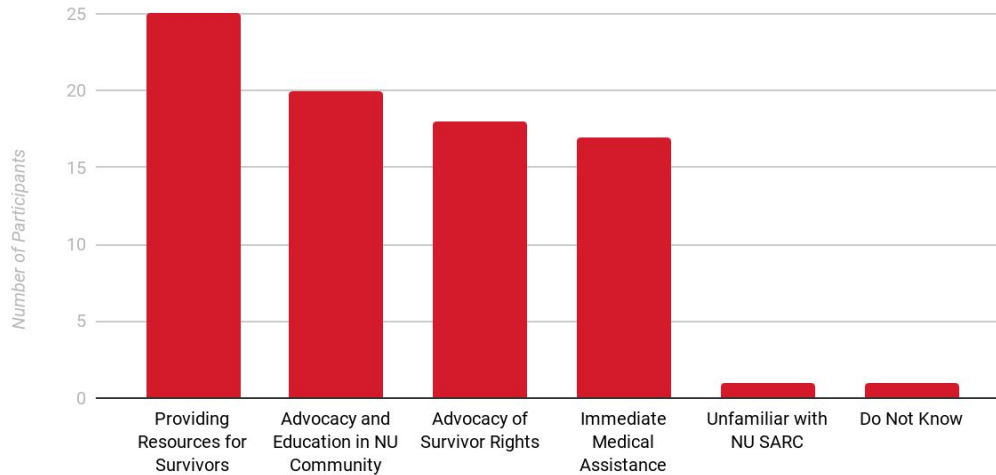
Awareness of NU SARC On-Campus





### Question 3: What do you believe is the role that Sexual Assault Response Coalition plays in helping survivors?

Perceived Role of NU SARC With Survivors



Perceived Role by Participants

**Question 5: NU Sexual Assault Response Coalition is an organization devoted to advocacy for assault survivors and education to the broader community. They are an immediate resource for a network of people who can help a survivor but they do not provide medical help themselves. To what extent do you feel their organization name reflects this mission?**

Average Agreement Towards “NU SARC”  
Reflecting the Organization’s Mission

**3.43**

out of

**5**

**Question 7: Sexual Assault Response Coalition members participate in weekly meetings and partner with Northeastern clubs to provide educational materials regarding Sexual Assault resources. Would you consider becoming a member of Sexual Assault Response Coalition based on what you know?**

Average Consideration of Joining NU SARC

**2.28**

out of

**5**

# Focus Group Insights

A 7-person focus group was held virtually on March 26, 2020. Awareness of NU SARC, as well as a new name for NU SARC was discussed, amongst other findings relevant to the organization.

# Focus Group Insights

- 3 out of 7 focus-group participants agreed that the mission was not properly reflected in the name of NU SARC
  - Ambiguous, misleading, and suggesting immediate help were cited reasons
- **“Northeastern University Sexual Assault Resource Coalition” was decided to be the suggested name to NU SARC’s current E-Board**
  - NU SARC will remain the acronym if adopted
- Barriers to joining NU SARC include lack of knowledge on the organization and time
  - Inadequate credentials or lack of feeling of contribution were additional barriers mentioned, not seen in survey results

# Target Audience for Messaging

---

Segments and Prioritized Segments

# Segments

- Individuals ranging from 17-23 years of age
- Undergraduate students of all class years, gender identities, and races are of relevance to NU SARC
- NU SARC should **prioritize** individuals in organizations that **provide some linkage to NU SARC's mission**
  - (e.g. women's rights organizations, social justice groups, etc.)
- Individuals that are **highly connected to many organizations on campus**, but are not too heavily involved to lack time for NU SARC (e.g. First-year students)
- Individuals that **have great reach via social channels**

# Barriers and Benefits

---

Perceived Barriers, Potential  
Benefits, Competing Forces,  
Influence of Important Others



# Perceived Barriers and Competing Forces

- Barriers to Entry
  - Embarrassment, lack of relevance, other similar clubs, or too many time commitments
- Competing Forces
  - OPEN, EVA, and SEEN all compete directly with SARC's mission
  - Online blogs, call centers, and hotlines provide more anonymity
  - Not taking action may feel easier and more effortless for survivors

# Potential Benefits and Influence of Others

- For survivors:
  - Receive advocacy on their behalf and get resources
  - Encourage hidden survivors to speak up and advocate
- For non-survivors:
  - Education and awareness about sexual assault for Northeastern Community
  - Converting students to advocates
  - Preparing students for dangerous situations

# Strategy for NU SARC

---

Strategy and the 4P's: Product,  
Price, Place, and Promotion

# Strategy and Narrative

- **Strategy:** Adopt a rebranding initiative and adjust mission statement
  - Lead to an increase in membership, giving NU SARC further organizational connections on campus to spread their mission
  - NU SARC aims to work with other NU clubs to give educational presentations on sexual assault prevention to ultimately lower the need for advocacy altogether
- **Narrative:** Advantages to prospective students include:
  - Being involved in an organization that makes a difference for community members
  - Gaining resources if braced with an assault

# 4P's: Product, Price, Place, Promotion

<b>Product</b> <ul style="list-style-type: none"><li>● Rebrand to “Northeastern University Sexual Assault Resource Coalition”</li><li>● Adjust mission statement to emphasize prevention for community and confidentiality for survivors</li></ul>	<b>Price</b> <ul style="list-style-type: none"><li>● No monetary costs</li><li>● Time and physical effort editing presentations and Facebook page with new information</li><li>● Running RCT is a large time-related cost</li></ul>
<b>Place</b> <ul style="list-style-type: none"><li>● Update Facebook page and other marketing platforms with new information</li><li>● Educate other clubs and organizations through presentations (targeting first-year class)</li></ul>	<b>Promotion</b> <ul style="list-style-type: none"><li>● Spread their mission through events, resource presentations, social media or flyers</li><li>● Booth at Curry Student Center</li></ul>

# **Randomized Control Trial**

---

Recommended Experiment for NU  
SARC for Fall 2020 Semester

# Randomized Control Trial (RCT) Design

- Target audience
  - First year students targeted by their “Living Learning Community (LLC)” at NU
- Selection of control and treatment groups
  - 19 LLCs at NU
  - 18 selected to be split evenly for 9 LLCs in each group
- Comparable interventions
  - Control - Will receive same branding and messaging for Spring 2020
  - Treatment - Will receive updated branding and messaging
- Independent and dependent variables / measurable outcomes
  - Independent Variable - Branding and messaging
  - Dependent Variable - Membership of NU SARC
- Setting in which intervention will be applied
  - With LLCs at NU, through partnership with Resident Assistant Programming

# Purpose and Measurement

- Purpose and audience
  - Increase membership from the first-year class
  - Will in-turn create higher engagement and awareness in the NU Community, including others in additional organizations
- What will be measured
  - Membership before RCT is conducted and after RCT is conducted
- How measures will be taken
  - Self-reporting by new members
- When measures will be taken
  - September 2020 - Prior to RCT and beginning of semester
  - December 2020 - End of RCT and end of the semester



# **New Branding**

---

New brand unveiling based on  
Market Research suggestions


# New Brand for NU SARC

- Old Logo → New Logo
- Standardise the branding to Northeastern's guidelines
- More clear convention of brand name
- Convention of altered mission:
  - Emphasizing prevention for community and confidentiality for survivors
- Mission:
  - “Northeastern University Sexual Assault Resource Coalition provides the resources to advocate for survivor rights and educate the Northeastern community to aid in the prevention of assault, while maintaining the highest level of confidentiality to survivors.”



NORTHEASTERN UNIVERSITY  
SEXUAL ASSAULT  
RESOURCE COALITION

# Example



**STAND UP FOR SURVIVORS  
EDUCATE AGAINST INJUSTICE  
MAKE A DIFFERENCE**


**JOIN NU SARC**

Northeastern's Sexual Assault Resource Coalition  
Advocacy. Education. Prevention.

First meeting Wednesday September 23,  
Shillman Hall room 220

Our mission: "to provide the resources to advocate for survivor rights and educate the Northeastern community to aid in the prevention of assault, while maintaining the highest level of confidentiality to survivors."

VISIT OUR WEBSITE AT  
[HTTPS://WWW.FACEBOOK.COM/SARCATNU/](https://www.facebook.com/SARCATNU/)



NORTHEASTERN UNIVERSITY  
SEXUAL ASSAULT  
RESOURCE COALITION

# Summary

- Rebranding initiative taken on to address lack of awareness of NU SARC and mission
- Situation analysis, survey research and focus group provided insights for rebranding campaign
- NU SARC should prioritize segments with linkage to organization and with time to dedicate to the organization
- NU SARC has perceived barriers to overcome, which rebranding will address, to communicate potential benefits
- Strategy is to increase membership, to create higher engagement in NU community
- RCT to target first-year membership through LLCs
- New brand logo and mission

***Question for the  
Class: Would You  
Join NU SARC?***

**QUESTIONS?**

# References

- Diversity at Northeastern. (2015). Retrieved April 8, 2020, from [https://www.northeastern.edu/admissions/wp-content/uploads/2015/08/Diversity\\_OnePager2015.pdf](https://www.northeastern.edu/admissions/wp-content/uploads/2015/08/Diversity_OnePager2015.pdf)
- Doran, G. T. There's a SMART way to write management's goals and objectives. *Management review*, 70(11), 35-36.
- Hayes-Smith, R. & Levett L (2010). Student Perceptions of Sexual Assault Resources and Prevalence of Rape Myth Attitudes. *Sage Journals*, 5(4), 335-354, doi: 10.1177/1557085110387581.
- Living Learning Communities. (n.d.). Retrieved April 8, 2020, from <https://www.northeastern.edu/housing/living-learning-communities/>
- Martin, M. C., Moeder, J. D., Martin, M. J., Schwaller IV, H., & Smith, S. (2016). Rebranding Downtown Fletcher: A Case of Strategic Marketing for a Non-Profit Organization. *Journal of Case Studies*, 34(2), 25–44. Retrieved from <http://search.ebscohost.com.ezproxy.neu.edu/login.aspx?direct=true&AuthType=ip,sso&db=bth&AN=119558447&site=ehost-live&scope=site>
- Mittal, V. (2016). Conducting Experiments for Gaining Customer Insights: A Primer on Causal Research (Part 1 of 2). *SSRN Electronic Journal*, 1–34. doi: 10.2139/ssrn.2711888
- Nasta, M., Shah, B., Brahmanandam, S., Richman, K., Wittels, K., Allsworth, J., Boardman, L. (2005). Sexual Victimization: Incidence, Knowledge and Resource Use among a Population of College Women. *Journal of Pediatric and Adolescent Gynecology*, 18(2), 91-96, doi: <https://doi.org/10.1016/j.jpag.2005.01.002>.
- Patterson, D., & Tringali, B. (2014). Understanding How Advocates Can Affect Sexual Assault Victim Engagement in the Criminal Justice Process. *Journal of Interpersonal Violence*, 30(12), 1987–1997. doi: 10.1177/0886260514552273.

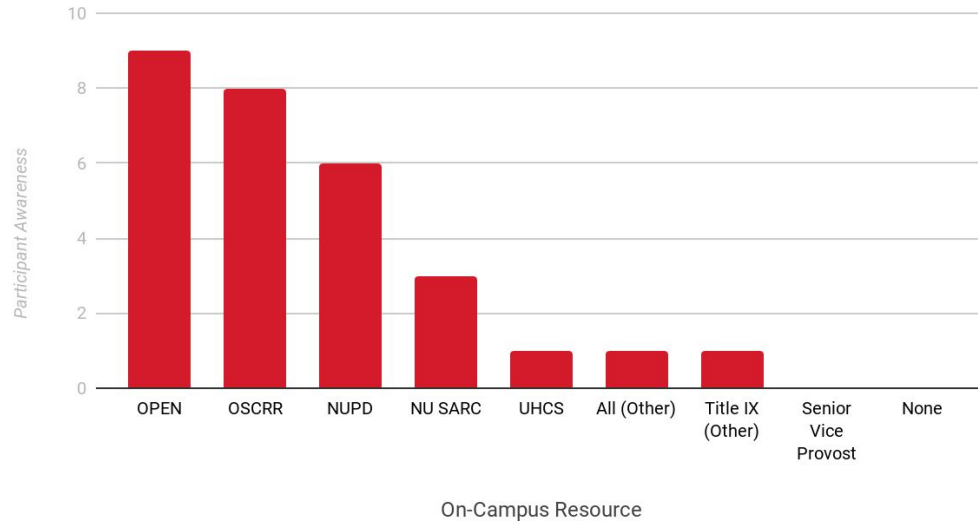
# Appendix A

---

Additional Survey Findings

# Question 1: When you think of sexual harassment resources on campus which organizations come to mind?

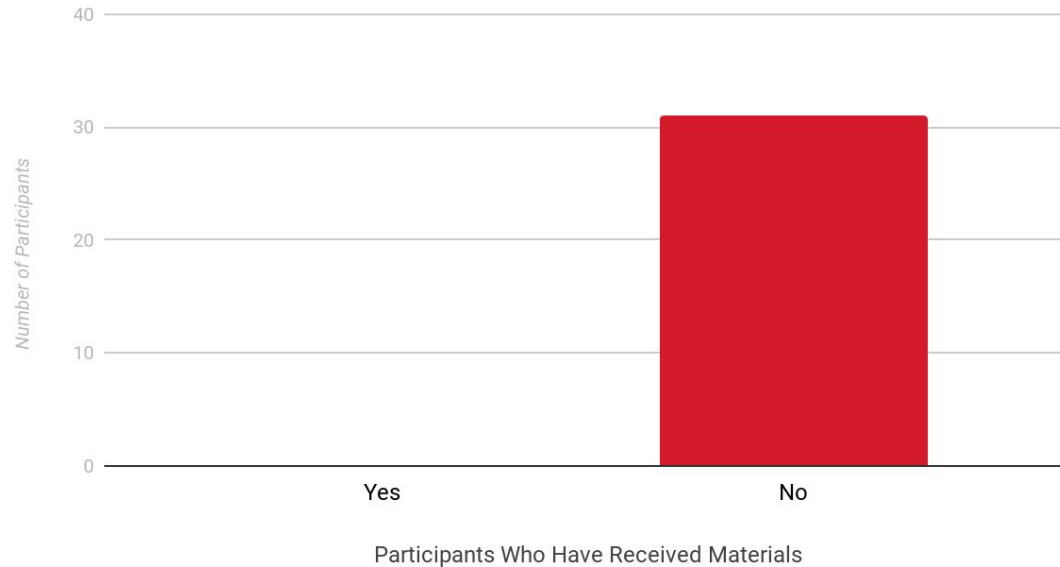
Known On-Campus Resources





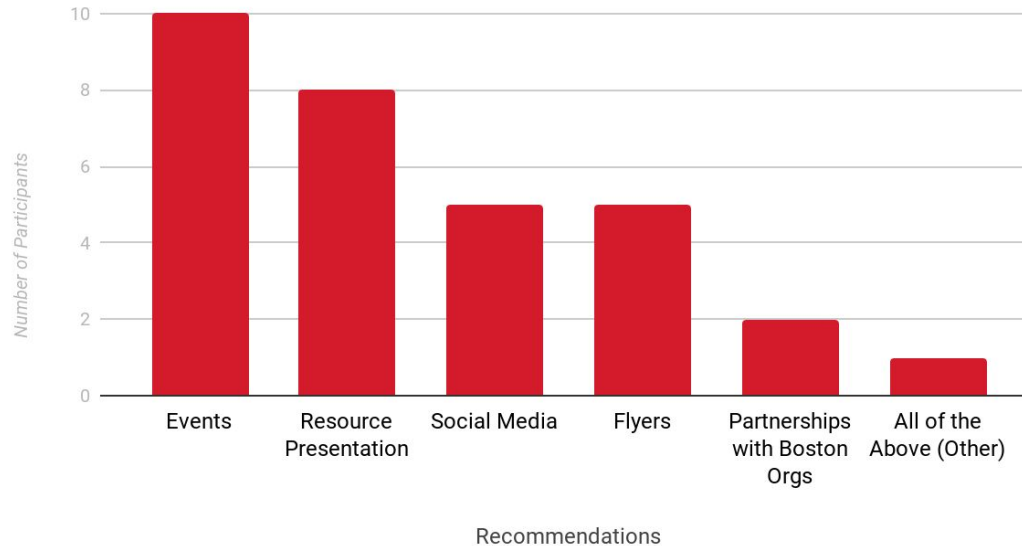
## Question 4: Have you ever received or seen any educational materials from Sexual Assault Response Coalition?

NU SARC Materials Received by Participants



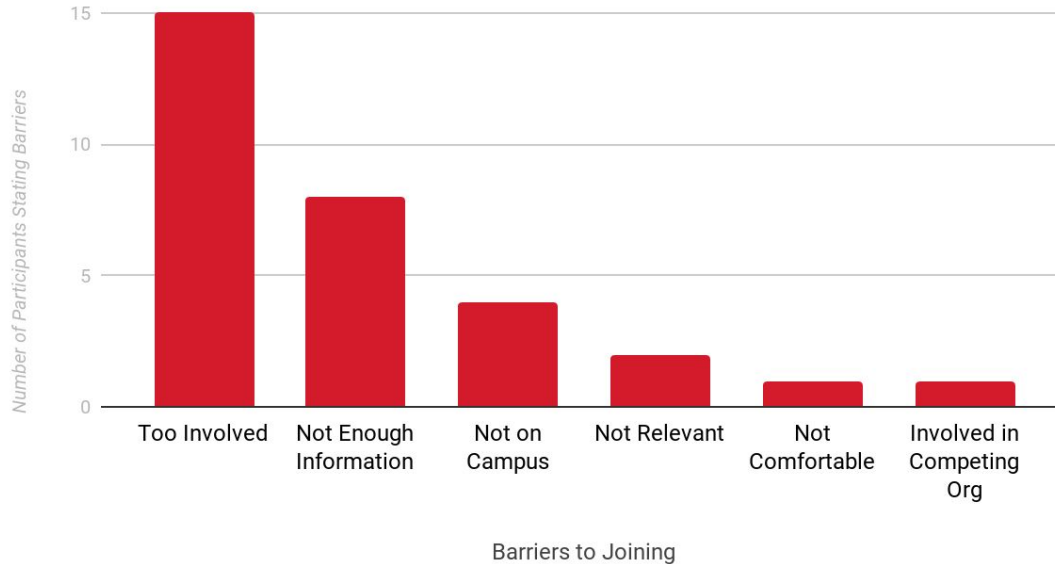
## Question 6: What is one way you think Sexual Assault Response Coalition can spread their mission and be effective at fighting for rights/recognition of survivors?

Participant Recommendations For Mission Execution



## Question 8: What factors would prevent you from joining?

Participant Barriers to Joining NU SARC



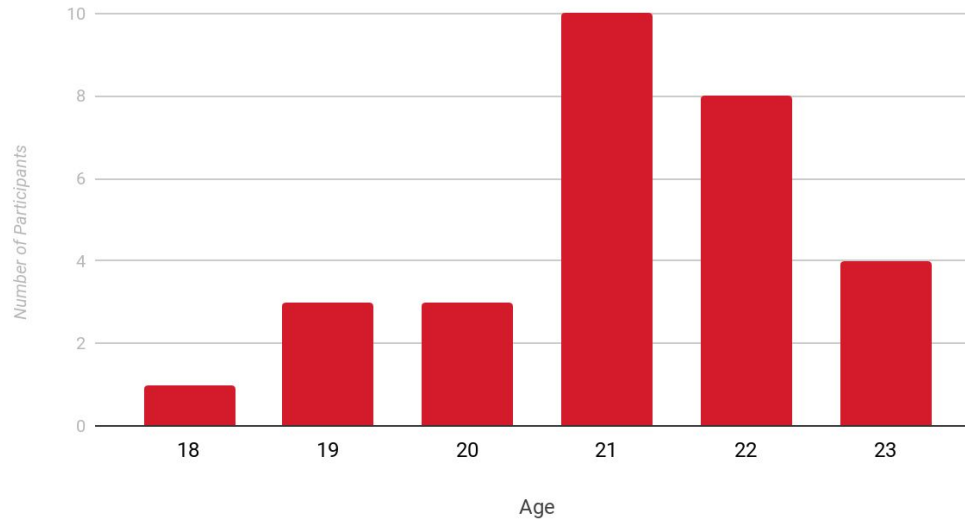
# Appendix B

---

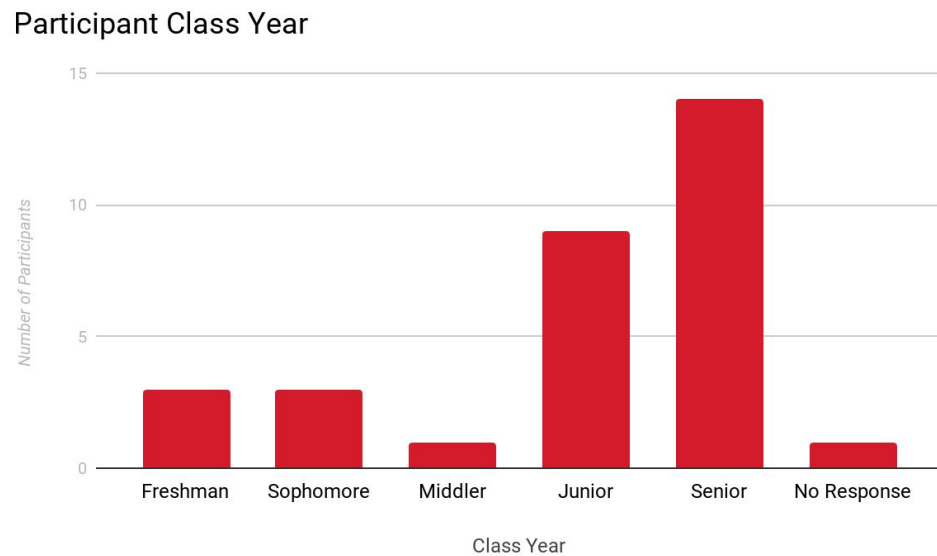
Survey Demographics

## Question 9: Please enter your age in years

Age of Participants

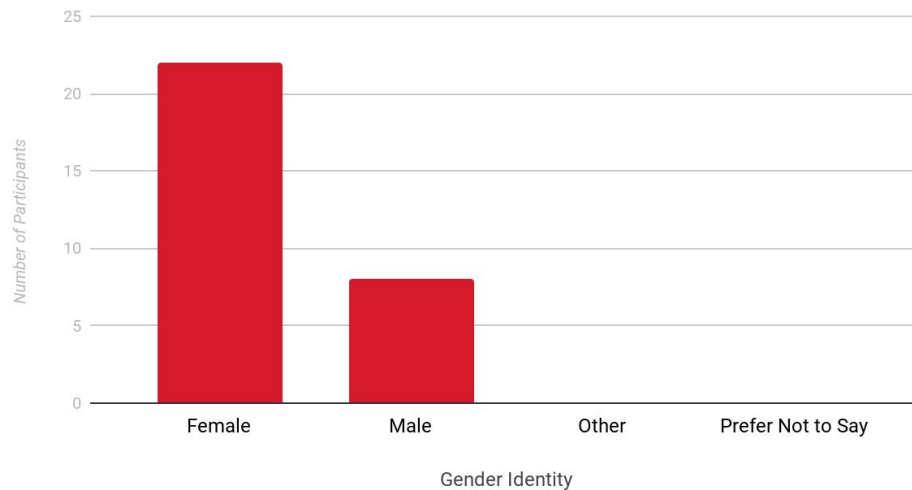


## Question 10: What year are you in school?



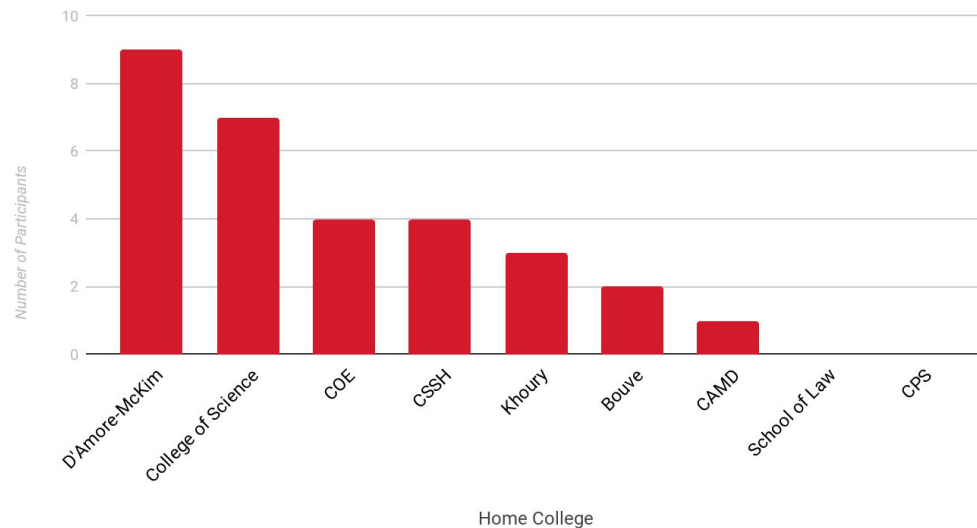
## Question 11: What is your gender identity?

Gender Identity of Participants



## Question 12: What is your home college?

Home College of Participants





## Question 13: Have you or anyone you know been faced with an experience of sexual assault?

First/Secondhand Experience With Assault

