



*Campaign to Stem Societal Violence  
Before It Reaches Our Nation's Campuses...*

**NATIONAL "ENOUGH IS ENOUGH" WEEK  
APRIL 2 – 6, 2012**

**RESOURCE MATERIALS FOR INSTITUTIONS OF POSTSECONDARY EDUCATION**

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NASPA – Student Affairs Administrators in Higher Education is the leading association for the advancement, health, and sustainability of the student affairs profession. We serve a full range of professionals who provide programs, experiences, and services that cultivate student learning and success in concert with the mission of our colleges and universities. Founded in 1919, NASPA comprises more than 12,000 members in all 50 states, 29 countries, and 8 U.S. Territories.

**Partners** (*for more information on individual partners, please refer to Appendix C*):

American Association of Community Colleges  
[www.aacc.nche.edu](http://www.aacc.nche.edu)

American School Counselor Association  
[www.schoolcounselor.org](http://www.schoolcounselor.org)

Association for Student Conduct  
Administration  
[www.theasca.org](http://www.theasca.org)

Association for University and College  
Counseling Center Directors  
[www.aucccd.org](http://www.aucccd.org)

Association of Public and Land-grant  
Universities  
[www.aplu.org](http://www.aplu.org)

Center for Peace Studies and Violence  
Prevention

College Parents of America  
[www.collegeparents.org](http://www.collegeparents.org)

International Association of Campus Law  
Enforcement Administrators  
[www.iaclea.org](http://www.iaclea.org)

National Association of Student Affairs  
Professionals  
[www.nasap.net](http://www.nasap.net)

National Center for Mental Health Promotion  
and Youth Violence Prevention  
[www.promoteprevent.org](http://www.promoteprevent.org)

National Coalition Building Institute  
[www.ncbi.org](http://www.ncbi.org)

National School Boards Association  
[www.nsba.org](http://www.nsba.org)

Office of Safe and Drug Free Schools,  
Department of Education  
[www.ed.gov](http://www.ed.gov)

United States Student Association  
[www.usstudents.org](http://www.usstudents.org)



In March 2008, my good friend and esteemed colleague Zenobia Lawrence Hikes gave the closing keynote address at the NASPA Annual Conference. Speaking to her colleagues in student affairs, Zenobia, who was the vice president for student affairs at Virginia Tech during its unprecedented shootings, shared what happened and what was learned through the tragedy. Dr. Hikes reminded us that no one is immune to terror and that we must all prepare for the unimaginable. Declaring "Enough is Enough," she called on us to act with a "fierce urgency" and stem the tide of societal violence *before* students reach our nation's campuses.

Just prior to the conference at which Dr. Hikes spoke, my campus experienced its own shooting. The support and advice Dr. Hikes was willing and able to offer were invaluable as my staff and I responded to the unthinkable and began to facilitate the healing process for our campus community. Indeed, upon her untimely passing, student affairs administrators from across the country attested to how her willingness to share lessons learned from Virginia Tech had made their campuses safer.

The "Enough is Enough" campaign initiated by NASPA President Diana Doyle in response to Dr. Hikes' call to action is in many ways Zenobia's legacy, yet it is much more than one person's vision. Unfortunately, violence in the academy – where students should feel safest – has been with us for decades. Just as Columbine proved a tipping point for shootings in secondary schools, Virginia Tech proved to be that wake-up call for our higher education communities.

Recognizing the great work secondary schools have already accomplished in addressing violence in schools is what makes the "Enough is Enough" campaign unique. Through the efforts of this campaign, NASPA has intentionally engaged administrators and educators from secondary schools, as well as those serving institutions of postsecondary education. Furthermore, we recognize that parents, students, and community partners are critical allies who will further propel the initiatives encompassed by the campaign. It will take all of us working together to declare "Enough is Enough" and bring an end to school and campus shootings.

The materials that follow are designed to get you started in hosting an Enough is Enough campaign on your campus. This can be a day- or week-long event, whatever your campus is able to support. It is critical that students, faculty, administrators, parents, community members, and others take time to consider the threat of violence that exists on every campus.

NASPA and its partners are preparing further resources to assist you with your local campaign, as well as resources specific to our secondary and community partners. These resources can be found at: [www.EnoughisEnoughcampaign.org](http://www.EnoughisEnoughcampaign.org). Do not allow the memory of those we lost at Virginia Tech, Northern Illinois University, and too many other campuses to fade and leave us unprepared. I, too, thought it could never happen on my campus.... I was wrong.

Sincerely,

Brian O. Hemphill, Ph.D.  
Vice President for Student Affairs and Enrollment Management  
Northern Illinois University





*During the first full week of April, campuses across the country will speak out, engage in dialogue, and take action to stem the tide of societal violence.*

Tying into efforts already underway at the secondary level, the first week of April has been designated as Enough is Enough Week. Not only did the “tipping point” tragedies at Columbine High School and Virginia Tech both occur in this month, but on the other end of the spectrum, April is “National Give Life Month.” It is our hope that, as campuses plan activities for “Enough is Enough” Week, they will incorporate elements along this whole spectrum – from remembrance to proactive engagement in life-affirming and community-building activities. \*\*\*NOTE: If you are unable to participate during the designated week, please pick an alternate time, as the following materials are not time-specific.

### *What is Enough is Enough?*

The “Enough is Enough” Campaign is a critical collaboration designed to create a new paradigm for peace and safety on the nation’s campuses – elementary through postsecondary – by addressing the societal violence that has contributed to unprecedented violence in some of the very places our students should feel most safe.

At the 2008 NASPA Annual Conference, Dr. Zenobia Lawrence Hikes, vice president of student affairs at Virginia Tech, told those in attendance what happened and what was learned through the tragedy on her campus, as well as what she thought those of us in student affairs needed to do to chart a course for the future. Dr. Hikes reminded those in attendance that none are immune to terror, and that all must prepare for the unimaginable. Declaring, “Enough is Enough,” Dr. Hikes called on us to act with a “fierce urgency” and stem the tide of societal violence before students reach our nation’s campuses. (Visit [www.EnoughisEnoughcampaign.org](http://www.EnoughisEnoughcampaign.org) to view a video or the speech.)

Born from this call to action, the “Enough is Enough” Campaign seeks to address the most

pressing shared issue for all levels of education today – the rising societal violence that results in school and campus tragedies. Out of a day-long meeting of the campaign’s initial partners (see Appendix C), three main areas of focus emerged: a nationwide prevention and intervention campaign; legislative efforts; and the provision of resources. What follows in this action kit is the beginning of materials being made available to help interested parties participate in the nationwide prevention and intervention campaign.

### *How Can Your Campus Participate in Enough is Enough?*

By obtaining this action kit, you have already taken the first step. If you have not yet let us know of your interest in holding events on your campus, please do so by sending an e-mail to [enough@naspa.org](mailto:enough@naspa.org). This will also ensure that you are kept up-to-date regarding the campaign. Also, check [www.EnoughisEnoughcampaign.org](http://www.EnoughisEnoughcampaign.org) for additional resource materials.

The following pages offer suggestions for campus events during “Enough is Enough” Week, as well as tips on how to organize and publicize your events. Do as much or as little as is appropriate for your campus.



- Despite the attention given to extremely rare cases of multiple homicides on campuses, secondary and postsecondary schools and campuses are generally safe environments.
- While schools and campuses are generally safe environments, *any* act of violence is unacceptable in the very places our nation's students should expect the greatest peace and security in order to be successful in their academic pursuits.
- Schools and campuses are not, by nature, violent places. Too often, the violence that erupts in the academy spills over from outside the campus. To this end, it is imperative that any effort to stem societal violence before it reaches our nation's schools and campuses **MUST** involve parents, students, and community members, in addition to administrators, counselors, and teachers.
- Those committed to putting an end to school and campus violence must work with students along a continuum that builds community. Most students recognize that violence is not a desired outcome, but it is service to others and the building of community that offer the best hope of preventing violence and/or putting the support systems in place for an effective recovery, should a violent incident occur.
- Because of their rarity, acts of violence are largely unpredictable. While we all want assurances that we – and those we care about – will be safe as we go about our daily routines, ultimately, we can only work toward building a shared community in which such acts of violence are not glorified, and in which all members of the community are supported and intimately known.
- According to the U.S. Department of Education, “violence and antisocial behavior are less likely to occur in schools with the following characteristics: positive school climate and atmosphere; clear and high expectations of all students; strong student bonding to the school; high levels of student participation and parent involvement; and opportunities to gain skills and develop socially.”<sup>1</sup>
- Following are ways in which these findings can be extended to postsecondary environments:<sup>2</sup>
  - “The essence of the environmental management approach is for administrators, faculty, and staff, working in consort with the local community, to change those campus and community policies, practices, infrastructure, and culture which promote violence and tolerance for it.”
  - Address the entire continuum of violence.
  - Incorporate collaboration by all campus constituents, not just student health services or police.
  - Infuse into all aspects of curricular and co-curricular life on a continuous basis.
  - Focus on patterns of and determinants of perpetration rather than of victimization.
  - Recognize that violence is a learned and gendered behavior.

<sup>1</sup> Educational Resources Information Center (2000). *How Can We Prevent Violence In Our Schools?* U.S. Department of Education.

<sup>2</sup> Hong, Luoluo. “Understanding and Preventing Violence on Our Campuses.” ACHA Annual Meeting, Washington, DC (2002).





## Planning Your Events

### 1. Determine the Dates for Your Event(s)

For the greatest national impact, we are encouraging campuses across the country to hold Enough is Enough Week activities **April 2-6, 2012**. If you are unable to participate at that time, please choose alternate dates, as working to stem societal violence is timeless!

### 2. Promote Your Events

Use the Key Messages and suggestions that follow to promote your events to the campus and larger community, as appropriate.

### 3. Determine the Format for Your Events

We have provided a variety of suggestions for consideration when planning your Enough is Enough Week; please feel free to select those most appropriate for your particular campus, and modify as appropriate...or come up with your own ideas, drawing upon your campus' unique climate.

### 4. Involve All Segments of the Campus and Community

By involving the broad diversity of your campus community in planning and carrying out Enough is Enough activities, you can draw on a whole range of skills and get a broader population invested in the success of the program. Tap existing leaders, but also look for new leaders to emerge and work to intentionally develop this new group. Once the format of your events is determined, also look to those in the larger community – such as first responders, social workers, secondary school personnel, and others – to involve.

### 5. Build on Your Enough is Enough Week

Don't let this week be a one-time event. Build on the successes of the week and continue the discussions throughout the school year. Take advantage of other "hooks" to tie follow-up activities to, such as "National Give Life Month," "Global Youth Service Days," or "National Campus Safety Awareness Month." Continue to build ties with the community and broaden the reach of your anti-violence efforts.

### 6. Follow Up

- **Debrief** – Sit down with those involved in the planning and execution of Enough is Enough activities to find out what went well and what could be improved upon for next time.
- **Set a date** for your next activities, and start planning for next April's Enough is Enough Week.
- **Tell us about it** – E-mail [enough@naspa.org](mailto:enough@naspa.org) to let us know about your program and offer suggestions for resources we can provide to help in the planning for next year.





### Publicizing Your Events

#### The Face of Enough is Enough on Your Campus and in Your Community

- Create short commercials with the Enough is Enough message to be broadcast on the campus television channel.
- Create a link on the institution's website for students, faculty, staff, and community members to view these commercials.
- Ask local TV stations to support your event by running these ads for the greater community.
- Ask faculty, staff, and organizations to show this video clip to their constituents in order to make people aware of the initiative and generate interest.

#### Role Model

*Work with established student leaders, and get them on board with the campaign.*

- Charge them with the task of getting people motivated and excited about participating in this campus initiative; they can act as Enough is Enough ambassadors.
- Give these students t-shirts or other branded “swag” prior to the event in order to introduce the idea to the campus and community.
- Ask these students to write a letter to the editor of the campus or community newspaper; they should express their opinions about violence in relationship to campus life.

#### Special Presentations About the Enough is Enough Campaign During Staff Trainings

- Allows students and staff to be more aware of this event and to advertise to the broader campus community.
- Allows residence halls to co-program for Enough is Enough Week events, or gives departments the opportunity to devise some of their own initiatives to get others involved (also helps avoid counter-programming).

#### T-shirt Design Contest

- Ask students to design a t-shirt for the campaign, and upload the entries on the institution's website. Then, ask students to vote for their favorite design, and distribute t-shirts with the winning design during Enough is Enough Week.

## Suggestions for Planning and Publicizing Your Events



### Buttons

- Many students like to display causes or interests in the form of buttons on backpacks and messenger bags. Create an appealing image to be displayed by students on campus. Buttons also have the advantage of being less expensive than t-shirts.

### Facebook

- Create an Enough is Enough group and market the events through the members of the group.
- Market events to student leaders on campus and ask them to invite all friends and acquaintances from their institution.

### Radio Ad

- Create a short audio clip to advertise the mission of the Enough is Enough campaign and events. Play on the campus or community radio station.
- Work with faculty in Communications (or other related fields) to integrate this into a class project.

### Paper-Based Marketing

- Place table tents in the dining halls or student union/center.
- Have students or student leaders create attractive, student-friendly posters in a poster-creating contest, and select a few to mass produce and post throughout campus. Have these posters available on the institution's website for easy access for all (students, faculty, staff, community members, and business owners) to download, print, and post.
- Run an ad in the school and community newspapers.
- Feel free to use the Enough is Enough logo – simply e-mail [enough@naspa.org](mailto:enough@naspa.org) to obtain the best format for your purposes.

### If You Feed Them, They Will Come

- Get a local business to attend a basketball game a week before the Enough is Enough events and hand out free food.
- Pass out Enough is Enough ribbons or other branding piece with the donations; Have a sportscaster make a plug for Enough is Enough events, and thank the vendor for the donations and community support.
- Have a half-time speaker address violence on campus.





## Suggestions for Planning and Publicizing Your Events

### Working with the Media

The media has tremendous power to change attitudes and influence public opinion. Too often, the media is seen as being on the other side of this issue, glorifying violence in programming, and covering tragedies through such in-depth news coverage that would-be perpetrators “copycat” crimes they’ve become engrossed with through endless media coverage.

This does not have to be the case, though – local media are members of the community, too, and just as invested in preventing and stemming societal violence as anyone else. Be sure to use the “Key Messages” and work with your campus relations team to proactively reach out to local media and involve them in your efforts.

#### Letters-to-the-Editor

Personal experiences written by members of the community make the most effective letters for local newspapers. Identify students, staff, and other members of the community with compelling stories. When editors receive multiple letters on a given topic, they are more likely to run at least one. Call the newspaper and speak with the editor of the editorial pages. Ask about specific requirements of the paper, such as word limits, and about the most appropriate way to submit the piece for consideration. If your first submission isn’t published, keep trying! Submit your letter to other publications, and continue to follow up with them.

#### OpEds

Letters-to-the-editor generally run between 150-250 words, depending on the publication, whereas OpEds are considerably longer, averaging about 750 words. Again, you’ll want to be sure to get your specific paper’s requirements, but OpEds allow for much more thorough coverage of the subject.

#### Editorial

Editorial pages are among the most-read pages in any newspaper. While this makes Letters-to-the-Editor and OpEds good bets, the *best* coverage is if you can have an editorial placed, in which the editors of the paper essentially make your argument for you, lending greater weight in many readers’ minds. In order to have an editorial placed, you’ll need to set up a meeting with the paper’s editorial board to discuss the issue.

#### A Picture is Worth a Thousand Words...

Use the camera (and video camera) to your advantage! Reporters are always in need of good images. Even if you can’t get a story, a picture can often be published with a caption. Be sure to take pictures at all your Enough is Enough events. Choose one or two of the best pictures to submit, along with appropriate caption, to the photo editor or news editor at your local newspaper. (*Be sure to get any and all appropriate permissions from those in picture before sending it to the press!*)

***Be sure to make the most of your campus media, too!***

[www.EnoughisEnoughcampaign.org](http://www.EnoughisEnoughcampaign.org)





*“The Enough is Enough Campaign began as one person’s vision. However, stemming societal violence is not the work of one organization. It is not enough for one campus or one community to take action, for we are all responsible. This is not a work for the lone hero – we need every possible touch point for students to be involved, whether peers, mentors, parents, teachers, spiritual leaders, counselors, trusted adult figures, or community partners. It will take all of us together – our collective resilient spirit demanding that enough is enough.”*

– Gwen Dungy, NASPA Executive Director

- **Partner with secondary schools.** The whole impetus behind the Enough is Enough Campaign is to stem societal violence before it reaches the nation’s campuses, whether elementary, secondary, or postsecondary. Each level of education feeds the next, so it only makes sense to work together with those at other levels of the educational system. Establish programs in which students can interact with one another through the arts, tutoring, mentoring, or any number of other ways. Be sure to find out what the schools are already doing in this area, as most elementary and secondary schools have been working in this area for years and will have a wealth of experience to share. Ask how your college/university can best plug into and support efforts they already have under way.
- **Religious/spiritual institutions** are a key element in any given community. Work with local spiritual leaders to promote anti-violence efforts. If possible, coordinate their involvement in an “Enough is Enough” weekend, where the messages of anti-violence and community-building are reiterated from their tradition in services.
- **Swap speaking opportunities.** Contact community groups, spiritual institutions, clubs, and organizations. Set up opportunities for individuals or panels (including students) to speak at their functions, while inviting them to participate in panels, as appropriate, on campus. Pursue long-term partnerships in reaching the goal of preventing or stemming the tide of violence in your community.
- **Look for opportunities to exhibit.** Don’t just let the pieces produced during your campus’ Enough is Enough week fade away – find opportunities to exhibit the pieces in your town hall, library, or other appropriate community venues. Work with elementary and secondary schools to have their students add their own pieces to the growing display.
- **Obtain city/state proclamation.** Work with your local and/or state officials to have the first week of April declared “Enough is Enough” Week. Such proclamations not only engage decision makers, but also attract media attention to your efforts.
- **Libraries** often host events related to national events. Work with your local library to coordinate different speakers and events for all ages.





- **Develop partnerships with first responders.** Know who has what resources available should a campus crisis occur. It is far better to have scenarios mapped out in advance than try to navigate resources in the midst of a crisis.
- **Establish relationships with recreation centers** and other local organizations, such as the YMCA/YWCA, Boys and Girls Club, etc.
- **Explore partnerships with other colleges in your area.** The incidence of campus violence is so rare, it often doesn't make sense for every campus to have personnel with specialized skills in place. Developing partnerships and devising ways in which campuses can support one another in the event of crisis can be invaluable. Also be sure you're aware of resources available from the U.S. Departments of Justice and Education that often are not utilized.
- Work with **local businesses** to help promote and sponsor events, or even host off-campus events. Find creative ways to involve the whole range of local businesses. Explore the possibility of addressing the local Rotary to talk more generally about your goals and see how you might be able to work with businesses in your community. Also explore **larger corporations** with ties to the community, as they may have small grants available to support worthwhile efforts at the local level.



*We have provided a variety of suggestions for consideration when planning your Enough is Enough Week; please feel free to select those most appropriate for your particular campus, and modify as appropriate...or come up with your own ideas, drawing upon your campus' unique climate. Draw upon existing leaders, and develop new ones, building upon the week's activities to engage in long-term efforts to stem societal violence.*

### **1. Enough is Enough Campus Rally/March/Vigil**

Gather students around campus (a good starting point may be the residence halls) and have them march through the academic wing of campus (gathering faculty and staff), through the community (collecting local business owners and other members), and end at a central location on campus. This could be the kickoff to the week and the precursor to the keynote speaker.

### **2. Enough is Enough Day**

Black and white are the colors of the Enough is Enough campaign, tying together mourning and remembrance with peace, innocence, and solidarity with victims of violence. Throughout the week's events, hand out black and white ribbons for students, staff, and members of the community to show their support. For the greatest show of solidarity with other participating campuses across the country, put a particular emphasis on wearing the ribbons on the first **Wednesday** of Enough is Enough Week.

### **3. Keynote Speaker**

Seek out a speaker to give a presentation on how violence has no place on your campus, and/or how to unite the campus in peace and harmony (*see Appendix A – Potential Speakers/Presentations*). Be sure to include time for discussion afterward. Depending on the speaker, format, and time available, you may want to allow not only for Q&A, but also for facilitated small group discussions to generate action steps.

### **4. Take the Pledge Day**

After the speaker, encourage those in attendance to take a public stance against violence by signing a pledge. This could be a time of celebration, with free t-shirts, coffee, cookies, or any other items that can be purchased or obtained through the support of the community (*see Appendix B – Sample Pledge*).





**5. These Hands Don't Hurt**

This is the national philanthropy of Alpha Kappa Lambda. Colleges with this fraternity could encourage the group to host this event itself, or a similar event could be adapted from this initiative. In essence, handprints are cut out of colored paper and people sign their names on the hands and pledge that their hands will never be used to commit interpersonal acts of violence. Another way this initiative is implemented is through students placing their hand in colored paint and leaving their print on a white banner. This symbolizes both the diversity and unity of the campus, and serves as a visual representation of how many people have pledged to resolve matters in a non-violent way.

<http://media.www.unews.com/media/storage/paper274/news/2008/10/27/News/Hands.Against.Violence-3508198.shtml>

**6. Enough is Enough Dialogue on Violence**

Encourage students to think about the ramifications that violence in the media has on society and on how we can combat these messages of pro-violence. Universities could enlist the assistance of their debate team or their campus radio station. A weekly segment could be included to address issues of violence, campus security, or ways to make campus a better and more peaceful place to live. Topics might include “concealed carry” on campus; the “assassin” game; role of violence in video games; cyber bullying; “copy cat” violent crimes; free speech and privacy issues as they relate to campus safety efforts; and “disturbed” vs. “disturbing” students and “when to tell.”

**7. Host a Coffee Night/Poetry House/Open Mic Night**

This gives students the ability to speak out against violence in their own way. This could take the form of poetry, original music, or something as simple as making an anti-violence statement.

**8. Role Model**

Encourage highly visible student leaders to write a short piece for the campus newspaper about their interests in making the university a safer place in which to live and learn. In providing examples of positive behavior, it is hoped that these positive interactions will become the social norm.

**9. Random Acts of Kindness (Postcard Campaign)**

This initiative builds a sense of community and unity on campus, allowing students, faculty, staff, and the greater community to witness the many positive acts that are performed. A potential twist on this event is for people to write postcards for positive acts of kindness that were done for them.



### 10. T-shirt Campaign

To further highlight and promote the efforts of the Enough is Enough Week, begin a t-shirt campaign that unifies the campus in sharing an accepting and positive frame of mind. Design a t-shirt that conveys the EiE principles of peace and inclusiveness, and distribute among the campus community. This t-shirt campaign could be accompanied by the pledge campaign, with students receiving a t-shirt after signing the pledge. Declare a day in which students wear their shirt in support of the community principles. A visual representation of a healthy campus climate, the wearing of these t-shirts demonstrates campus unity and the community moving together in a positive direction.

### 11. Enough is Enough Wall

Designate a wall where people can post their first-hand accounts as victims of violence. This provides a level of privacy for those who may not feel comfortable publicly announcing their encounter(s), but allows students, staff, and faculty to be aware of the hurt and pain that is present in the university community. This program could be hosted concurrently with the Random Acts of Kindness initiative, to demonstrate the many positive encounters on the university campus and hopefully to inspire more random acts of kindness within the college community.

#### 11A. Poster Campaign/Gallery Showing

Provide students with poster board to create visual displays with an anti-violence message. Students could also be encouraged to go beyond poster board to create their own anti-violence message using the media of their choice. These expressions could, of course, be pre-screened for appropriate content and materials.

An alternative idea is to ask students to create posters/visual media that represent campus unity. Arrange for pieces to be displayed in a union, student center, or art gallery.

### 12. Day of Silence for Victims of Violence

A similar initiative is carried out in the LGBT world and in the efforts of the Gay/Straight Alliance. Participants can wear a designated armband, pin, t-shirt, or any other signifying emblem to show their involvement with the initiative and to show their support for the cause. Participants in the Day of Silence would not be allowed to speak all day, symbolizing and honoring those who have been mortally silenced, or those who have been victims of interpersonal violence and have kept their experience(s) silent and to themselves.





### **13. Greeks Against Violence**

It is an unfortunate reality that nearly every Greek chapter has at least one member who has fallen victim to a violent act (domestic violence, sexual assault). Have the Presidents and Philanthropy Chairmen of sororities and fraternities unite themselves and their philanthropic endeavors to hold a canned food drive, start a collection of stuffed animals for abused children, or have the Greek Life organizations sponsor a speaker on domestic or interpersonal violence.

### **14. Enough is Enough: Not On Our Campus**

Students might create a documentary about their school and how hate/violence has no place on their campus. This could be a great Housing/Residence Life initiative, or possibly a way in which to get a Fine Arts program or student group involved. This could also take the form of a poster campaign, with students creating visually appealing images and thoughtful messages that could be displayed around campus or on a website, in an effort to stop the hate and create a more positive atmosphere.

### **15. Wellness Checks**

All members of the university community are stressed out from time to time, especially around mid-terms and finals weeks. Host a 'wellness check' day to screen persons for high levels of stress, and provide health tips to ease the mind and body of the toxicity of stress. This event could be turned into a kind of fair focusing on total body wellness, with free massages, 15-minute yoga sessions, local organic vendors with samples of smoothies and other healthy food items. Recreation Services and the Counseling Center could both be involved, to talk with students about the current stressors in their life and different coping mechanisms.

### **16. Get Active, Not Physical**

In an effort to concentrate physical energies on more positive outlets, the campus Recreation Center could sponsor an open house night, showcasing its services and amenities, and providing free opportunities for students, staff, faculty, and community members to get their bodies moving and active. Yoga, organized basketball or volleyball tournaments, and free tennis lessons are some examples of how to get the community to use their bodies in a positive way.



### 17. Campus Cares Days

Another way to get the campus active and involved in a positive way is to host a day-long volunteer and service event, in which members of the campus give back to the community through cleaning up the town, painting elderly residents' homes, volunteering at the local humane society, or organizing the shelves of a local food bank. Various project sites in the community would be pre-identified, and groups of volunteers would be assigned to task sites. For an even greater anti-violence effect, these project sites could be specifically chosen with an anti-violence theme in mind: sprucing up a battered women's shelter, helping with needed renovations, or creating an anti-violence mural to display in the community.

### 18. Charity Collection

Books, clothing, blankets, bedding, and stuffed animals are all welcomed items for battered women's shelters or other crisis intervention centers. These items can easily be collected by student groups and donated to a local charity.

### 19. Host an "EarPeace" or "CommUnity" Concert

Bringing people together around positive and upbeat music is sure to foster a sense of peace and unity on campus. This event could take many forms, including big-name acts, student bands, or aspiring singer-songwriters within the campus community. This could be a large-scale concert type of event, or something as simple as a coffee-house setting featuring an evening of soulful music.

### 20. Plan for the Long-Term: Establish an Enough is Enough Student Advisory Committee

Students are often the most aware of what is going on, especially on campus. In seeking out representation from the police department, the division of student affairs, faculty, staff, the Greek community, and campus residents, university officials can have a clearer picture of what is really happening on campus, and perhaps learn enough to prevent acts of violence from occurring. This committee has implications for generating several initiatives in the interest of faculty, staff, and student safety. Ensuring campus safety and building community is an ongoing endeavor. Have this group continue to work with community partners to plan events throughout the year. Possible things to consider include the following:

- April is National Give Life Month (promoting organ donation)
- Global Youth Service Days are the last weekend of April
- September is National Campus Safety Awareness Month





*MONDAY – Kickoff Day*

1. Campus Rally/March – Gather students around campus (a good starting point may be the residence halls) and have them march through the academic wing of campus (gathering faculty and staff), through the community (collecting local business owners and other members) and end at a central location on campus. This could be the kickoff to the week, and the precursor to the keynote speaker.
2. Keynote Speaker – Seek out a speaker to give a presentation on how violence has no place on your campus, and/or how to unite the campus in peace and harmony.
3. Take the Pledge – After the speaker, encourage those in attendance to take a public stance against violence by signing a pledge. This could be a time of celebration, offering free t-shirts, coffee, cookies, or any other items that can be purchased or obtained from the support of the community.

*TUESDAY – Take the Pledge Day*

For those who did not attend the keynote speaker or sign the pledge on Monday, Take the Pledge Day offers an additional opportunity to recruit and market for the week.

Tables could be stationed in various buildings on campus, for the purpose of distributing the pledge to the campus community and also offering a promotional item to those who agree to the principles of the campaign and sign the pledge. Promotional items could take the form of t-shirts, beanie hats, baseball caps, travel mugs, car or window decals, canvas bags, etc.

In the event that funding is not available for the distribution of promotional items, financial sponsorship from the community could be obtained, in exchange for their logo being printed directly on the promo item (back of t-shirt, hat). Company logos could appear on the marketing posters to advertise for Enough is Enough Week, or separate cards could be handed out as “discount cards” with the corporate sponsorship printed on the card.

Finally, another way for the community to get involved with the marketing of the campaign is to partner with local eateries and restaurants and ask for donations of pizza, sub party platters, or other on-the-go food items. This could be a great initiative for the lunch hour, in attracting additional pledges.

*WEDNESDAY – Unity Day*

1. These Hands Don't Hurt – Unite the campus with a colorful display of support. Have a large white banner and several different colors of paint for students to leave their handprint as a visible pledge to their commitment to being peaceful members of the campus community and the world.
2. Home is Where the Court is: Dedicate a home athletics game to rally and unify the campus and show off their school spirit. Ask those in attendance to wear the same color, further unifying the initiative and stance against violence.



### THURSDAY – *Take Action Day*

1. Poster campaign/gallery showing – Provide students with poster board and allow them to create visual displays with an anti-violence message. Additionally, students could be encouraged to go beyond poster board and create their own anti-violence message using the media of their choice. These expressions could, of course, be pre-screened for appropriate content and materials.

An alternative idea is to ask students to create posters or other visual media that represent campus unity and peace. Arrange for pieces to be on display in a union, student center, or art gallery.

2. Start a dialogue on violence – Encourage students to think about the ramifications that violence in the media has on society, and how we can combat these messages of pro-violence. Universities could enlist the assistance of their debate team or their campus radio station. A weekly segment could be included to address issues of violence, campus security, or ways to make campus a better and more peaceful place to live.

### FRIDAY – *Beats of Peace Day*

Host an “EarPeace” or “CommUnity” concert. Bringing people together around positive and upbeat music is sure to foster a sense of peace and unity on campus. This event could take on many forms, including big-name acts, student bands, or aspiring singer-songwriters within the campus community. Furthermore, this could be a large-scale concert type of event, or something as simple as a coffee-house setting featuring an evening of soulful music. Be sure to promote the community sites where you’ll be hosting “Campus Cares Days” and have last-minute sign-ups available.

### SATURDAY/SUNDAY – *Campus Cares Days*

Another way to get the campus active and involved in a positive way is to host day-long volunteer and service events in which members of the campus give back to the larger community through cleaning up the town, painting elderly people's homes, volunteering at the local humane society, or organizing the shelves of a local food bank. Various project sites in the community would be pre-identified, and groups of volunteers would be assigned to task sites. For an even greater anti-violence effect, these project sites could be specifically chosen with an anti-violence theme in mind: sprucing up a battered women's shelter or creating an anti-violence mural to be on display in the community.



## Follow Up and Suggested Resources

*Your campus' participation in the Enough is Enough campaign can initiate or reaffirm a long-term commitment to community building and violence prevention.*

- Develop partnerships with larger community and secondary schools in particular.
- Further educate yourself and others on issues surrounding campus violence prevention.
- Make available increased service opportunities and community-building activities.
- Keep the issue on the front burner, making available ongoing opportunities for a wide range of members of the campus and larger community to speak publicly against violence.
- Run regular columns or feature boxes in the campus and/or local newspaper. Regularly take advantage of other campus media and any social networking platforms on which your campus is active.
- A group may want to monitor and take action on related legislative activity, such as issues of "concealed carry" on campus, cyber bullying, etc.

### Suggested Resources

#### **"Walk a Mile in Her Shoes"**

[www.walkamileinhershoes.org](http://www.walkamileinhershoes.org)

More of an interpersonal violence initiative, this could potentially engage the fraternity and male community.

#### **These Hands Don't Hurt**

<http://media.www.unews.com/media/storage/paper274/news/2008/10/27/News/Hands.Against.Violence-3508198.shtml>

This is the national philanthropy of Alpha Kappa Lambda. In essence, handprints are cut out of colored paper and people sign their names on the hands and pledge that their hands will never be used to commit interpersonal acts of violence. Another way this initiative is implemented is through students placing their hand in colored paint and leaving their print on a white banner. This symbolizes both the diversity and unity of the campus, and serves as a visual representation of how many people have pledged to resolve matters in a non-violent way.

#### **Cell Phone Charity Collection**

[www.americancellphonedrive.org](http://www.americancellphonedrive.org)  
[www.ksbitv.com/home/27629689.html](http://www.ksbitv.com/home/27629689.html)

Sponsoring a cell phone drive to collect old cell phones could benefit victims of violence.

## Follow Up and Suggested Resources



### Students Against Violence Everywhere

[www.nationalsave.org](http://www.nationalsave.org)

SAVE is a student-driven organization. Students learn about alternatives to violence and practice what they learn through school and community service projects. As they participate in SAVE activities, students learn crime prevention and conflict management skills and the virtues of good citizenship, civility, and nonviolence.

### National Youth Violence Prevention Campaign

[www.nyvpw.org](http://www.nyvpw.org)

The goal of this campaign is to raise awareness and to educate students, teachers, school administrators, counselors, school resource officers, school staff, parents, and the public on effective ways to prevent or reduce youth violence.

*More background resources available at [www.EnoughisEnoughcampaign.org](http://www.EnoughisEnoughcampaign.org),  
where you can also share your own resources.*





### **Hip Hop Away From Violence**

[www.hiphopawayfromviolence.com/hh\\_getstarted.html](http://www.hiphopawayfromviolence.com/hh_getstarted.html)

Youth using positive forms of self-expression to help make positive life choices "Hip Hop Away From Violence" is UNITY Charity's high school anti-violence outreach program. Through this program, youth show youth that using positive forms of self-expression helps them make positive life choices. Through motivational performance assemblies and workshops, participants aim to reduce violence, eliminate prejudice, and boost the self-esteem of youth across Canada. The goal is to empower youth to realize their highest personal potential. Through program follow-up activities, the program develops a long-term anti-violence presence within each participating high school.

The goal of the "Hip Hop Away From Violence" program is not only to empower students, but also to establish a long-term anti-violence presence within each participating high school. To organize the main event and the overall program, students and teachers from each school create a UNITY committee. Each UNITY committee uses the program model to instill a lasting anti-violence message into the culture of its school.

### **Richard Paul**

*(educational program to stop school violence)*

[www.richardpaul.com](http://www.richardpaul.com)

### **SAVE (Students Against Violence Everywhere) Speaker List**

[www.nationalsave.org/main/trainings.php#sp](http://www.nationalsave.org/main/trainings.php#sp)

### **Gabrielle Ford**

*(bullying)*

[www.gabeandizzy.com](http://www.gabeandizzy.com)

### **Anti-Violence and Social Justice Project**

[www.avsjp.net/About.html#Kim](http://www.avsjp.net/About.html#Kim)



## *Individual Pledge*

CAMPUS  
LOGO

- Peace begins with me.
- I agree to do my part to keep our schools safe.
- I will keep my parents/family, neighbors, teachers, and administrators informed of issues that may impact my safety and/or those around me.
- I will not bring any weapons to school.
- I will not be violent or disrespectful to others.
- I will be a caring friend who will listen and offer to get help to those who may be experiencing a troubling time.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Organization

See related community development program: *The Northern Pact*, Northern Illinois University  
[www.niu.edu/stuaff/the Pact](http://www.niu.edu/stuaff/the Pact)





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[NASPA – Student Affairs Administrators in Higher Education](#)

NASPA – Student Affairs Administrators in Higher Education is the leading voice for student affairs administration, policy, and practice, and affirms the commitment of the student affairs profession to educating the whole student and integrating student life and learning. With more than 11,000 members at 1,400 campuses, and representing 29 countries, NASPA is the foremost professional association for student affairs administrators, faculty, and graduate and undergraduate students.

**Partners:**

[American Association of Community Colleges](#)

In service since 1920, the American Association of Community Colleges (AACC) has aptly been called the “voice of America’s community colleges.” The Association represents and advocates for more than 1,200 associate-degree granting institutions enrolling more than 12 million students – almost half of all U.S. undergraduates. Critical core factors that give AACC vitality and value are the Association’s ability to:

- Provide a national voice and advocacy for the community college mission;
- Serve as a national information resource;
- Create opportunities for peer networking and interaction at all levels, professional initiatives, dialogue, and community-building;
- Facilitate collaboration among AACC staff and stakeholders;
- Encourage a shared commitment to the community college movement;
- Offer leadership and career development opportunities.

[American School Counselor Association](#)

With a membership of more than 23,000 school counseling professionals, the American School Counselor Association (ASCA) focuses on providing professional development, enhancing school counseling programs and researching effective school counseling practices. ASCA is a division of the American Counseling Association. The mission of ASCA is to represent professional school counselors and to promote professionalism and ethical practices.

[Association for Student Conduct Administration](#)

The Association for Student Conduct Administration (ASCA) has a membership of 1,200 members in the United States and Canada, representing more than 750 institutions of higher education.



### [Association for University and College Counseling Center Directors](#)

The mission of the Association for University and College Counseling Center Directors (AUCCCD) is to assist college/university directors in providing effective leadership and management of their centers, in accord with the professional principles and standards of Psychology, Counseling, and Higher Education. AUCCCD promotes the awareness of college student mental health through research, education, and training provided to members, professional organizations, and the public with special attention to issues of diversity and multiculturalism.

### [Association of Public Land-grant Universities](#)

The Association of Public and Land-grants Universities is a voluntary, non-profit association of public research universities, land-grant institutions, and many state university systems and has member campuses in all 50 states and the U.S. territories. The association's membership includes 218 institutions, which enroll more than 3.8 million students and are estimated to have more than 20 million alumni.

### [Center for Peace Studies and Violence Prevention](#)

Occupying space on the renovated second floor (front wing) of Norris Hall at Virginia Tech, the Center for Peace Studies and Violence Prevention is a transdisciplinary undertaking intended to build on the cultural, academic, and security initiatives of the university's community that evolved after the tragedy of April 16, 2007. The center has adopted three thematic areas that capture, focus, and leverage key strengths across the university and provide opportunities for partnerships with external entities: prevention of violence, peace studies, and global security.

### [College Parents of America](#)

College Parents of America is the only national membership association dedicated to advocating and to serving on behalf of current and future college parents. College Parents of America members include not only parents, but also colleges and universities, local school systems, corporations, associations and other organizations dedicated to making higher education accessible – and successful – for all Americans.

### [International Association of Campus Law Enforcement Administrators](#)

The International Association of Campus Law Enforcement Administrators (IACLEA) advances public safety for educational institutions by providing educational resources, advocacy, and professional development services. IACLEA is the leading voice for the campus public safety community.

### [National Association of Student Affairs Professionals](#)

NASAP is a professional organization dedicated to promoting excellence in the area of Student Affairs. Delegates of NASAP's two parent organizations – the National Association of Deans of Women and Advisor of Girls in Colored Schools (DOWA) and the National Association of Personnel Dean of Men at Negro Educational Institutions (DOMA) – gave what is now NASAP its founding in 1954 on the campus of Howard University. NASAP provides and sponsors several programs and events which



address the nature and needs of our students and professional development of student affairs professionals facilitating those programs and services.

#### [National Center for Mental Health Promotion and Youth Violence Prevention](#)

The National Center for Mental Health Promotion and Youth Violence Prevention provides technical assistance and training to 83 school districts and communities that receive grants from the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.

#### [National Coalition Building Institute](#)

The National Coalition Building Institute is an international non-profit leadership development network dedicated to the elimination of racism and other forms of oppression. Rooted in an understanding of individual, community, and systemic change, NCBI leaders work with public and private organizations to further: cultural competence; collaboration and partnerships; and effective relationships within and across group identities.

#### [National School Boards Association](#)

The National School Boards Association is a not-for-profit organization representing state associations of school boards and their member districts across the United States. Its mission is to foster excellence and equity in public education through school board leadership. NSBA achieves that mission by representing the school board perspective before federal government agencies and with national organizations that affect education, and by providing vital information and services to state associations of school boards and local school boards.

#### [Office of Safe and Drug Free Schools, Department of Education](#)

The Center for School Preparedness administers programs that promote the ability of schools to respond to crisis and disasters (natural and manmade). The Center is responsible for:

- Project SERV (School Emergency Response to Violence).
- Model Crisis Response Plans – both the development of a model crisis response plan and the discretionary grant program.
- The National Clearinghouse for Educational Facilities.
- Emergency Management grant program to colleges.

#### [United States Student Association](#)

The United States Student Association, the country's oldest and largest national student-led organization, develops current and future leaders and amplifies the student voice at the local, state, and national levels by mobilizing grassroots power to win concrete victories on student issues.





Enough is Enough Campaign  
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