The Office of Student Life Communications (SLC) provides creative solutions to maximize initiatives that serve our students. SLC does not have any student-facing programs of their own. Instead, their efforts are put toward supporting the student learning outcomes of the departments within Student Life.

One example of how Student Life Communications supported student learning outcomes was through hazing prevention messaging. SLC partnered with the Hazing Prevention Team by reestablishing a hazing prevention website centered around 3 pillars; identifying behaviors that could be hazing, taking action on known instances of hazing, and taking measures to prevent hazing.

Identifying hazing was a student learning objective of strategic messaging campaigns, focused on key questions students can ask themselves when they’re unsure if an activity is hazing. These questions highlight some of the red flags that could occur in a hazing situation.

The strategic approach in 2020 built off of that foundation, and focused on common misconceptions that students have about hazing behavior and developed calls to action that help students plan safe and healthy activities.
Additionally, we looked at some of the common values that student organizations aspire to, and outlined what healthy representations of those values could be. Values were paired with questions to help students examine if their activity might be hazing.
Thank you to the Hazing Prevention Team for their expertise and partnership.