

**Fresno State Title IX/DHR iTeam**  
**Meeting Notes**  
**10/4/23**

1. Review Meeting Notes from 9/25/2023
2. Communications Plan (see Cozen report p. 44-45)
  - a. U Comm in attendance and discussed Title IX Resources Awareness Campaign
    - Identify what the priorities are (Website, social media, etc.)
      - Website is the first priority
    - Inventory communications/productions already utilized
    - Work on developing content that is sensitive to various groups
    - Options for various activities
    - Highlight work that is being currently underway
    - Co-branding of Title IX/DHR in future campaigns
    - Combine Title IX/DHR websites into one site
    - Prioritize development of Faculty Toolkit
  - b. Next steps
    - Separate messaging from tactics – Identifying what our message is and how will we best communicate it
    - Populate the communication spreadsheet
    - Work on a plan for website changes
    - Review student input from DHR branding project, and apply similar approach
3. Website Review
  - It will be helpful to review other campuses, not just within the CSU system. UComm to utilize photos from events such as Take Back the Night and others. A button would be helpful to click when someone isn't sure when to report, providing clarification.
  - The below websites were reviewed and the best aspects of each are listed and being considered:
    - a. Long Beach
      - Has combined Title IX/DHR page
      - Exit button at the top of page - easy to find
      - Diversity in the videos
    - b. Pomona
      - Has combined Title/DHR page
      - QR codes

- Inclusive imagery
  - c. San Marcos
    - Easy navigation (left side bar), resources listed that we want to use
  - d. Sac State
    - Combined Title/DHR page
    - Headline
    - Contrasting colors to help buttons stand out for ease of navigation
4. iTeam Deadlines
- a. Communication Plan (October 27)
  - b. Campus Implementation Plan (December 15)