



Tar Heel Certified

Pilot Program Full Proposal

Program Summary

Tar Heel Certified, formerly known as Sustainable Groups Certification, is an initiative of the Leimenstoll Administration to increase student participation in on-campus safety, diversity, sustainability and leadership trainings. This initiative is undertaken in cooperation with on-campus trainings and the Office of Diversity and Multicultural Affairs. Four trainings were selected as the initial partners for this project: Green Events, HAVEN, One Act and Safe Zone. These trainings were chosen because they correspond to the mission of Tar Heel Certified, which is to foster a safe, inclusive and environmentally aware campus. Additionally, the Office of Diversity and Multicultural Affairs (DMA) is creating an online module pilot to be used in conjunction with the Tar Heel Certified spring pilot. The DMA office will work closely with the Tar Heel Certified Planning Team to assess the pilot and implement a larger program if the pilot is deemed successful. Additional trainings may be added after the pilot in order if they appropriately correspond to the broad goals of the project.

Rather than focusing on individuals and their participation, Tar Heel Certified takes the approach of engaging student groups. Student groups are often the avenues through which individuals become involved in trainings, and also provide an environment in which students can engage in dialogue and policy change in response to trainings. The primary requirements for student groups are the following: 1) Submit an initial report expressing interest in Tar Heel Certified, 2) Ensure that 50% of regularly attending members receive training in one of the four

trainings and complete the online module provided by the Office of Diversity and Multicultural Affairs, 3) Ensure that 100% of the leadership team follows the same guidelines, 4) Submits a report to the Tar Heel Certified team expressing how these organizations will integrate the ideas and topics covered in the trainings into their organizations, and 5) Submit an evaluation of the program and have leadership team attend a debriefing meeting with Tar Heel Certified team leadership. The Tar Heel Certified committee will assess the organizations to make sure they meet this requirements, although student organizations will self-report their member involvement and other components of the certification.

In order to both reward participating student organizations and provide an incentive to groups and students that do not generally engage in campus trainings, the Tar Heel Certified committee has developed a plan to provide small incentives to student organizations that meet the program requirements. The Tar Heel Certified Planning Team is currently working with partner organizations to assess possible small incentives. This incentive will be provided in addition to the group's recognition on the Executive Branch website as well as other promotional materials (stickers, placards, buttons).

Despite any incentives provided, the main purpose of Tar Heel Certified is not to reward student organizations for their participation, but to increase the awareness and skills of the student body in regards to the topics covered in trainings. Every student can learn skills that promote a safer, more inclusive and more sustainable campus community. Tar Heel Certified has been developed as an extra effort of getting students to engage these topics and share their new knowledge and skills with their communities. The pilot program will assess the effectiveness of this effort, making changes that will hopefully create a sustainable model for supporting the mission of campus trainings in the long-run.

Tar Heel Certified- Purpose

Tar Heel Certified started as one of the Leimenstoll Administration's platform points, issuing a general goal of "expanding participation in diversity and safety trainings." This goal was proposed as an effort to foster a more inclusive and safe campus for all students. Another goal of improving campus environmental sustainability efforts was included in the program, as it was deemed another area in which collective action can create a more socially responsible campus. The project was placed under the direction of the Office of the Chief of Staff, and has since been further developed by a small group of student government members. This small group became the Tar Heel Certified Planning Committee, a group under working uniquely on this effort within the Executive Branch. After receiving feedback from five trainings approved by the Buckley Public Service Scholars program, the focus of the project moved from assessment to policy development. The key question was how to create an effective incentive and program that would 1) increase student participation and 2) provide a new angle on student involvement that would complement rather than merely restate, or worse, detract, from the goals of campus trainings. In response to these questions, Tar Heel Certified is focused on engaging student groups rather than individuals. This model was selected as a medium for engaging students

within the framework of their social groups. Through this engagement strategy, student government hopes to not only increase the dialogue within the groups regarding key areas of social and environmental responsibility, but also generate broader interest in and awareness of the mission of campus trainings.

Goals

- To support the mission of campus trainings in creating a safer, more inclusive and more environmentally responsible community
- To increase participation in campus safety and diversity trainings
- To provide an outlet for increased dialogue about topics that directly impact the campus community
- To foster new programs and changes within organizations in response to topics covered in trainings
- To equip students with the skills necessary to be advocates and allies for their peers
- To reward organizations that show a significant commitment to improving Carolina's campus through their participation and response to campus trainings
- To reach students who may not otherwise have participated in campus trainings

Tar Heel Certified- Partners and Participants

The Tar Heel Certified Planning Team

The Tar Heel Certified Planning Team within the Executive Branch of Student Government will be responsible for coordinating all aspects of the Tar Heel Certified project, from collecting proper documentation to ensuring all campus partners receive information about the status of the project. The Planning Team will create an online medium for student organizations to document their progress on the certification, and will be responsible for publicity efforts and for developing all extra program materials (flyers, stickers, placards etc.). The team will also monitor the effectiveness of the program in regards to the goals outlined in this report. At the end of the spring semester, a review group will examine the project and decide on the best way to proceed, gathering input not only from participating student organizations but also from the trainings and other partners. This input will be used to strengthen the project as it moves toward a broader implementation in the future.

Campus Trainings

Campus trainings are both the inspiration for this project and the method through which organizations achieve certification. Each of these organizations has demonstrated a commitment to bettering the Carolina community by providing students with the skills and knowledge to make change every day. Initially, we have selected four trainings as partners given the relevance and importance of the their topics for the campus community. Moving forward, other trainings that promote a safer, healthier, more inclusive and sustainable UNC will be assessed

for potential inclusion into the program. The breadth of topics covered by the various trainings will allow for a broader response within student organizations.

Green Events

Green Events trainings provide students with the information required to reduce the environmental impact of their events. The hour-long training provides students with the information necessary to run their own green event. The topics include: recycling, composting, food, communication, transportation, and location. Green Events was chosen as one of the four initial trainings because of its commitment to engaging students in the work of environmental responsibility. Like the other trainings selected, Green Events trainings contribute to the development of a more aware and responsible student body. The Tar Heel Certified initiative aims to foster this awareness, and thus chose to include Green Events training in the initial pilot program.

HAVEN

HAVEN trainings provide students with the skills to support survivors of interpersonal violence on campus. HAVEN teaches students how to be allies for survivors of interpersonal violence and provides trainees with door signs that indicate safe spaces to discuss issues related to interpersonal violence. The Tar Heel Certified included HAVEN as one of the initial four trainings because of the relevance of this issue on campus and in an attempt to meet the goal of promoting a safe environment for all students at Carolina. HAVEN was also included given its potential to create more dialogue around the issue of interpersonal violence within student organizations if more members are trained. Creating a safe spaces and resources for all students is of utmost importance, and the Tar Heel Certified initiative aims to be a partner in the effort to prevent interpersonal violence and provide support to survivors.

One Act

One Act trainings aim to empower and educate all Carolina community members to: recognize the early warning signs of interpersonal violence and the multiple factors that enable it, practice and implement leadership skills to take preventive action in everyday life, including high-risk situations, and contribute to a safer campus environment. Tar Heel Certified chose One Act as one of the initial partners for the pilot program because of its emphasis on creating a network of Carolina community members with the skills to intervene in potentially dangerous situations. This translates directly to Tar Heel Certified's goal of engaging student groups. We hope that by engaging student organizations, we will help foster the network envisioned by One Act and encourage greater collective responsibility within social groups regarding interpersonal violence.

Safe Zone

The mission of Safe Zone is to create a network of allies for lesbian, gay, bisexual, transgender, intersex, queer, and allied (LGBTQIA) students. The desired goal for the Safe Zone program is ultimately to make the University community a safer and more supportive place for people of

all sexual orientations, gender identities, and gender expressions. Tar Heel Certified chose Safe Zone as one of the initial four trainings for the pilot because of Safe Zone's commitment to making Carolina a safer and more inclusive environment for all students. The Tar Heel Certified program hopes to foster an environment that promotes greater understanding between all students, and hopes to support Safe Zone in its effort to create an ally network.

Diversity and Multicultural Affairs

The Tar Heel Certified planning committee reached out to the Office of Diversity and Multicultural Affairs of UNC in order to ensure that this project did not conflict with any previously existing programming. Instead, the Office of Diversity and Multicultural Affairs proposed linking the project to planned diversity workshops and online programming that they are developing for the spring and for the future. The programming offered by the DMA office addresses broader issues related to diversity, safety, and inclusiveness on campus. It was included in an effort to reinforce the larger discourse of the Tar Heel Certified project, and to establish a lasting partnership with the university administration in promoting a better Carolina for all students. The DMA office will provide institutional guidance and support for the broader certification if the pilot program is deemed a success.

Carolina Union

The Carolina Union was selected both as a partner in the effort to improve student life through promoting Campus trainings and as a provider of incentive structures for participating student organizations. The Carolina Union plays a key role in providing the necessary resources for student organizations on campus. Key to the mission of the Union is an effort "to respect others and their differences while working together effectively to achieve improvement and betterment for all." Given this mission, Tar Heel Certified is reaching out to the Union as a partner in promoting this project. Furthermore, the Tar Heel Certified team is working with the Carolina Union to effectively use the Student Life online platform to document participation in the program. One goal is to effectively utilize the system to create a uniform sign-up system for trainings in the future, or to provide a single location for students to find training sign-up information if participating in the Tar Heel Certified program.

UNC Recognized Student Organizations

Tar Heel Certified is a program directed at university recognized student organizations, challenging them to demonstrate a greater commitment to improving campus life for all students, and recognizing those organizations that commit to this cause. After surveying several trainings, a common response from all trainings was holding student groups more accountable in regards to their attendance at training sessions. Furthermore, many trainings cited difficulty filling the long sessions, and difficulty making trainings cost-effective because of the tendency of students to sign-up and then fail to attend. The Tar Heel Certified initiative hopes to combat some of these trends, as well as generally increase the level of involvement in trainings. Furthermore, Tar Heel Certified challenges student groups to make institutional changes in response to topics covered in trainings. The topics covered in the four trainings selected for the

pilot offer many opportunities for projects and dialogue within student organizations. Whether it is demonstrating an increased commitment to recycling or bringing a speaker from the Orange County Rape Crisis Center to speak with their organization, student organizations that partner with student government through Tar Heel Certified will be encouraged to continue the dialogue started in campus trainings.

Tar Heel Certified- The Pilot Structure

The pilot program scheduled for Spring 2013 is intended to provide a test-run of Tar Heel Certified and assess its possibility for long-term effectiveness. Given this goal, Tar Heel Certified will be limited to three student organizations, four campus trainings and the Diversity and Multicultural Affairs program. The Tar Heel Certified Team will ensure that student organizations meet the participation criteria, and will encourage the pilot groups to meet all deadlines which will be decided pending full approval of the program. If programs meet all of the certification requirements, they will be provided with the benefits agreed upon in partnership with the Carolina Union. The Tar Heel Certified Team will then gather survey responses and assessments from both the student organizations and the campus partners. Using these responses, the panel will make a decision on the long term viability of the program, incorporating feedback into its continuation should it be successful. The Tar Heel Certified planning committee will work to create a publicity and program framework for broader implementation of the program to include all interested student organizations and possibly more campus trainings.

Structure Components

- Three participating student organizations
- Four selected campus trainings: Green Events, HAVEN, One Act, Safe Zone
- Diversity and Multicultural Affairs Workshop- provides a broader conversation about issues of inclusion, safety, and diversity on campus.
- Carolina Union- partnering to help foster student involvement in the trainings.
- Tar Heel Certified Team- Will assess the long term viability of the program by reaching out to all parties for their input on the success or failure of the program to both increase student involvement in trainings and enhance their engagement with the focus topics.

Tar Heel Certified- Requirements

To gain the benefits and recognition offered by the Tar Heel Certified program, student organizations must demonstrate their commitment to engaging the topics of Campus trainings at an institutional level. These requirements extend beyond merely increased member participation in the trainings, but also requires that the organizations implement either an event, policy change, or in-depth discussion regarding the topics covered in the training sessions. The Tar Heel Certified planning committee will assess the appropriateness of this

institutional action, and make recommendations if the proposed action does not meet the adequately meet the program goals. Only upon successful completion of all required tasks will student groups receive the full benefits of participation. All documentation will be completed via the Student Life platform provided by the Carolina Union. Documentation will be completed by participating students, not the Tar Heel Certified Team or partner organizations.

Structure for Pilot Requirements with Framework for Future Implementation

1) Submit initial report expressing interest in Tar Heel Certified

- Interested student organizations (in pilot, three chosen by student government) fill out initial interest form provided on Tar Heel Certified website.
 - Form will include the number of participating members (this number will be used for the participation benchmark) and the names of the organization's leaders.
 - Form will include assessment of how groups approach safety, diversity, and environmental issues within their committee before the program.
 - Form will include reasons for interest in Tar Heel Certified program.
 - Form will include section for additional comments or concerns.

2) Ensure that 50% of regularly attending members receive training in one of the four trainings and attend the program provided by the Office of Diversity and Multicultural Affairs

- The number of participating members will be submitted by the organization during the initial interest inquiry. This self-reporting mechanism will be employed given the unclear size of many organizations, with membership often fluctuating throughout the year.
 - There is no membership number requirement for participation. However, the pilot program will target medium sized groups.
 - The pilot program will target a diverse set of student organizations to assess the relative success for different types of student groups
- The 50% requirement requires participation in both a single training and the Office of Diversity and Multicultural Affairs Workshop. This means that the same students who complete the trainings must also complete the DMA module.
 - Students who participate in multiple trainings need only be reported for participation in one training to meet requirements
 - Students who are part of two or more student groups attempting to achieve certification must report a different training for the separate certifications. However, they only need participate in the DMA module once.

- Example: If a student is in Nourish International and SAGA, and has only completed HAVEN training and the DMA online module, they can only count towards meeting the requirements of one of the two organizations.
- After an organization expresses interest in Tar Heel Certified and begins to complete the requirements, they will receive another online form that will allow members to self-report their progress in completing the two requirements.
 - This self-reporting will be done on each organizations honor. Students who are self-reporting their involvement need only include the Training name and date. The dates will be verified, however, while the Tar Heel Certified Planning Team will have the ability to verify student participation, the honor code method will be employed so long as no alarming trends emerge.
 - This form will include an assessment that provides testimonial space for sharing responses to the trainings and the DMA module.

3) Ensure that 100% of the leadership team receive training in one of the four trainings and attend the program provided by the Office of Diversity and Multicultural Affairs

- The names of the leadership core will be submitted in the initial form, and this list will be used to check the successful completion the requirements.
- A change in leadership or group participation status must be reported to the Tar Heel Certified contact
- If leadership changes early during of the certification process, the requirement remains for the newly elected leadership
 - If completing certification for the pilot (Spring semester), if leadership changes before February 15th, new leaders must meet 100% requirement; After February 15th, only 50% of new leaders must meet requirement.
 - Certification otherwise will be completed on a yearly basis, providing enough time for the initial leadership team that expresses interest in the fall to meet the requirements.
 - If leadership changes during the fall for any reason, the 100% requirement remains for all new leaders.

4) Submit a report to Student Government expressing how the organization has integrated and will continue to integrate the ideas and topics covered by the trainings and workshop into their organization

- One component of the mission of Tar Heel Certified is to motivate students to continue the dialogue started in trainings in their respective organizations. The Tar Heel Certified planning committee will access each student

organization's success in meeting this goal on a case by case basis, providing three deadlines for organization leaders to report on the progress of this goal within their groups.

- This information will be compiled and provided at the end of both the pilot and each program year to assess how well the Tar Heel Certified initiative is meeting its initial goals.

5) *Submit an evaluation of the program and have leadership team attend a debriefing meeting with the Tar Heel Certified Leadership team.*

- Complete a final form regarding the perceived successes and disappointments of the program
 - Form will assess how the group has changed throughout the program.
- Pilot program student organization leaders will meet to discuss their responses to the program.
- The evaluation process will be further brainstormed during the spring semester in conjunction with the partner groups

Tar Heel Certified- Certification

The Tar Heel Certified team is working to develop small but powerful incentives for student groups in addition to the recognition garnered by completing the program's requirements. Providing this extra push to students and their respective organizations serves as a mechanism for getting more students to commit to attending the trainings and to engaging the topics of the trainings. Tar Heel Certified takes this approach not to coerce disinterested students into attending trainings, but to provide an additional reason for beginning to engage in important dialogue and learning. We believe in the power of new knowledge to change outlooks, and by providing extra small incentives and advertising for training participation, we hope to foster positive changes in the student body as a whole.

Structure for Certification Incentives and Recognition

- The Tar Heel Certified Planning Team will contact all successfully certified groups regarding the benefits of the Tar Heel Certified program and how to take advantage of these benefits.
- The Tar Heel Certified Planning Team will provide recognition for successful groups on a yearly basis on the Executive Branch website
 - Student government will promote the effort by providing placards, stickers, buttons, etc.
 - Student government will work with the organization to further publicize their success via social media, and will use the Tar Heel Certified branding as a model
- The Tar Heel Certified Planning Team is working with campus partners to assess other small incentives

Tar Heel Certified- Evaluation

Throughout the process of the Tar Heel Certified pilot program and upon its completion, the Tar Heel Certified team will evaluate the success of the program as a

whole. During the process, the team will assess the project by setting deadlines mean to gauge each student organization's progress in meeting both the requirements for certification and the mission goals of Tar Heel Certified. After the completion of the pilot program, the team will gather information from all the involved parties and make an informed decision regarding the program's future role on campus.

- Provide an initial evaluation to assess each student organization's beginning pre-project status and goals
- Provide three evaluation submission deadlines for student organization leaders
- Provide an evaluation component for members who are self-reporting their successful completion of the program requirements
- Provide a final evaluation for student organization leaders to complete regarding the program's strengths and weaknesses
 - Work to incorporate these comments if the project moves forward to broader implementation
- Meet with campus partners to discuss the successes and disappointments of the pilot program
 - Assess whether broader implementation would be realistic in meeting the initial mission goals of Tar Heel Certified
 - Assess the comfort of campus partners with broader implementation
- Meet with new and out-going student government leadership and campus partners to make a recommendation on the role of Tar Heel Certified moving forward