



Arizona's First University.

Parents' Association Grant Proposal

Program Title: Ensuring a Successful Internship Experience

Submitted by: The Equal Opportunity and Affirmative Action Office

Mary Beth Tucker, Director

520-621-9438

University Services Bldg. Rm. 217

PO Box 210058

mtucker@email.arizona.edu

Account Number: 224910

OVERVIEW OF THE EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION OFFICE

The Equal Opportunity and Affirmative Action Office (EOAAO) leads efforts to promote equity and opportunity, creates spaces for meaningful conversations, strengthens relationships across diverse groups, and helps build an inclusive learning and work environment for all members of the University community. The EOAAO promotes a productive and safe learning and work environment for students and employees by focusing on access, opportunity, outreach, community building, and conflict resolution.

SUMMARY OF PROPOSAL

We propose to create and produce a web-based harassment prevention video for all students entering their first internship experience through the University. The video will provide information to student-interns about the University's Nondiscrimination and Anti-harassment Policy, focusing on how the Policy protects students in all aspects of their University education, including during their participation in internship programs. The video will educate students about their workplace rights and responsibilities, to support and assist them as they enter and navigate the professional world, in many cases, for the first time.

The EOAAO recently launched a customized online harassment prevention program to effectively meet the needs of university employees. The addition of a student-centered web-based video would allow EOAAO to broaden its outreach and education campaign to our student population, thereby ensuring that they have the tools and resources to prevent and if necessary, respond to, harassment concerns.

STATEMENT OF NEED

Participating in a student internship can be an important part of every student's higher education experience. However, most students, both male and female, have no idea what to do when confronted with unlawful harassment. Harassment of any form, including unwanted advances or sexually-explicitly gestures and jokes, can be damaging to a student's confidence both during the internship and when seeking employment after graduation. In addition, many students are unaware when their own well-intentioned conduct is viewed as unprofessional and offensive, putting them in jeopardy both academically and professionally. Providing harassment prevention information and resources to students engaging in internships is essential to ensuring a safe environment in which students can learn.

The EOAAO has traditionally offered classroom-based educational programming for our students. Our biggest challenge is to find ways to provide information and resources to a large number of students across campus. Given the varied and multiple internship opportunities available to students, the EOAAO would like to utilize technology to extend our educational programming to students using a web-based video program. Recognizing the limited resources available to offer classroom-based educational programming, the web-based video would augment our educational programming by providing an innovative and engaging web-based educational program that will easily reach students as they enter the workforce through internship programs. By using technology, we aim to prevent harassment in internship settings, and to lessen the harm to students if, despite their best efforts, harassment occurs.

In a style appealing to college students, the video would offer students the opportunity to learn the basics of how to identify and respond to harassment as well as how to avoid engaging in behavior that could be perceived as harassment by others. While the substantive information would be primarily written by EOAAO personnel, we propose engaging a diverse group of undergraduate students to appear in the video and present the information using a peer-to-peer model.

The video is intended to prepare students for their internships by encouraging them to think about their own conduct and prevent compromising situations with a goal of preventing harassment or other inequitable treatments in the internship environment. The topics covered in the video will include:

- An introduction to the definitions and types of harassment
- Examples of cases involving workplace harassment of student-interns
- Strategies to respond to, and if necessary, remedy harassment

ITEMIZED BUDGET

The funding request for \$8,200 includes the cost of full production of the video through the services offered by the University's Learning Technologies Center.

Pre-production consulting services \$1,000

Videotaping with professional audio and lighting \$5,000

Video post-production with graphics \$1,500

Additional post-production expenses (digital file creation/compression) \$500.00

Bookstore gift certificates for the approximately 10 students needed to appear in the video \$200.00

Additional funding sources:

The EOAAO recently merged with the University's Human Resources Division (HR). As such, we are uniquely poised to capitalize on HR's commitment to our extension of outreach and education to undergraduate students. We plan to build on the investment HR has recently made in EOAAO's infrastructure, including a new EOAAO website, with an innovative design and interactive features, including our online harassment prevention tutorial.

ASSESSMENT

We will tally visits to the video's website, and utilize an online evaluation to gather student feedback. We will also collect data from students who access the website to find out what brought them to the site. From the data collected throughout the academic year we will make decisions about future marketing/outreach of the website.