Overall Engagement

- Every school and department involved in implementation, outreach or early adopter process
- 1.6K Facebook page likes
  *posts, shares & likes in March engaged over 16K
- 235 Twitter followers

Overview Talks

- Over 1,660 reached
- 11 Faculty/Staff departments
- 4 academic classes
- Parents Committee & Fraternity Alumni Council
- 2 athletic teams, all head and assistant coaches & Student Athlete Mentors
- 90 high school seniors
- Residence Life staffers
- 14 student organizations
- 550 Launch Event Participants

6-hour training

- 71 faculty/staff & 62 students initially
- 88 additional students trained
- Completed program evaluations
- R & A team developed process to code quantitative and qualitative data
- Adaptation Team modified content for specific subgroups on Grounds:
  * Fraternity/Sorority
  * International Students
  * Multicultural Students
  * LGBTQ Students
  * Faculty/Staff
  * African American Students

Over 1250 Influential students identified

225 Early Adopters Identified for outreach

Over 180 personal outreach conversations

Hannah’s Hike

Take Back the Night

Philanthropic Impact:
Over 500 individuals reached

Relay for Life
$875 raised

Naval ROTC Benefit Event for SARA
$2,000 raised

Timeline

Recommended 8-9 months

UVa Implementation 4 months

Thousands of Lives Positively Impacted