

UBC Teaching and Learning Enhancement Fund

Final Report – maximum 2 pages

Project Name: The UBC Violence Intervention and Prevention (VIP) Connector, TLEF Project # 12-026

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Year of Funding: 2012-2013

Summary of Work Accomplished

The Violence Intervention and Prevention (VIP) Connector has undergone some significant changes during its second year as a TLEF funded project – the most substantial one being a redesign of the website. This project aims to create a central hub where all UBC related information relevant to violence intervention and prevention can be captured and drawn upon by campus community members. We recognize that websites such as students.ubc.ca and the AMS Sexual Assault Support Centre's gotconsent.ca already house a lot of existing information on sexual assault awareness, how to support survivors, healthy relationships and active witnessing. Our goal is not to recreate the information that already exists; rather the VIP Connector will act as a link between these and other violence intervention and prevention initiatives and look for ways to engage our campus community in ongoing online discussions and information sharing.

Redevelopment of the website:

The VIP Connector was redesigned in order to be closer aligned with other websites hosted by Student Development & Services, such as students.ubc.ca. Since one of our major goals with this site is to connect people, we want community members to be able to engage with the content in a meaningful way and to be able to contribute themselves. In order to do this, we added more interactive features to the website. For example, users are now able to have their text highlighted on the site through Twitter and are able to share resources, news and blog posts easily through Facebook. In addition to this, we went through all of the old content, deciding what would be transferred to the new site and what we would no longer keep. Pages such as *UBC Experts* and *Courses* were removed because the content changes from year to year and thus require a lot of manual labour to remain updated. Over time, this will be difficult to maintain. One of the new, interactive features we have added to the VIP Connector is an “Ask an Expert” section. Here community members can submit questions related to gender-based violence and we will then find an expert who can provide an answer to the question. Rather than having a list of experts, this feature allows us to share expert knowledge and create interaction in a more meaningful way.

Content development: There has been a lot of new content developed for the VIP Connector over this past year. As mentioned, in the redevelopment of the website, we removed a lot of content that was either not relevant to the project or too labour intensive to upkeep. Our aim has been to create a portal that provides links to support services, relevant resources and information on violence intervention and prevention as it relates to the UBC community. New pages were developed including a list of relevant support services in the Greater Vancouver Area and a resource page that covers topics such as consent and how to support a survivor. Focusing more on the interactive and dynamic aspects of the website, a number of blog posts related to gender-based violence were created. While waiting for the new VIP Connector website to go live, these blog posts have been posted on various other UBC-affiliated blogs and have received a lot of positive attention.

UBC Student Leadership Conference: The VIP Connector was presented as a case study at the UBC Student Leadership Conference – one of the largest student-run conferences in Canada. In this daylong session, we summarized the project and shared the intentions and goals of this website. We developed four questions which guided a discussion on what type of content the delegates (consisting mainly of UBC students) wished to see and how they thought it should be presented on the site. During this session we received a lot of valuable feedback and ideas that have been integrated into the new website. As an example, the “Ask an Expert” section was developed based on the ideas and responses we received during this case study.

Evaluation of Project's Success

(Include evidence of rigorous evaluation.)

Over the last year we have focused our effort on content creation, community building, and developing an online platform that can serve as a campus hub centering on issues pertaining to violence intervention and prevention. There are countless opportunities for this site. Our intended audiences are campus community members, with a focus on engaging experts in the area, and, of course, students. We aim to grow engagement through the "Ask an Expert" section; regularly posted blog posts and interesting news articles; and by collaborating with instructors and faculty members at UBC to create opportunities for their students to receive course credits for classes by developing or engaging with the content on the VIP Connector.

Since this year's focus was on content development, we have not been able to complete a project evaluation or consult with students and community members about the impact of the VIP Connector. The VIP Connector will be launched in early April 2015, and we are looking forward to the beginning of the next academic year, fall 2015, when we can start engaging with project evaluation of the VIP Connector.