

Campus Hazing Transparency Report

Organization PR and Communication Tool Kit

*A Strategic Framework for Transparent Outreach, Reputation Recovery,
and Stakeholder Alignment*

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SECTION 1: OVERVIEW & COMMUNICATION STRATEGY

1.1 Core Messaging Architecture & Strategy

The Starting Point: Acknowledging Harm & The Public Record

Your organization was found guilty of hazing. That is the starting point. While the spectrum of hazing behavior ranges and can appear in many forms, hazing causes real damage to the individuals who experience it, to the organization, and to the broader community.

Under the **Stop Campus Hazing Act**, reports like yours are now public record. This means your listing is visible to prospective members, their families, campus administrators, and peer organizations. The conversation about your organization is already happening publicly, and this toolkit equips you to participate with honesty, maturity, and clear accountability.

Shifting Mindsets: Overcoming Internal Barriers

The ***Campus Hazing Transparency Report*** puts an intense microscope on your organization. It is natural for members to feel defensive, ashamed, or hesitant to speak. Before executing any public relations strategy, active members must address these internal barriers:

- **Loyalty vs. Standards:** Protecting a culture that causes harm is not loyalty. Holding your organization to a higher standard is true brotherhood/sisterhood.
- **Shame vs. Credibility:** Even if you were not personally involved, you are part of this organization. Owning that reality honestly is what builds credibility with outsiders.
- **Fear of Making It Worse:** Silence reads as indifference. An honest, imperfect conversation is always better than saying nothing.
- **Not Knowing What to Say:** This toolkit provides the exact scripts and templates needed to speak clearly and without defensiveness.

1.2 Key Outcomes Pull-Sheet

To make these PR tools authentic, do not use generic buzzwords. This toolkit is designed to directly pull the concrete work your organization completed during the 3-part workshop series (*Owning Our Story, Changing Our Culture*).

When filling out the templates in Sections 2 through 5, use this **Pull-Sheet Reference Key** to insert your organization's exact outcomes:

Reference Code	Source from Workshop Series	Where to Find It in Your Action Plan PDF
[INSERT_ACKNOWLEDGMENT]	Module 1: Your organization's plain-language statement acknowledging the hazing behavior directly without excuses.	Part 1, Section 1
[INSERT_VALUES_VIOLATED]	Module 1: The 2–3 core organizational values that were violated by the hazing actions.	Part 1, Section 2
[INSERT_RETIRED_NORMS]	Module 2: The specific unwritten rules, traditions, or habits that were officially retired.	Part 2, Section 1
[INSERT_COMMITMENT]	Module 2: Your Organization Culture Commitment Statement defining healthy operations.	Part 2, Section 2
[INSERT_NEW_TRADITIONS]	Module 3: The 2–3 new constructive alternative traditions replacing old practices.	Part 3, Section 1
[INSERT_30_60_90_PLAN]	Module 3: Your 30-60-90-Day execution and accountability milestones.	Part 3, Section 2

SECTION 2: PARENT & FAMILY OUTREACH SUITE

2.1 Active Member Family Notification Email

- **Target Audience:** Parents, guardians, and families of current active members.
- **When to Send:** Within 48–72 hours of your organization being added to the Campus Hazing Transparency Report.
- **Purpose:** Direct, proactive communication to family members to explain the report's status, state completed sanctions, and detail concrete, structural changes made to organization operations.

SUBJECT: An Important Update Regarding [*Organization Name*] at [*University Name*]

Dear [*Member Name*]'s Family,

My name is [*Your Name*], and I serve as President of [*Organization Name*] at [*University Name*]. I am writing to you directly because we would like to share clear and honest information about where our organization stands.

Our organization was found responsible for hazing and is listed on the public report required under the Stop Campus Hazing Act. I want to be straightforward with you: [*INSERT_ACKNOWLEDGMENT*]. What happened was wrong, it caused harm, and it was directly contrary to our core organizational values of [*INSERT_VALUES_VIOLATED*].

We have completed the formal accountability process with our inter/national headquarters and our university conduct office. The sanctions we received are [*Brief factual description — e.g., "a temporary suspension of new member activities, educational workshops, and administrative review"*]. We are committed to working with our advisors and administration to meet all the requirements to regain our status of 'good standing'.

More importantly, our organization is engaging in a comprehensive culture recovery process to ensure this never happens again. Here are the concrete, structural changes we have made to our operations:

1. Retired Harmful Traditions: We officially retired unwritten practices, including [*INSERT_RETIRED_NORMS*].
2. Implemented Constructive Alternatives: We redesigned our new member onboarding process around [*INSERT_NEW_TRADITIONS*].
3. Ongoing Accountability: We established a 30-60-90 day execution roadmap with our alumni advisory board and university staff to hold our members accountable in future semesters.

Your student chose this organization because of the community, values, and opportunities it offers. Those values are real, and our commitment to member safety guides us every day. *[Member Name]* is part of an organization that is doing the hard work of becoming better, and we are grateful for their membership and leadership.

If you have questions or would like to speak with me directly, please reach out to me at *[Email Address]* or *[Phone Number]*. You are also welcome to contact our Organization Advisor, *[Advisor Name]*, at *[Advisor Contact]*, or the University Student Organization Office at *[Campus Contact]*.

With respect and commitment,

[Your Full Name]
Organization President
[Organization Name] | *[University Name]*
[Contact Information]

2.2 Prospective & New Member Family Orientation Guide

- **Target Audience:** Parents and families of potential new members (PNMs) or newly joined members.
- **When to Use:** Handed out at family orientation sessions, attached to welcome packets, or sent via email during recruitment/intake.
- **Purpose:** To address safety concerns openly before they arise, validate parent trust, and explain how the organization's onboarding process operates safely and transparently.

Use the following template to guide content. We recommend you design a flyer using this content alongside your organization's specific brand standards and logos.

[ORGANIZATION NAME] FAMILY & TRANSPARENCY GUIDE

A Commitment to Safety, Values, and Positive Membership

[Organization Name] at *[University Name]*

WELCOME TO OUR COMMUNITY

When your student considers joining an organization, your primary concern is their safety, well-being, and academic success. We share those exact priorities.

We believe in complete transparency. Under the Stop Campus Hazing Act, universities maintain public reports detailing past policy violations. Our organization appears on this

report due to a past finding. We want to address this directly with you so you can make an informed decision alongside your student.

OUR JOURNEY & HOW WE OPERATE TODAY

1. **ACKNOWLEDGMENT & ACCOUNTABILITY:** We took full responsibility for past misconduct. We completed all university and headquarters requirements and used the experience to overhaul our new member education program from the ground up.
2. **WHAT NEW MEMBER EDUCATION LOOKS LIKE NOW:** Our onboarding process is strictly values-based, transparent, and focused on student development.
 - a. **Duration:** Our new member program lasts *[Number]* weeks (no late-night events).
 - b. **Academics First:** Study resources and GPA standards for all members.
 - c. **Zero Secrecy:** Every activity, calendar date, and requirement is pre-approved by our university and alumni advisors.
3. **OUR CULTURAL COMMITMENT:** *[INSERT_COMMITMENT]*

WHAT YOUR STUDENT CAN EXPECT

- ✓ Leadership development opportunities and career mentorship.
- ✓ Lifelong friendships built on mutual respect and psychological safety.
- ✓ Strict adherence to anti-hazing policies enforced by our Judicial Board and Alumni Advisory Board.

QUESTIONS? CONTACT OUR LEADERSHIP DIRECTLY:

- Organization President: *[Name]* | *[Email]* | *[Phone]*
- Organization Advisor: *[Name]* | *[Email]*
- University Office: *[Office Name]* | *[Phone/Email]*

SECTION 3: RECRUITMENT, INTAKE, & MEMBER SCRIPTING

3.1 Member Talking Points & "Elevator Pitch"

- **Target Audience:** All active organization members.
- **When to Use:** Pre-recruitment training workshops, organization meetings prior to intake, and ongoing member preparation.
- **Purpose:** To establish organization-wide consistency so every member speaks about the hazing report with direct honesty, zero defensiveness, and clear accountability.

Golden Rule of Transparent Recruitment

Consistency across the organization signals shared commitment to growth and member safety. Never blame the university, never dismiss the finding, and never ask a prospective member to "ignore" the report.

1. Organization-Wide Standard Script (Every Member Learns This)

"We were found responsible for hazing and we take that seriously. We've made real, structural changes to how we bring in new members, including [INSERT_NEW_TRADITIONS], and we hold ourselves accountable to those changes. We're not asking anyone to forget what happened. We're asking people to watch what we do next."

2. Personal Member Script Framework (Members Make It Their Own)

"What happened wasn't okay. What I can tell you is *[insert specifically what changed in your role or experience]*. I'm still here because *[insert what you genuinely value]*, and I think how we handle this report says more about who we are now than the finding itself."

Example:

"What happened wasn't okay. What I can tell you is how we restructured our study hours and mentor program. I'm still here because of the academic support and true brotherhood/sisterhood I've found here, and I think how we handle this report says more about who we are now than the finding itself."

3.2 Member Q&A / Hard-Questions Pocket Guide

- **Target Audience:** Active members during formal recruitment, informal tabling, or campus interactions.
- **Format:** Scenario-based "If Asked... Say This..." references.

The Direct Safety Question	
When a potential member or Parent asks: <i>"I saw your organization on the campus hazing transparency report. Is it safe to join?"</i>	
DON'T SAY: ✗	DO SAY: ✓
<i>"Oh, that was just a misunderstanding with the school," or "The university was being overly strict."</i>	<i>"I appreciate you asking that directly. Yes, our organization is listed on the report because of past hazing behaviors, and we took full responsibility for it. Since then, we overhauled our new member education program from top to bottom. Every event is pre-approved, and our focus is entirely on personal connection, academics, mentorship, and leadership. You are welcome to review our onboarding schedule anytime."</i>

The Tradition Question	
When a potential member asks: <i>"Do you still do [older tradition or rumor] during new member education?"</i>	
DON'T SAY: ✗	DO SAY: ✓
<i>"We can't talk about what we do," or "That's a secret."</i>	<i>"No, we don't. We officially retired practices like [INSERT_RETIRED_NORMS]. Today, our onboarding focuses on [INSERT_NEW_TRADITIONS]. We realized that true connection doesn't come from stress or secrecy. It comes from shared goals and mutual respect."</i>

The Skeptical Peer Question	
When a campus peer or another student asks: <i>"Aren't you guys just changing things until probation is over?"</i>	
DON'T SAY: ✗	DO SAY: ✓

<i>"That's not something you should worry about," or getting defensive.</i>	"I understand why you'd wonder that. But this wasn't just about clearing probation. We did a complete culture audit as a organization. We set a 30-60-90 day execution roadmap with our advisors and headquarters to make sure these changes are permanent. We know trust takes time to rebuild, and we're committed to proving it through our actions in future semesters."
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SECTION 4: DIGITAL, SOCIAL MEDIA, & CAMPUS MEDIA

4.1 Official Organization Statement Outline

- **Target Audience:** General campus community, prospective members, alumni, and followers on social media (Instagram, Organization Website, or Campus Newspaper).
- **When to Use:** When publishing an official organization post on social media following a campus hazing transparency report listing.
- **Purpose:** To provide a single, unified, and permanent public statement acknowledging responsibility, outlining completed sanctions, and highlighting ongoing culture change without inviting endless online debate.

OFFICIAL ORGANIZATION STATEMENT TEMPLATE

[Organization Name] at *[University Name]* recently completed an accountability and remediation process following a finding of hazing. We take full responsibility for the actions that led to our placement on the Campus Hazing Transparency Report. *[INSERT_ACKNOWLEDGMENT]*. These actions were contrary to our values of *[INSERT_VALUES_VIOLATED]* and the standards expected of our organization. Working in coordination with our inter/national headquarters and university professionals, we are committed to fulfilling all required conduct sanctions and completing a comprehensive organization culture overhaul. To ensure long-term culture change, our organization has taken the following actions:

- **Retired Unhealthy Practices:** We officially retired unwritten habits, including *[INSERT_RETIRED_NORMS]*.
- **Implemented Constructive Alternatives:** Our new member program now centers on *[INSERT_NEW_TRADITIONS]*.
- **Enforced Ongoing Accountability:** We established a 30-60-90 day execution roadmap with our alumni board and campus advisors to review our onboarding operations every semester.

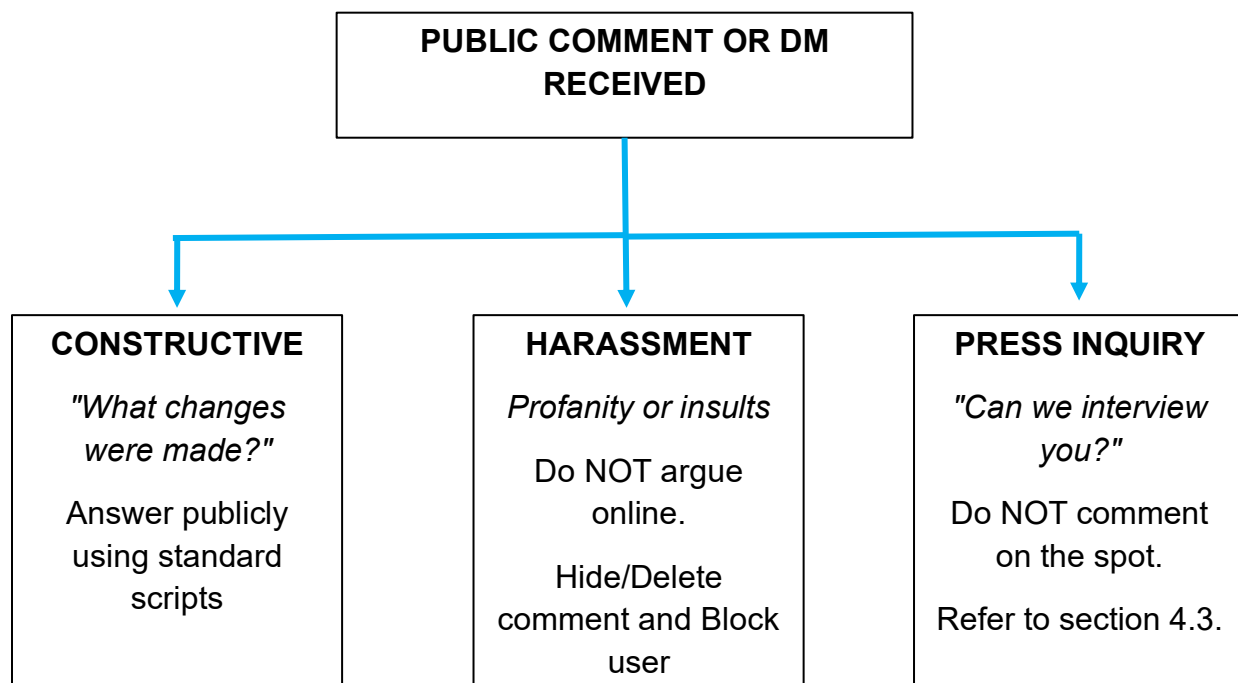
Our cultural commitment moving forward is clear: *[INSERT_COMMITMENT]*: We recognize that rebuilding trust with our campus community takes time and consistent action. We are committed to demonstrating who we are through our conduct every day.

For questions regarding our organization's ongoing remediation, please contact:
Organization President: *[Name]* | *[Email Address]*

4.2 Social Media Moderation & Comment Protocol

- **Target Audience:** Organization Public Relations Chair, Social Media Chair, and Executive Officers.
- **When to Use:** Immediately after publishing an official statement or when managing public comments, direct messages (DMs), and online forums.
- **Purpose:** To maintain emotional control, prevent defensive arguments online, and guide public interactions toward constructive channels.

The Comment Management Decision Tree



Standard Social Media Reply Templates

Scenario A: A user asks a genuine question in the comments

Reply: "Thank you for reaching out. We took full responsibility for the finding and completed a total overhaul of our new member education program with the support of our advisors and university staff. You can read our full commitment and details in our post caption above or reach out directly to our Organization President at [Email]."

Scenario B: A user posts an aggressive or hostile comment

Protocol: Do NOT reply or argue publicly. Argumentative replies make the organization look defensive and prolong the news cycle. If the comment contains

vulgarity, harassment, or personal threats, hide or delete the comment according to your organization's social media policy.

Scenario C: A user sends a Direct Message (DM) asking for details

Reply: "Hi [Name], thanks for messaging us. We take our placement on the campus hazing transparency report seriously and have overhauled our onboarding process around *[INSERT_NEW_TRADITIONS]*. If you have specific questions or want to learn more about how we operate today, our President would be happy to connect with you directly at *[Email Address]*."

4.3 Student Media & Campus Newspaper Interview Prep

- **Target Audience:** President or designated Vice President acting as official spokesperson.
- **When to Use:** When contacted by a student journalist, campus newspaper reporter, or local media outlet asking for a comment or interview.
- **Purpose:** To prepare the organization spokesperson to handle media interviews calmly, avoid legal or conduct traps, and stay focused on concrete progress.

Golden Rules for Media Interactions

1. **Avoid saying "No Comment":** "No comment" can sound dismissive and defensive. Instead say: *"We want to be transparent. Let me provide you with our official statement."* You may also say, *"Please direct all media questions to our inter/nation headquarters"*.
2. **Buy Time:** You do not have to answer questions on the spot. If applicable, ask your inter/nation headquarters for permission to respond. Ask for the reporter's deadline and email: *"Thanks for reaching out. Please send me your specific questions and deadline via email, and our leadership team will respond in writing."*
3. **Bridge Back to Action:** No matter what question a reporter asks about the past, use the Bridge Technique: Acknowledge the finding > State what changed > Point to future accountability.

Media Interview Prep Sheet (If allowed by inter/nation headquarters)

Reporter's Question	Spokesperson Response Strategy
"Why were you hazing new members?"	Acknowledge & Bridge: <i>"Hazing occurred in our organization, and it was completely unacceptable. We didn't make excuses. We completed our conduct</i>

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	<i>process and overhauled our onboarding program to focus entirely on academic support and leadership development."</i>
<i>"Do you think the university's report is fair?"</i>	Focus on Accountability: <i>"We take full responsibility for our placement on the report. Under the Stop Campus Hazing Act, transparency is required, and we are using this visibility to show our commitment to permanent culture change."</i>
<i>"How do we know members aren't still hazing off-campus?"</i>	Point to Systems: <i>"We established a 30-60-90 day execution plan with our advisors and university staff. Every onboarding event is pre-approved, and our members are held accountable to our culture commitment statement."</i>

SECTION 5: CAMPUS & ALUMNI LEADERSHIP ALIGNMENT

5.1 University Student Organization & Conduct Office Progress Memo

- **Target Audience:** Campus-based professionals (Student Organization Advisors, Student Conduct Officers, and Dean of Students Office).
- **When to Use:** Submitted at 30-day intervals (Days 30, 60, and 90) following your placement on the Campus Hazing Transparency Report.
- **Purpose:** To demonstrate proactive compliance, track implementation of your 30-60-90-day roadmap, and build a collaborative working relationship with university administrators.

MEMORANDUM: ORGANIZATION REMEDIATION & CULTURE PROGRESS UPDATE

TO: *[Name of Campus Support Staff], [Title]*

FROM: *[Your Name]*, President, *[Organization Name]*

DATE: *[Date]*

SUBJECT: *[30 / 60 / 90-Day]* Progress Report: Organization Remediation & Action Plan

1. EXECUTIVE SUMMARY & STATEMENT OF ACCOUNTABILITY

Our organization continues to take full responsibility for our placement on the Campus Hazing Transparency Report. Following our finding, we completed our required conduct sanctions and engaged in a comprehensive culture overhaul through the "Owning Our Story, Changing Our Culture" framework.

As part of our commitment to transparency, we are submitting this progress memo to outline the execution of our 30-60-90-day roadmap.

2. COMPLETED ROADMAP MILESTONES (STATUS UPDATE)

Below is the status of our operational commitments as outlined in our Action Plan:

- **30-DAY MILESTONES:** *[Completed / In Progress]*
 - Completed direct acknowledgment and impact analysis with active members.
 - Submitted updated new member education calendar for official review.
 - Officially retired unwritten practices, including *[INSERT_RETIRED_NORMS]*.
- **60-DAY MILESTONES:** *[Completed / In Progress]*

- Executed new constructive onboarding traditions, including *[INSERT_NEW_TRADITIONS]*.
- Conducted mid-semester member check-ins to monitor compliance with our Culture Commitment Statement: *[INSERT_COMMITMENT]*.
- 90-DAY MILESTONES: *[Completed / In Progress]*
 - Finalized onboarding debrief with our Alumni Advisory Board.
 - Transitioned all approved operational standards into incoming officer
 - Transition binders to ensure multi-semester continuity.

3. INTERNAL ACCOUNTABILITY & ENFORCEMENT

Our Executive Board and Judicial Board enforce a zero-tolerance policy for unapproved onboarding activities. Any individual member attempting to bypass our approved calendar or revive retired practices faces immediate internal disciplinary referral and suspension.

We welcome your ongoing feedback and are available to meet at your convenience to review our operations.

Respectfully submitted,

[Your Name], President | *[Email Address]* | *[Phone Number]*
[Advisor Name], Advisor | *[Advisor Email Address]*

5.2 Alumni Advisory Board & House Corp Briefing Note

- **Target Audience:** Local Alumni Advisors, House Corporation Board Members, and Alumni Association Officers.
- **When to Use:** Sent via email or presented at the first alumni board meeting following a public transparency report listing.
- **Purpose:** To inform alumni leaders factually about the report status, outline risk mitigation efforts, and mobilize alumni support to reinforce long-term culture change.

SUBJECT: Confidential Alumni Leadership Update: [Organization Name] Risk Management & Culture Recovery

Dear Alumni Board Members & Advisors,

I am writing to provide you with a factual update regarding the status of *[Organization Name]* at *[University Name]*.

Our organization was found responsible for hazing and listed on the public report required under the Stop Campus Hazing Act. We want to be straightforward with our alumni leadership: *[INSERT_ACKNOWLEDGMENT]*. These actions violated our core values of *[INSERT_VALUES_VIOLATED]* and damaged the legacy that you worked hard to build.

As undergraduate leaders, we chose not to respond with defensiveness. We fulfilled all required conduct sanctions with our inter/national headquarters and university conduct office, and we completed a structured remediation program to address the root causes of these behaviors.

Here is how our organization operations have permanently shifted:

1. Retirement of Harmful Habits: We officially eliminated unwritten practices and old "traditions" that created risk, including *[INSERT_RETIRED_NORMS]*.
2. Values Based Onboarding: We restructured our new member program around constructive, high-value experiences, specifically *[INSERT_NEW_TRADITIONS]*.
3. Long-term Accountability Roadmap: We established a 30-60-90-day operational plan to track compliance, pre-approve all onboarding calendar events, and enforce strict internal Judicial Board consequences for non-compliance.

How Alumni Can Support Our Recovery:

Rebuilding our reputation requires shared ownership across generations. We specifically ask for your support in the following ways:

- Alignment: Help us reinforce to visiting alumni that our retired practices are permanently closed and will not be tolerated during alumni events or game days.
- Mentorship: Participate as guest judges or speakers during our new alternative tradition events.
- Oversight: Review our 30-60-90-day progress updates with our Executive Board during monthly advisor check-ins.

Our members are committed to proving that this public finding was a turning point, not our final story. Thank you for your continued dedication to the long-term health and success of *[Organization Name]*.

Sincerely,

[Your Name]

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President

[Organization Name] | [University Name]
[Contact Information]

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