



it's about  
**respect.**

*A Collaborative Approach  
To College Culture Change*



**Confederation**  
COLLEGE

# respect. *philosophy*



The Respect Campaign is a response. What began four years ago as a first step has developed into a pathway to a more accepting learning community.

It's About Respect. is meant to raise public awareness, to make civility a topic of discussion, to help raise the bar in terms of our expectations when it comes to behaviour and to prepare students for the expectations in the work world.

# respect. *philosophy*



Respect signals a need for us to challenge some of the attitudes, beliefs and behaviours that fail to recognize the importance of human dignity and to model and teach appropriate ways to interact in society.

We see respect as a human right.

Fostering this belief is a critical part of our mandate as a post secondary institution.

# respect. *philosophy*



This approach emphasizes that the College needs to be accessible to the whole community. When we talk about diversity, we include race, colour, gender, sexual orientation, religion, intellectual capacity, body shape, disability, age, family background, parental status, socio-economic background...a broad spectrum of diversities.

We are an access college, we need to do all that we can to make the College experience a positive and productive one for all students, faculty and staff.

- initial meeting May 2006 – interested stakeholders
- development meeting June 2006 – Jim, Alicia, & Thomas
- Roll-out to faculty August 31, 2006
- Classroom presentations begin September 2006
- Coordinator hired to assist in presentation facilitation October 2006
- Presentations completed to over 50% of all students
- Campaign Launched to Media November 2006
- Involved and accessed a cross-functional Advisory Group
- Funding was found from different sources
- Funding secured for Second Year

# respect. *a timeline yr 2*



- Created and distributed a brochure to all students on key Rights and Responsibilities, Respect and Services
- Creation of “Case Study” models to demonstrate Student Rights and Responsibilities
- Student Union of Confederation College Inc. creates the Diversity and Wellness Programmer position, portfolio includes coordination of the Respect Campaign
- Wider coverage with classroom presentations (95%)
- Creation of presentations to staff/faculty groups
- Created successful Lunch and Learn Series
- Created a poster set which was “ahead of its time” and needed to step back, evaluate and create a new set
- Moved forward with a new direction in marketing materials
- Consulted with the Respect Advisory/Steering group 3 times during the year
- [www.itsaboutrespect](http://www.itsaboutrespect) website is revised and re-worked
- Become “insidious” ie respect is pervasive and everywhere

# respect. *a timeline yr 3*



- Respect Campaign morphs into “ it’s about respect”
- Establishment of a 12 person Respect Presentation Team comprised of student leaders, staff and faculty
- Partnering with internal stakeholders to create more tailored approaches on more specific issues (i.e. graffiti, green/environmental, Aboriginal issues) as well as problem solving specific student concerns or issues (i.e., developing a workshop to assist in the integration of a blind student and his guide dog into a class)
- Respect icon used on “table top literature” distributed by the college
- Continued consulting with external groups on instituting respect campaigns in elementary/high school, post secondary and other environments
- Mural size Respect “5 senses” poster set is mounted prominently in the Student Commons
- Respect acknowledged in Employee Survey as a way to improve College climate
- Respect goes “corporate” – all departments both academic and non, are required to have respect presentations
- Called into “human rights” type discussions/controversies as consultants (i.e., censorship, Freedom to Read)
- Respect icon is used to brand more and more items/campaigns/literature
- Writing proposals to seek funds to develop learning resources

# respect. *a timeline yr 4*



- Respect Campaign morphs into “ it’s about respect”
- Continued 12 person Respect Presentation Team comprised of student leaders, staff and faculty
- Respect icon used on “table top literature” distributed by the college
- Continued consulting with external groups on instituting respect campaigns in elementary/high school, post secondary and other environments
- Respect acknowledged in Employee Survey as a way to improve College climate
- Respect icon is used to brand more and more items/campaigns/literature
- A Maintenance year, continued integration into college culture.
- Continued focus in SUCCI programming.
- Lunch and Learn topic sessions delivered successfully in the region.

**respect.** *the collaboration*



it's about  
**respect.**



## SUCCI and Confederation College Partnership

- Confederation College supplies budget dollars for campaign materials, printing, and external operations
- SUCCI provides the staff person to coordinate the operations, functions and presentation of the program (Administrator, Wellness & Diversity)
- Direction for the project provided by a cross functional Steering Group
- Direct collaboration on project directions between the Director of Student Success, SUCCI Executive Director, Manager of Counselling, Administrator, Wellness & Diversity, Student Leadership

# respect. *how to intervene*



it's about  
respect.



- be direct
- be assertive
- leave emotion out of it
  
- its ok to be afraid –
- standing up for what you believe can be hard

# respect. *materials*



button prototype



new button prototype



lanyard and  
nametag hanger



button final



new button final

# respect. *materials*



I wear this button because I will...

**RECOGNIZE**  
I will recognize that there is a problem

**EXCUSE**  
there can be no excuse for disrespect


**SPEAK UP**  
it's up to me to speak up


**PARTICIPATE**  
I will participate by taking a stand against disrespect

**EXEMPLARY**  
I will be an example of respectful behaviour in our community

**COMMUNICATE**  
I will communicate in ways that are positive and respectful

**TALK ABOUT IT**  
If I witness disrespect I will talk to someone about it

it's about  respect.

 Confederation COLLEGE [respect@confederationc.on.ca](mailto:respect@confederationc.on.ca)

The graphic features the word "respect." in a large, bold, black font, with a stylized human figure icon integrated into the letter 'p'. Below this, the words "lives here" are written in a smaller, bold, black font. At the bottom, there is a blue bar with the Confederation College logo and name, and a green bar with the email address "respect@confederationc.on.ca".

**respect.**

**lives here**

 Confederation COLLEGE [respect@confederationc.on.ca](mailto:respect@confederationc.on.ca)

the safe space campaign

why card

**respect.** *materials*



I am proud  
**respect.**  
lives here

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)



Confederation  
COLLEGE



OASA



it's about  
**respect.**



Confederation  
COLLEGE



OASA



Leabear  
IT'S ABOUT

evolution of the  
lives here card

# respect. *materials*



Two vertical posters are displayed side-by-side. Both posters have a light green header with the SUCCI logo and the slogan "it's about respect." The left poster is titled "respect: gender" in large, bold, green letters. It features a collage of small photographs showing diverse groups of people. A quote on the left side reads: "Diversity is not a number. Never allow yourself to be counted as a number. Respect is not a definition of your identity." The right poster is titled "diversity" in large, bold, green letters. It also features a collage of small photographs. A quote on the right side reads: "Diversity is not a number. Never allow yourself to be counted as a number. Respect is not a definition of your identity." Both posters have logos for the Confederation of Colleges of the Inland Northwest, OASO, and SUCCI at the bottom.

# respect. *materials*



original poster set

respect. *materials*



it's about  
respect.



dark posters



I am proud  
**respect.**  
lives here

It starts with you. Right or wrong? Hurtful or helpful? You have choices to make about what you are putting out there. Surrounding yourself with negativity can really bring you down. Respect yourself. We all deserve respect.

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

*www.itsaboutrespect.com*



**respect.** *materials*





I am proud  
**respect.**  
lives here

Look around. Really look.  
See the world for its possibilities. See  
chances to make a difference. See ways  
you can make a change for the good.  
See ways that you can build a respectful  
community. We all deserve respect.

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)



**respect.** *look around.*



I am proud  
**respect.**  
lives here

**Listen up.** Human beings process 4 million messages a day. You have the choice what messages you let in. When you hear disrespect, do something about it. Don't just let it go. It's up to you. We all deserve respect.

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

*www.itsaboutrespect.com*



**respect.** *listen up.*



I am proud  
**respect.**  
lives here

**Words have power.** When you say things that are harmful, or don't speak up when you hear things you know are wrong; you give up your voice. Speak up. Speak out. Talk about respect today. We all deserve respect.

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

*www.itsaboutrespect.com*



**respect.** *words have power.*  **it's about respect.**

I am proud  
**respect.**  
lives here

**Reach out.** Do something to help someone around you. When you see someone struggling, put yourself in their shoes. Do the right thing, and reach out. When you see someone being made a victim, step in. We all deserve respect.

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

*www.itsaboutrespect.com*



**respect.** *reach out.*



I am proud  
**respect.**  
lives here

Look around. There are a lot of different people out there. Just because someone's skin is a different colour doesn't mean they deserve less respect than you. Stop racism when you hear it. It's up to you. My name is Seims and I'm proud respect lives here.  
[www.itsaboutrespect.com](http://www.itsaboutrespect.com)



[www.itsaboutrespect.com](http://www.itsaboutrespect.com)



**respect.** *testimonials*



# respect. *materials*



**Students and staff at Confederation College embrace respect.**

It goes further than merely being "nice." It means treating one another, regardless of our differences, with basic respect and focusing on our similarities. Students come to college to LEARN, to GRADUATE, and to get a great CAREER... RESPECT, is the key to making that a reality.

The Respect Campaign is a response. What began three years ago as a first step has developed into a pathway to a more accepting learning community.

It's About Respect. It's about raising public awareness, to make civility a topic of discussion, to help raise the bar in terms of our expectations when it comes to behaviour and to prepare students for the expectations in the work world.

Respect, signals a need for us to challenge some of the attitudes, beliefs and behaviours that fail to recognize the importance of human dignity and to model and teach appropriate ways to interact in society.

We see respect as a human right. Fostering this belief is a critical part of our mandate as a postsecondary institution.

This approach emphasizes that the College needs to be accessible to a broad spectrum of students. When we talk about the acceptance of diversity, we include race, colour, gender, sexual orientation, religion, intellectual capacity, body shape, disability, age, family background, parental status and socio-economic background. If we want to call ourselves an access college, we need to do all that we can to make the College experience a positive and productive one for all students, faculty, and staff.

When you choose Confederation you choose a school for whom Respect, CARING and OPENNESS are a priority. You can expect to be a part of a learning community where discrimination is not tolerated, diversity is celebrated and you will be respected just for being who you are. We all deserve respect.

*Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life; define yourself.*

**remember**

offer of admission  
2009 | 2010

**respect.** *student approach*



it's about  
**respect.**



Three Ps – Posters | Promotions | Paraphernalia

Classroom Presentation

Student Rights

10 Steps

Faculty & Staff Reinforcement

Deal With Issues Coordinator | Faculty | Counsellor | Ombuds | SUCCI

Community Building

SUCCI Wellness & Diversity Programming

**respect.** *materials*



student rights & responsibilities brochure

# respect. materials



*As a student, you have rights and responsibilities. The right to be treated fairly, and with respect and the expectation that you will do the same for others is paramount. Following is a brief summary of what you can expect from us and what we expect from you. To summarize:*

*generally, students have the right to:*

- think, write, speak, learn; pursue social, cultural and other interests... subject to the requirements that they respect the rights of others.
- a learning environment that is safe and conducive to learning
- be free from discrimination and harassment
- feedback on academic performance

*generally, students are responsible to:*

- become familiar with college policies, procedures, and rules and regulations,
- refrain from communication, behavior or demeanor unsuitable or detrimental to the learning environment including e-communication
- demonstrate pride in our campus; treating all areas of the campus and learning environment with respect refraining from damage, litter, graffiti, etc.

*generally, students are responsible to accept the professor's right to:*

- expect that students write tests when scheduled
- formulate and enforce attendance policies.
- determine subject content, methodology and grade assessment
- expect that students submit work that is their own
- set reasonable deadlines for assigned work
- expect decorum and appropriate behavior in classrooms, labs, shops, field placements, internships, etc.

*Adapted from The Center of Student Rights and Responsibilities in the American Student Handbook provided to each student*



Each member of the Confederation College community is responsible for helping to create an environment that is harassment and discrimination free. Work, learning, and socializing can be accomplished in an environment of understanding and mutual respect for the dignity and rights of each individual.

Discrimination means any action or behavior that results in unfavorable or adverse treatment based on race, colour, gender, sexual orientation, religion, intellectual capacity, body shape, family background, parental status, socio-economic background, ancestry, place of origin, ethnic origin (including language, dialect, or accent), citizenship, age, marital status, family status, record of public offenses or pardoned federal offenses, disability, or receipt of public assistance.

This policy includes verbal, personal, emotional, physical, and e-harassment (text, email, Facebook etc.) and bullying in all its forms.

It is your right to learn in an environment free from discrimination and harassment.

*it starts with you.*

*your student rights & responsibilities*

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

# respect. *materials*



it's about  
**respect.**



## 10 steps to a more respectful community.

Creating a respectful community is everyone's responsibility. The most common question is, *how do I do that? What can I do to be a more respectful member of the community in which I live, work, and learn?* Following is a list of 10 suggestions for optimizing your respect factor.

### *Know Yourself*

- Have an idea where you stand. Know what is unacceptable about things like racism, homophobia and harassment.

### *Stick By It*

- There is a lot of pressure to conform and "go with the flow". Know your line and stick by it.

### *Look Around*

- Know disrespectful behaviour when you see it. Things like hateful graffiti are not ok. So do something about it.

### *Listen Up*

- Know disrespectful language when you hear it. Recognize how harmful it can be.

### *Talk About It*

- Being respectful means being able to talk & ask questions about a variety of topics and discuss them in an open and honest way.

### *Stand Up*

- When you see someone being made a victim, step in. Do something about it. Say No.

### *Value our Differences*

- Diversity surrounds us. See the value in different perspectives, histories, and journeys.

### *Take Pride*

- Be proud of our campus and our community. Participating in litter, graffiti, or vandalism or not doing something about them is damaging to everyone.

### *Own Your Actions*

- Nobody's perfect. You know when you've said something over the line. Be accountable.

### *Reach Out*

- Find out about your resources and use them. If you are being victimized tell someone. We're here to listen and to help. Just simply reach out.

[www.itsaboutrespect.com](http://www.itsaboutrespect.com)

advanced student brochure

# respect. *materials*



it's about  
**respect.**



## *what does respect mean?*

Respect challenges some of the attitudes, beliefs and behaviours that fail to recognize the importance of human dignity and to model and teach appropriate and constructive ways to interact in society.

Respect is a human right. Fostering this belief is a critical part of our mandate as a postsecondary institution.

This approach emphasizes that the College needs to be accessible to the whole community. When we talk about diversity, we include race, colour, gender, sexual orientation, religion, intellectual capacity, body shape, disability, age, family background, parental status, socio-economic background... a broad spectrum of diversities.

As an access college, we need to do all that we can to make the college experience a positive and productive one for all students, faculty and staff.

## *reach out. we're here to listen*

If you are experiencing or witnessing disrespectful behaviours do something about it.

Talk to your Professor or Program Coordinator or	
Visit Student Success	475 6112
Counselling Student Success	475 6114
SUCCI/OASA Office	475 6226
Wellness & Diversity Office	475 6237
Ombuds Office	475 6209

it's about  
**respect.**



Confederation  
COLLEGE



advanced student brochure

**smarter.  
better.  
safer.  
sexier.**  
everybody's doing it.  
so, if everybody's doing it, shouldn't they be doing  
it smarter, better, and safer?



**we are alive**  
**BIMAUDIZIWIN**  
WELCOME, WARRIORS AND PEACEMAKERS

Thursday, September 11, 2008  
11am - 1pm  
Boushik Building  
Student Lounge

SEE INFORMATION, MAKE YOUR CHOICES,  
AND DECIDE IF IT'S A GOOD CHOICE FOR  
YOUR PERSONAL & YOUR PARTNER'S  
HEALTHY, SAFE, HAPPY, COUNTRY LIFE.

**Alive  
In The  
World**

*celebrating diversity  
through the arts*

March 24, 25, 26, 2009  
Student Lounge  
Ryan Hall  
Library First Floor



**3 Days of Diversity on Campus**  
March 24 MUSIC & SPOKEN WORD  
featuring the Thunder Bay Symphony Orchestra  
March 25 INTERACTIVE AND TALK  
featuring the Southside Interactive Panel  
March 26 DANCE, THEATRE & OPEN MIC  
featuring local dance groups & theatre companies  
Thursy Thursday OPEN MIC & KARAOKE

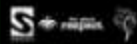


**actions speak  
louder than words**  
on april 2 wear **PINK** to show your  
support to ending **homophobia**  
and **bullying** on our campus

**Multicultural Days**  
January 19 - 23, 2009 - Daily Activities  
Student Lounge

- Monday** Explore Australia  
Visit the "hard dress under" culture and customs, the most authentic, national and traditional.
- Tuesday** An Eye On Africa  
Take an eye to the world's poorest continent and learn what local groups are doing to combat poverty and HIV/AIDS.
- Wednesday** Pop Culture "The Breakfast Club"  
Join us for the breakfast club & movie. Bring something new to breakfast, and enjoy the movie "The Breakfast Club".
- Thursday** The British Invasion  
Hear the Beatles featuring Pub Frock Bands & Live at Band "Queen Remembrance & The Beatles Four".
- Friday** Global Cinema - ASIA  
Watch "The Silence of My Toppings" & "Color of the Gods House".

*experience the world*



*For more information visit us at*

*the National Day of Remembrance and Action*  
**VIOLENCE AGAINST WOMEN**

Friday December 5th, 2008  
11:30am in the Student Commons

Please gather with us for a time of Remembrance & Recognition.

Let us speak up and speak out on issues around violence against women.

**3rd annual pride LIVE OUT LOUD**

wednesday april 1st, 2009  
student commons  
12:30pm - everyone welcome

join us to share in an exploration of the coming out experience, sometimes funny, honest, and heartbreaking these entertaining true stories will be told by members of the college community.

**talk about it.**  
mental health awareness day

*Who is affected by mental illness?*  
Mental illness seriously affects all Canadians at some time through a family member, friend, or colleague.  
90% of Canadians will personally experience a mental illness at some point in their lives.  
Mental illness affects people of all ages, backgrounds and ethnicities, races, and cultures.  
Approximately 20% of adults will experience major depression at some time in their lives.  
About 10% of Canadians will experience bipolar disorder.

WEDNESDAY FEBRUARY 12 ALL DAY

join us for the **BREAKFAST CLUB 2**

Join us for a continental breakfast, breakfast in the student commons. Bring something to share, make a donation to cover the cost or just come and enjoy.

February 18th, 2008  
Barn in the Student Lounge  
stay for the film "The Other Sister"

**celebrating accessibility**

october 29  
student lounge  
11am

join us for a video presentation & learn what its like to navigate the building with accessibility issues.

**livewell**  
wellness and diversity

**respect.** programming

**it's about respect.**

# respect. *stats year 1*



Overall 33% of Students Surveyed said the respect. Campaign influenced their behaviour.

If they had either:

A) respect. Presentation or B) Class Discussion around the Student Code of Conduct, number rises to 44%

If they received both, the number jumps to 57%

KPI (Key Performance Indicators) Student Satisfaction Survey 2007

Did the Respect Campaign create a positive learning environment at Confederation College?

**48% said yes**

19% said no

33% said they were unaware of the campaign

KPI (Key Performance Indicators) Student Satisfaction Survey 2008

Did the Respect Campaign create a positive learning environment at Confederation College?

**64%** said yes

17% said no

19% said they were unaware of the campaign

KPI (Key Performance Indicators) Student Satisfaction Survey 2009

Did the Respect Campaign create a positive learning environment at Confederation College?

**60% said yes**

14% said no

25% said they were unaware of the campaign

**respect.** *student impact.*



it's about  
**respect.**



When I came to Confederation College, it was the first year of Respect. I remember the presenter coming into my class and talking about what a respectful environment looks like, and how we can all make a difference in creating this positive atmosphere. This introduction to “Respect.” really hit home for me because I was teased a lot as a child and wanted different from my college experience.

Over the past three years I have seen the college evolve so much. It has gone to a school where swearing and rude behavior was accepted to a place where people are not afraid to stand up for themselves and others. I have seen many times where students just have to say one word when someone is being crude or rude, and the other person knows right away that they are out of line; and that word is Respect.

*Laura McFarland  
Alumni, Former SUCCI President*

**respect.** *collaboration*



*staff approach*



*student approach*

**respect.** *staff approach*



it's about  
**respect.**



Three Ps – Posters | Promotions | Paraphernalia

Departmental Presentations Introduction Case Study Roundtable

Administration & Student Reinforcement

Deal With Issues HR | Dean | Manager | Counsellor | Ombuds | SUCCI

Community Building

SUCCI Wellness & Diversity Programming

**respect.** *staff approach*



it's about  
**respect.**



A student comes to your counter, obviously upset and when you ask if you can assist responds with frustration, becomes demanding and begins to use profanity, in a loud aggressive tone.

What do you do?

**respect.** *staff approach*



it's about  
**respect.**



You are on your break in the cafeteria, you overhear a student using a racial derogatory name for another student.

What do you do?

**respect.** *staff approach*



it's about  
**respect.**



You start work in a new area, one of your coworkers addresses you as “The New Guy/Girl” 6 months in they still use the term, and talk down about your skills to others who deal with you.

What do you do?

# respect. *staff approach*



One hour lunch and learn sessions were provided throughout the academic year open to staff, faculty and students on the following topics:

Bullying

Cyberbullying and Facebook

Intervention

Generation Y for Dummies

Dealing with Disrespect

Mental Health Issues

**respect. in action**  
Lunch and Learn Seminars

**Generation Y for Dummies: Understanding and Effective Communication**  
Participants will learn:  
• What characteristics Generation Y  
• How this generation is different from the "boomers" who raised them  
• How to more effectively communicate with Gen Y  
• Guidelines on how to engage cooperation from Gen Y  
**WEDNESDAY FEBRUARY 27th, 1pm - 2pm, SHUNIAH ROOM 261**

**Dealing with Disrespect**  
Participants will learn to:  
• Effectively intervene when an witness behavior that is inappropriate  
• make it a "learning moment"  
• conduct in a respectful way  
• respond when others feel that longer define your mission as they are first and respectful  
• seek support  
• determine when to ask for help  
**WEDNESDAY NOVEMBER 26th, 1pm, SHUNIAH ROOM 261**

**Generation Y for Dummies: Understanding and Effective Communication**  
Participants will learn:  
• What characteristics Generation Y  
• How this generation is different from the "boomers" who raised them  
• How to more effectively communicate with Gen Y  
• Guidelines on how to engage cooperation from Gen Y  
**WEDNESDAY DECEMBER 29th, 1pm, SHUNIAH ROOM 261**

**respect. in action**  
Lunch and Learn Seminars

**respect. in action Learning Sessions**  
"Focused sessions to help us build a respectful college community"

**seminar 2 - Jen Lee**  
**Cyber-Bullying**  
Participants will learn:  
• what cyber-bullying is  
• how incidents have been dealt with at educational institutions in Canada and in the United States  
• what to do when cyber-bullying happens  
• what other schools are doing to deal with this  
**Tuesday, October 6, 12-1 pm - SHUNIAH 261**  
**Tuesday, October 20, 12-1 pm - CAS**  
**You bring your lunch, we'll provide the refreshments**  
**EVERYONE WELCOME!**

**seminar 3 - Jessi Buss**  
**CMHA Professionals: Erasing Our Path to Wellness**  
Participants will learn:  
• The experience of living with a mental illness  
• The barriers to recovery for those diagnosed with an illness  
• The help needed from within each person and to use the community to achieve wellness  
• How professionals and educators can enhance their ability to assist individuals in the recovery process  
A multimedia presentation with 40 graphic images and statistics pertaining the experience of mental illness and recovery from the perspectives of eight participants connect living a Tuesday day  
Refreshments is an excellent training tool for anyone who wants to meet those living with a mental illness in their everyday lives  
**Thursday, October 11, 1 - 2pm - CAS**  
Please RSVP to [arued@concordia.ca](mailto:arued@concordia.ca)

**respect. in action**  
Lunch and Learn Seminars

**seminar 1 - Jessica Gough**  
**Dealing with Disrespect**  
Participants will learn how to:  
• Effectively intervene when an witness behavior that is inappropriate  
• make it a "learning moment"  
• conduct in a respectful way  
• respond when others feel that longer define your mission as they are first and respectful  
• seek support  
• determine when to ask for help  
**Monday, September 27, 12-1 pm - SHU**  
**Wednesday, September 28, 12-1 pm - CAS**

**seminar 2 - Jen Lee**  
**Cyber-Bullying**  
Participants will learn...  
• what cyber-bullying is  
• how incidents have been dealt with at educational institutions in Canada and in the United States  
• what to do when cyber-bullying happens  
• what other schools are doing to deal with this  
**Tuesday, October 6, 12-1 pm - SHU**  
**Tuesday, October 20, 12-1 pm - CAS**  
**You bring your lunch, we'll provide the refreshments**  
**EVERYONE WELCOME!**

**respect.** *staff impact*



The Respect sessions were well attended by many staff, presumably because they felt it was an issue that needed discussion. Even though attendance was optional, the room was always filled with people who really wanted to discuss the issues. The sessions provided staff with an opportunity to discuss the issues and bounce potential solutions off one another. The Respect Campaign has truly made our college a better place. This campaign is a perfect example of ordinary people making an extraordinary difference!

*Jeannine Nagy*  
*Manager, Staff Development*  
*Human Resources Services*

**respect.** *staff impact*



The Confederation College 2008 Employee Survey Asked:

**What is the most important thing that could be done to improve the culture at Confederation College?**

19% of Respondents said  
“Respect/Respect Campaign/Equal treatment”

*CCI Research Inc.*



## Contacted by various external agencies for direction and consultation

- City of Thunder Bay Parks and Recreation Division
- Fort Frances Family Services
- Rainy River District School Board
- Lakehead Public School Board
- Conestoga College
- Thunder Bay 55+ Centres
- OPSEU Equity Committee
- Conference Presentations to NISOD, CAUCUSS, OCC/CDDI, CSA, OCASA,

*partners in* **respect.**



Contacted by various external agencies  
for direction and consultation

- Rainy River District School Board
- Seneca College
- Georgian College
- Parkland College



## IT'S ABOUT RESPECT.

It's About Respect ~ Confederation College's Respect Campaign is a grassroots movement that began in June 2006. Targeting students, faculty and the college community at large, It's About Respect. is comprised of a number of programs and strategies meant to raise awareness of how people should treat one another.

This initiative is meant to raise public awareness, to make civility a topic of discussion, and to raise the bar in terms of our expectations when it comes to behaviour and to prepare students for the expectations in the work world.

Our approach sees respect as a human right. Fostering this belief is a critical part of our mandate as a post-secondary institution.

This philosophy emphasizes that the College needs to be accessible to a broad spectrum of students. When we talk about the acceptance of diversity, we are talking race, colour, gender, sexual orientation, religion, intellectual capacity, body shape, disability, age, family background, parental status and socio-economic background. If we want to call ourselves an access college, we need to do all that we can to make the College experience a positive and productive one for all students, and staff.

Drawing from various resources the campaign continues to evolve in both its direction and mandate. The fluidity of this approach allows us to meet "the need of the day" while continuing to educate, mentor and create awareness within our students, staff, faculty, and community on a multitude of topics.

It's about respect.  
We all deserve respect.



### LINKS

- [HOME - It's About Respect.](#)
- [Campaign History](#)
- [Respect. Resources](#)
- [Contact Us](#)

respect. *online*





## IT'S ABOUT RESPECT. DOWNLOADABLE RESOURCES

### Print Materials

- New Posters 08/09
- Lives Here Card (Safe Space Campaign)
- Student Rights & Responsibilities Brochure 08/09
- 10 Steps To A More Respectful Community
- Original Poster Campaign
- Why Card
- Respect Displays

### Class Room Resources

- Student Rights
- 10 Steps

### Campaign Presentations

- Spring and Summer 08 Presentation
- Departmental Presentation
- When A Line Has Been Crossed
- Case Studies - Student Rights and Responsibilities
- Student Rights Matrix

### Lunch & Learn Resources

- Cyberbullying - Lies, Gossip & the Internet
- Dealing With Aggressive Behaviour
- Facebook - Sex, Drinks & Pink Slips
- The Basics of Bullying
- Gen Y For Dummies
- Emotional Intelligence

### Articles

- Respect. Article - Leadership Journal
- Press Kit
- Learning Guide
- Learning Guide Update

### Community Resource Links

- \* COMING SOON \*

ALL RESOURCES ARE COPYRIGHT CONFEDERATION COLLEGE  
2008.  
FOR PRIVATE USE ONLY.

It's about respect.  
We all deserve respect.



## LINKS

- HOME - It's About Respect.
- Campaign History
- Respect. Resources
- Contact Us

# respect. *online*





### IT'S ABOUT RESPECT.

Find out about your resources, and use them. If you or someone you know is being victimized, we encourage you to tell someone. Reach out, we're here to listen and to help. If you have a question, would like more information or to get involved with this initiative, please don't hesitate to contact us. It's about respect. We all deserve respect.

### CONTACT US

[respect@confederationc.on.ca](mailto:respect@confederationc.on.ca)



Thomas Russell currently holds the Wellness and Diversity Programmer portfolio at the Student Union of Confederation College Inc. in Thunder Bay, Ontario. Originally from Hamilton, Thomas has lived in the North for eight years. He is a graduate of the Recreation and Leisure Services Program and has served in a variety of roles in both student government and in his work as a residence programmer. Thomas is able to effectively use his extensive background in theatre and drama as a dynamic public speaker and advocate for Diversity Issues. As one of the creators of the Respect Campaign, Thomas is excited to be sharing the ideals of the campaign with other communities.

[russell@suci.com](mailto:russell@suci.com)  
807-475-6237



Jim Lees is the Associate Director, Student Success, at Confederation College in Thunder Bay. He started at Confederation in 1987 joining the faculty of the Child and Youth Worker Program until moving to the Counselling Department in 2001. Jim has studied economics, politics, recreation, social work and community development and along with Thomas Russell and Alicia Scott, created the Respect Campaign in the summer of 2006. He is originally from Niagara Falls and is proud to be a transplanted Northerner, now having lived more than half his life north of Superior with his wife and three kids.

[lees@confederationc.on.ca](mailto:lees@confederationc.on.ca)  
807 475 6114



### LINKS

- [HOME - It's About Respect.](#)
- [Campaign History](#)
- [Respect Resources](#)
- [Contact Us](#)

respect. *online*



**respect.** *in action*



*it starts with you.* it is everyone's responsibility to begin the change.

*look around.* see simple ways to make a difference.

*listen up.* take responsibility for where you live, work, & learn.

*words have power.* recognize that the words you say can help or harm.

*reach out.* to help someone and for help for yourself.



*visit us online*

*[www.itsaboutrespect.com](http://www.itsaboutrespect.com)*

*contact us directly*

*[respect@confederationc.on.ca](mailto:respect@confederationc.on.ca)*