



Dear President Charles Hirschhorn,

I am honored to inform you that Otis College of Art and Design has achieved the inaugural *Campus Prevention Network Seal of Prevention*[™] for your exemplary efforts to foster student safety, well-being, and inclusion through online prevention programs. Fewer than 15% of US institutions have thus far earned this distinction. Congratulations!

Many challenging dynamics in higher education today brought to life this new standard for campus leadership:

- Current college-bound students report socially conscious expectations of their future campus, and make consumer decisions based on how they value safety and social justice.
- Preventable harms and high-risk behaviors derail student success and persistence, incurring enormous costs to institutions, their brands, and applicant volume.
- Efforts to address sexual violence, substance misuse, discrimination, and mental health challenges are often too lax, too reactive, and too under-resourced to achieve their transformational potential despite evidence that modest investments in effective prevention strategies yield material gains in retention. [This whitepaper](#) highlights the ROI of prevention on recruitment, academic achievement, retention, and post-graduate success.
- Students demand hyper-accessibility and touch-of-a-button convenience. As colleges and universities massively invest in digital learning in the wake of COVID-19, they must commit to similar quality standards for virtual student training and community engagement.

The *CPN Seal of Prevention* is a clear and visible signal of institutional investment in student safety, well-being, and inclusion, distinguishing

campuses utilizing rigorous, high-impact digital prevention programs. The criteria for the *Seal* were developed from research-based best practices, translated into technology metrics and quality standards. You can learn more about the *Seal of Prevention* [here](#).

I know that your institution cares deeply about its commitment to creating the safe and inclusive experience your students expect and rely on to thrive in their academic, career, and life pursuits. Our vision is that the Seal of Prevention serves to differentiate your institution for actualizing this commitment, particularly for prospective students and parents as they make their selection and enrollment decisions. To that end, we've already provided a promotional toolkit to your student affairs team, and have launched a new partnership with Parchment to promote institutions that have received the Seal.

Our leadership team would value an opportunity to learn more about how the Seal might support strategic initiatives you're focused on at Otis College of Art and Design, and how demonstrable commitment to high-impact prevention programs, which the Seal celebrates, can directly impact revenue streams and student success. We'll be in touch shortly. Please do not hesitate to reach out to me directly at rob@everfi.com or 570-594-9032.

Warm regards,

A handwritten signature in black ink, appearing to read 'Rob Buelow', with a stylized, cursive script.

Rob Buelow
SVP, Campus Prevention Network and Impact