



To Whom It May Concern:

I am the Executive Director of Acacia Fraternity, a unique men's social fraternity that has initiated over 50,000 members since its founding in 1904 and has 30 active chapters and 4 active colonies at institutions of higher learning across North America.

Talcott Franklin is a brother and alumni in good standing with Acacia Fraternity. During college, he was highly successful as Rush Chairman of Acacia's Washington Chapter, recruiting over 20 new pledges into the Chapter during its second year in existence.

Since college, he has successfully pursued two graduate degrees, had an interesting and varied career, and performed extensive volunteer work exemplifying the Acacia principles of Virtue, Knowledge & Truth and the Acacia motto "Human Service".

Because of his experience as a fraternity member, juvenile rehabilitation counselor, empirical researcher, *pro bono* attorney representing dating violence survivors, and creator of a program training young women to resist predators, Acacia invited Brother Franklin to discuss sexual assault and dating violence at our PAC-12 Leadership Conference at Oregon State University in May 2016.

Instead of performing the typical lecture on sexual assault, which is generally ineffective, Brother Franklin made a completely unique and extremely effective presentation by dividing his talk into four segments that were highly relevant to young men and completely engaging to the audience.

First, Brother Franklin talked about how people acquire wealth in America based on research from the book *The Millionaire Next Door*. Second, Brother Franklin discussed what the sociological research reveals about true happiness. Notice at this point, he had yet to even mention sexual assault. However, much of the information he provided was subtly building toward the sexual assault lesson, a highly effective teaching technique. Third, Brother Franklin talked about sex. Unfortunately, college men have no reliable adult that they can ask about sex, so a frank discussion of this issue was deeply appreciated by the brothers. Finally, Brother Franklin discussed sexual assault, but at this point it was in the context of a friend, confidant, and mentor, not an outsider leveling accusations at the brotherhood or suggesting that they were uncaring. Indeed, quite the opposite, by assuming these young men did care and did want to help, his message was both well-received and highly inspiring.

Moreover, because studies have shown that people learn better in short segments interspersed with physical activity, Brother Franklin had the brothers perform team building exercises developed by the Russian Spetsnaz in between each segment. The brothers found the team building exercises fun and instructive, and the exercises drove home the point that if one

brother fails, he potentially brings down the entire chapter with him, a critical lesson for all fraternity members. The program enhanced the bonds of brotherhood and fraternity and inspired specific actions on the part of our brothers to reduce sexual violence on their campuses.

It was clear that the program was based on extensive research on sexual assault, what messages resonate with young men, and what pedagogical techniques can most effectively deliver that message. This type of evidence-based approach is vastly superior to programs that largely consist of opinions, speculation, or political viewpoints. Our fraternity has reviewed many sexual assault programs, and this program was far and away the best we have seen. It is the most relevant to young men, the most engaging, the most thoughtful, and the most effective in providing good men with the tools they need to be better.

Sincerely,

A handwritten signature in black ink, reading "Patrick W. McGovern". The signature is fluid and cursive, with the first name "Patrick" and last name "McGovern" being more prominent than the middle initial "W".

Patrick W. McGovern

Executive Director  
Acacia Fraternity, Inc.