

Find Your Voice Final Write-Up

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Introduction

Find Your Voice is a student led organization that has been active since the fall of 2019. The group focuses on educating the community about sexual assault and its ramifications, advocating for survivors, and empowering everyone to stand up against sexual assault. Every 73 seconds an American is sexually assaulted, while only 0.005% of perpetrators are sent to prison.¹ This is why we fight against sexual assault. Find Your Voice tackles this mission by educating and advocating for the public through our social media outlets and website, and empowering survivors to find their voice through our *Many Voices* Gallery.

History

Find Your Voice has grown through several initiatives and pivots to become what it is today. Our group started out as an idea, a very tiny seed planted by seven young women at the start of their college years. In the beginning, Find Your Voice had no name, no mission, and no outline. All we had was a problem laid in front of us and the direction from our professor to “find a solution.” Finding a solution to sexual assault was a big project for seven 18-year-old girls to tackle, but we hit the ground running with ideas. There were several notable phases that we went through before discovering a good rhythm in our current strategies. We considered an app for tracking and safety, a rewrite of the sexual assault modules that ECU freshmen complete, and even considered creating a curriculum for a class on sexual assault. Starting this project in a Pre-Covid world, any of these things seemed possible.

Transitioning from fall to spring of our freshman year was challenging as we lost one original team member and added six new members to the group. We found that the original

¹Rape And Incest National Network [RAINN]. *Statistics*. <https://www.rainn.org/statistics>

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members held on to power and control very tightly and struggled to help the new members find a distinct role to play. We pivoted from our fall semester ideas, but overall this shift was relatively smooth and we felt confident about our presentations.

At the start of 2020, our group now had 12 members instead of the original seven. We attempted to create an art gallery on campus, featuring the works of survivors and allies yearning to have their voices heard. When the pandemic reached the United States early last year, we had already established our mission to educate the public, advocate for survivors, and empower our community to actively stand against sexual assault. As COVID-19 cases started to rise, it seemed as if we might be a little delayed in our completion of this gallery. Time progressed and classes were cancelled for the rest of the semester, leaving Find Your Voice with the challenge of adapting to an online environment. We worked hard to develop a social media presence, and launched a website to better reach our audience. Since the beginning of quarantine, Find Your Voice has developed very strong online platforms, including the launch and upkeep of a virtual gallery, a blog, a podcast, and educational posts on our instagram twice a week.

Transitioning from Honors 3000 to 4500 was significantly more challenging because we had a lot of vision and fairly unrealistic expectations. Six group members elected to move on to this stage of the project as the Signature Honors Project team. Creating our group constitution and timeline helped us work through our plan, but much of this dissolved as we began the semester. We realized that we had several plans that would not work for logistical reasons or a change in direction from the team. For example, our original timeline included the expectation for an in-person watch party every 2 weeks to talk with an organization about sexual assault. However, the pandemic made our in-person plans impossible and we realized that setting up those group events requires significant coordination. Our team also struggled to establish the

clear boundaries of certain roles, which created some conflict as we tried out the new systems. The transition from more consistent oversight to intermediate but engaged mentoring was very natural and helpful.

Since beginning our Signature Honors Project in the Fall of 2020, our main initiatives have been our educational social media, online gallery, and outreach events. We have also had several smaller initiatives including our website, blog, podcast, and giveaways.

Methods

Social Media

In Honors 3000, our group created our instagram account (@findyourvoice.ecu) as a way to connect with students beyond the honors college, as well as with organizations on campus in a new way. We introduced our team and did a semi-comprehensive social media campaign during April 2020 for Sexual Assault Awareness Month, but our instagram was not yet an integral tool for our mission. However, when we started Honors 4500 in the height of the pandemic, we made our instagram a more central part of our project in the hopes of uniting with survivors online. We have grown this platform immensely during this time, posting 69 educational posts, sharing countless instagram stories, gaining 459 followers, and impacting tons of lives.

Falling under the education component of our mission, our instagram posts are constructed to provide important information on topics surrounding sexual assault. We have themed series (for example: domestic violence, consent, trauma, etc.) where we focus on one subject in depth, as well as standalone posts about current events and monthly observances. While the majority of our posts serve as an educational tool for allies, some posts provide an outlet for survivors to feel seen, heard, and connected to a greater community. It's important to

us to continually strive for content that reaches everyone—survivors, allies, people who want to know more, and people who haven't been exposed to these kinds of conversations before.

Our Instagram is also a vehicle to share other parts of our project with our followers. We design Instagram stories to market our website, blog posts, podcasts, and gallery, as well as share our giveaway winners, acknowledge our partners, and shout-out other incredible Instagram accounts. Instagram allows us to weave all aspects of our project together and broadcast them to our audience in a specific and impactful way.

Gallery

Since August of 2020, we have focused on developing a safe space for survivors and allies to have their voices heard and amplified. We chose to explore the medium of art because it is flexible and focuses on psychological recovery. This version of expression allowed survivors and allies to speak their truth through different mediums; such as painting, song, dance, poetry, and stories. We wanted the gallery to be a haven for those who participated. We decided to name it *Many Voices* with the hope that it would host many different perspectives, stories, and healing. We had a few guidelines, including no nudity, no names of perpetrators, and no defining details of perpetrators. Each person who submits art must also be 18+ years old. These guidelines ensure Find Your Voice does not come into any lawsuits. In the past eight months, we have had over fifteen people submit their stories; some sharing their story for the first time. The pieces that have been submitted to *Many Voices* have a wide range of themes and messages, including the feelings after sexual assaults to healing years later. In every submission to the gallery, one theme was consistent: allies and survivors voices were being heard, they were seen, and people were impacted by their courage. *Many Voices* is not only for artists, it is for anyone who wants to share their voice. It is a platform for expression, healing, and hope. Recently, because of this,

Find Your Voice has been exploring new language to use for *Many Voices*. For example, we are looking to shift from the words art, gallery, and artists to an expression space. We feel this will better encompass our purpose and embrace all peoples' stories.

Podcast

In December of 2020, our group created a podcast as another form of outreach. This podcast is called *Silenced Voices* and it started from the realization that analyzing and discussing true crime cases that involved sexual assault could be beneficial for the community. Two of our group members host the podcast. The hosts find and listen to true crime podcasts that specifically highlight sexual assault. There are currently two podcast episodes that have been released discussing the sexual assault aspects of the crimes with the intent of educating the audience on the realities of the justice system. Also, with each recorded podcast there is a transcript of the episode in order to include and accommodate community members that are deaf or hard of hearing.

Recently, a shift has been made in planning the podcast to better serve our audience. The new vision includes sharing relevant information about sexual assault movements and sharing the stories of survivors. The hosts will share survivor's stories either through submissions or having guests on the podcast. Survivors will be allowed to remain anonymous when sharing their stories if they wish to do so. Our group looks forward to future episodes that will support survivors and allies in new ways.

Blog

The *Our Voice*' blog on our website is full of original writings created by our group members. The blog posts consist of personal opinions, experiences, and other special projects that our group members take on. In October of 2020, the first *Our Voice*' blog was posted on our

squarespace website. It was an introductory post that welcomed visitors to our new website and promoted our other platforms.

When forming ideas for blog posts on our new platform, we decided on doing series that would be both informative and fun! Our first series was titled *Flip the Page*. It was based on the idea of a virtual book club, but instead of everyone reading one book at the same time, each group member picked a month, read a book, and then wrote a book review about what they learned and how it impacted them. The books all tackled the topic of sexual assault in different ways. There were six book reviews in total posted on the blog. Our next series is titled *Change the Channel* and will focus on documentaries and movies that include the topic of sexual assault. We will be posting six in total, and they will be formatted similarly to the *Flip the Page* series.

In addition to the series we post, we also have individual pieces that are written by our group members. These are on various topics that we are interested in and that relate to our project, including how to report sexual assault, celebrating women and LGBTQ+ individuals in office, and more! Our blog gives our group members and other individuals the opportunity to share stories and information in longer form than is feasible on social media. These blog posts are original, inspiring, and give us a chance to share our voices!

Outreach Events

Due to COVID-19, Find Your Voice has not been able to host in-person outreach events. However, we had the opportunity to host two Watch Party discussions in the Education Living Learning Community's COAD class. During these Watch Parties, students viewed a short documentary, "Not Words, But Deeds," centered around sexual assault in schools. After watching the documentary, a Find Your Voice member had prepared questions and discussion points, facilitating discussion and deeper analysis into the responsibility of teachers in the

advocacy and prevention of sexual assault. During the discussion, students were able to pose questions about sexual assault in a safe environment, learning more about the topic and the ways they can keep their students safe.

Find Your Voice also did a presentation at an ECU Sorority chapter meeting. During this meeting, the radiance was centered around consent. This allowed Find Your Voice to speak with a sisterhood on the importance of safety, resources, and ways they can help each other.

Giveaways

Find Your Voice started giveaways in November of 2020 with the intent of increasing the people viewing and interacting with our instagram page. Since then, there have been three giveaways. The giveaway items included art pieces, handmade jewelry, and a cutting board that were all donated by followers and local artisans. The giveaways have increased our follower count on our instagram page and increased the level of engagement from our current followers. The giveaways show that community members care about our project and want to help widen the impact of our mission. All giveaways items are donated with the intent of widening our community impact, and encouraging engagement with our educational content.

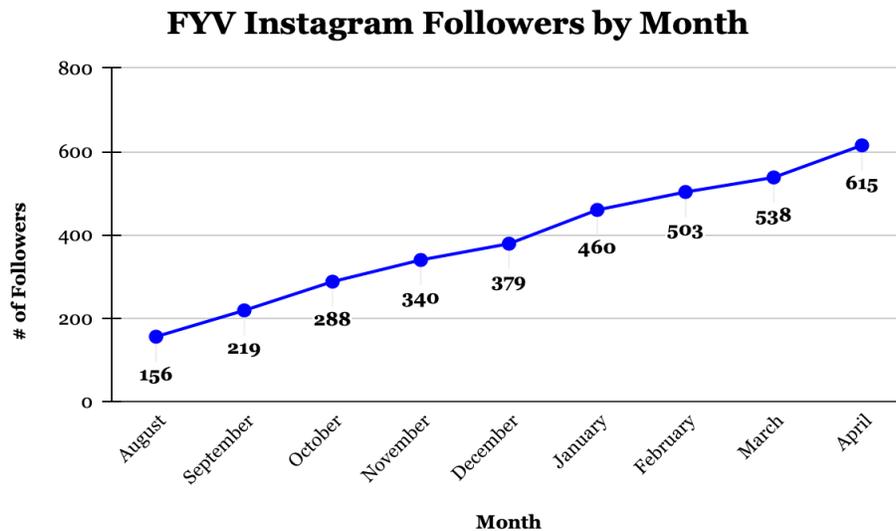
Results and Impact

Measuring Impact

Each facet of our project has a slightly different measure of impact. The more logistical method of measurement comes from the instagram insights, website insights, and podcast views. But we also have testimonies, artist reflections, and instagram feedback that show us the immeasurable impact that our mission has on people's lives. Though we do have quantitative data from our online platforms, we believe the impact of our project goes beyond the numbers to help change people's mental health, relationships, and healing journeys for the better.

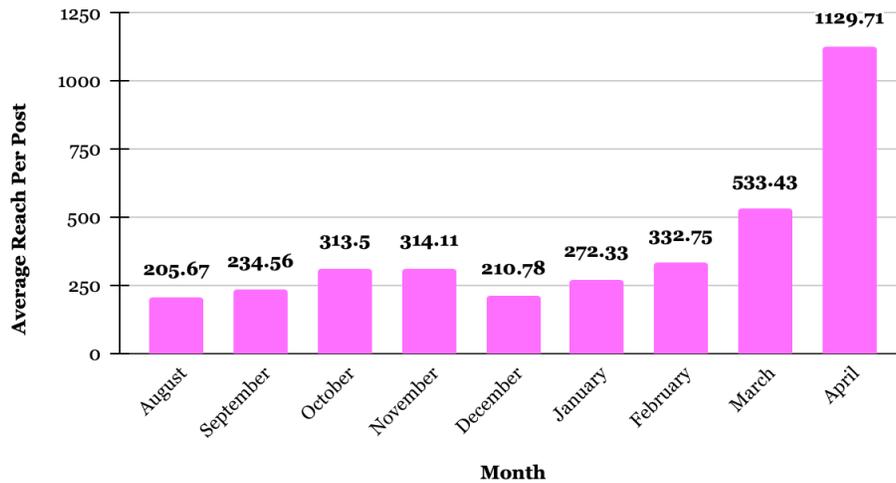
Social Media

The Find Your Voice instagram has yielded some fantastic results, specifically when looking at responses to certain posts and the trajectory of our followers. We have a business account which offers “insights,” or social media data. These insights show our likes, comments, shares, saves, profile visits, replies, website clicks, follows, and reach for each post, as well as the trends for our account as a whole. Our quantitative measures of success for the instagram were followers, likes, shares, saves, and reach.



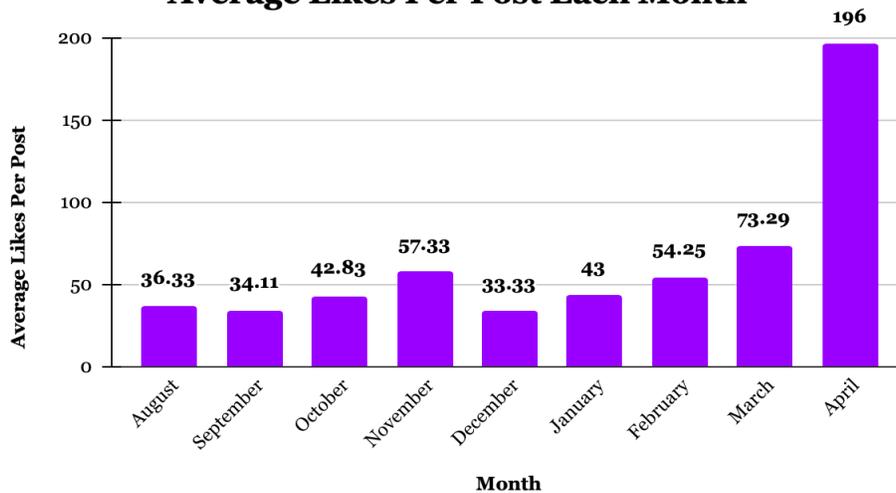
--FOLLOWERS: When looking at our follower count over Honors 4500 and 4550, we see positive, steady growth. Between the beginning of August 2020 and the end of April 2021, the Find Your Voice instagram gained 459 followers. The month we gained the most followers was January 2021 where 81 accounts followed us. Some of our followers came directly from posts themselves and some came from community events (the sorority presentation, Pledge Purple), but most accounts find our page and decide to follow. Our community continues to grow, showing us that we are making impactful content that engages and entices people to connect with us!

Average Reach Per Post Each Month

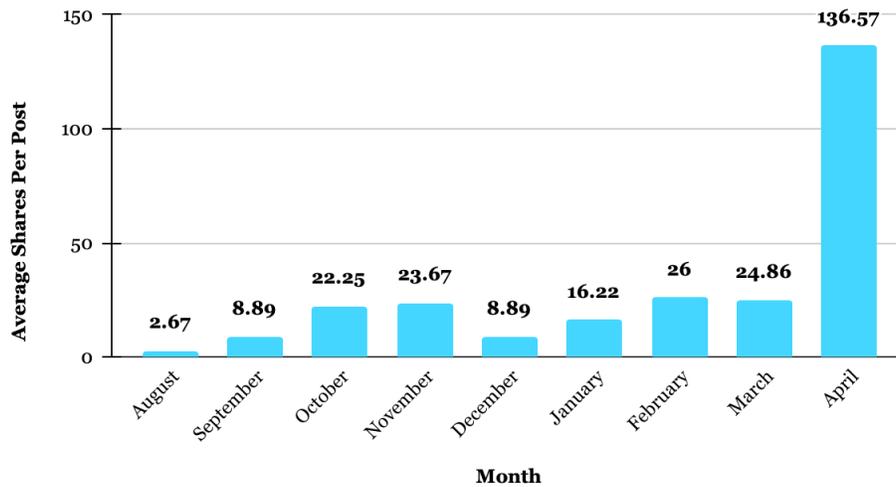


--REACH: The “reach” of a post allows us to see if our posts are finding a larger audience. It estimates the number of accounts that have viewed the post and how many of those accounts don’t follow Find Your Voice, discovering the post from hashtags, the explore page, or from their homepage. There is a distinct and understandable link between a large reach and a positive impact on all the other insights. Some posts have a much greater reach than others, which influences how many likes, shares, and saves it’s able to have.

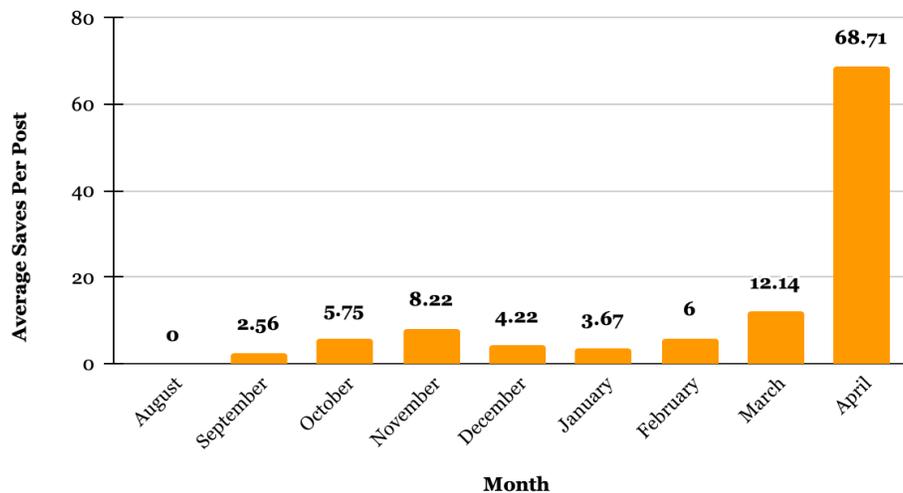
Average Likes Per Post Each Month



Average Shares Per Post Each Month

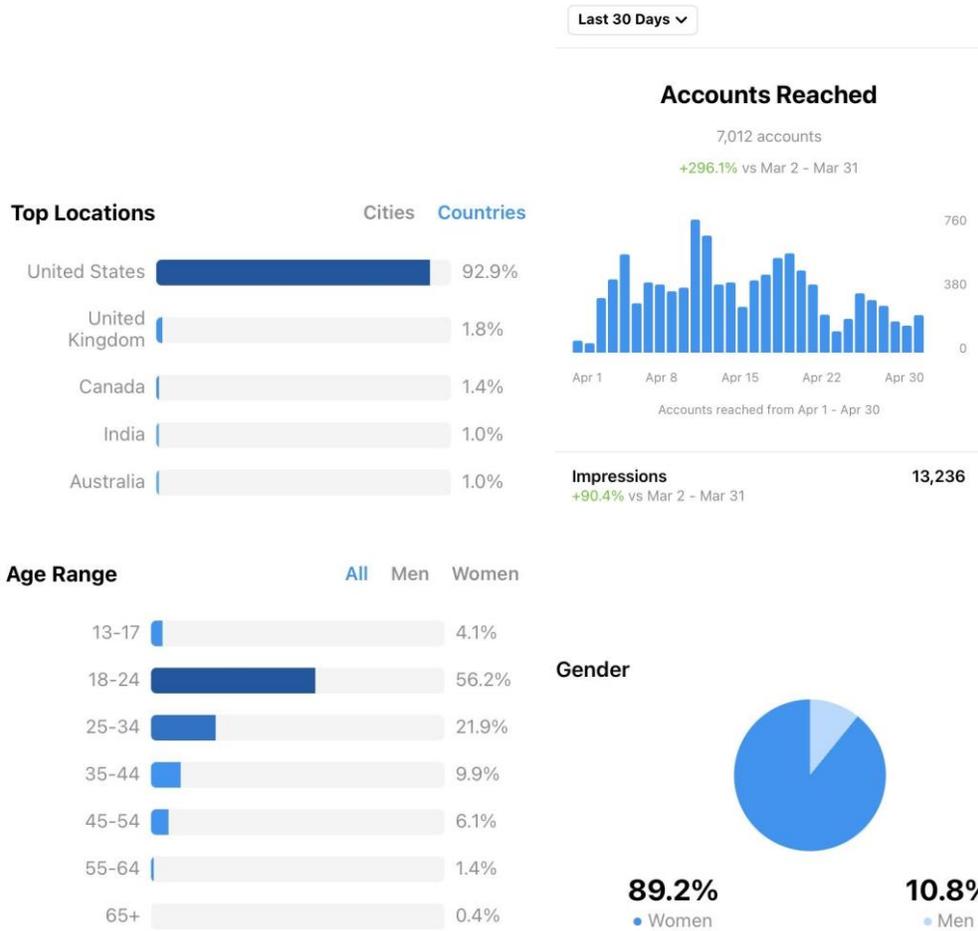


Average Saves Per Post Each Month



--LIKES, SHARES, AND SAVES: The likes, shares, and saves on each post show us how people are interacting with our content. Shares and saves in particular are a good gauge for how educational and engaging a post is, as people will share posts they deem important with their followers or save posts that they personally don't want to forget about. Also, Instagram boosts posts when they get increasingly more shares and saves so that more people will see them. These graphs show the average likes, shares, and saves for each month, and it's easy to see that April

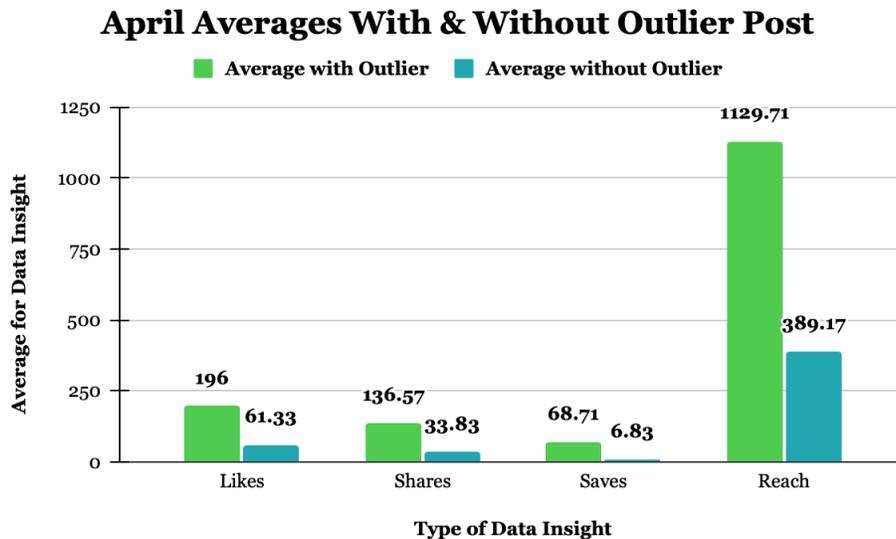
ended up being special! We had a post titled “What to do When a Friend Comes to You with their Story” that had an unexpected and unprecedentedly high reach. We will dive more into the data on this post in a later section.



--AUDIENCE:¹ As you can see, our audience is pretty concentrated in one gender, age range, and location. The vast majority of our audience are American women from the ages of 18-34. However, this is not very surprising to us, as the sexual assault awareness, education, and prevention space on social media is heavily dominated by young adult women just like us. It also

¹ Figures 6-9 were provided in Instagram’s analytic feedback for the @findyourvoice.ecu Instagram account.

makes sense that the audience we're connecting with is the group that is most likely to be impacted by sexual violence, so we're grateful that so many of them have found our account.



APRIL OUTLIER: “What to do When a Friend Comes to You with their Story,” posted on April 3rd, was our first post to blow up on Instagram, by our standards! It reached 5,573 accounts and amassed 1,004 likes, 753 shares, 440 saves, and 220 profile visits. From this post alone we gained 34 followers, which is only 5 less than the amount of followers we gained in the whole month of December. We can only imagine the impact this post had on not only the people who liked, shared, and saved it, but also the people who saw it on their friend’s stories. The content of this post was something that needs to be spread far and wide, so it makes our group so incredibly humbled to know that people found it as important as we do.

--OVERALL THOUGHTS: Instagram is a wonderful platform for sexual assault education and we are so glad that we took advantage of this resource. Our community has grown so much this year and with them, we have grown even more confident and passionate in our mission. The impact of consent education, domestic violence awareness, bystander intervention, supporting survivors, and selfless advocacy goes far beyond the likes. Its influence is seen in relationships,

boundaries, tearful testimonies, and future children who understand the importance of “no”. We cannot say how deeply our instagram has affected our audience, but we do believe that content like ours slowly works in people’s lives, giving them the tools to heal, better their relationships, and find their voices.

Gallery

Many Voices has received feedback on many different platforms. Through our website, we have been able to record the traffic on the gallery, as well as the different ways viewers found the page. Common ways of finding the page were from our social media pages (both Instagram and Facebook) and directly searching the website.

Following their art submissions for the gallery, some artists sent reflections about their process, allowing us a clear image of the impact of creating pieces for Many Voices. During our gallery planning, we felt it was most important to have a high viewer and submission count. However, after we first began Many Voices, we learned quickly that the most important and vital impact of this space was not a number, but the true healing that could occur from amplifying survivors’ voices. These reflections have shown us the level of impact Many Voices has had. Some of the common words from these reflections included “healing,” “hope,” and “fresh start”.

Website

Since the launch of our refurbished website in December 2020, we have seen fairly positive numbers. The pattern we have recognized is that numbers will spike on days that we make instagram announcements of new features or posts on the site. In the future, we hope to get regular visits to our website and its individual pages rather than the occasional spike as we launch new features. Squarespace, the platform used to create our website, offers analytics in weekly, monthly, bi-monthly, and yearly increments. Since February 2021, we have had 65

visits from desktop platforms, 58 visits from mobile devices, and 2 from tablets. 122 of these visitors were from the United States and the remaining 2 were located in Spain and Ireland. Most of our visitors came from direct links and social media attachments. Our home page was the most viewed page with 123 views, followed by the gallery and blog with 45 and 32 clicks respectively. Since the launch of the new site, we have had 569 visitors from around the world discover our site and the resources on it. In the future, we hope to use our marketing tactics to draw more visits as well as keeping a regular schedule for site updates.

Podcast

This project is still early in development and has little data to date, but we are learning ways to increase its quality and engagement. Our first two episodes were posted on Youtube and received 19 views and 5 views respectively. This showed us that the initial launch of the show was not overly successful. With this in mind, we have strategized ways to increase our listeners with better advertising and more capturing episode themes. Our third episode, and all future episodes, have now been changed to distribute through Spotify and Apple podcasts in hope to reach more people.

Blog

The *Our Voice* blog may be perceived as an outdated way of sharing information and posting material, but it has proven to be successful. In total, we have had 45 views on the blog site. Our most popular blog posts are the *Flip the Page* series, which has been very exciting! The standards of success for our blog are very different than those for our social media. We don't expect our reach on our blog site to be very large, as it is less accessible than our instagram page. As a group, we place more value on the amount of information shared than the number of views we get. Since the blog contains more information than instagram posts, we believe that the

people that do see it have a greater impact quality rather than quantity. During times when little to no content is being posted or the blog promotions on our other platforms slow down, our number of visits are small. However, when we post new content and post promotions for our blog on other platforms, we see a large jump in visits. In summation, the “Our Voices” blog has been a small, yet successful portion of an extremely impactful project, and continues to grow in its success.

Giveaways

The goal of the giveaways is to increase our page views and content interaction in order to grow our educational impact, and we consider them to have been successful. On November 7, 2020 we did our first giveaway and we received 48 likes and 18 comments. In order to enter the giveaway you had to leave a comment, so it was expected that the comments would increase on this post. The second giveaway did not do as well, with 34 likes and 17 comments. The third giveaway was the most successful with 56 likes and 26 comments. With the most recent giveaway, we theorize that the items advertised in the giveaway impacted the number of entries. We believe that the more the items appeal to our audience, the more people will enter, and thus the more activity we will see on our page. The giveaways are used to engage community members and help spread information to more people who need it. We use the giveaways as tools to help increase the people we can positively affect.

Events

Find Your Voice conducted interviews with students present at the Watch Parties following the discussions. These interviews consisted of questions about previous education on sexual assault, current feelings about sexual assault advocacy on campuses, and the effectiveness of Watch Parties. We specialized the documentary to the population as this gave us an

opportunity for more specific topical discussions. After these Watch Parties, the students interviewed expressed a desire to educate themselves further and become advocates. We received more followers on our Instagram page following these events.

Our sorority presentation was our most recent event as well as our most effective. We incorporated what we learned from the LLC watch parties and tailored the material to a sorority audience in order to present relevant and tactful information. After our presentation, the organization president expressed her deep gratitude and desire to partner together on events in the future. We also received multiple followers on social media and interest in joining our organization. “The best radiance [organization] has had since I have been in this sorority was this one” (Organization President).

Combined Impact

Find Your Voice has many outlets that impact the community we serve and each of those outlets are directly connected to the success of another. Our social media is the main avenue that helps other projects reach our intended audience. The social media educates the public and alerts them to new podcasts, blog posts, and gallery updates. This platform allows for our following to know when there is new material on the website that they should view. Social media is also our way to host giveaways that increase engagement and expand our audience. The website itself provides a wonderful platform for the podcasts, blog posts, and gallery to be showcased. It is also designed to be a place where survivors can share their stories, find crucial resources, or start their healing process.

Sustainability

Our primary plan for our project’s sustainability is through the club we recently established. As of February 2021 we are now a registered student organization at ECU, which

gives us access to reservations and funding. With this club we plan to continue posting on our Instagram, gallery, and other platforms at a reduced frequency. Our primary emphasis will be on educating and empowering bystanders and friends to promote healthy change in our community and to support survivors. We want to make the organization a space where people can feel safe to learn and talk about sexual assault, while not trying to be a substitute for professional help. We plan to host sessions to educate members about violence and prevention, warning signs, and the systemic factors that can influence sexual violence, such as hyper-masculinity. We also want to continue to work with other organizations, such as LLCs and Greek life, to host mini sessions that can open up discussions about sexual violence. Our club officers will be responsible for organizing these events and managing the various online platforms, but we want our members to be involved in creating posts and events as well.

A related part of our sustainability is our intent to stay in close contact and eventual partnership with the ECU Women and Gender Office (WGO). Several of our members have participated and even helped plan their Pledge Purple initiative in the fall of 2020, which brings awareness to common forms of harm among college students. We plan to continue this involvement and encourage our members to become student leaders, because it is important to support the ECU-wide programs to reduce sexual violence. At various times we have discussed hosting an event in collaboration with the WGO, but to this date our group has never reached the serious planning stage. We plan to conduct an ongoing assessment of ways we can be involved in community efforts, but so far have found that the level of commitment required to organize an event like that has not been feasible given the magnitude of some of our other projects.

Support

The first funding this project received was a mini grant from the Honors College in November of 2020. The grant covered the cost of three months of our website and Canva Pro subscriptions. We had earmarked a portion of the grant for Instagram promotions, but used it to cover other software costs.

We were then honored to receive an Undergraduate Research and Creative Activity grant in February of 2021. This grant covered a year's subscription for our website and Canva Pro, as well as the purchase of twenty-five t-shirts and other promotional materials for us to begin to market for our club. This grant is also notable for the degree of validity it gives our project as we continue to network, especially given that we were reportedly the first Honors 4500 group to ever win one.

Group Experience

Group Structure

Find Your Voice was structured into sub-groups, but most members worked in multiple teams. The sub-groups were broken up into leadership, administration, and outreach. We felt it was important to have a leadership team, consisting of a president and vice president, as this provided stability and helped maintain overall group function. Our administration team handled team minutes, finances, research, and records. The outreach team had members in charge of the social media, gallery, website, podcast, and giveaways. By having sub-groups, our team was more efficient in planning and executing well-thought out ideas and plans.

Group Function and Dynamics

Our group dynamics have evolved greatly over the past two years. The group started with seven members, then grew to twelve, then reduced to six. Our main form of communication was

through a group text, along with emailing important documents back and forth. Weekly group meetings over Webex allowed us to plan upcoming activities and tasks. Minutes taken at each meeting provided records for accountability, deadlines, and ideas. Our group divided up the workload evenly by assigning each member a specific role with specific tasks. Conflict, group communication, and presiding over meetings were left to the leadership team, the president and vice president. Special projects such as social media management, curating our gallery, graphic design, and creating the podcast were taken on by other members of the group. This group setup highlighted the strengths of each group member and allowed them to pursue their own personal interests within the scope of the project. Our group almost never publicly attaches individual names to specific projects, as they are group achievements.

One of the main downsides to our group dynamic was keeping a balance between professionalism and friendship. Working so closely with individuals of the same age makes it difficult to maintain a professional work relationship, as well as mutual respect. The leadership team expects a certain level of authority since they manage the project. In turn, the rest of the team expects a certain level of respect for their time and effort. The group has experienced issues with breakdowns in communication, which then negatively affected the group dynamic. These communication issues were resolved through increased discussion about new projects and member responsibilities.

Barriers

The shutdowns from COVID-19 did present some barriers as we were unable to hold any in person events, interviews, outreach, or tabling. This was significant, as we were planning to do all these things, but we were able to pivot and focus on our online platforms. We moved our organizational outreach events to virtual discussions, turned our gallery into an online program,

and centered our education on our social media platforms. We may have been able to grow our club more through in-person tabling, but we anticipate being able to compensate for this through events in the coming summer and fall.

An unexpected but notable barrier we encountered was the burnout that comes with engaging such a heavy subject. Group members experienced significant emotional fatigue from being immersed in heartbreaking and scary research as well as from increased disclosures of sexual assault instances in our personal and professional lives. We are immensely proud to work with this important topic but would have benefited from further training on peer support and setting emotional boundaries for ourselves. Future groups should note that working with such sensitive issues will come with the responsibility of being ready to talk about them at any time, as well as personal self care and emotional recovery.

Conclusion

Find Your Voice has been an incredibly fulfilling project to create. Each of the six of us found a niche that we felt confident in and cared deeply about, allowing our own individual voices to shine through. Through our social media, gallery, blog, podcast, and outreach events we managed to form a strong community with a common goal: to not shy away from the topic of sexual assault on a college campus. The convenience of not speaking out is enticing to many, but it is vital to mobilize students to stand up and fight for a cultural shift towards a safer and more inclusive community. To stay silent is to be complicit in this culture of widespread abuse. Though it may be challenging to talk about sexual assault and all of its many layers, the impact of these conversations will reverberate within communities and start to take root. Future groups that may sit in a similar social justice vein should not be intimidated; students have the power to create change if they set their minds to it. Utilizing social media, inviting others to share creative

pieces, finding reliable and knowledgeable partners, and pushing through group disagreements are all highly important to building and accomplishing a successful mission. We are extremely excited for what our student organization holds for us and we hope to continue down this path towards educating allies, advocating for survivors, and empowering all voices to speak up in this fight for a college campus free of sexual violence.

Personal Reflection

Find Your Voice is a project that I will carry with me for the rest of my college career. It has been an amazing opportunity to work on this project and to be able to continue to work on it even after the Honors classes are over. The Honors College courses have been instrumental in my growth as a student the past couple of years. Between the different readings, projects, and feedback from professors, I have been forced to think outside the box and solve real world problems.

The first group I worked with focused on tutoring high school students and then on counseling them on opportunities after high school. Unfortunately, we did not last as a group due to minimal progress on our solutions for our wicked problem. Then I joined the group that turned into Find Your Voice, focusing on sexual assault on college campuses. During my time with that group, I worked on several different aspects of the project. One main aspect was researching the Title IX legislation and how it protects or doesn't protect students. I also did research on resources for students on campus, along with research for the blog and social media posts. I was the schedule planner for blog posting and assisted with group communication as Vice President of the group. This leadership position allowed me to grow in my communication skills with official partners and group members.

Throughout these classes, I was forced out of my comfort zone. It was terrifying, yet exciting and allowed me to grow as a student leader at ECU. I am now the President of the Find Your Voice club. I look forward to using this position to educate, advocate, and empower students and survivors about sexual assault and prevention on college campuses.