To promote awareness about our University’s commitment to ending sexual misconduct on our campus, we have adopted a University specific campaign called *Rule of Thumb*. Some people believe the etymology of the colloquialism “rule of thumb” comes from an 1868 criminal case where the court ruled a man could beat his wife with a switch no wider than his thumb. The perceived etymology of the phrase, rightly or wrongly, resonated with us because it provides an opportunity for discussion and education about our history of state sanctioned violence against women. Our collective history informs attitudes and beliefs towards women today. The campaign also captures a simple way of illustrating good and bad behavior, (thumbs up or thumbs down), by describing good and bad responses to potential sexual misconduct.