



Example Initiatives: Phases, Goals, and Activities

It can be hard to know where to start and how to grow your engaging men efforts. This document provides example phases, goals, and activities for two sample initiatives of men's engagement through:

- 1 Athletics Programming
- 2 Sexual Assault Awareness Month Events

Consider the following when reviewing these Example Initiatives:

- *What are the characteristics of Phase 1, 2, and 3?*
- *What best practices do these initiatives use in order to grow from Phase 1 to Phase 3?*
- *How can your campus initiatives to engage men learn from these examples?*



1 Example: Athletics Programming

PHASE 1: INITIATING

PHASE 2: ESTABLISHING

PHASE 3: SUSTAINING & EXPANDING

GOALS

- **Establish a positive relationship with athletics** (including Athletics’ positive association with you) through low-commitment activities).
- **Create a foundation of programming** which can be built on.
- **Receive feedback on programming** from key stakeholders to inform Phase 2.
- **Identify champions** in athletics (coaches; athletics; administration)

- **Deepen relationships** and commitment of Athletics to educational and equity initiatives.
- **Increase the number of male Athletics individuals** participating in planning, coordination, and leadership.
- With Athletics, co-develop plans for **increased programming, training, and public campaigns.**
- Increase in **education and training with Athletics administrators.**

- Athletics Department takes steps to be **owners of education and advocacy** for positive change, no longer relying on external directors or planning.
- Cultural change efforts, including educational opportunities, become **embedded in a majority of Athletics teams.**
- **Athletics becomes a public champion** of cultural change for healthy relationships and violence prevention.
- **Institutionalize education and training** for Athletics staff and coaches within policy and finances.



PHASE 1: INITIATING

PHASE 2: ESTABLISHING

PHASE 3: SUSTAINING & EXPANDING

ACTIVITIES

Meet with 1-2 representatives of Athletics (coaches; directors). Establish a relationship and align on shared values.

Host an initial listening session with the Student Athlete Advisory Council on athletics culture, trends, and interests. Then:

- **Tailor mandatory Title IX training for athletes** to be interactive and relevant to topics raised during the listening session.
- **Partner with Athletics for Sexual Assault Awareness Month:** Identify a few athletes make public statements; make announcements and table during games.

Identify 2-3 champions from Athletics to partner with in planning an ongoing approach to engagement.

Through planning with new Athletics champions:

- **Develop an opt-in learning series** for athletes on topics such as healthy relationships, equity in team culture, mental health, and violence prevention.
- **Identify roles for Athletics champions** (such as team captains or coaches) to speak, facilitate, and plan during Sexual Assault Awareness Month events.
- **Host initial training and/or educational opportunities** for coaches and Athletics administrators on promoting healthy and equitable cultural norms.

Host additional listening session(s) and/or other methods of feedback with those inside and outside athletics on their experiences with new programming and training.

Integrate new leaders with a focus on male Athletics representation from recent programming, training, and listening sessions into the core Athletics partnership planning team

Develop a long-term plan for Athletics engagement & advocacy to be pitched to administrative stakeholders. Through this plan in the following year(s):

- **Identify staff time** (in Athletics or not) to partner with Athletics in an ongoing way for planning, training, and education.
- **Build in ongoing educational and culture-setting opportunities** on a majority of Athletics teams, such as brief monthly discussions. or pre-season training sessions.
- **Provide one training per year to all coaches** and Athletic administrators on how positive cultural and gender norms, bystander intervention, reporting, and trauma-informed coaching.
- **Develop a campus-wide educational campaign led by Athletics** to set cultural norms, exemplify bystander intervention skills, and model healthy masculinity through storytelling

Continue integrating new leaders, hosting relationship-building time, training key Athletics stakeholders, and building on educational programming and campaigns for community impact.



2 Example: Sexual Assault Awareness Month (SAAM) Events

PHASE 1: INITIATING

PHASE 2: ESTABLISHING

PHASE 3: SUSTAINING & EXPANDING

GOALS

- **Identify and establish relationships with 1-2 male partners** on and off campus (student or community organizations, staff, faculty) to support and/or sponsor your campus’ annual SAAM event.
- **Gain insight from male stakeholders** on their perspectives of the annual SAAM event– such as challenges with engagement or topics of interest.
- **Lightly increase male attendance** of the annual SAAM event.

- **Build on SAAM to become an education and leadership-development opportunity**, rather than awareness building.
- **Deepen the support, involvement, and leadership of existing male partners** for SAAM events– including in planning & speaking roles.
- Identify and establish **relationships with new male partners** to attend and support SAAM events.
- Begin including **stories of male survivors at SAAM events**.
- **Significantly increase male attendance** at SAAM events.

- Institutionalize SAAM as an annual opportunity for **education and leadership-development of men**.
- **Institutionalize the relationship and role** of existing male partners in the support and planning of SAAM.
- Sustain the inclusion of **male survivor stories** at SAAM.
- **Sustain significant male attendance** at SAAM.



PHASE 1: INITIATING

PHASE 2: ESTABLISHING

PHASE 3: SUSTAINING & EXPANDING

ACTIVITIES

With existing partners, **brainstorm 1-2 new male partners** (student or community organizations, staff, faculty) to support SAAM. At least 3 months before SAAM, **meet a few times to gauge interest, ideas, and concerns** in their support of the event.

With the new male partners, **develop a plan for recruitment of men** to attend SAAM, such as information sessions, announcements, or targeted flyers.

Following SAAM, **host 1:1 conversations and/or a listening session** with male attendees.

Schedule **ongoing meetings with newly identified male partners to co-develop:**

- **Additional educational opportunities for men at SAAM** (e.g., a “pre-event” internal session for men’s groups on topics of interest).
- **Roles for men in planning and speaking at SAAM.**
- **Training for key male leaders** who will play larger roles in planning and presenting.
- **A recruitment plan for male attendance at SAAM.**

Building on listening sessions and leveraging existing relationships, identify and engage 1-2 new male partners.

Identify male survivor stories (in community or video) to share at events.

Continue hosting event **follow-up listening sessions** and 1:1 conversations.

Work with campus partners (including administration and male partners) to **solidify a new annual planning process for SAAM, that includes:**

- **The training of new leaders.**
- **Supplemental educational sessions with men.**
- **A strategic focus on expanding men’s recruitment, engagement, and survivor stories.**
- **The development of a planning template and toolkit to sustain the initiative**

Specify roles across the institution (including male partners) to enable the annual planning process.