

# **PREVENTION OUTREACH & EDUCATION**

**MICHIGAN STATE UNIVERSITY**



**ANNUAL REPORT**

**2021-2022**

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# LETTER FROM THE EXECUTIVE DIRECTOR



Spartan Community,

I am tremendously thankful to present the 2021-2022 Prevention, Outreach and Education Department's annual report. As we continue to navigate the ever-changing environment on campus, I am overwhelmed with the amount of wonderful initiatives and programs we were able to begin or continue to improve.

The POE team continues to deliver a tremendous amount of programming. While some programs remained virtual through the year, others have moved into hybrid or in-person formats. Each shift meant a large amount of behind-the-scenes work that took both time and dedication from both our POE staff and Peer Educator team.

Moving forward we will continue to be both innovative and creative in our approaches to engagement.

2021-2022 also included the creation of three different strategic plans across the university. The POE department was greatly involved in the RVSM Strategic Plan and is listed under several different initiatives. In addition, both the 2030 MSU Strategic plan and the DEI Strategic plan have offered many ways for us to reflect as a department on our commitment to student, faculty and staff success at MSU. How POE aligns with all three strategic plans is described in more detail inside this report.

I am looking forward to facing new challenges and experiencing the positive impact of our work on Michigan State University's campus.

*Kelly Schweda* (she/her/hers)

Executive Director  
Prevention, Outreach and Education Department

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# DEPARTMENT MISSION & FOCUS AREAS

**PREVENTION  
OUTREACH &  
EDUCATION**

**"Empowering community commitment to prevent gender-based violence through education, outreach and social change."**



## Educate the University Community

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The Prevention, Outreach and Education (POE) Department engages members of the university community by utilizing multi-disciplinary, community-driven and trauma informed approaches to educating on the prevention of gender-based violence.



## Eliminate Gender-Based Violence

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The Prevention, Outreach and Education Department serves as a catalyst to mobilize personal responsibility and leadership to end gender-based violence. POE builds coalitions and partnerships across the university by engaging a broad range of constituents to take action. We empower staff, faculty and students to become advocates for change, support survivors, and shift the climate at MSU and in our communities.



## Affect Positive Social Change

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The Prevention, Outreach and Education Department initiates efforts and takes action at the interpersonal, institutional and systemic levels to effectively impact social change. Through educating and empowering the university community, POE strives to create an environment that shifts attitudes, beliefs, behaviors and norms with the goal of transforming our climate and culture.

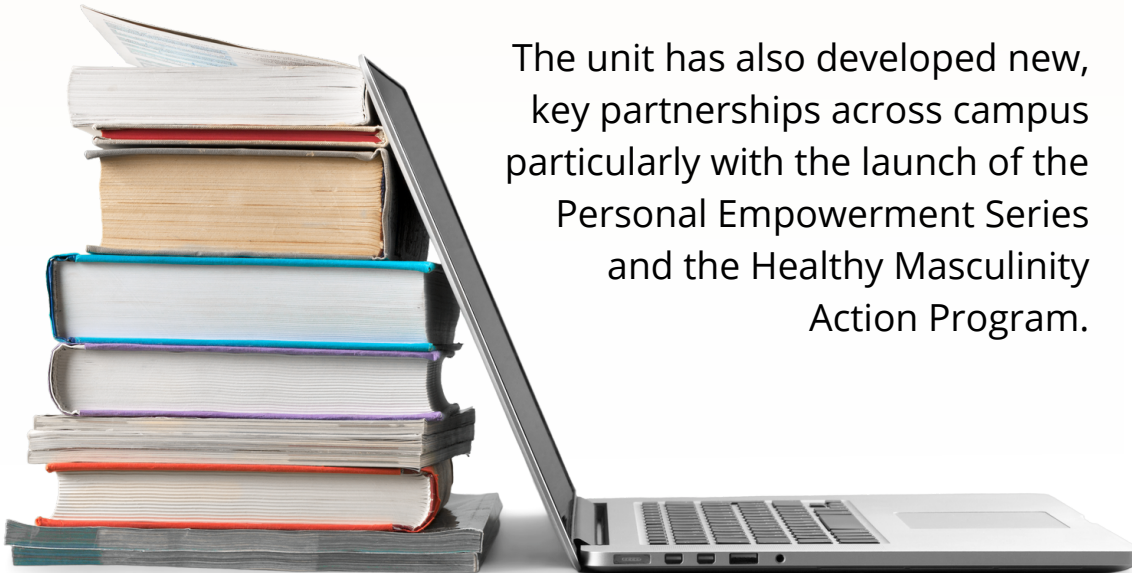
# UNDERGRADUATE STUDENT PREVENTION SERVICES

*In this section:*

During 2020-2021 academic year, POE created an Undergraduate Student Prevention Services (USPS) unit within the department. This unit is responsible for the creation, delivery and assessment of all undergraduate student programs, initiatives, collaborations, and partnerships. This unit reports to POE's Assistant Director and is comprised of three Prevention Specialists, one Peer Educator Coordinator, four undergraduate student Peer Mentors, over 80 undergraduate student Peer Educators and the Office Coordinator who oversees customer service at the department's front desk. This unit also provides regular practica opportunities for the Student Affairs & Administration graduate program.

Throughout the academic year, the USPS unit spent intentional time developing Peer Educator competency areas, finalizing scope of the Peer Mentor program, developing new and innovative programming to serve students and building plans to return to in-person education and engagement.

The unit has also developed new, key partnerships across campus particularly with the launch of the Personal Empowerment Series and the Healthy Masculinity Action Program.



**SARV Prevention  
Workshop**

**Bystander  
Network  
Workshop**

**Greeks Take  
The Lead**

**Spartans Against  
Violence**

**Peer Educator  
&  
Peer Mentor Program**

**Student Voices  
for Prevention  
Initiatives**

**Online RVSM  
Refresher**

**It's On Us Weeks of  
Action**

# Sexual Assault & Relationship Violence Prevention Workshop

**PREVENTION  
OUTREACH &  
EDUCATION**

The Sexual Assault and Relationship Violence (SARV) Prevention training is an educational workshop that is required for undergraduate and transfer students in their first year at MSU. In addition to the general student workshop, due to increased student demand there are also specialized LBGTQIA2S+ and International student workshops available. The SARV prevention workshop defines gender-based violence, explains university policies and resources available on campus and in the surrounding community. This workshop defines various components of the MSU RVSM and Title IX policy and discusses ways to intervene and begin changing the culture to help create a violence-free community.

**9,920**  
Student  
Participants

**405**  
Workshops  
Facilitated



**7 out of 10** Undergraduate Students Spartans Believe They Can Play an Important Role in Combating Sexual Misconduct on Campus

## What is the most important thing you learned from the SARV Prevention workshop?"

"How to be safe and create healthy relationship."

"The best ways to handle situations without putting my own safety in danger."

**"The most important thing I learned was how to speak up and where I could go if I found myself in a bad relationship."**

"You can say no even if you think it will be embarrassing."

"To speak out against sexual assault violence."

## What students are learning:



**Before workshop**



**After workshop**

There is much I can do about relationship violence on campus.

**40.4%**

**69.4%**

There is much I can do about sexual misconduct on campus.

**41.8%**

**70.6%**

0 25 50 75



**9 out of 10** Spartan Undergraduate Student Spartans Would Use at Least One Bystander Intervention Strategy Learned in The SARV Workshop to Help a Fellow Spartan

# Bystander Network Workshop

**PREVENTION  
OUTREACH &  
EDUCATION**

The Bystander Network training is required for all second-year students and explores the ways that all students can be active bystanders to create a safer community, free of harm and harassment. During the 2021-2022 academic year, Bystander Network was facilitated in live virtual format which allowed students to interact with Peer Educators and explore intervention options for various scenarios and topic matters related to bystander intervention. In addition, ways to support survivors and hold each other accountable are also covered in depth during this workshop.

**8,203**  
Student  
Participants

**91**  
Workshops  
Facilitated

## What students are learning:

**Before workshop**

**After workshop**

(I would) Develop a plan for ways I might safely intervene as a bystander if I see potential abuse happening around me

77.1%

89.3

(I would) Connect a friend with someone (ie. counselor, advocate, support person) to talk about an unwanted sexual experience

82.2%

90.2%

0 25 50 75 100

## What did you find to be the most helpful thing about the Bystander Network workshop?"

"The workshop really brought my attention to violence and sexual violence that can take place on campus that I didn't know of before!"

"The most helpful thing about this workshop is that it gives students the chance to think and develop a certain set of skills of how to deal with situations that may lead to sexual misconduct, relationship abuse, and more."

"Even if you think someone is just joking around with a friend, it's better to step in and assess the situation than to do nothing at all."



**7 out of 10** Undergraduate Students Spartans Believe They Can Do Something About Relationship Violence on Campus

# Greeks Take the Lead

The Greeks Take the Lead Program is a mandatory workshop series for all social fraternity and sorority chapters at MSU. The Greeks Take the Lead Program serves as a way to empower fraternity and sorority students by providing further education on how they can create a culture of prevention in their organization, actively intervene and contribute to eliminating gender-based violence in their chapters and greater community.

All chapter presidents and risk managers (or another leadership member, if a chapter does not have a risk manager) are required to participate in a leadership-based interactive training, and all general members are required to attend a POE organized workshop of their choice, focused on a specialized topic. In addition, individual chapters and councils collaborate with POE to develop individualized workshops focused on a topic of interest for their organization.

Below are educational workshops offered by POE for the Greeks Take the Lead general member participation the 2021-2022 academic year.

*"[I learned to] Set the example of what is not tolerated in the community. Provide the space for where open conversations are able to happen."*  
-NPHC member

**4,089**  
individual  
student  
participants

Number of Student Participants Per Council:  
Interfraternity Council (IFC): 1,820  
Multicultural Greek Council (MGC): 110  
National Pan-Hellenic Council (NPHC): 77  
Panhellenic Council (PC): 2,082

Fraternity & Sorority Community Total:  
**86%**

## "GREEKS TAKE THE LEAD" 2022 GENERAL MEMBER SESSIONS

Katie Naber and Cierra Stubbs MSU Center for Survivors	Supporting Survivors in Fraternity & Sorority Life	Wed, Feb 2 6-7PM EST
Ashley Schulte, ΔZ, Phired Up	Prevention as Mission-Centric in Fraternity & Sorority Life	Thurs, Feb 10 5:30-6:30PM EST
Keynote: Adam Dodge, EndTAB	Cyber-Self Defense: Protecting Yourself and Others in the Digital Age	Wed, Feb 16 6-7PM EST
Ash Meadow, Firecracker Foundation	Experiences of Violence and Survival in the LGBTQ+ Community	Thurs, Feb 17 7-8PM EST
Tanesha Ash-Shakoor, AKA, Voices of Color Lansing	Intersectionality: Racial Identity and Domestic Violence	Mon, Feb 21 6:30-7:30PM EST
Charles Andread, ΛΦΕ, DEI Facilitator	Cultivating Radical Self-Love as a Foundation for Accountability	Tues, Feb 22 7:30-8:30 PM EST
Saed D Hill, Ph.D Northwestern University	"Unboxing" Masculinity – Supporting Male & Masculine-Identifying Survivors	Wed, Mar 2 5:30-6:30 PM EST
Cameo King, AKA, Good Girl Podcast	Deconstructing the "Good Girl" Identity	Thurs, Mar 3 6-7PM EST
Alaina Julia, ΔΦΕ, and Victoria Mescall, ΔΔΠ, ΔΔΠ HQ	More than a Repost: From Instagram to Action	Mon, Mar 14 6-7 PM EST
Alex Dudek, ΠΚΦ, KKΓ HQ	Why Us? A Look at Interpersonal Violence Within Fraternities and Sororities	Mon, Mar 21 5-6PM EST



# Spartans Against Violence

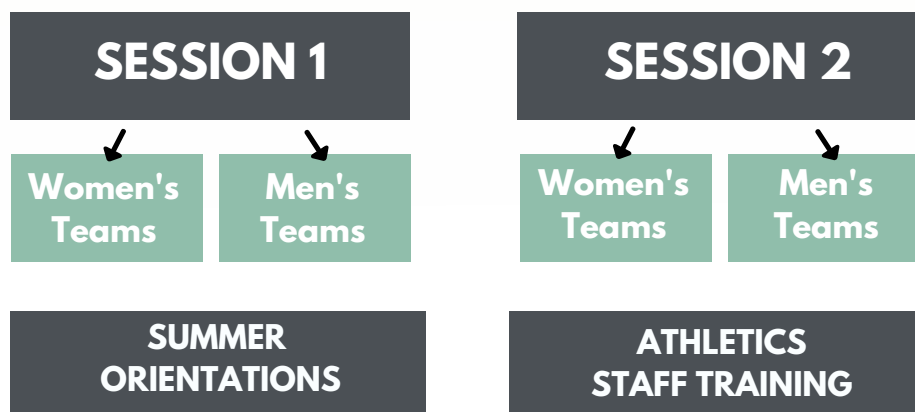
The Spartans Against Violence program is focused on educating and empowering Spartan student-athletes and athletics department staff to prevent sexual misconduct, relationship violence, and stalking. The program also follows guidance and requirements by the NCAA to have coaches, college athletes, and athletic administrators complete education each year in sexual violence prevention.

The coaches, athletic trainers, strength and conditioning staff, and student-athlete mentors/tutors all receive one training about MSU's RVSM & Title IX Policy, including how to report violations of MSU's RVSM & Title IX Policy, confidential resources, and how to support survivors.

Student-athletes had two 90-minute training sessions over the course of the academic year. The two sessions were held at different points in the academic year in order to provide a multi-dose approach. Student-athletes attended sessions by team.

The first session for students discussed the MSU RVSM & Title IX Policy and the Anti-Discrimination Policy, reporting, supporting and bystander intervention. Based on feedback received from student-athletes, the second session included a deeper discussion about bystander intervention and how student athletes may be uniquely situated to challenge group norms that perpetuate the normalization of gender-based violence. Students also participate in summer orientations prior to their program's official start.

This chart illustrates various trainings offered.



*"The presentation of situations, it kept us thinking and gave us real life examples instead of lecturing."*

- SAV Men's Team Participant

*"These are serious issues and being able to recognize and help with them is important"*

- SAV Women's Team Participant



**100%**  
Student Athletes  
Trained

# Peer Educator Program

Peer Educators are undergraduate students trained to facilitate the department's live workshops for undergraduate students. Peer Educators facilitate workshops such as SARV Prevention and Bystander Network which are required for all first/transfer and second year students, respectively. Additionally, Peer Educators are trained to facilitate other student workshops such as Spartans Against Violence and Greeks Take The Lead. During the 2021-2022, the POE Undergraduate Student Prevention Services unit created competency areas that align with the experience and expectations of a POE Peer Educator. Competency areas drive Peer Educator training, continuous development, performance evaluations and give Peer Educators the opportunity to anchor their experiences in tangible learning outcomes. Peer Educator competencies are outlined below.

## Peer Educator Data Snapshot



**82** in August 2021



**33** graduated



**30** returning in Fall 2022



**45** hired for Fall 2022



**4** Peer Mentors

### EDUCATION

- Subject Matter Knowledge
- Teaching
- Gender Equity

**1**

### COMMUNICATION

- Interpersonal communication
- Public Speaking
- Group Management
- Facilitation

**2**

### CULTURAL COMPETENCY

- Self-awareness
- Dynamics of power, privilege and oppression

**3**

### LEADERSHIP

- Role Modeling
- Problem Solving
- Empowerment
- Supporting Survivors

**4**

### WORKPLACE DEVELOPMENT

- Scheduling
- Accountability
- Technology Proficiency

**5**

***"POE Peer Educators are Spartans that navigate and disrupt spaces that encourage and perpetuate rape culture by having critical conversations about human rights and social justice. POE Peer Educators step up and make a difference in the campus climate of MSU by having these vital conversations. POE Peer Educators live out the Spartan Values by actively participating at MSU."***

- Peer Educator

## Congratulations

SCHOLARSHIP RECIPIENTS



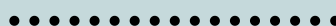
**Claire Johnston**



**Kelcie Cunningham**

*"POE is a community that is selfless and there is no judgment. It does not label you. It builds character and allows room for curiosity. They help build communication skills and add a boost to confidence. All in all, POE has helped me leave my footprint on campus."*

- scholarship recipient



*"POE has given me a platform through which I can do more for those around me than I ever thought possible. The Peer Educator training instilled in me the ability to manage conflicts with others. For instance, I was able to assist one of my friends in a crisis by providing resources that she asked for. Knowing that she can utilize the resources at any time takes a heavy weight off my shoulders. I may not be able to help everyone but knowing I can help someone is incredibly valuable to me."*

- scholarship recipient

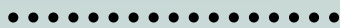


# Student Voices for Prevention Initiatives (SVPI)

Student Voices for Prevention Initiatives is an undergraduate student advisory council to the POE department. The group was developed in January of 2021. The advisory council had a final membership of eight undergraduate students during the 2022 Spring semester.

Each student member is also a member of a Registered Student Organization (RSO) at MSU and serves as a liaison between the advisory group and their RSO. During the 2021-2022 academic year, SVPI met monthly with the POE Assistant Director to review current undergraduate student programming and provide their feedback.

### Student Organizations Represented on SVPI in 2021-2022



- Sexual Assault Crisis Intervention (SACI)
- Multicultural Greek Council
- Panhellenic Council
- Residence Halls Association
- POE Peer Educators/Peer Mentors
- MSU Students Standing with Survivors
- Transcend
- TransAction



SVPI serves as a platform and mechanism for continuous student feedback regarding gender-based violence prevention initiatives at MSU.



"I learned how much work goes into putting on the Bystander Network Trainings together and how meticulously POE plans the text, slides and script. I also gained a great appreciation for the care POE shows in listening for feedback from others."

-SVPI Member

"I really enjoy my time with SVPI - I really like having an avenue to give feedback and aid in the creation and review of different educational programs on campus. Having the opportunity to make different programs and workshops more inclusive is so great. I have learned so much being part of this group - I feel like we are really making an impact."

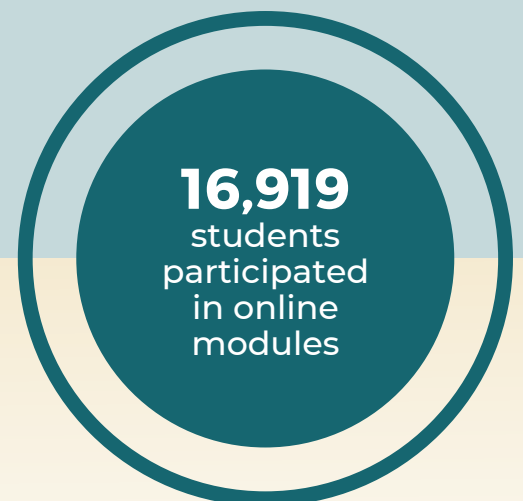
-SVPI Member



# Online Undergraduate Education

Building on previous sexual assault prevention training, third and fourth year undergraduate students are required to complete online RVSM modules annually. Through these modules, students strengthen their ability to intervene when friends engage in unsafe or unhealthy behavior, and to intervene earlier -- before a situation escalates. Students explore the relationships between identity and bystander intervention to decrease individual barriers to taking action. Students also review the MSU RVSM & Title IX policy, understanding of consent and how to support survivors of relationship violence, sexual misconduct and stalking. This course satisfies compliance mandates for continuing education as defined in the Clery Act.

### Course Learning Domains



# It's On Us Weeks of Action

It's On Us Weeks of Action are part of a national initiative to raise awareness on gender-based violence education and prevention across college campuses and activate students for social change. This year, the MSU It's On Us planning committee became a recognized chapter of the national It's On Us organization. The planning committee was co-chaired by two undergraduate MSU students and included membership across student organizations and departments.



“After listening to ALOK speak, I am 100% here for moving beyond the gender binary, and even more so moving beyond gender-which I see able to occur after moving beyond the gender binary. Thinking about what our world would look like beyond gender (or more specifically the meaning that is placed upon gender) so many systems would be affected. Some systems (or mechanism if we think of gender as a technology of society) that immediately to mind are language, fashion, education, bathrooms, science, etc.”  
- **keynote speaker attendee**

## It's On Us Initiatives 2021-2022

- Sparticipation
- Tie-dye at the Rock
- Resources on social media
- Film screening and discussion around healthy relationships
- Poetry Slam
- Valentine's Day conversations around healthy relationships
- Virtual Keynote Speaker: ALOK on "Unboxing Masculinity"

## ALOK Menon - Spring 2022 Keynote Speaker

ALOK (they/them) is an internationally acclaimed gender non-conforming writer, performer, and public speaker. They are the author of *Femme in Public* (2017) and *Beyond the Gender Binary* (2020). They are the creator of #DeGenderFashion: a movement to degender fashion and beauty industries. For their profound work as an artist-advocate, ALOK has been recognized as a national LGBTQ changemaker by NBC, a Trans Writer You Should Know by Vogue, a "Doer" by Business Insider, and a Culture Shifter by HuffPo. 2017 also saw ALOK being selected as the youngest recipient of the Live Works Performance Act Award, granted to ten performance artists across the world.



# FACULTY, STAFF, GRADUATE STUDENT AND POSTDOCTORAL EDUCATION

*In this section:*

During the 2021-2022 academic year, the Prevention, Outreach and Education Department continued to put a large emphasis on strengthening faculty & staff prevention programming. POE provided interactive trainings, workshops, and professional developments, hosted over Zoom and in person, for MSU employees, including faculty, staff, administrators, graduate students, and postdoctoral students. Trainings and workshops were offered to colleges, departments, and units in addition to the online RVSM education required by the University.

Training content regularly included an overview of the Relationship Violence and Sexual Misconduct and Title IX Policy, responsible employee obligations and how to make a report to the institution. The participants were also invited to discuss topics related to power dynamics and bystander intervention. Within the past academic year, POE carefully designed and adapted training to each unit needs and professional development interests.

The faculty & staff prevention programming has been very successful thanks to the robust relationships built between POE and other campus partners and units.

**Online Employee & Graduate Student Training**

**By Request Trainings**

**MSU Health Care Trainings**

**POE Annual Summit**

**Graduate Student Symposium**

**21,506**

faculty, staff & graduate student training attendees



# Faculty, Staff & Graduate Student Online Education

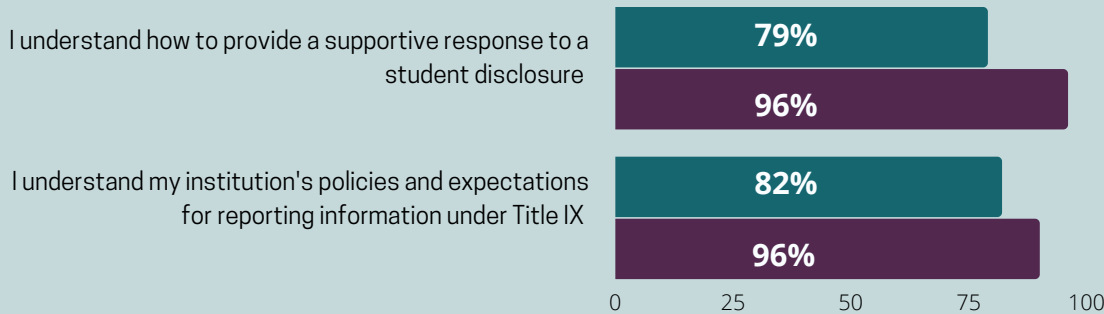
## PREVENTION OUTREACH & EDUCATION

### Faculty & Staff Training

All faculty and staff are required to complete an online RVSM prevention training program within 30 days of hire and biannually thereafter. This training provides a base of knowledge and understanding of the policy, resources on campus and how to intervene if they witness RVSM.

#### What participants are learning:

● Before workshop      ● After workshop



**7,601**  
faculty & staff  
participated  
in online  
modules

**9,179**  
graduate  
students  
participated  
in online  
modules



### Graduate Student Training

Graduate and post-doc students are required to participate in an online RVSM prevention training program. This training provides a critical base understanding for recognizing and responding to sexual and relationship violence, understanding the RVSM and Title IX policy at MSU and safe and positive options for intervention.

Additional learning outcomes include recognizing microaggressions, strategies for supporting survivors. This workshop also defines steps to take when preparing to report instances of sexual and relationship violence and stalking, as well as identifying reporting options and explaining confidential resources.

Participants in this workshop also learn about the importance of consent in building and maintaining healthy relationships.

# MSU Health Care Education

## PREVENTION OUTREACH & EDUCATION

Michigan State University (MSU) is committed to achieving the highest standards in assuring patient care and safety, preventing gender-based violence and providing education and resources. POE commends all at MSU Health Care who have persevered through the stresses of this year and continued to demonstrate their commitment to gender based violence prevention and education.

As part of this commitment, the Prevention, Outreach and Education (POE) Department at Michigan State University has completed the first year of the MSU Health Care Employee Training. This critical training educated employees and others who work in MSU Health Care clinics (MSU Health Care Staff) on topics such as the University's Relationship Violence and Sexual Misconduct & Title IX Policy, University Reporting Protocol and resources to support survivors.

.....

**970**

MSU Health  
Care  
Professionals  
participated in  
the training





# Third Annual POE Summit:

**"Prevention as Action: Strategizing our Individual and Collective Influence"**

**PREVENTION  
OUTREACH &  
EDUCATION**



The third Annual Summit invited MSU faculty, staff, graduate students, and professionals to participate in interactive and action-oriented workshops around prevention of gender-based violence, harassment, and discrimination.

This year the summit focused on innovative and new initiatives at MSU, such as the RVSM Strategic Plan and Culture of Care/Support More Campaign. All of these components serve an important role in a safer and more compassionate environment on campus.

Attendees also heard from speakers on ideas and skills about how to individually and collectively prevent gender-based violence, discrimination, and harassment at MSU.

**63**  
Faculty &  
Staff  
Participants

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***"Always great to attend the summit. I was looking forward to connecting with POE and other colleagues. My biggest takeaway was learning more about the procedures and recent updates." - Participant***

***"It is our job, as cis het men, to listen now; to radically love survivors and minoritized communities as a whole."***

*-Summit keynote speaker,  
**Eduardo Olivo**  
Associate Director for  
Diversity, Equity and Inclusion  
MSU REHS*

“

***"One Gesture  
One person  
One moment at a time"***

*MSU Professor and Advisor to  
MSU President Stanley on RVSM  
topics*



# Graduate Student Symposium

The Symposium was the first large-scale graduate student-focused event hosted by POE. The Symposium was hosted on February 16, 2022 where students were invited to participate in an afternoon of interactive and action-oriented workshops around prevention of gender-based violence, harassment, and discrimination.

### Selected Symposium Presentations:

- **“Power and Control: Gender-Based Violence in Society”**
  - by Matea Čaluk, Prevention, Outreach and Education Department
- **“Set the Standard for Bystander”**
  - by Melissa Wagner, Prevention, Outreach and Education Department
- **“Navigating the Grey: Sexual Harassment in the Research Field”**
  - by Julie Libarkin, Office of the Associate Provost for Undergraduate Education and Earth & Environmental Sciences
- **“Graduate Student Roles: How to Navigate, Prevent, and Address Harmful Situations and Harassment”**
  - by Stephanie Baier Instructional Development for Graduate Students and Postdocs, Anjam Chaudhary, International Studies and Programs, Hima Rawal, Graduate School
- **“Taking it to the Next Level”**
  - by Lydia Weiss, Prevention, Outreach and Education Department

“

*“I came into this talk not expecting to learn much, as I assumed that I had a pretty good understanding of the topic. Wow, was I wrong! I was so pleasantly surprised to learn just how much I was unfamiliar with the ways in which people identify themselves as well as the resources available to employees and students on campus for harassment. It was so eye-opening!” – Participant, referring to one of the Symposium workshops.*

– Participant

“I loved how openly the speakers talked about harassment at MSU and in the workplace. This topic was not one that I have felt comfortable discussing previously, and I was surprised by how normal it felt at the symposium. I think this is a great thing - the more we normalize these conversations, the more likely people are to feel supported in speaking about their own experiences.”

– Participant



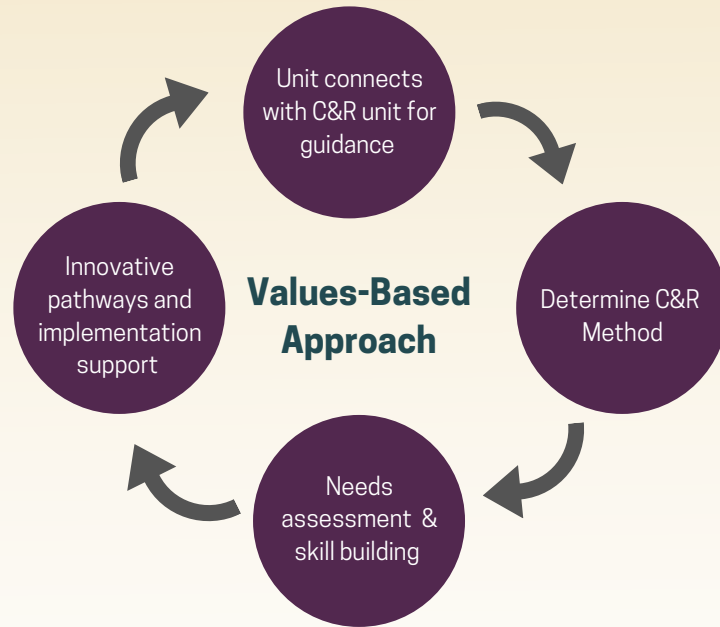
# Climate & Response Engagement

## PREVENTION OUTREACH & EDUCATION

During the 2021-2022 year, the Climate & Response unit developed personalized and in-depth approaches to support units throughout the university. Based on the foundation built in first two years, this allowed for the implementation of new protocols and innovative strategies. The Climate & Response unit expanded to include a new prevention specialist to support its work and increase the unit's capacity for serving the university. This increase in staffing has allowed for additional focus on broader climate prevention strategies and on enhancing the Climate & Response process.

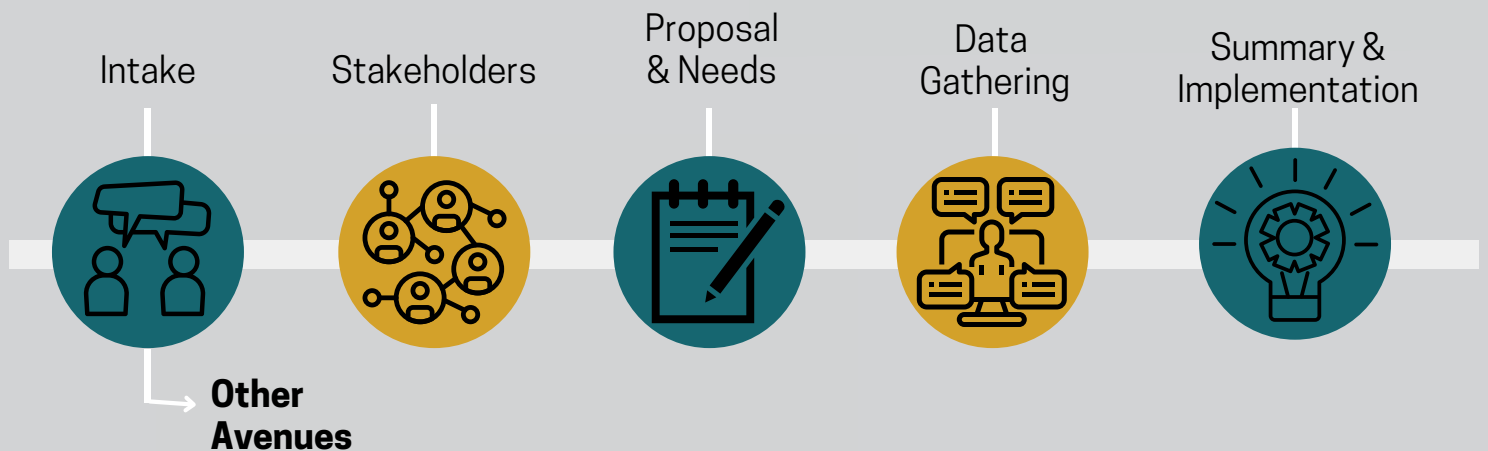


- 23 UNITS - CONSULTATION**
- 11 UNITS - CLIMATE & RESPONSE PROCESS**
- 4 UNITS - COMMUNITY CONVERSATIONS**
- 2 UNITS - TRAINING**



In June 2022, POE was notified that an Institutional Courage Research Grant had been awarded titled "Cultivating Institutional Courage through the MSU Climate & Response Process." This project will explore the effectiveness of the Climate & Response process as a form of institutional courage and will examine its impact on workplace climates and employee wellbeing.

## Climate & Response Process Overview



# UNIVERSITY & COMMUNITY IMPACT

*In this section:*



**Alignment With  
University Strategic  
Plans**

**POE Staff 's  
Engagement in  
Committee Work**

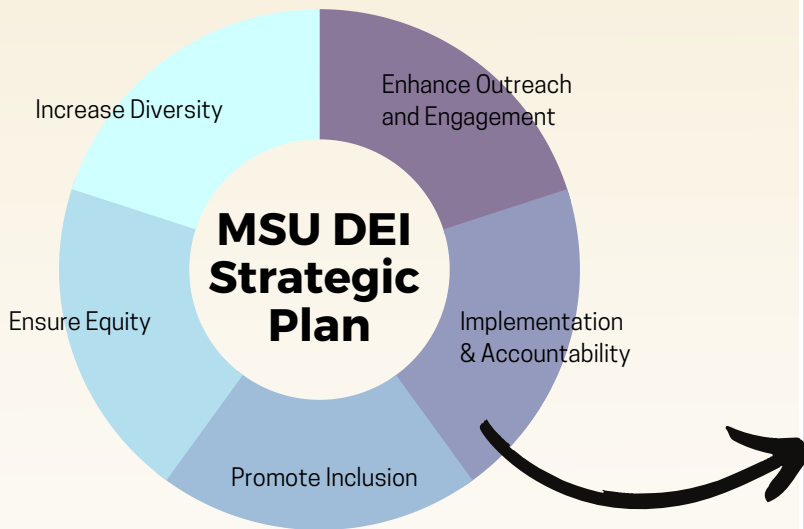
**Social Media  
Engagement**

**Future Growth &  
Development**

**Impact by Numbers**



# Alignment With University Strategic Plans



Through staff developments and trainings, POE continues to put an emphasis on diversity, equity and inclusion. There are major components of MSU DEI Strategic Plan that POE aligns with in practice. The department utilizes assessment and demographic data to better understand the needs of training participants and also to assure that the content being presented in trainings resonates with all members of the MSU community. POE regularly participates in climate assessments and the university climate survey to better understand the needs of MSU community members. POE promotes inclusion through policies and practices such as intentional staff recruitment, training and department policies, therefore creating a work environment welcoming to individuals of multiple intersecting identities.

POE has established a strong commitment to the success of students, faculty and staff at MSU. In regard to student success efforts, POE provides multiple high impact practices that student leaders participate in, while linking to the My Spartan Story tool. The department has direct collaboration with the Student Success Initiative by partnering with the Spartan Compass and Spartan Navigator residential experiences. POE focuses on wellness through educating the campus community about the prevention of relationship violence, sexual misconduct and stalking, while providing information about resources available for assistance. POE's educational reach spans globally through trainings of faculty, staff and students studying and working abroad, and international colleagues and students studying at MSU.



Having the most direct impact by being involved in creating the RVSM Strategic Plan, POE contributes a major component to the plan through prevention and climate work. Particularly, through RVSM policy and disclosure trainings, POE contributes to building a trauma-informed culture at MSU. By participating in a national evaluation program through the NASPA Culture of Respect, POE takes on the task of examining current practices and welcomes feedback for future improvement, for the benefit of the MSU community. Additionally, by offering a student advisory council (see pg. 10), POE provides ongoing opportunities for students to share feedback for the goal of improving prevention programming. POE leads the way in promoting respectful work environments through trainings such as the RVSM Healthcare Prevention Initiatives and the Creating and Sustaining a Respectful Work Environment Series.

# Staff Engagement in Committees & Workgroups

POE is committed to professional development and capacity building for all of their employees. Membership in community groups give staff the platforms to further the work of gender-based violence prevention, to collaborate and network with various organizations and contribute to various aspects of MSU and the surrounding community. The established partnerships and continuous development of knowledge contribute to the staff expertise and ability to create and deliver impactful training and programs. POE staff hold committee and leadership positions in more than 15 MSU and community groups, some of which are illustrated on this page. In addition, staff are regularly encouraged to present at state, regional and national conferences.

## Committee Involvement



MSU RVSM Expert Advisory Committee to the President



MSU Women of Color Collective



MSU Women's History Month Planning Committee



ASMSU RVSM Ad Hoc Committee



Greater Lansing Chamber of Commerce DEI Committee



MSU Trauma Training and Services Network (TSTN) Steering Committee



MSU Inclusive Campus Initiative



empowHER Leadership Retreat Board



MSU Violence Free Communities



MSU Employee Pride & Inclusion Coalition

## National Presentation Highlights

Executive Director, **Kelly Schweda** and Climate & Response Program Administrator, **Lydia Weiss** presented "*Shifting the Climate: A Process for Preventing Gender-Based Violence*" at NASPA Strategies in Boston, MA



Assistant Director, **Matea Čaluk** and Prevention Specialist, **Melissa Wagner** presented "*Spartans Against Violence: Leveraging Collaborative Efforts to Maximize Student-Athlete Engagement*" at NASPA Strategies in Boston, MA

Executive Director, **Kelly Schweda** and Climate & Response Program Administrator, **Lydia Weiss** presented "*Driving Institutional Courage and Transformation*" virtually at the CPN Conference



Executive Director, **Kelly Schweda** co-presented with Dr. Becki Campbell and Andrea Munford "*Changing the Shape: How a campus-based multidisciplinary Relationship Violence and Sexual Misconduct Expert Advisory Workgroup is shifting the culture at Michigan State University*" at the End Violence Against Women-International in San Francisco, CA



MSU ADP Review Committee



NASPA Sexual and Relationship Violence Prevention, Education, and Response Knowledge Community

# SOCIAL MEDIA ENGAGEMENT

## PREVENTION OUTREACH & EDUCATION

Social media is a powerful tool to utilize in educating beyond the college environment and into our communities. During this academic year, POE has put intentional effort into social media content development and planning. By developing a social media strategy, goals and posting calendar, the department created continuous information and engagement opportunities through Facebook and Instagram. Throughout the year, various topics such as consent, boundaries, resources, supporting survivors were share to further educate our communities and spread awareness around gender-based violence prevention and support. In addition, POE highlighted the work and contributions of the many employees, volunteers and university collaborators. The department plans to continue to put efforts towards a more robust social media engagement plan.



**6,452**  
Page Reach

**22**  
New Followers

**268**  
Profile Visits



Worldwide Engagement



United States, Myanmar, Bangladesh, Chile, Germany, Hong Kong, Iraq, Japan, Malawi, Uganda



**1,612**  
Page Reach

**1,802**  
Profile Visits

**206**  
New Followers



Worldwide Engagement



United States, India, Nigeria, Netherlands, United Kingdom

Thank you for engaging with us on social media, please continue to like, follow and share.

**@MSUPOE**

# FUTURE GROWTH & DEVELOPMENT

## PREVENTION OUTREACH & EDUCATION



This initiative was developed by the POE department specifically centering those at MSU who identify as a man, masculine, or male. The Spartan Men & Masculinity Network was created to improve the knowledge, programming, and allyship necessary to combat societal norms, attitudes, and actions centered around masculinity that contribute to gender-based violence. All while finding a way to create a healthy masculinity network at MSU. A formal cohort model of programming is being launched in the Fall semester. The Spartan Men & Masculinity Network is expected to fully launch in Fall 2022.

Prevention, Outreach and Education Department

## EMPOWERMENT

SERIES

The Empowerment Series is a new campus program hosted through the POE Department and will include a variety of workshops dedicated to particular aspects of personal empowerment. The series will include unique workshops with a focus on risk reduction and personal safety in an empowering and trauma-informed manner. The Empowerment Series is expected to fully launch in Fall 2022.

## ACTIVE BARSTANDER

Active BarStander Training is a bystander intervention program created specifically for local bar and restaurant staff in East Lansing, Michigan. This program provides education around gender-based violence, how to recognize and identify signs of potentially harmful behaviors, and how to actively engage in bystander intervention to create a safe bar and restaurant environment. Given the ongoing COVID 19 pandemic, bars and restaurants experienced constantly changing restrictions which impacted business operations. Active BARstander is expected to resume in Fall 2022.



## PEAEP

PEER EDUCATOR ALUMNI ENGAGEMENT PROGRAM

### Peer Educator Alumni Engagement Program

In alignment with the MSU 2030 Strategic Plan, POE is launching an alumni mentorship program for Peer Educators. The purpose of the program is to foster connection between current peer educators and alumni of Peer Educator program. The relationships made in this program will prepare Peer Educators to enter the professional world and enact positive social change as it relates to sexual and relationship violence prevention and education.



# IMPACT BY NUMBERS

# PREVENTION OUTREACH & EDUCATION

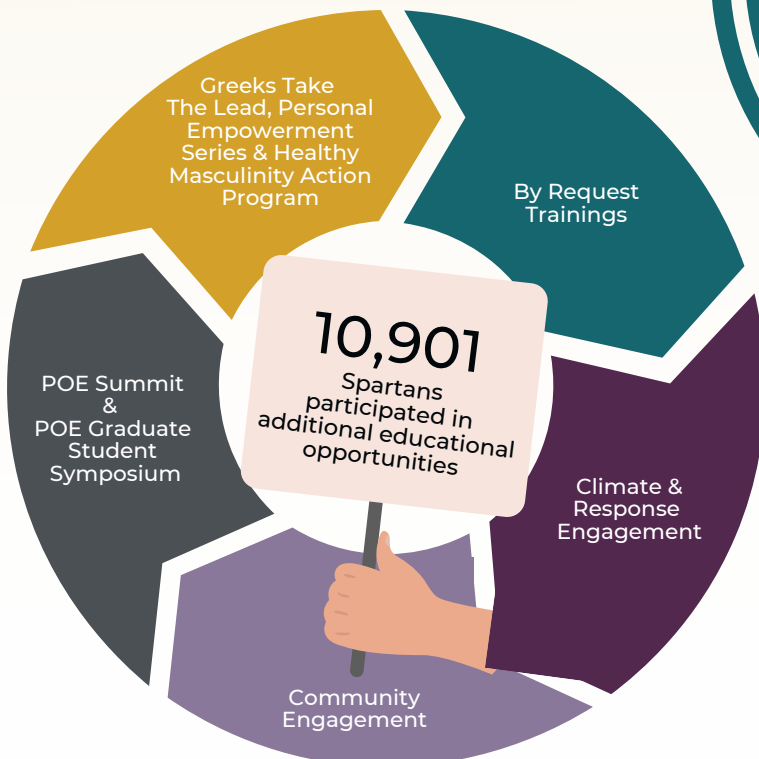
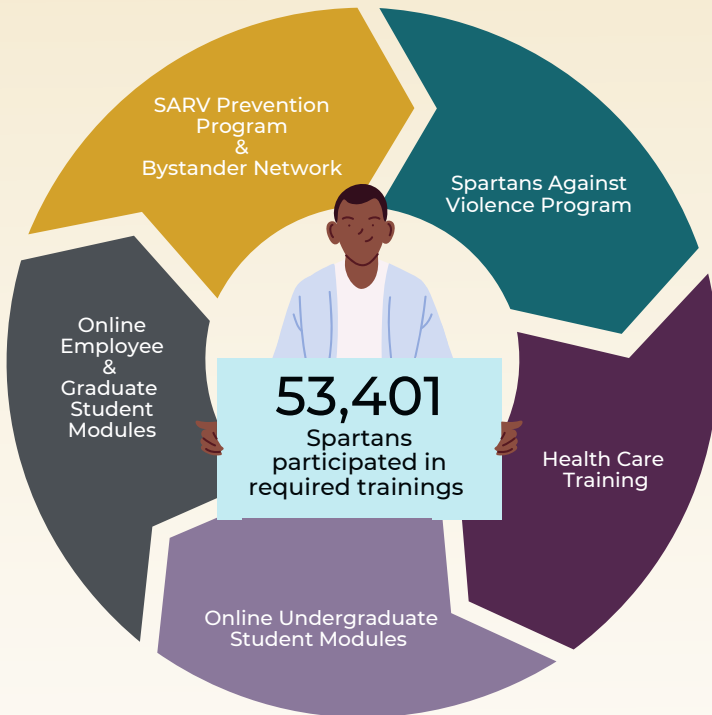




Photo of 2021-2022 POE department full time staff

***"I am a key factor in changing the culture of sexism,  
rape, sexual violence, and abusive relationships!!!"***

**- POE Peer Educator**



**POE.MSU.EDU  
EMPOWER@MSU.EDU  
517-355-3865**

For Training Requests  
**POE.TRAINING@MSU.EDU**

# Personal Empowerment Series & Healthy Masculinity Action Program

**PREVENTION  
OUTREACH &  
EDUCATION**

## Personal Empowerment Series

The Personal Empowerment Series is a new campus program hosted through the POE Department and will include a variety of workshops dedicated to particular aspects of personal empowerment. The Series will include three separate, unique workshops. Workshop one: Physical Skills was piloted in the Spring 2022 semester in partnership with the MSU Department of Police and Public Safety to give students the opportunity to learn new skills.

### Program Learning Outcomes:

- Participants will learn two tactics of how to physically keep themselves safe.
- Participants will be able to identify common misconceptions around safety and violence.
- Participants will gain a deeper understanding of how identity shapes responses to violence and harm.

The Personal Empowerment Series is expected to fully launch in Fall 2022.

*“I learnt how no matter my position, whether this be one of disadvantage, or one where I do not want to take physical action, there is always something I can do to protect myself”*

-Physical Skills  
Workshop Participant



## Healthy Masculinity Action Program (MAP)

This initiative was developed by the POE department specifically centering those at MSU who identify as a man, masculine, or male. MAP was created to improve the knowledge, programming, and allyship necessary to combat societal norms, attitudes, and actions centered around masculinity that contribute to gender-based violence - all while finding a way to create a healthy masculinity network at MSU. A formal cohort model of programming is being launched in Fall 2022.

In the Spring 2022 semester, a social media campaign was implemented to begin the conversation. POE staff met students at the MSU Rock with the prompt of what they thought about masculinity and what society says it means to “be a man.” Thirteen students participated in writing their thoughts on a dry erase board, while about 40 students participated in the conversation.

The Spartan MAP is expected to fully launch in Fall 2022.



# Peer Educator Program

## Congratulations Graduates

- |                     |                     |
|---------------------|---------------------|
| RACHAEL BAILEY      | ERIN KELLEY         |
| DARIEN BATTAGIN     | LAUREN LEMONDS      |
| ALYSSA BELLINI      | GENEVIEVE LINDLEY   |
| TAYLOR BELYEA       | KRITHIKA MALLEMPUDI |
| KENNEDI CARPENTER   | CATHERINE NICOLI    |
| MADELINE CLEAR      | DHARA PATEL         |
| MITCH DOYLE         | ASIA RIVETT         |
| MADDY EISCHER       | KERI RYAN           |
| MARCUS FLORES       | ALEX SCHAFER        |
| ALYSSA FRITZ        | JILLIAN SNYMAN      |
| JACK GASPER         | NATALIE SPENCE      |
| PAIGE GIBB          | LAUREN STEWART      |
| LIBBY HILL          | ISHITTA VASUDEVAN   |
| CAMILLE HOLLENQUEST | MALLORY WEGRECKI    |
| EMILY HUFFMAN       | EMMA YOUNG          |



### 2022 SCHOLARSHIP RECIPIENTS

-Claire Johnston-

.....  
-Kelcie Cunningham-

*"POE is a community that is selfless and there is no judgment. It does not label you. It builds character and allows room for curiosity. They help build communication skills and add a boost to confidence. All in all, POE has helped me leave my footprint on campus."*  
- scholarship recipient

### 2022 AWARD RECIPIENTS

STORYTELLER AWARD:  
**DANIELLE GOLDBERG**

.....

MOST FACILITATED WORKSHOPS AWARD:  
**CLAIRE JOHNSTON**

.....

TECH WIZARD AWARD:  
**KENDALL ROGERS**  
(NOT PICTURED)

.....

INNOVATION AWARD:  
**MAYA HALL**

.....

ABOVE AND BEYOND AWARD:  
**LOGAN FORRESTER**

## Congratulations



# Peer Mentor Program

The Peer Mentor program was piloted last year to provide an additional layer of leadership for student employees. During the 2021-2022 academic year, the program moved from its pilot stage to being a fully integrated student employee position in the department. The purpose of the Peer Mentor position is to provide additional opportunities to POE Peer Educators to gain experience and develop leadership skills within the POE Department. Students serving in this role have previous experience serving as a POE Peer Educator. They lead peer network groups, participate in and manage department initiatives and projects, manage components of live workshops and serve as a resource to Peer Educators. Peer Mentors also facilitate educational programs and represent POE in various capacities across campus. During this academic year, Peer Mentors focused on recruitment and evaluation as outlined below.

***“[Because of this position] I have more experience with communicating with large(r) groups”*** - Peer Mentor

### PEER EDUCATOR RECRUITMENT

- Worked with Peer Educator Coordinator to develop a full recruitment plan
- Attended student organization meetings and classes to promote the Peer Educator position
- Peer Mentors created content related to recruitment to share out on social media and at general assembly meetings of various student organizations. This included a recorded video presentation to be sent to interested organizations when Peer Mentors were unavailable to be there in person!

### PEER EDUCATOR EVALUATION

- Worked with Prevention Specialist to create a comprehensive evaluations package inclusive of a self-evaluation that was launched Spring 2022, as well as proposed peer-to-peer evaluations, observations, and accountability tracking for Peer Educators
- Peer Mentors brainstormed and developed new ways to evaluate Peer Educators including introducing group evaluations

***“[Through this role] I have a better understanding of how to develop an evaluation plan/policy”***

- Peer Mentor

