

What about Me(n) Summit 2020 Summary

The University of Iowa Men and Masculinities Coalition's third annual "What About Me(n)" summit was held at the University of Iowa Memorial Union on Saturday, February 29th, 2020. Presentations were kicked off by keynote speaker, Craig Bidamin (Student Health and Wellness Provider, University of Massachusetts – Boston.) Seven small-group sessions were presented by the keynote speaker, UI students, staff, faculty, healthcare practitioners, community service providers, community members and Iowa City junior high students. For the first time, this year's event was held on a weekend, and the length extended from 9:00 am – 3:00 pm rather than a half-day. Breakfast and lunch were provided with registration.

Registration was accepted online prior to the event and on-site. About 40% of the 55 attendees, volunteers and presenters registered at the door. Marketing for the event included e-mail list serves, social media, meeting announcements, promotion in several academic courses, posters, flyers and the UI Ending Violence at Iowa website. Most attendees heard about the event via word of mouth. Two UI students were involved in the planning of the event as part of the Men and Masculinities Coalition Student Liaison role. The summit attendance goal was 100. Students, staff and faculty used SWIPE to track attendance, and 19 post-event surveys were completed on-site by attendees.

Post assessment summary/action plan:

The Men & Masculinities Coalition met to review the assessment data with the following conclusions:

- Attendees' assessment data indicated that reported knowledge outcomes were consistent with the mission of the coalition, however attendance was well below the goal, especially students. It doesn't appear that the summit length nor the day of the week improved attendance.
- It was identified during online registration that some UI students had been instructed to register to fulfill a sanction as part of their fraternity. The coalition was not aware of this and is concerned about the summit being an intervention. The coalition will obtain more information from UI Fraternity and Sorority Life staff and the Office of Student Accountability.
- Additional feedback from attendees and presenters about future on-campus and community partnerships will be obtained. Partnerships with other groups should continue to be forged to bring the summit to established groups and locations, if possible.
- Current and future coalition partners and allies will be reviewed, and a plan will be developed to determine how to better connect with partners and market to their constituents.
- The coalition will meet to review and revise the mission, vision, values, and goals of the group, and determine how best to move forward with a summit or similar event in the future.

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