



GREEN DOT INSTITUTE FOR COLLEGE

March 12-15, 2019 Springfield, Virginia

Summary

The Green Dot Strategy is an innovative approach to violence prevention. Green Dot harnesses the power of individual choices to shift social norms, resulting in broad-based culture change. Green Dot is based on a wealth of interdisciplinary research including social change theory, diffusion of innovation, communication, marketing, bystander intervention, and perpetration patterns. Visit our website to learn more about the Green Dot [curriculum](#). The Green Dot Institute for Professionals is a 4-day training that enables attendees to implement the Green Dot Violence Prevention Strategy on a college campus.

Components of the training include:

- A comprehensive review of the research and theories, which inform the Green Dot Strategy.
- Elements of the Green Dot Strategy and curriculum.
- Developing an implementation plan.

Attendees at the Green Dot Institute experience an interactive and personally challenging training that is designed to inspire renewed hope and a vision for a safer world.

College Training Attendance Requirements:

To maximize the potential for real change on a college campus, a team approach to Green Dot is required. If you are coming from a campus that is already implementing Green Dot, you are welcome to attend the training solo or with other team members.

If your campus is new to Green Dot, please use the following guidelines to determine the **minimum** required number of participants to form your implementation team:

Undergraduate Enrollment	# Team Members Required
3,000 or less	2-3 participants
3,000-10,000	3-5 participants
10,000 or more	5 or more participants

These are absolute minimums. We recommend a bench as deep as possible. An exception can be made if an individual is simply "scouting" the program to see if it would be a good fit for their campus. **If you attend to scout the program, you may not implement until additional members of your campus/community are trained. As such, you will not be permitted to keep the curricula manuals.** We also offer onsite trainings – if you'd like to learn more about a personalized experience for your campus, please contact us to learn more at info@alteristic.org. One person cannot single-handedly create the sustained changes that an issue like power-based personal violence requires. We

recommend that team members include not only designated prevention/intervention staff, but also professionals across your institution like faculty, student affairs staff, and administrators. Finally, any participants from agencies outside of a campus (such as local domestic violence/sexual assault resource centers) are invited to attend to support and enhance an established campus team but cannot implement on a campus where there is not a team of Certified Green Dot Instructors. While off-site agencies can provide much-needed support and expertise, Green Dot is a campus mobilizing effort and must be led from within the institution.

Register

- Training registration site: <http://alteristic.nonprofitsoapbox.com/gdisctm>
- Early bird registration deadline: February 11, 2019
- Final registration deadline: February 21, 2019

Where

Embassy Suites by Hilton Springfield
8100 Loisdale Rd.
Springfield, VA 22150

Training Fees

The training fee includes breakfast and lunch, an instructor's manual, workbook, electronic copies of all materials needed to launch the Green Dot strategy and training tuition. Fees also include post-training Technical Assistance (TA) through monthly webinars and contact with Alteristic TA staff. At Green Dot, we are committed to making our training accessible for everyone who wants to implement the Green Dot Strategy in his or her community. As such, we offer need-based training scholarships. To inquire about scholarship opportunities, contact info@alteristic.org.

- 4-Day College Training Early Bird Registration fee: \$1,450.00 (deadline February 11, 2019)
- 4-Day College Training Regular Registration fee: \$1,750.00 (final deadline February 21, 2019)
- Group Registration fees are available for groups of 4 or more. \$1075.00 each (early bird discounts don't apply)

Payment

The training fee is payable by check or credit card. Please note that the training fee does not include the cost of hotel stay. Please book your hotel stay directly with the hotel.

Please make all checks payable to Alteristic, Inc. **Along with your check, please provide the names of all participants the check covers so that we may record their registration as paid. You can include it on either a separate sheet or on the memo line.** All checks are due by the registration deadline of February 21, 2019.

Mail checks to:
Alteristic, Inc.
c/o Salem Solomon
7955 Cameron Brown Ct
Springfield, VA 22153

For More Information, Contact:

info@alteristic.org

4-Day Professional Training Agenda for College

Day One

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|------------------|---|
| 7:30am – 8:30am | Breakfast and Sign in |
| 8:30am – 12:00pm | <p>Green Dot Introduction</p> <ul style="list-style-type: none">• Overview of the Green Dot strategy.• Overview of our work in violence prevention thus far.• Overview of five steps to the strategy (Invite, Inspire, Engage, Strengthen, and Sustain).• Introduce Step One: <i>INVITE</i> people to reconsider their role in prevention.• What can we learn from the field of marketing/branding? |
| 12:00pm – 1:00pm | Lunch provided on site |
| 1:00pm – 5:00pm | <p>Step One: <i>INVITE</i> people to reconsider their role in prevention (continued)</p> <ul style="list-style-type: none">• An in-depth look at key components of violence prevention work in the past several decades.• Identifying key obstacles in our current efforts.• Creating viable solutions and new directions in violence prevention efforts.• Intro to adaptation. |

Day Two

- | | |
|------------------|--|
| 7:30am – 8:30am | Breakfast and Sign in |
| 8:30am – 12:00pm | <p>Introduce Step Two: <i>INSPIRE</i> people to believe it can be different and that their contribution is important.</p> <ul style="list-style-type: none">• Introduction skills practice <p>Introduce Step Three: <i>ENGAGE</i> people in education that will equip them with the motivation, knowledge and skill they need to take action.</p> <ul style="list-style-type: none">• Maximizing educator impact• Skills practice |
| 12:00pm – 1:00pm | Lunch provided on site |
| 1:00am – 5:00pm | <p>Green Dot Overview</p> <ul style="list-style-type: none">• An introduction to the Green Dot overview.• Skills practice. <p>Action Events brainstorm</p> |

Day Three

7:30am – 8:30am	Breakfast and Sign in
8:30am – 12:00pm	Green Dot Bystander Training Demonstration
12:00pm – 1:00pm	Lunch provided on site
1:00pm – 3:30pm	Green Dot Bystander Training Demonstration continued
3:30pm - 5:00pm	Green Dot Bystander Training Facilitation Notes Green Dot Bystander Training Facilitation Skills Practice

Day Four

7: 7:30am – 8:30am	Breakfast and Sign in
8:30am – 10:30am	Green Dot Bystander Training Facilitation Skills Practice continued
10:30am – 12:00pm	Introduce Step Four <i>STRENGTHEN</i> new behaviors through reinforcement, practice and multiple exposures to key messages. Introduce Step Five: <i>SUSTAIN</i> changes through integrating key messages into permanent infrastructure.
12:00pm – 1:00pm	Lunch provided on site
1:00pm – 5:00pm	Introduce Implementation Plan Strategic Planning • Pre-launch work: ○ Infrastructure ○ Tailoring materials ○ Developing key partnerships • Implementation ○ Role Division, Key Stakeholder Relationships & Buy-In ○ Positive Brand Value ○ Content Adaptation, Personalization & Mastery ○ Engagement of Cross Section of Faculty, Staff, Administrators ○ Early Adopter Identification, Relationship-Building & Personal Invitations ○ Bystander Trainings ○ Overview Talks ○ Mobilization & Sustainability Next Steps / Q&A

Frequently Asked Questions

Q: **Where is the Spring 2019 College Institute occurring?**

A: The Institute is occurring at the:
Embassy Suites by Hilton Springfield
8100 Loisdale Rd.
Springfield, VA 22150

Q: **Are there hotels nearby?**

A: You are responsible for making your own hotel arrangements at hotels nearby. There are several hotels driving distance from the venue:

- [Embassy Suites by Hilton Springfield](#) - 8100 Loisdale Rd, Springfield, VA 22150. [\(571\) 339-2000](#). This is the venue.
- [Hilton in Springfield](#) - 6550 Loisdale Rd, Springfield, VA 22150. 7 minutes via Loisdale Rd. [\(703\) 971-8900](#). Close to the mall, thus lots of food options.
- [Residence Inn Springfield Old Keene Mill](#) - 6412 Backlick Rd, Springfield, VA 22150. 9 minutes via Backlick Rd. [\(703\) 644-0020](#)
- [Homewood Suites by Hilton Springfield](#) - 7010 Old Keene Mill Rd, Springfield, VA 22150. 6 min via I-95 S. [\(703\) 866-6045](#)
- [Courtyard by Marriott Springfield](#) - 6710 Commerce St, Springfield, VA 22150. 9 minutes via Loisdale Rd. [\(703\) 924-7200](#)
- [SpringHill Suites Alexandria Old Town/Southwest](#) - 2950 Eisenhower Ave, Alexandria, VA 22314. 14 minutes via I-95 S. [\(703\) 317-0013](#)

Courtesy Room Block

The Embassy Suites by Hilton Springfield is holding 10 rooms on a courtesy basis. If you are interested, please visit [this page](#) on the hotel's website and enter **Group Code ATR**. Check-in is March 11 and check-out is March 15. If you desire dates other than the ones listed, please contact the hotel directly to revise them. You may also call 1-(800)-EMBASSY (362-2779) and give the **Group Code ATR**.

Q: **What airport should I fly into?**

A: *Reagan National Airport* - 2401 Smith Boulevard, Arlington, VA 22202. 25 minutes via I-95 S.
Dulles International Airport - 1 Saarinen Cir, Dulles, VA 20166. 35 minutes (in good traffic) via capital beltway – also consider that it has toll roads.

Q: **What time constraints should I consider when booking my flights?**

A: The Institute starts on Tuesday (3/12/19) at 8:30am EST - a Monday arrival is suggested. It is also suggested that you do not book your return flight before 7:00pm on Friday (3/15/19) because the institute ends at 5:00pm and to become a Green Dot instructor, you must attend the **full** training. Please book your flight accordingly.

Q: **Will meals, snacks or coffee be provided?**

A: Breakfast, Lunch and snacks will be provided. However, dinner is on your own.

Q: **Is the meeting room wheelchair accessible?**

A: Yes, the venue is ADA accessible.

Q: How long does the Institute last?

A: The training will last 4 full days: 8:30am – 5:00pm, with one hour for lunch. To be certified, you must attend all days of training until 5:00 pm on the last day. Please be aware of this when booking your flight, as there are no exceptions.

Q: What is the purpose of the Green Dot Institute?

A: The purpose of this training is to prepare you to implement the Green Dot Strategy with your target community. It most benefits those who intend to use the strategy or those who are joining a team already implementing the strategy. Those who are unsure whether or not they will implement the Green Dot Strategy would be better served to contact us so we can set-up a call or webinar to help you learn more about the strategy and make the best, most informed decision for preventing violence with your target community.

Q: What can I expect from the Institute?

A: The Institute is an intensive training course in the Green Dot violence prevention strategy. At the Institute we will rethink the ways we have traditionally engaged our colleges and universities. We will take an in-depth look at the multi-disciplinary research base on which Green Dot is founded, expanding our lens beyond the fields which have traditionally informed violence prevention strategies. We will cover every part of the Green Dot curriculum and strategy; from content to planning for implementation so that you leave prepared to assemble a Green Dot launch team at your institution. We'll cover a lot of material in our time together. We ask participants to engage in the training a bit differently than they might be used to, showing up as full human beings, not just titles, with a willingness to ask deep questions about how and why we do the work we do. The stakes of our collective work are high. The Institute is a place to help each of us collectively access more effective and efficient ways of preventing violence.

Q: Are scholarships available?

A: Yes, some need-based scholarships are available. To inquire about scholarship opportunities, please contact info@alteristic.org.

Q: What is the dress code for the Institute?

A: A: The dress code is casual – dress comfortably. A light jacket or sweater is recommended in the meeting rooms where the room temperatures tend to be cool.

Q: What is Green Dot?

A: The Green Dot etc. strategy is a comprehensive approach to violence prevention that capitalizes on the power of peer and cultural influence across all levels of the socio-ecological model. Informed by social change theory, the model targets all community members as potential bystanders, and seeks to engage them, through awareness, education, and skills-practice, in proactive behaviors that establish intolerance of violence as the norm, as well as reactive interventions in high-risk situations – resulting in the ultimate reduction of violence. To learn more, visit our [website](http://www.alteristic.org).

Q: When is the next Green Dot Institute?

A: We host Green Dot Institutes several times each year. As soon as we confirm dates for our next Institute, we'll post an announcement to our [website](http://www.alteristic.org) and [Facebook group](https://www.facebook.com/alteristic). To be added to our emailing list for announcements, contact info@alteristic.org

Q: What is the refund/cancellation policy?

A: Refund If Cancelled By*:

- February 7, 2019: \$1,450.00
- February 14, 2019: \$1,050.00
- February 21, 2019: \$975.00

**Reimbursement rates are based on full registration price. If you are granted a scholarship, your reimbursement will reflect the amount of your scholarship. If you need to cancel at any point, you may apply refundable amounts to a future GDI rather than receive reimbursement.*