



# GREEN DOT INSTITUTE FOR COLLEGE

June 16-19, 2020 San Diego, California

## 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:

<b>Undergraduate Enrollment</b>	<b># Team Members Required</b>
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](mailto: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 can not 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/gdisd>
- Early bird registration deadline: May 14, 2020
- Final registration deadline: May 28, 2020

## Where

Courtyard Marriott San Diego Airport at Liberty Station  
2592 Laning Rd.  
San Diego, CA 92106

## Training Fees

The training fee includes 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](mailto:info@alteristic.org).

- 4-Day College Training Early Bird Registration fee: \$1,450.00 (deadline May 14, 2020)
- 4-Day College Training Regular Registration fee: \$1,750.00 (final deadline May 28, 2020)
- 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 or other associated travel costs. 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 May 28, 2020.

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

For More Information, Contact:

[info@alteristic.org](mailto:info@alteristic.org)

# 4-Day Professional Training Agenda for College

## Day One

- 7:30am – 8:30am Breakfast and Sign in
- 8:30am – 12:00pm Green Dot Introduction
- 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: *INVITE* 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 Step One: *INVITE* people to reconsider their role in prevention (continued)
- 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 Introduce Step Two: *INSPIRE* people to believe it can be different and that their contribution is important.
- Introduction of skills practice
- Introduce Step Three: *ENGAGE* people in education that will equip them with the motivation, knowledge and skill they need to take action.
- Maximizing educator impact
  - Skills practice
- 12:00pm – 1:00pm Lunch provided on site
- 1:00am – 5:00pm Green Dot Overview
- An introduction to facilitation of the Green Dot Overview.
  - Skills practice.

## 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

7:30am – 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 <ul style="list-style-type: none"><li>• Pre-launch work:<ul style="list-style-type: none"><li>○ Infrastructure</li><li>○ Tailoring materials</li><li>○ Developing key partnerships</li></ul></li><li>• Implementation<ul style="list-style-type: none"><li>○ Role Division, Key Stakeholder Relationships &amp; Buy-In</li><li>○ Positive Brand Value</li><li>○ Content Adaptation, Personalization &amp; Mastery</li><li>○ Engagement of Cross Section of Faculty, Staff, Administrators</li><li>○ Early Adopter Identification, Relationship-Building &amp; Personal Invitations</li><li>○ Bystander Trainings</li><li>○ Overview Talks</li><li>○ Mobilization &amp; Sustainability</li></ul></li></ul>

Next Steps / Q&A

## Frequently Asked Questions

### Q: **Where is the Summer 2020 College Institute occurring?**

A: The Institute is occurring at the:  
Courtyard Marriott San Diego Airport at Liberty Station  
2592 Laning Rd.  
San Diego, CA 92106

### 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:

- **Courtyard Marriott San Diego at Liberty Station** - 2592 Laning Rd. San Diego, CA 92106. [\(619\) 221-1900](tel:6192211900). *This is the venue.*
- **Hilton San Diego Airport/Harbor Island** - 1960 Harbor Island Dr, San Diego, CA 92101. 9 minutes via Harbor Island Dr. [\(619\) 291-6700](tel:6192916700).
- **DoubleTree by Hilton Hotel San Diego, Hotel Circle** - 1515 Hotel Cir S, San Diego, CA 92108. 11 min via I-8 W. [\(619\) 881-6900](tel:6198816900).
- **InterContinental San Diego** - 901 Bayfront Ct, San Diego, CA 92101. 12 minutes via Pacific Hwy. [\(619\) 501-9400](tel:6195019400)
- **Holiday Inn San Diego, Bayside:** 4875 N Harbor Dr, San Diego, CA 92106. 4 minutes via Nimitz Blvd. (619) 224-3621.
- **Holiday Inn Express & Suites San Diego, Mission Valley.** 635 Hotel Cir S, San Diego, CA 92108. 13 min via I-8 W. (619) 795-7705.

### **Room Block:**

[Book your group rate for Alteristic, Inc.](#) or call 800-321-2211, and reference Group Name 'Alteristic'.

### Important to Note:

- **Check-in is at 4PM:** To guarantee an early check-in, rooms must be secured the night before. Should guests arrive early, we may not have a room ready prior to the 4PM check-in time.
- **Parking Fees:** An overnight parking fee of **\$19** will be charged per car per night. Bus or vehicles with trailers will be charged \$25 per night.

### Airport Shuttle:

#### Arrivals:

- From baggage claim make your way to the "**Courtesy Vehicle Pickup**" area and dial (619) 221-1900 for a pick-up

#### Departures:

- Please see the Front Desk 1 day prior to depart

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

A: San Diego International Airport - 3225 N Harbor Dr, San Diego, CA 92101. 4 minutes from venue via McCain Rd.

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

A: The Institute starts on Tuesday (06/16/20) 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 (06/19/20) 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](mailto:info@alteristic.org).

**Q: What is the dress code for the Institute?**

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](#).

**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](#) and [Facebook group](#). To be added to our emailing list for announcements, contact [info@alteristic.org](mailto:info@alteristic.org)

**Q: What is the refund/cancellation policy?**

A: Refund If Cancelled By\*:

- May 14, 2020: \$1,450.00
- May 21, 2020: \$1,050.00
- May 28, 2020: \$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.*