

Jayhawks Give a Flock AY 25-26

PROGRAM OVERVIEW

The University of Kansas is committed to the prevention of sexual violence. Through the Sexual Assault Prevention & Education Center (SAPEC) under the Office of the Vice Provost for Student Affairs, the university provides comprehensive, evidence-informed educational programming to students, faculty, and staff. One of the signature programs offered to first-time freshmen is Jayhawks Give a Flock (Flock). The intent of Flock is to teach bystander intervention strategies to students, thus positioning them as active bystanders in preventing sexual violence and other concerning behaviors.

This year we saw several areas of growth as Jayhawks Give a Flock entered its sixth year of being a Hawk Week Signature Event. Most notably we introduced new program curriculum to better meet student needs, align with research best practices, and brought on student facilitators to have a peer-pro model of facilitation, also aligning with best practices.



EVENT PLANNING AND LOGISTICS

Program Foundation

Planning and executing a 4,800+ person event with 200+ volunteers requires collaboration and buy in from all areas of campus. Jayhawks Give a Flock's foundation can be broken into the following components.

Training

From May to August the SAPEC staff trains over 150 facilitators in bystander intervention. Over the course of five months, we hosted fifteen, three-hour training sessions to prepare facilitators for their role including an overview of event logistics, resources, facilitation strategies, and instruction of the curriculum. In addition to the in-person training experience, facilitators received a detailed recorded training video to reference as needed. For our volunteers we provide role-specific information prior to the event. On the day of our programs, SAPEC staff members check in with volunteers and go over their role and responsibilities one last time before the students arrive for the training.

Partnerships

Violence prevention success is directly linked to community ownership and support. When

FLOCK BY THE NUMBERS

- 4,550 first-time freshmen trained during Hawk Week
- 114 program sessions during Hawk Week
- 121 facilitators / 47 volunteers / 13 trauma support personnel
- 15 facilitator trainings
- 96% of freshmen class trained by the close of Fall 2025
- 9 makeup sessions

Jayhawks Give a Flock

we all recognize our role and responsibility in preventing violence, we not only see an increase in active bystander behaviors, but also a deeper trust and connection to our campus. Partnerships are a critical element to the success of Flock. Through collaboration with Academic Affairs, Student Affairs, and community partners, we were able to secure student, staff, and faculty involvement in the program.

Communication

Flock has two distinct audiences; the thousands of students who go through it and the 200+ faculty and staff that support the execution of the program. To effectively and efficiently communicate with incoming freshmen on the expectations of Flock we partner with The Center for Orientation & Transition Programs and Housing & Residence Life to relay event logistics. To help recruit and market volunteer opportunities to faculty and staff we worked with senior university leadership and KU Marketing. Leading up to and day of, we utilized Microsoft Teams and email campaigns to share critical information.

Operations

We worked with several units within Operations to aid in the logistical components of Flock such as transportation for students, custodial services, and temperature maintenance of spaces during the August heat wave. KU IT helped ensure campus and community facilitators had proper access to technology to facilitate the Flock curriculum. Additionally, we worked with both the Office of the University Registrar and the School of Business to secure training space during Hawk Week.

ASSESSMENT AND STUDENT EXPERIENCE

The student experience for AY 25-26 reflected the impact of curriculum updates that emphasized breaking down barriers to bystander intervention, framing intervention as a core KU value, and equipping students with the tools to have accountability conversations with peers who may have caused harm. Assessment results show strong engagement: 82% of students felt very certain they could express discomfort when hearing victim-blaming statements, while 66% felt confident asking friends for help in intervening, and 64% felt prepared to confront a friend who disclosed sexual activity without consent. Knowledge gains were also evident, with 73% correctly identifying examples of rape culture and 78% recognizing barriers to intervention after completing the training. These outcomes highlight the program's success in fostering both awareness and actionable skills for creating a safer Jayhawk community.

FACILITATOR EXPERIENCE

Flock continues to see a core group of volunteers returning with 62.5% of the pool joining us again this year. We also grew with 37.5% of our volunteers helping for the first time. Commitment to the program remains high with 76% of facilitators planning to assist again, and an overwhelming 96.5% would recommend volunteering to a friend or coworker. Volunteers consistently described the experience as meaningful and community driven, noting the opportunity to connect with students and colleagues while contributing to campus safety and norm shaping. As one volunteer shared, "I love the community atmosphere among facilitators, volunteers, and even students. It's an exciting time to meet freshmen and learn more about who they are."

Jayhawks Give a Flock

Others emphasized the sense of purpose, stating, “I feel like I am part of a greater community that is working towards a shared goal of making campus safer for all students,” and “being able to volunteer my time with an event that so clearly shows the growth that KU has implemented was an extremely touching experience. This curriculum has the power to save so many lives, and it was really neat to be able to play a small part in that.” These reflections highlight how volunteering for Jayhawks Give a Flock is not only about being a part of a larger tradition, but also a deeply valued opportunity to shape KU’s culture of care and accountability.

EVENT SUCCESSES AND LOOKING TOWARDS THE FUTURE

Event Successes

This year Jayhawks Give a Flock celebrated several key program wins that strengthened its impact on student learning and engagement. We successfully introduced a peer/pro-facilitation model, featuring 11 student facilitators alongside full-time staff members. This approach enhanced knowledge acquisition by pairing professional expertise with peer relatability, creating a more effective learning environment. Additionally, we improved logistics by moving Panhellenic’s training session from Wescoe Hall to Capitol Federal Hall, which allowed for a smoother and more efficient check-in process, even in challenging weather conditions. Most notably, after a year of research and curriculum development, we launched new training content with a stronger emphasis on accountability, aligning with previous program assessment data and research best practices to better meet student needs while fostering meaningful conversations around responsibility and prevention.

Program Learning Opportunities

This year, Jayhawks Give a Flock identified several key learning opportunities to enhance program efficiency and student engagement. We transitioned away from Corq for check-in and implemented a system focused on residence hall floors and student groups, which improved processing speed but revealed areas for refinement. Specifically, we need to strengthen our communication plan with Housing & Residence Life so Resident Assistants clearly understand expectations and streamline the process for assigning large groups to rooms. Additionally, volunteer roles require clearer definitions, particularly for those supporting wayfinding and student assistance throughout the day, not just those focused on check-in. While the updated curriculum has been well-received, there is still work to be done in creating more interactive opportunities, such as more activities and scenario-based role-play, to help students apply their learning in meaningful ways while facilitating active learning.



Prevention is Possible Seminar

CONCLUSION

As Jayhawks Give a Flock completed its sixth year as a Hawk Week Signature Event, the program continued to demonstrate its vital role in shaping a culture of bystander intervention and accountability at the University of Kansas. Despite modest decreases in facilitator and volunteer numbers compared to last year, the program successfully engaged 4,836 first-year students across 129 sessions, supported by 125 facilitators, 13 trauma support personnel, and 47 volunteers. These efforts were complemented by significant curriculum enhancements focused on accountability and the introduction of a peer/pro facilitation model, aligning with research based best practices, and student feedback. Student outcomes remain encouraging, with the

majority reporting confidence in intervening and challenging harmful attitudes, which helped reinforce the program's impact on fostering active bystander behaviors. Logistical and engagement challenges present opportunities for growth, such as refining check-in processes, clarifying volunteer roles, and expanding interactive learning. Despite this, the commitment of facilitators and volunteers demonstrates the strength of this initiative. Looking ahead, Jayhawks Give a Flock will continue to evolve, leveraging lessons learned to ensure every student is equipped to contribute to a safer, more supportive campus community while living out our Jayhawk values.

THANK YOU TO CAMPUS AND COMMUNITY PARTNERS

ARMY SHARP Program
Be More Like Claire
Center for Orientation and Transition
Programs
Counseling and Psychological Services
Hilltop Child Development Center
Kansas Athletics Inc.
KU Information Technology
KU Memorial Unions
KU Parking & Transit
Housing & Residence Life
Lawrence Memorial Hospital
Missouri Coalition Against Domestic and
Sexual Violence

Nebraska Coalition
Office of the Chancellor
Office of the Provost
Office of the University Registrar
Office of the Vice Provost of Student
Affairs
School of Business
Sorority and Fraternity Life
The Sexual Trauma & Abuse Care
Center
The Willow Domestic Violence Center