



## 2019-20 NADIIAA On-Going Project or Activity Award Nominations

### NADIIAA: On-Going Project or Activity Award Nomination Form

**Institution:** Regis College (MA)

**Conference Affiliation/Independent:** GNAC

**Please Provide a Brief Overall Description of the Activity/Project:**

**Description:** For the second consecutive year, Regis Athletics spring teams successfully raised 1 million Yards for Yearley as a campaign to raise awareness around sexual violence prevention and promoting healthy relationships on college campuses. Many other Regis staff, students, and community members helped contribute toward this campaign as well, making it one of the most successful service engagement activities we have had over the last several years.

**Objective:** The purpose of this campaign is for student-athletes to do their part to raise awareness of the importance of forming healthy relationships. We train student-athletes each year to help prevent sexual violence and sexual assault, and we know that they are actively involved in improving the culture of sexual violence on campus through a campaign like this one.

**How has this project impacted campus or local community or target audience:** This ongoing project has made a wonderful impact on our campus. Since we began banking Yards in spring 2017, our Yards for Yearley and sexual violence prevention campaign has caught on across many areas of campus. In spring 2019, we held one day (April 11) for all members of the campus community to walk a lap or a mile to raise Yards and Awareness for the One Love campaign. The Regis SAAC attended, in addition to most of the student-athletes and staff of the athletic department. There were many members of the Student Affairs and Enrollment staff who gathered to join us at this event as well. Our Associate Dean of Student-Affairs was someone who kept the log of Yards for our campaign, each coach would report yards to this individual on a weekly basis through the end of the spring semester. Each year, the Regis Community Health Services Office hosts the Annual Regis 5k at the end of the

month of April. In spring 2019, all participants who registered for the Regis 5k donated their 5k yards to the Regis Athletics Yards for Yeardeley campaign. Not only did Regis Athletics social media capture all of the action and excitement around this campaign, but the College communications team also supported the work our student-athletes were doing as well. The Communications and Marketing team published information to help raise awareness around healthy relationships/sexual violence prevention and also all about the One Love campaign that is a nation-wide effort.

**Student-Athlete Group(s) Involved in the Project/Activity:**

Led primarily by Regis Men's and Women's Lacrosse programs, our Yards for Yeardeley and sexual violence prevention campaign involved all outdoor spring sport (softball, tennis) student-athletes who took time to walk a lap around our track with parents and visiting teams after several home competitions throughout the spring season. SAAC led the way during the campaign by coordinating all student-athletes to pledge Yards toward the cause and assisted in getting everyone to walk at least 1 lap on a designated day last spring. The Men's and Women's lacrosse student-athletes were responsible for the One Love t-shirt sale as well, all proceeds were donated to the One Love Foundation.

**Approximate Number of Student-Athletes Participating in the Project/Activity:**

Between 350-400 student-athletes participated in this activity. Not all student-athletes were from Regis, which made this campaign very special for our program. There were a handful of home competitions during spring 2019, when both Regis and the visiting team for women's lacrosse, men's lacrosse or softball walked a lap around the track in between doubleheaders or following the game.

**Dates or Duration of the Project/Activity (e.g., days, weeks, months):**

February 2 - April 27, 2019. The bulk of activity around the Yards for Yeardeley and sexual violence prevention campaign came during DIII Week/SAVE Week as these two events overlap one another during the semester. SAVE Week stands for Sexual Assault and Violence Education Week. Specific dates of events were: Thursday, 4/11/19; Saturday 4/13/19; and Thursday 4/25/19.

**Community or Population Served by the Project/Activity:**

Regis College Community- both students and staff, other GNAC student-athletes, families of our students.

**Additional Information via Website URL**

<https://www.goregispride.com/general/2018-19/releases/20190409ers1xk>