

# DIVISION OF STUDENT AFFAIRS

West Chester University of Pennsylvania

## **Shake and Stir**

**Women's Center**

**Prepared by Alicia Hahn-Murphy, Director, Women's Center  
Maggie Eder, Graduate Assistant, Women's Center**

***Type of Assessment:***

Learning outcomes assessment-paper survey

***Dates of Administration:***

September 26<sup>th</sup>, 2013

***Audience/Group Assessed:***

undergraduate fraternity men

### **ASSESSMENT PROJECT OVERVIEW**

"Shake and Stir" is a University Forum funded program designed to engage college men in a discussion around masculine identities, alcohol consumption, and sexual violence towards women. This program helps college-aged men explore what healthy masculinity is, and how unhealthy concepts of masculinity are marketed to them, especially around the consumption of alcohol and how they are expected to interact with others through competition and aggression.

"Shake and Stir" will help college men examine what it means to drink responsibly, communicate properly in relationships, and have a deeper sense of respect for women on campus. Male participants will not only have an opportunity to better themselves, but also the campus climate, as they become more effective leaders, bystanders, and allies to their peers at WCU.

***Learning Outcomes Assessed:***

*Program Outcomes:*

1. As a result of attending Shake and Stir, men will identify at least one way to challenge unhealthy masculinity.
2. As a result of attending Shake and Stir, men will list one way the media and alcohol-use promote traditional masculinity when it comes to alcohol use.

*DOSA Learning Outcomes:*

2. Respond thoughtfully to social responsibly and diversity;
3. Exhibit a commitment to civic engagement and an awareness of global responsibility
6. Display the ability to integrate and apply knowledge, ideas, and experiences to one's daily life

### **SUMMARY OF RESULTS & KEY FINDINGS**

*Demographics:*

Total students in attendance: 195

Total evaluations completed: 142 (\*Several students did not complete all questions on the survey)

*Year:*

Freshman: 40

Sophomore: 56

Junior: 28

Senior: 12

# DIVISION OF STUDENT AFFAIRS

West Chester University of Pennsylvania

## *Learning Outcomes:*

95% of respondents identified at least one way the media uses alcohol to promote traditional masculinity. These included: parallels alcohol as a way to “get girls”, objectifies women, and reinforces negative masculine stereotypes.

70% of respondents stated that they learned at least one way to challenge unhealthy masculinity. Ways to challenge unhealthy masculinity included speaking up or stepping in when they see it, doing the “right thing”, and using alcohol responsibly.

With regards to campus climate, 90% of the participants identified at least one way to engage and help the West Chester community with regards to promoting healthy masculinity and bystander intervention. Students stated they could talk about these issues, be a “real man”, and step up when they see things happen.

## **LESSONS LEARNED & ACTION STEPS**

Due to some changes in leadership at Men Can Stop Rape (MCSR), the Shake and Stir presentation did not match the learning outcomes previously discussed with the staff when booking the presentation. That being said, the students were able to connect media messages around alcohol with healthy masculinity, achieving our first learning outcome. Over 85 students listed talking with others or speaking up about aspects of unhealthy masculinity as a way to engage their peers and community, which will help improve the campus climate!

In order to further achieve our learning outcomes, the follow up sessions each fraternity must attend will focus on the relationship of healthy masculinity and alcohol. Particularly, a component will be added to challenge messages around masculinity and alcohol use.