

# Leadership

Sexual violence prevention must be a priority for athletics directors and college presidents.

Initiating a successful culture change is a complex task that begins with strong leadership from the highest levels. Athletics directors must be clear and consistent in prioritizing the need for all student-athletes and athletics staff to commit to sexual violence prevention and appropriate response. That commitment should be evident in and reinforced through departmental statements and policies, allocation of resources, and expectations of staff and student-athlete conduct, personal behavior and language.

Athletics directors must provide direct leadership of this positive culture change by assigning dedicated and competent staff to develop, manage, implement and evaluate program strategies, which should be broad in scope, multifaceted and collaborative. Staff must have the training, expertise and support required to meet the challenges of promoting and developing a healthy and safe culture.

## LEADERSHIP CHECKLIST

**When sexual violence prevention is a priority for leaders of your institution and athletics department:**

- Senior staff within the college or university and in athletics commit to support a healthy and safe culture, and to ensure these values and principles from the NCAA constitution:
  - » Protect the health of, and provide a safe environment for, all of its current and prospective student-athletes.
  - » Operate athletics programs fairly and ethically and ensure student-athletes are neither advantaged nor disadvantaged by special treatment.
  - » Adhere to fundamental values such as respect, fairness, civility, honesty and responsibility in order to promote the character development of participants, to enhance the integrity of higher education and to promote civility in society.
- The athletics department has a written and rehearsed action plan that follows campus protocol for response to a report of a sexual assault.
- A designated athletics staff member oversees athletics' strategies, in conjunction with the Title IX coordinator and other campus administrators, to develop, manage, implement and evaluate sexual assault prevention efforts for athletics staff, coaches and student-athletes.
- Student-athletes receive leadership training and actively support sexual assault prevention efforts within the athletics department and across campus.
- Athletics department policies regarding sexual violence and expectations of conduct are written and clearly communicated to all student-athletes and staff.
- All athletics administrators, coaches and other paid or unpaid staff in athletics are provided sufficient resources and training to prevent and appropriately respond to sexual violence.
- All student-athletes – inclusive of sex, gender identity, gender expression, sexual orientation, race, religion and ethnicity – are in an equitable and equal-opportunity environment.
- All athletics staff cooperate with college or university investigations into allegations of sexual violence, do not interfere with those efforts and ensure investigations involving student-athletes and athletics department staff are managed in accordance with federal regulations and campus policies.
- Trained and funded staff offer robust life skills programming, including a multiyear, comprehensive sexual violence prevention curriculum for student-athletes and staff. (See the Education Checklist.)