

# AOD TASKFORCE RECOMMENDATIONS 2009

Submitted August, 2009

## Policy Subcommittee Charges & Recommendations

### I. Charges

- a. Make a recommendation on elimination of hard alcohol and alcohol quantity limits on campus (beer and wine). Utilize the 9/08 chameleon club data. Include a recommendation for enforcement.
- b. Consider stronger sanctions for suppliers and party hosts (with gradations for what type of alcohol is supplied – hard alcohol, beer, shots). Include if the guest is underage.
- c. Student leader alcohol violation procedures and sanctions – develop a student leader code of conduct.

### II. Recommendations

#### a. Charge A

The committee acknowledged that hard alcohol was the major contributor to hospital transports and was the drink of choice for the “pre-gaming” that took place on campus. However, after much discussion and review of the benchmark data, the committee decided not to ban hard alcohol. Out of the 13 benchmarked institutions, only 1 banned hard alcohol one year ago. Our focus group data as well as discussions led us to question how effective an all out ban of hard alcohol would be. We found that there are responsible drinkers who choose to drink hard alcohol who this may unfairly affect. A more moderate approach was embraced and it consisted of making changes to the alcohol quantity as well as the sanctions associated with violations with hard alcohol use and underage drinking. Recommendations for enforcement follow in the later charges as well as the alcohol and other drug sanction grid.

1. The committee recommended the quantity limits per legal aged student be changed to 12 beers (presently it is 30), or 1.5 liters of wine (no change), or 1 pint of hard alcohol (presently it is 1 liter).

**STATUS- adopted and amended.**

**The new quantity policy for legal aged students is 15 beers, or 1.5 liters of wine, or 1 pint of hard alcohol.**

2. The committee recommended changing the quantity limits as follows: 12 beers x the number of legally aged room occupants but no greater than 60 (presently it is 60 beers) or 3.0 liters of wine (no change), or 1 liter of hard alcohol (presently it is 2 liters).

**STATUS – adopted and amended.**

**Quantity is not to exceed 15 beers times the number of legally aged occupants of the room, but no greater than 60 beers OR 3.0 liters of wine OR 1 liter (2 pints) of hard alcohol. Empty containers will be counted towards the quantity limits. Grain alcohol and handles (1.75L) of alcohol are prohibited.**

The committee recommended that the campus community be re-educated about some present policies that were not well known by some of our focus group participants. Specifically:

3. Any alcohol above 80 proof is not allowed (e.g., 99 apples and 151).  
**STATUS – adopted.**
4. Grain alcohol and Everclear are not allowed.  
**STATUS – adopted.**
5. “Handles” (1.75L of hard alcohol) are not allowed since they are over the quantity limits.  
**STATUS – adopted.**

b. Charge B

The committee felt that if hard alcohol was to be allowed on campus then the sanctions attached to alcohol violations in general as well as those associated with hard alcohol should be increased. It is our belief that 506 alcohol violations in one year is excessive. Increasing the sanctions associated with underage drinking may reduce the negative impacts of alcohol use in our community. If first time alcohol violations were stricter, students may not so readily decide to drink to the point of disruptive behavior or needing assistance in the first place. Specifically, the following recommendations were made:

1. The committee recommended fines be increased by \$100 if the violation involved hard alcohol or drinking games or if the alcohol was higher than 80 proof. This recommendation attempts to provide a level of gradation for type and manner of alcohol used and/or supplied.  
**STATUS – adopted and amended.**  
**Sanction will read: “any violation involving hard alcohol, drinking games, and/or drinking apparatus may result in enhanced sanctions.”**
2. To deter first violations the committee recommended the first violation (strike) of underage possession result in a “one weekend” removal and ban from housing. (Presently does not result in removal)  
**STATUS – adopted and amended.**  
**First violation of underage possession will result in a deferred weekend ban from housing.**
3. Second violation would result in “2 consecutive weekends” removal and ban from housing. (Presently it results in one weekend.)

**STATUS – adopted.**

During the focus groups it became apparent that there were occasions when the present sanctions could have been more effective if the enforcement was more consistent. This was evident in speaking with students regarding the “dry space” and “guest restriction” sanctions. It was also evident when we met with Team CARE and they pointed out that they were rarely aware of who was banned from housing as well as the length of the sanction. As a result, we strongly urge that a mechanism be created among the Offices of Residence Life, Public Safety, and Student Conduct and Community Standards whereby this information is communicated in a timely and efficient manner. We also encourage further mechanisms be developed to assist in enforcing these bans, dry spaces, and guest bans. It was also suggested by Team CARE members that the RWU student IDs include the students’ date of birth. This information would facilitate the documentation process if a problem occurred.

**STATUS – under review.**

Although the committee was satisfied with the sanctions associated with large alcohol gatherings as well as distribution of alcohol, there was much ambiguity among the focus groups as to what would constitute a “large gathering.” The committee attempted to address that confusion while benchmarking institutions and is proposed the following guideline for consideration: “The maximum number of people allowed in a room equals the number of residents x4 when alcohol is present.”

**STATUS – adopted and amended to be the number of residents x5.**

The committee felt that the host is responsible for whatever occurred in his/her room with respect to underage drinking and that underage persons present at a party should continue to be held accountable via the Student Conduct process. The committee also recommends that an educational marketing campaign be created regarding alcohol policies.

**STATUS – adopted.**

**A social marketing campaign is being developed collaboratively between the offices of University Communications and Student Affairs.**

c. Charge C

We met with student leader stakeholders regarding this charge, including meeting with Student Senate E-Board, Team CARE, and other student leaders. We reviewed the internal RWU policies from a variety of groups including Team CARE, Athletics, Student Senate, WQRI, Inter-Class Council and CEN. We learned of Student Senate’s work this year in requiring each organization to have a set of guidelines for its membership and applaud their efforts.

We benchmarked 9 responding institutions regarding this charge. There were significant differences of opinion as to what would be a fair and consistent policy across the various student groups. Distinctions were made between a “compensated position” (e.g., Team CARE) versus a “volunteer” position (e.g., IRHA) as well as between a club versus an

organization. An attempt was made to establish a blueprint and to identify the relevant issues that needed to be addressed. With that in mind, we envisioned something similar to what we see in our legal system, e.g., a set of minimum federal laws and a set of state laws that can add but not subtract from the federal guidelines. We propose the following minimum standards:

- 1) A student in a compensated leadership position (e.g., Team CARE) or in a designated student leadership position (e.g., Senate) will be released or need to step down if they are placed on academic and/or University probation.
- 2) The President of a club will need to step down if placed on academic and/or University probation.
- 3) Students will be notified that they cannot be on academic and/or University probation if running for any elected position.
- 4) That some mechanism should be developed, if resources are available, to notify the Office of Student Conduct and Community Standards of the students seeking or holding leadership positions. Further, those organizations and clubs will receive information at each semester break if a student is placed on academic and/or University probation. The model will parallel to some degree what takes place with Athletics. We realize that this mechanism took over a year to establish and that the logistics will take time and need to be clearly worked out.

In our benchmarking, we found that most often, the Department of Student Programs and Leadership and the Student Senate jointly collaborated in the process of oversight for guidelines for student leaders. We agree with this model and recommend that Student Programs and Leadership serve as the clearinghouse for creation and enforcement of club/organization student leader guidelines. We strongly advocate that a committee be arranged to work on the details and logistics involved. We recommend the term “behavioral guidelines” or similar language is used in this process rather than student leader “code of conduct”. We also strongly recommended that there is equal student involvement in the process and that each program (e.g., Student Advocacy, Team CARE), organization and club work on a specific contract for its members outlining the expectations of its members.

**STATUS – Staff representing the division of Student Affairs and Enrollment Management will work together this year to develop a process of oversight for student leader behavioral guidelines. There will be a distinction between 1) elected and volunteer student leaders and, 2) compensated student leadership roles.**

## Freshman Year Subcommittee Charges & Recommendations

### **I. Charges**

- a. Orientation and Programming-

1. AlcoholEdu- review part 1 of the data that reveals who our incoming students are.
  2. Use this information for Orientation Advisor training.
  3. Recommendations for programming and environmental strategies for the first 6 weeks of the semester.
  4. Parent session at orientation – assess and make recommendations for the AOD portion. Convey a strict message.
- b. Review training for all student leaders- determine what is most effective in student leader training regarding alcohol prevention and how to facilitate student leader ownership.

## II. Recommendations

### a. Charge A

Alcohol EDU- The committee recommends that we utilize RWU data from AlcoholEdu as part of Orientation Advisor Training for Summer 2009. Donna Darmody will be responsible for this.

**STATUS – Completed.**

We recommended utilizing RWU data from AlcoholEdu as part of the information session for students/parents at orientation for Summer 2009. Donna Darmody, Director of Health Education and Alcohol/Drug Prevention Coordinator, will be responsible.

**STATUS – Completed.**

Create a committee to review AlcoholEdu in the 2009-2010. Explore other training programs, including but not limited to mystudentbody, eChug, Alcohol 101, and RU Sure. Reach a determination for fall 2010.

**STATUS – adopted.**

**A committee will assess effectiveness of AlcoholEdu and make recommendations for Fall 2010.**

### b. Charge B.

Create a committee composed of students and staff to develop a student leader training guide and session during 2009-2010. Implement for Fall 2010.

**STATUS – adopted.**

**Committee made up of representatives of all departments with student leaders will meet 2009-2010 academic year to create training to be used summer 2010.**

Recommend instituting a minimum training requirement for all student leader groups including sports teams, Team CARE, student advocates, orientation advisors, tour guides, student ambassadors, admission ambassadors, honor societies, and other clubs & organizations.

**STATUS – adopted.**

Recommend the creation of a student leader and advisor/supervisor Facilitator's Guide for delivering the training as well as conducting a train the trainer's session so that all student groups have a trained facilitator to implement the mandatory training.

**STATUS – adopted.**

New Student Recruitment- Recommend that university personnel be assigned the specific job duty of monitoring electronic media messages that could be viewed by perspective students. Recommend Admissions fulfill this role.

**STATUS – under review.**

Recommend that the Athletic department conduct a review of policies and practices for athletic recruits. Recommend including policy on substance use for hosts and guests for recruiting visits. Policy review Fall 2009, implement Spring 2010.

**STATUS – adopted.**

**Will bring to SAAC and Captains' Council**

Recommend that we train student advocates who monitor freshman class facebook page on how to answer questions/respond to issues of alcohol use on campus. Fall 2009 implementation.

**STATUS – under review.**

Recommend that we train tour guides on how to properly and consistently answer questions about alcohol use on campus. Fall 2009 implementation.

**STATUS – adopted.**

**AOD Task Force meets with admission tour guides every fall.**

New Student Orientation- Recommend creating a more engaging orientation presentation for parents and students as well as simplifying the message – what are the three most important things we want parents/students to leave knowing? Utilize interactive (clicker) technology that incorporates audience response to presentation questions. Implement Summer 2009.

**STATUS – completed.**

**June 2009 Orientation featured strong messages about alcohol expectations and included clicker presentation recommended.**

Recommend to utilizing data from AlcoholEdu in messages to parents/students. Use real RWU data rather than simply utilizing aggregate national data. Implement Summer 2009

**STATUS – completed.**

Based on recommendations found in Be Vocal Be Visible Be Visionary: Recommendations for College and University Presidents on Alcohol and Other Drug Prevention: Presidents leadership Group, The Higher Ed Center for Alcohol and other Drug Abuse and Violence Prevention 1997 reprinted 2007. We recommend that President Nirschel address students/families and send clear, strong message regarding alcohol. Implement Summer 2009

**STATUS – completed.**

**President Nirschel has emailed a letter to parents of incoming students requesting they partner with the University by discussing mutual concerns about alcohol with their student.**

Recommended a strong message from Vice President King and Provost during opening session/welcome address regarding alcohol. Implement Summer 2009

**STATUS – completed.**

First 6 weeks- Recommend creating a committee or group to plan a comprehensive six week program plan. Coordinators of this committee could include staff from Student Programs & Leadership, Residence Life, Orientation, and Student Advocacy. Specific individuals would include Michelle Hansen, Clayton Roth and Trung Nguyen. Committee formed in Summer 2009 for Fall 2009 implementation. Committee activities could include:

- RA's plan small, informal events in between or after mandatory events to get students out of their rooms and mingling with each other
- Plan indoor and outdoor events.
- Focus on off-campus events (i.e., trip to Providence, Bristol Scavenger Hunt, finding hang out spaces/fun activities off campus)
- Involve other campus departments including Athletics and Health and Wellness Education.
- Investigate funding options for snacks for smaller programs (i.e., residence hall floor programs)
- Alcohol Education program required of Team Care using HAWE's to present at freshmen residence hall meetings
- Where to go on and off campus to hang out. Fun things to do on and off campus.

**STATUS – completed.**

**Committee met over summer to develop 40 days and 40 nights programming model for first 6 weeks of freshman experience.**

Recommend creating a "Freshman Edition" paper – either the Hawk's Herald or WOW could put this together for WOW 2009. Include in the paper:

- How to get involved on campus

- Upcoming events
- Sanctions and policies regarding alcohol and drugs
- Academic resources
- Where to go for assistance – Student Advocates, PEERs, HAWEs, Career Center, etc.
- Clubs/orgs on campus
- SOAR
- Off campus resources/activities
- Prevention message/safety message

**STATUS – amended.**

**Orientation special edition newspaper was published by the Hawks Herald in June.**

Recommend that an Alcohol Education speaker address emotional impact/personal experience of loss related to alcohol. Utilize merit lottery point for attendance. Plan for height of college effect – around 5-6 weeks into Fall 2009 semester.

**STATUS – reviewed and alternate programming will be implemented.**

## Social Programming and Space Subcommittee Charges & Recommendations

### **I. Charges**

- a. Assess major common space utilization. Propose new and alternative spaces for students to hang out.
  - 1.Upper commons.
  - 2.Commons staff eating area.
  - 3.New residence hall.
  - 4.Cedar and Willow rec rooms.
  - 5.Future IC renovated area.
  - 6.Global Heritage Hall.
- b. Programming

### **II. Recommendations**

- a. Charge A.  
Time and Space- Recommend Library hours on weekends start earlier on Saturday mornings to encourage early morning use and support the academic environment. We also suggest closing the library later on Friday evenings. In addition, student's expressed a desire to access the library at 7:30 a.m. on class days in order to utilize the learning commons and print out papers and assignments prior to class.  
**STATUS – partial adoption and currently under review.**  
**The Library has agreed to open at 7:30 am on weekdays and is in dialogue with student senate about weekend hours and impact on budget.**



CAS 157 is one of the most utilized event spaces on campus for lectures, speakers, and movies. The committee recommend replacing the seats and upgrading the audio visual capabilities to create a true movie theatre venue also suitable for major speakers.

**STATUS – under review.**

**Consider during Cap Ex Process 2010**

The Lower Commons faculty/staff dining room is one of the most underutilized, centralized spaces on campus. To increase use by student groups, informal gatherings, and open up the room to adjacent programming we recommend renovating the central entrance to the room to allow it to open up to the main dining area.

**STATUS – Project will be cost estimated, submitted and considered for possible implementation for next budget cycle - July 2010.**

There remains an unfilled need to provide one or more overnight classroom facilities for individual and group study access after the library closes. Locations recommended for consideration include Global Heritage Hall, other academic buildings, Lower Commons, & New Residence Hall.

**STATUS – under review.**

**Appropriate classroom being considered.**

Late night food options on campus are important to students. We recommend that Quiznos remains open in the Lower Commons until 2 AM on Friday and Saturday evenings.

**STATUS – adopted.**

**We will need increased Public Safety coverage during late night hours.**

The University continues to lack a true student center with informal lounge space, game tables, televisions, large event space and meeting rooms. However, the space dedicated to these functions at the *Hawks Nest* and the *New Residence Hall* has been well received by students even if related capacities are low. We recommend construction of a space with similar amenities on South Campus – preferably an addition to *Cedar Hall* – our largest hall housing all first year students. A recommend phase 2 project would be the construction of a community center within the *Willow* or *Stonewall* residence complex.

**STATUS – being developed.**

**A plan for a significant expansion to the Cedar Vestibule to include social space and a game room is in program development stage and will be reviewed by Vice Presidents for approval of funding.**

Outdoor spaces for intramural, club, and informal recreation on campus are scheduled around varsity athletics and limited by lighting available and field conditions influenced

by weather. We recommend an all weather synthetics turf field with lighting be installed at the current Bayside field sites.

**STATUS – under review.**

**A feasibility and cost study for a synthetic field at Bayside is in process.**

The committee also recommends an outdoor classroom contiguous to GHH.

**STATUS – under review.**

We also recommend that two large outdoor electronic bulletin boards to advertise campus events. Locations – one outside recreation center, one adjacent to D'Angelo Common.

**STATUS – adopted.**

**Implement one this academic year.**

b. Charge B.

Recommend expanded utilization of Architecture Outdoor Screen for occasional student activities evening programming.

**STATUS – adopted.**

The committee recommends access to discounted movie tickets and restaurants for RWU students at the Seekonk Mall.

**STATUS – under review.**

Recommend regular shuttle access serving Seekonk shopping center and Showcase cinemas.

**STATUS – under review.**

**Shuttles currently go to Seekonk on Saturdays and expanded evening routes are being considered.**

Recommend developing a weekend programming series for the Commons based on themes and co-sponsored by student groups. Example concepts include a Barnes & Noble night, board game night, coffee house with performers or open mic, etc.

**STATUS-under review.**

Recommend moving Dance Club shows from weeknight to weekend evening time slot to present a new tradition for weekend programming, increase co-curricular club visibility, event attendance, and facilitate easier scheduling for parent attendance.

**STATUS- explored and not adopted.**

**Dance club discussed moving show to weekend night and determined weekday nights remained preferable.**

The committee recommends replacing Chameleon Club with smaller, class specific or theme events that provide a dinner and dance experience on or off campus.

**STATUS- adopted and amended.**

**CEN did not sponsor a Chameleon Club committee this year. The Administration will no longer approve Chameleon Club events as previously constituted.**

**Alternative programming is under review.**

The committee recommends developing Providence Performing Arts Series offers for students.

**STATUS-adopted.**

**Will be implemented by Student Affairs.**

Providence Bruins & Pawtucket Red Sox discount tickets.

**STATUS- Adopted.**

**To be coordinated by Student Affairs**

We recommend half-time programming at on-campus Athletics events to increase attendance.

**STATUS- under review.**

**SAAC and Captain's Council will review.**

We encourage Athletic teams to wear uniform tops on home contest days to increase student awareness.

**STATUS- under review.**

**Being brought to SAAC and Captains' Council**

Create a Spring Semester open house for clubs & organizations on a Friday night in the Upper Commons.

**STATUS- under review with SPL**

We recommend taking advantage of Athletic events for programming opportunities.

Consider suitcase travel prize at end of game, request double-header contests on a Friday night.

**STATUS- under review.**

**Athletics, SLP and student groups/organizations will explore.**

We recommend creating a first and second year student semi-formal event on campus.

**STATUS – under review with ICC**

Dave & Busters trip first semester for first and second year students.

**STATUS- reviewed and alternative programming is being developed.**

## Enforcement and Access Subcommittee Charges & Recommendations

### **I. Charges**

Co-chairs of the sub-committee first met on October 23, 2009 with the Committee Chairs and received the charge to research the following

- a. Cedar vestibule and other under-class areas
- b. Consideration of “south” under-21 area that is alcohol free
- c. Bag checks
- d. Public Safety presence on campus
- e. Residential planning and assignments – also expanding wellness LLC
- f. Benchmarking

### **II. Recommendations**

a. Charge A.

We recommend that any living area that has a single-common entrance (currently Cedar and North Campus Residence Halls) be staffed 24 hours a day. Students would be required to show their University ID upon entrance and bags will be checked. A student (undergrad or grad) would supervise the student workers who staff the vestibule. These workers should work mostly day and evening hours and be a mixture of work-study students, Resident Assistants and Public Safety student employees. The overnight hours should be staffed by Public Safety Officers. The hope would be for this to be a cooperative effort between DRLH and Public Safety with Public Safety gradually taking more of an ownership role.

**STATUS- adopted in Cedar, North Campus under review.**

**Two student staff have been hired to over see the supervision of the Cedar vestibule staffing system. Work study students will staff the vestibule during the day and RAs will staff the desk in the evenings.**

#### 1. Physical Space (Cedar Hall)

Plan A – The Sub-Committee supports a large expansion of Cedar vestibule area to create a “South Campus” community center for the Cedar/Maple/Stonewall/Willow area. This center would have both students at a front desk and be a Public Safety staging area during nights. It would have recreation options and could be a place where students could obtain guest passes, basketballs, etc.

**STATUS – proposal adopted.**

**A plan for a significant expansion to the Cedar Vestibule to include social space and a game room is in program development stage and will be reviewed by Vice Presidents for approval of funding.**

Plan B – In absence of new construction at the vestibule, the current space would be used. Minor modifications would be necessary including installing a built-in desk.

**STATUS – adopted.**

## 2. Physical Space (North Campus Residence Hall)

The East portion of the building provides access to floors 2, 3, and there are four different entrances and exits to this area but only one main area to access the stairs and elevators. There is a built in desk close to one entrance but does not provide visibility of the other entrances. Therefore a portable desk would need to be moved into location.

**STATUS-under review as noted in Plan A.**

Public Safety has the authority to check the bags and identification of any person on campus, the Sub-Committee recommends additional random bag checks occur throughout campus with a focus on all parking lots on both ends of main campus. This could also occur on any off-campus area as well, including Baypoint and Almeida complexes. The times of these checks should be random with some occurring during the day with emphasis on Thursday, Friday and Saturday afternoons.

**STATUS – adopted.**

We recommend that Public Safety shuttle drivers conduct complete bag checks because students sometimes obtain alcohol off-campus and then bring it to campus on the shuttle. This is especially relevant at the Almeida and CVS shuttle stops.

**STATUS- A decision was made that shuttle drivers will not be conducting bag checks on the shuttle. However, Public Safety officers may randomly ride the shuttle and will assist with any situations that need to be addressed.**

We recommend resident Assistants be able to complete random bag checks with the emphasis on the evening hours as students are leaving residence halls should strong suspicion exist. Also, RA's should complete "rooms" at different times and complete different routes. However, it is preferable for Public Safety to be the primary staff members to conduct bag searches.

**STATUS- partial adoption.**

**Residence Life staff on duty have the right to inspect a student's bag if there is reasonable suspicion.**

The "South Campus" area should be alcohol-free. This includes the following residence halls: Cedar, Maple, Stonewall, Willow & Baypoint as well as the roadways and campus grounds in those areas.

**STATUS- adopted.**

Underage students in this area that possess alcohol should receive the standard alcohol violation sanctions determined by the Policy Sub-Committee.

**STATUS- adopted.**

Students that are 21 years of age that possess alcohol in this area should receive the standard alcohol sanctions determined by the Policy Sub-Committee.

**STATUS – adopted**

Conduct Code 14 should be amended to address the issue of possessing alcohol in alcohol-free areas of campus.

**STATUS- adopted.**

**Code 14 now includes South Campus is alcohol free.**

The “North Campus” area should remain status quo for the time being. This includes the following residence halls: Bayside, Almeida and North Campus Residence Hall.

However, the Policy-Sub Committee should review the current quantity limits and how that ties into 21-year old in each room:

- a. Should a room/suite/apartment violate any alcohol policy the room/suite/apartment should then be considered dry for a period no shorter than a semester. Should this policy not have a positive effect on alcohol use in these areas after one year, then only rooms/suites/apartments with a majority (50% + 1) can possess alcohol. Should this policy not have a positive effect on alcohol use in these areas after another year then only rooms/suites/apartments with all occupants over the age of 21 can possess alcohol?

**STATUS – reviewed and not adopted for Fall 2009.**

**Other recommendations were made in the Policy report for sanctions for party hosts and other alcohol violations.**

- b. Should room/suite/apartment violate the “party policy” they should lose their privilege to participate in the “Continued Occupancy” (not be able to live in the same space or carry friends into the current space) for the following year.

**STATUS- discussed and not adopted.**

2. Regardless of the 21+ alcohol policy, all residence hall staffs in “North Campus” should possess maps and/or lists of rooms in each area that indicate rooms with 21+ students.

**STATUS – adopted.**

Public Safety should have a stronger presence on South Campus, given the amount of incidents that occur there and that, currently, DPS is headquartered far away from that area. After the completion of the Cedar Vestibule there should be a “Public Safety sub-station” behind the desk area.

**STATUS- partial adoption.**

**Increased PS presence in South Campus; sub station under review for F 2010**

Off-Campus areas (Baypoint and Almeida) should have gates that only permit RWU community members onto the property in the evening hours.

**STATUS- not feasible at this time. Further study necessary.**

In the evening hours, students should only be able to access campus from one main entrance and should have to show their University ID to enter campus and be subject to a vehicle search.

**STATUS- not feasible at this time.**

**The campus has three entrances and changing this to one is not possible at this time.**

## Messaging and Marketing Subcommittee Charges & Recommendations

### **I. Charges**

To begin our work, the committee explored what messages RWU prospective students get regarding the alcohol culture at RWU. We discovered that there is a host of messaging on the internet that is not within our control. We then investigated what other schools put on their web sites about the alcohol culture on their campus and their messaging/philosophy about student drinking. We learned that very few institutions put forth a strong or unique stance on alcohol on their web that goes beyond their written alcohol policy. Our AOD work is actually quite comprehensive and we subsequently had it posted on our website. We met with Orientation to discuss how the OAs are trained and what messages they deliver in the closed doors sessions. We worked on the training for OAs and how those sessions will be run going forward. We feel that a proactive message from all levels of the university (Presidential down to staff) needs to occur in print and verbal communication.

Next we explored how students learn about what is going on on-campus and explored if our communication about alternatives to the drinking culture are widely known. We conducted focus groups with student leaders (SOAR and Admissions Assistants) and in two classrooms. The university calendar is not user friendly and students do not access it for information. There is no one central place to learn about what is going on on any given night. We do not have central bulletin boards where students can post flyers. We do have channel 15 and feel that this is something we need to build upon as at present it gives out limited information. We looked at creating printed materials that offer information about involvement activities and looked at “student life” brochures at other schools. Although we feel this could be helpful, the expense would be considerable and our focus groups were mixed about whether students would use these or not. We did learn that students would like to have a “local attractions” brochure and are recommending giving these to all students at move-in. These have been printed by U Comm and will be delivered this fall.

In order to be proactive and student centered about creating the culture we want to see here, we developed a call for proposals for students to develop a social marketing campaign that promoted a healthy, responsible campus culture around alcohol. Unfortunately, the submissions were few. We still feel this idea of a social marketing campaign is worth considering as a partnership with Student Affairs and University Communications. We met with University Communications and plan to have a committee with students and staff to develop this this summer for a fall roll out.

## **II. Recommendations**

Develop key talking points about RWU's stance on the alcohol culture and the impact of college student alcohol misuse on the learning environment. These points should be stressed by the President, the VPs, staff and student leaders at orientation, convocation, and a letter should be sent from the President to all incoming students and parents on the topic (see examples from Lehigh, Middlebury and URI)

**STATUS- adopted.**

**President Nirschel is sending home a letter to students and parents summer 2009.**

Work with University Communications to develop a social marketing campaign that sends positive, fresh messages about reducing high risk drinking and decreasing second hand effects that impact the entire community. The message should communicate that RWU is a positive place for students to live and learn in a respectful, healthy, safe and vibrant environment.

**STATUS- adopted.**

**University Communications and Student Affairs is developing a social marketing campaign to be rolled out Fall 2009.**

Distribute "local attractions" brochure to all incoming students at move-in so that all students are aware of the numerous opportunities for social and cultural activities in the area.

**STATUS- adopted.**

**Local attractions brochures will be put in every student's room at move-in**

Use the shuttles for AOD messaging via the Health Education Office and any AOD social marketing that is adopted.

**STATUS – adopted.**

**Shuttles are available for messaging and social marketing.**

We recommend that the university purchase (or develop) a university wide calendar that is easily accessible to students and also attractive to them so they will utilize it.

Minimally, we recommend that we put this calendar on Channel 15 so that it is showing in the Commons, the Recreation Center, and in student residence halls. At present only some of the day's events are publicized through this venue. We would like to propose that the university purchase an electronic messaging signage system by Visix (<http://www.visix.com>) which would list the entire day's events (possibly on 2 screens) and put the board in the Commons and the Recreation Center. This type of system is similar to those seen in hotels and conference centers to notify the community of all the events on any given day. We also encourage the university to look into a more effective and university wide connected calendar system. We recommended looking into Google Calendar. If we were to go in this direction there are possibilities of having a monthly calendar printed out and distributed via the Hawks Herald as an insert.

**STATUS – under review by Conferences, SPL and IT.**