



PRESIDENT'S COMMISSION ON SUBSTANCE ABUSE PREVENTION

2010-2011 Annual Report

Co-Chairs:

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SUMMARY

The 2010-11 President's Commission on Substance Abuse Prevention continued to focus on the six categories of recommendations¹ from the 2007-08 President's Task Force on Substance Abuse Prevention and to discuss substance abuse prevention, ideas, strategies and areas for further review. An important step for the Commission this past year was SMU's acceptance as a member of the National Collegiate Health Improvement Project (NCHIP) Learning Collaborative on High-Risk Drinking. Participation in NCHIP will allow SMU to share data and best practices related to reducing incidents of high-risk drinking on campus and will help position SMU to engage in a more comprehensive assessment of our alcohol prevention efforts.

A summary of the work of the Commission for 2010-11 is provided below. New recommendations for 2011-12 are offered in the conclusion of the report.

CONTINUING COMMISSION INITIATIVES

A) The *Caring Community Connections (CCC)* and *Call for Help* programs:

These two safety net programs encourage SMU faculty and staff to notify the Dean of Students when they are concerned about a student, and students to call for help for themselves or for other students under the guidelines of the *Call for Help* program. Utilization numbers for these two programs since their inception are provided below.

CCC Referrals

Academic Year	Total referrals	Faculty referrals	Other referrals
2008-09	185	64	121
2009-10	257	111	146
2010-11	331	123	208

Call for Help Utilization

Academic Year	Student Utilization
2008-09	34
2009-10	57
2010-11	39

With respect to the CCC program, we continue to be pleased by faculty and staff utilization of the program. We also recognize the importance of annual education about the program to faculty and staff to ensure continued referrals about students of concern to the Dean of Student Life. We have also received feedback that students would like the opportunity to use the CCC or some other program to formally notify the Dean of Students if they (students) are concerned about a peer. We recommend exploring the feasibility of this request by students.

¹ These six categories are *Health, Enforcement, Academic, Social Life, Communication and Parent Partnerships*.

Regarding the decrease in student utilization of the *Call for Help* program, this decrease may be attributed to any number of factors, including fewer students finding the *Call for Help* program necessary because they are engaging in more responsible behavior or students needing more education about the existence of the *Call for Help* program. Most students requesting consideration for amnesty through the *Call for Help* program are first-year students. Students receive information about the *Call for Help* program during orientation and through the Dean of Student Life Office, Residence Life and Student Housing, and the Center for Substance Abuse Prevention, as well as through various peer education efforts. Efforts will continue to make students aware of the *Call for Help* program.

B) Late Night Programs

Evening Program Initiatives and Contributions (EPIC)

EPIC is a funding board that provides monies to individual students and student groups for evening and weekend programs on and off campus. Funded through an allocation from the Commission, EPIC continues to grow.

Academic Year	# of EPIC Programs	Total Spent	Student Attendance
2008-09	22	\$50,000	3,132
2009-10	40	\$75,000	8,290
2010-11	48	\$75,000	9,215

The funds allocated for EPIC for 2010-11 were exhausted by April, and as a result eight proposed programs/events were not funded. The EPIC committee indicates that many of the programs funded during EPIC’s first year of operation (2008-09) have become annual activities and have grown in terms of scope and student attendance. Additionally, several new late night programs started as the word about EPIC funds reached more students. Late night EPIC-funded events this past year included the Stage Rush Talent Show, Super Bowl Party, Laser Tag, Step Show, Masquerade Ball, Movie on the Lawn, Haunted House, Bungee Jumping, Mavs Basketball Game and Open Mic Night, which occurs every other Thursday in the Hughes-Trigg M Lounge. In the coming year EPIC will consider adding more student members to the EPIC Board and continue its partnership with Program Council to bring even more late night programs to students.

Dedman Center for Lifetime Sports Late Night Programs

The Dedman Center for Lifetime Sports continues to be open Sundays through Mondays until midnight, and Fridays and Saturdays until 10 p.m. The Dedman Center offers two special late night programs: *Oktoberfest*, scheduled from 7 p.m. to 1 a.m., hosted with the Sigma Phi Epsilon fraternity, and *Midnight Cosmic Climbing* on the Dedman Center indoor climbing wall. *Oktoberfest* is held on the sand volleyball court of the Dedman Center and includes a dodge ball tournament indoors. Prize drawings, a live band and food are also part of the event, which was attended by approximately 100 students in Fall 2010. *Midnight Cosmic Climbing* is held each semester on a Friday from 11 p.m. to 1 a.m. During the event, the climbing wall is draped and highlighted with colorful lights that flash in tune with music. The Fall 2010 event, held in

conjunction with Halloween weekend, drew approximately 10 students. The Spring 2011 event on April 1 attracted 28 students plus guests. The success of the spring event is attributed to marketing by student staff, mainly through social media. Because the Dedman Center is regularly open during evening hours and on weekends, and offers a wide range of recreational sports and other activities, it is one of students' favorite and most used facilities. Therefore it may not be critical for the Dedman Center, nor the best use of Dedman staff time and resources, to also program later night activities. The Dedman Center will continue to assess its late night offerings and determine which, if any, programs should continue.

Campus Ministry Late Night Programs

The Office of the Chaplain has continued to encourage its 30-plus campus ministries to offer programming on Thursday, Friday or Saturday evenings on campus. Some events sponsored by campus ministries in 2010-11 included:

ONE28 (a collaborative effort of Watermark Church, Preston Road Church of Christ and Young Life)

- "Let it Snow in August" on a Thursday night in Burleson Park
- Road Trip to SMU vs. Texas Tech
- Boulevard Spot every home game with no alcohol
- Fall Retreat (weekend away)
- Small group Bible studies on Thursday nights
- Super Bowl Party
- Thanksgiving Potluck

Chi Alpha

- "One Cheesy Night," a Valentine dinner in the Hughes-Trigg Ballroom

Catholic Campus Ministry

- Urban Plunge Alternative Fall Break
- Mustang Awakening III Retreat
- Bible Studies on Thursdays
- SMU Catholic Ugly Sweater Christmas Party on a Friday
- Broomball Party on a Friday
- Social Justice Movie Night on Fridays
- Coffeehouse every Thursday evening

Muslim Student Association

- Fall and Spring Mixer, to meet new members at the start of each semester on a Thursday night
- Iftars, dinners during Ramadan for students to break their fasts Monday-Friday
- Fastathon, which encouraged students and faculty to fast for a day and provided an evening banquet open to all on a Thursday
- Just Love and Live, an evening with speaker Abdel Rahman Murphy during Islam Awareness Week about love and relationships in Islam
- Showdown, in which all Texas Muslim Student Associations visited SMU for a weekend to take part in teambuilding activities

International Student Fellowship

- Hosted a benefit concert for victims of the Japanese earthquake and sent money to Christian Relief, Assistance, Support and Hope, Inc.

This list is not comprehensive but it does reflect some of the intentional programming on Thursdays, Fridays and Saturdays by campus ministries that appeals to a wide range of students.

Late Night Meeting Space Challenges

Consistent, affordable meeting space on campus, particularly in the evening, continues to be a challenge for students and student organizations. Hughes-Trigg Student Center is the only readily accessible space for students on campus with adequate rooms for larger groups. It is one of the few buildings on campus that does not charge rental fees for student groups. The demand for space in Hughes-Trigg frequently exceeds the capacity.

We recommend that a comprehensive inventory of space on campus be conducted to find additional space in the evenings where student groups can meet and where fees for student use are not cost prohibitive. The *Ad-Astra* space management program recently purchased by the Provost's Office might be a good tool for conducting this inventory. One of the goals of the original Task Force was to create a more active campus life at SMU during evenings and on weekends. An important key to realizing that goal is to identify additional places and spaces on campus for students to gather.

C) Social Event Registration

The Social Event Registration Committee (SERC) continues to utilize a point system as a reward mechanism for student participation in the mandatory social event registration process. A student organization that has earned a certain number of points is allowed to have social events during the week or an away weekend in the spring. This past year SERC changed the point structure slightly to encourage groups to participate in community outreach and service and to incorporate personal/professional development sessions into their organization or chapter meetings. Many groups have been extremely successful in earning points and following all aspects of the social event registration process. During 2010-11, 209 events were registered. SERC has created an internal system to better track information submitted and the follow-up needed to ensure compliance and registration. The committee has also enhanced the Social Event Registration forms to make it easier for students to understand what paperwork needs to be turned in for each event. SERC is also working to improve the "Preferred Partner" program and to encourage those venues frequently used by students to become preferred partners.

D) Mustangs Who Care Program

A former SMU student body president created and implemented the *Mustangs Who Care* program in 2009-10. Students who volunteer for the program receive training in recognizing the signs of substance abuse-related medical distress and agree to intervene as necessary. Students in the program identify themselves by wearing *Mustangs Who Care* wristbands. After the graduation of the student body president and other student leaders who were initially involved, the *Mustangs Who Care* program struggled last year. SMU's new Health Educator will work

more closely with student leadership on *Mustangs Who Care* planning for 2011-12 to continue this important peer-to-peer intervention program.

E) *Training for Intervention Procedures (TIPS)*

Regular and ongoing *Training for Intervention Procedures (TIPS)* programs continued during 2010-11, although at a slower pace because so many students had been trained and received their three-year certification the previous year. A training program for new trainers occurred in July 2011. SMU Abroad programs requested TIPS training for some of its Summer 2011 programs.

F) *Communication and Parent Partnerships*

The Office of Public Affairs uses multiple media tools to communicate with all members of the campus community about substance abuse education and prevention efforts.

These tools include a new SMU Parents E-newsletter, which is emailed several times per semester to undergraduate parents and can be sent more often if needed. The E-newsletter has consistently had high “click-through” rates by parents. Parents also can find news and information about resources on the SMU Parents news blog, which is regularly updated. First-year parents received an academic-year calendar, and all parents receive a print newsletter – both of which highlight substance abuse prevention and education efforts.

The *Live Responsibly* website contains updated information for the entire campus community. It is featured on the SMU home page, SMU Parents and Forum, a news blog for faculty and staff. Live Responsibly includes information about University alcohol policies, Caring Community Connections and support services for students. Faculty can find information about recognizing students in distress, and parents can download the publication “What Should Parents Know About Alcohol and Drugs on Campus?” from the Dean of Student Life Office and Center for Alcohol and Drug Abuse Prevention.

The Office of Public Affairs is increasing its usage of social media, including podcasts and videos. The University’s Facebook page has more than 15,000 fans, and its Twitter feed has more than 3,500 followers. These tools provide a way to quickly connect with our community.

Additionally, all interviews with external media on this subject include comprehensive information on SMU’s preventive and educational efforts, which is provided by Public Affairs and emphasized by those interviewed.

We recommend exploring additional communication strategies for informing students and parents about substance abuse-related issues. Specifically, we recommend that the Commission provide funding for a new short (approximately three-minute) video featuring students discussing alcohol/drug-related issues including risks, consequences, recovery and SMU resources that have been of help to them. This video could be shown during student orientation to students and parents and also be available online.

DISCONTINUED INITIATIVES

A) Shared Officer with University Park on the North Texas High Intensity Drug Trafficking Area (HIDTA) Task Force

During the past year University Park Police assigned Officer Lita Snellgrove as a member of the North Texas High Intensity Drug Trafficking Area (HIDTA) Task Force. SMU and University Park jointly shared the cost of this officer's salary. We have determined that funding for this endeavor would be better served in other areas within the Commission. The HIDTA officer was transferred back to UPPD on June 1, 2011. The Commission will remain in contact with HIDTA regarding any concerns that may affect our campus or the University Park area. Officer Snellgrove was recognized for her duties at our final meeting in April 2011.

NEW INITIATIVES

A) The National College Health Improvement Project Learning Collaborative on High-Risk Drinking (NCHIP)

SMU became one of the charter members of NCHIP in June 2011. NCHIP is a collaborative of 32 universities that have committed to work together to reduce the rate of high-risk drinking on participant campuses, as well as the harm that results from this behavior. NCHIP is an initiative headed by Dartmouth College. During the next three years, NCHIP participants have agreed to meet regularly and to share data and strategies related to the goal. SMU's NCHIP team is a subcommittee of the Commission. We recommend that the Commission be actively engaged in the work of NCHIP and use NCHIP and other evaluation tools to assess the effectiveness of SMU's substance abuse prevention efforts. Additional information can be found at www.NCHIP.org.

B) The Informal Conduct Resolution Process

One of the Commission's 2009-10 recommendations was to adopt an informal conduct resolution process modeled after similar process at other universities. This recommendation was implemented in the 2010 fall semester. The informal resolution policy states, "A student found responsible for their first violation of the alcohol policy (where there are no other factors involved, such as but not limited to, noise, failure to comply, possession of a fictitious identification card, etc.) will have their violation handled in an informal meeting with a conduct officer. The student will be given an informal warning, parents will be notified and the student will be asked to follow up with their conduct officer. Informal resolutions are kept on file in the Dean of Student Life office, they are not reported to outside agencies such as graduate schools or employers. The informal warning is defined as follows: A written notice indicating a violation of the student code of conduct that is not considered part of a student's formal disciplinary record." During Fall 2010, 120 students went through the informal resolution process, and 77 students went through the process during Spring 2011. The rate of recidivism was 12.7 percent, or 25 students; in previous year for similar violations it was 17.6 percent, or 44 students.

C) Exploration of the Collegiate Recovery model

The Collegiate Recovery model is a comprehensive set of campus-based support services for college students in recovery for alcohol and drugs (on some campuses the Collegiate Recovery

program also includes eating disorders). Several SMU staff visited the Center for the Study of Addiction and Recovery at Texas Tech University, which houses the model Collegiate Recovery program. Some SMU staff also attended the Collegiate Recovery conference, also hosted by Texas Tech. Many other universities are beginning to implement aspects of the Texas Tech Collegiate Recovery model. The SMU Center for Alcohol and Drug Abuse Prevention has begun to explore the development of a Collegiate Recovery program, including surveying students to identify need and finding an on-campus location where recovering students could meet and hold 12-Step meetings. We recommend that SMU continue to explore strategies for developing a Collegiate Recovery program that meets the needs of our recovering student population.

D) Implementation of a new online alcohol prevention course for new first-year students

A committee of SMU staff and students recommended the adoption of *College Alc* as the online alcohol prevention course required for all new students. More than 1,300 students completed the course prior to move-in day in August. After taking *College Alc*, students showed an increase in knowledge about alcohol and an increase in their reported use of harm-prevention strategies when drinking. Over 95 percent stated they benefited from taking *College Alc* and over 97 percent said they thought more about how to avoid alcohol-related problems. In addition, 96 percent reported that they were more likely to intervene with a friend who is getting in trouble with alcohol.

E) Faculty survey

The Office of the Provost, in conjunction with Raj Sethuraman, Associate Professor and Chair of Marketing at the Cox School of Business, developed and implemented a faculty survey assessing progress toward the Task Force academic life recommendations. Specifically, the survey focused on six areas: Class Attendance Policies, Friday Classes, Midterm Grade Reports, Limiting Course Drops, Final Exams and Increased Workloads. A comprehensive online survey was designed to elicit the extent to which these recommendations have been adopted by faculty and their views on the potential impact of these recommendations on substance abuse reduction, as well as other suggestions for preventing substance abuse. The survey was sent by the Provost's Office to all SMU faculty, and responses were collected during April-May 2011. A total of 253 completed surveys were obtained, representing a response rate of more than 40 percent, which is generally considered high for these types of surveys. The analysis of the data, performed by Dr. Sethuraman, indicates that these six areas are significant in raising faculty perceptions of academic rigor at SMU. There is a consensus among the faculty that increasing the academic rigor will correlate with a decrease in alcohol and drug abuse among students. An overview of Dr. Sethuraman's report will be presented to the Commission in Fall 2011.

F) Honors Commons

An Honors Commons for students who are part of SMU's various Scholars programs has been established in Clements Hall. These scholars include BBA Scholars, President's Scholars, Meadows Scholars, International Baccalaureate Scholars, Hyer Society, Hunt Scholars, Hilltop Scholars, Engineering Fellows, Embrey Scholars, Deans Scholars, Dedman Scholars, Mustang Academic Bridge Scholars, New Century Scholars and members of the University Honors Program. The Honors Commons will serve as a venue for individual students and student groups to gather and exchange academic ideas and is open Monday-Friday 8:30 a.m.-5 p.m. The

creation of the Honors Commons helps to meet the Task Force goals of enhancing the intellectual life of SMU and also provides another later night venue option for students.

RECOMMENDATIONS FOR 2011-12

- 1) Explore the feasibility of developing a process for students to notify the Dean of Students with concerns about peers.
- 2) Undertake a comprehensive inventory of space on campus to determine where there might be additional space, in addition to the Hughes-Trigg Student Center, in the evenings where student groups can meet and where fees are not cost prohibitive.
- 3) Develop a new substance abuse prevention video to be shown to parents and students at orientation and added to the Live Responsibly website and other SMU sites.
- 4) Engage actively in the work of the National Collegiate Health Improvement Project and use our participation and other evaluation tools to assess the effectiveness of SMU's substance abuse prevention efforts.
- 5) Continue to explore strategies for developing a Collegiate Recovery program to meet the needs of our recovering students.

CONCLUSION

During 2010-11, the President's Commission on Substance Abuse Prevention regularly met to review the progress the campus is making toward reducing substance abuse. Throughout the year the Commission heard presentations from faculty, staff and students regarding their efforts to implement the strategies outlined in the original Task Force report. The *Call for Help* program and EPIC continue to be successful as part of our comprehensive efforts to create a substance abuse-free campus environment.

We believe our participation in the National College Health Improvement Project (NCHIP), a Learning Collaborative, demonstrates SMU's ongoing commitment to substance abuse prevention efforts and assessment of the extent to which our efforts are making an impact. This Learning Collaborative on High-Risk Drinking is focused on improving the health of the college student population using evidence-based practices. SMU students, faculty and staff will work with other Collaborative members for the next 18 months to implement and test the changes we are initiating at SMU. We will continue to assess and re-evaluate each of our initiatives and share our measures of progress.

The Commission wants to acknowledge the faculty's participation in the survey led by the Provost's Office; the 40 percent response rate is commendable. The Provost and his staff will utilize the results from this survey to assess the effectiveness of the academic recommendations.

During 2011-12, the Commission will focus on measuring the effects of our efforts to reduce high-risk substance abuse behavior on our campus. We will continue to monitor the progress of what we have already implemented, while seeking new initiatives toward reducing substance abuse by our students.