

University of Wisconsin - Stout
Campus Alcohol Education and Enforcement Plan

Highlighting the critical importance of student safety, health and well-being, on March 30, 2010, the Chancellor called on the campus community to intensify its efforts to reduce behavior associated with alcohol abuse and its negative consequences – and to reinforce a campus culture that supports healthy choices that help students reach their full potential.

This fall, UW-Stout will implement a comprehensive plan designed to: 1) reduce high risk alcohol use, 2) make it more acceptable to abstain from alcohol, 3) support student safety through institutional and cultural intolerance of alcohol abuse, and 4) address student misperceptions about campus drinking behavior.

Program, Activity, Task	Responsible Person	Timeline	NIAA Tier*	Performance Indicator
Support faculty/staff in required class attendance. EAC review UW-Stout attendance policies/guidelines	Faculty Senate Abel Adekola	Fall 2010	3	Policy revision completed 2010-2011
Increase number of class held on Fridays	Provost	Fall 2010	3	Percent of increase at 20%
Parental notification when students engage in serious or repeated violations of alcohol policies and/or the law.	Judicial Officers Joan Thomas	Fall 2010	2	Number of contacts and rates of recidivism. Maxient report – 10% drop in serious or repeated violations
Collaboration with local agencies (Arbor Place) and law enforcement to support more frequent party patrols and strong sanctions for hosts. See Appendix A (to include \$20,000 resource request)	Lisa Walter	Fall 2010	2	Number of patrols, number of citations, decrease in large house parties
Support changes in City Ordinances related to environmental change, specially the pursuit of “Public Intoxication” citation.	Jacob Bloom Campus Admin	Fall 2010	2	Success in passing ordinance changes
Educate students on the impact of alcohol violations/behaviors may have on educational/career choices, study abroad opportunities, conference participation, employment potential and other goals and opportunities. Appendix B	Mary Hopkins-Best Joan Thomas	Fall 2010	2	Distribution: alcohol classes, new student orientation, program director training
Communicate alcohol policies, sanctions, and procedures to campus and provide advance notice of possible sanctions for high risk and/or repeated behaviors. Appendix C	Joan Thomas	Fall 2010	2	Email in September 2010
Implement consistent enforcement of policies across campus for students who engage in high-risk alcohol behavior that threatens harm to self or others, results in criminal charges or property damage. Resource request: Resource Request: .5 FTE judicial officer = \$25,000 + fringe= \$39,675	Dean of Students Office/Housing	Fall 2010	2	Reports generated from Maxient data base

Send letter to incoming freshmen and their families prior to fall term regarding Stout's philosophy and expectations for keeping students safe. Signed by Chancellor, Dean of Students, Chief of Police, Alcohol Coalition Chair. Appendix D	Joan Thomas	Fall 2010	2	Sent: Monday, August 16 th , 2010
Incentive for students who do not get an alcohol violation in their first year. (Blue Devil T-shirt??).	Joan Thomas	2010-2011	3	
Develop, implement and infuse campus wide alcohol philosophy statement throughout campus – publications, web sites, letters, etc. Appendix E	Joan Thomas	2010 -2011 Ongoing		Printed in Week One brochure, conduct letter, Alcohol web site
Ban the promotion or marketing of alcohol and/or drinking by eliminating "drinking related" items in campus stores (Niche, bookstore) in classroom projects and in published materials. Refrain from hiring comedians, etc. that support a culture of drinking during New Student Orientation – Week One	Provost University Relations Kim Nimsgern	Fall 2010 Ongoing	3	Products in stores have been removed. Hired comedian agrees to healthy messages. No classes market products related to alcohol. University publications are reviewed for content.
All first year students will take e-Chug during the spring term prior to registration. (HOLD on registration until completed.)	Jake Bloom Joan Thomas Scott Correll	Spring 2011	3	Evidence of successful completion by over 80% of students
Develop, in collaboration with Advanced Physiology course students, a model to educate students on the health implications of alcohol and tobacco use.	Maleka Hashmi Joan Thomas	Spring 2011	2	Distribution of educational materials in spring 2011.
Involve students in education regarding alcohol – target groups such as athletics, SSA, Greeks, Student orgs. Appendix F	Jake Bloom	Fall 2010	1	Target of DOT grant. Meeting grant objectives.
Development and Implementation of the Housing Alcohol Plan for 2010-2011 Appendix G	Scott Griesbach	Fall 2010	various	AHUCHO –I/EBI Survey
Social Norms marketing campaign, chair Chancellor's Coalition on Alcohol and Drugs, participation on UW System AOD committee, collaboration with Dunn County Partnership for Youth, Dunn County Alcohol Task Force, administration of DOT grant, training conduct staff in motivational interviewing, alcohol assessments, and other aspects of the Alcohol Plan. Resource Request: .5 FTE @ \$25,000 + fringes = \$39,675 Appendix H	Joan Thomas	Fall 2010 ongoing	1	UW System Survey, alcohol class outcomes, objectives of the Coalition, Social Norms marketing assessment.

*NIAAA (National Institute of Alcohol Abuse and Alcoholism) College Task Force Report (A Call to Action: Changing the Culture of Drinking at U.S. Colleges) provided a series of recommendations for developing a comprehensive, environmental approach to address high-risk drinking on college campuses. The framework in the report uses a tier approach that categorizes various prevention efforts on the basis of proven effectiveness: Tier 1 – Evidence of Effectiveness among College Students, Tier 2 – Evidence of success with general populations that could be applied to college environments, Tier 3 – Evidence of logical and theoretical promise, but requires more comprehensive evaluation, and Tier 4 – Evidence of Ineffectiveness especially when used in isolation.

Performance Indicators:

1. ACUHO-I/EBI National Benchmark Survey

ACUHO-I/EBI National Housing Benchmarking Survey

Questions from the Resident Survey:

	2006-07		2007-08		2009-10		2010-11 GOAL	
Learning Outcome: To what extent has living in on campus housing enhanced your ability to understand the consequences of alcohol use and abuse?	UW-Stout	National	UW-Stout	National	UW-Stout	National	UW-Stout	National
	5.28	5.12	5.20	5.18	5.48	5.13	5.50	

	2006-07		2007-08		2009-10		2009-10	
Hall Student Staff: How satisfied are you with the RA on your floor regarding enforcing policies?	UW-Stout	National	UW-Stout	National	UW-Stout	National	UW-Stout	National
	5.74	5.72	5.71	5.72	5.92	5.78	5.95	

	2006-07		2007-08		2009-10		2009-10	
Hall Student Staff: How satisfied are you with the RA on your floor regarding communicating rules & regulations?	UW-Stout	National	UW-Stout	National	UW-Stout	National	UW-Stout	National
	5.91	5.92	5.83	5.92	6.07	5.97	6.10	

this survey was not done in 2008-09

2. UW System Alcohol Survey (administered Spring 2011) We would expect to see a positive difference on the following questions for survey administered Spring 2011:

Questions:

- Q12 Think back over the last two weeks. How many times have you had at least 4 drinks in a two hour timeframe?
- Q13 Think back over the last two weeks. How many times have you had at least 5 drinks in a two hour timeframe?
- Q14 Think about a typical week during the semester. What is the average number of drinks you consume each week?
- Q16 During a typical drinking occasion, how often do you.....
- Q17 Please indicate how often you have experienced the following due to your drinking during the last year....

Q18 Have you ever dropped college courses because of issues related to drinking?

Q31 In which of the following ways has drinking by other students interfered with your life on or around campus?

Q12. Think back over the last two weeks. How many times have you had at least four drinks in a 2 hour time frame?

	Never	Once	Twice	3 to 5 times	6 to 9 times	10 or more
	%					
2005:	-	-	-	-	-	-
2007:	-	-	-	-	-	-
2009:	25	21	18	27	7	2
System 2009:	31	23	19	20	6	2

Q13. Think back over the last two weeks. How many times have you had at least five drinks in a 2 hour time frame?

	Never	Once	Twice	3 to 5 times	6 to 9 times	10 or more
	%					
2005:	-	-	-	-	-	-
2007:	-	-	-	-	-	-
2009:	41	22	15	6	5	1
System 2009:	48	21	13	13	4	1

Q14. Now think about a typical week during the semester. What is the average number of drinks you consume in a week?

Estimated average drinks you consume in a week	Total Respondents	Male	Female
<i>2005</i>	7.8	11.7	4.6
<i>2007</i>	6.8	9.8	4.4
<i>2009</i>	7.1	10.9	4.8

Q16. During a typical drinking occasion, how often do you:

2007 data	Always	Usually	Sometimes	Rarely	Never
How often do you?	%	%	%	%	%
Have a friend let you know when you've had enough to drink	17	13	15	21	34
Keep track of how many drinks you were having	35	24	14	13	14
Pace your drinks to one or fewer per hour	16	16	22	22	24
Avoid engaging in drinking games	20	15	18	22	25
Drink a non-alcoholic beverage	9	11	25	23	33
Alternate alcohol with a non-alcoholic drink	15	14	31	21	19

Avoid hard alcohol/ shots of alcohol	15	19	27	20	18
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2009 data	Always	Usually	Sometimes	Rarely	Never
How often do you?	%	%	%	%	%
Have a friend let you know when you've had enough to drink	13	14	19	23	32
Keep track of how many drinks you were having	27	29	19	13	12
Pace your drinks to one or fewer per hour	11	17	28	26	19
Avoid engaging in drinking games	12	13	19	32	34
Drink a non-alcoholic beverage	6	13	36	24	21
Alternate alcohol with a non-alcoholic drink	5	10	26	28	31
Avoid hard alcohol/ shots of alcohol	6	19	34	21	19

Q17. Please indicate how often you have experienced the following due to your drinking during the last year:

	2005%	2007 %	2009 %	System %
Had a hangover	69	70	84	84
Got nauseated or vomited	60	60	70	71
Did something I later regretted	48	41	50	49
Had a memory loss	45	40	54	50
Gotten into an argument or fight	39	35	40	40
Missed a class	38	32	43	33
Driven a car while under the influence of alcohol	35	27	36	30
Been hurt or injured	23	16	25	20
Had unprotected sex	21	19	24	24
Performed poorly on a test or an important project	20	21	34	22
Thought I may have a drinking or other drug problem	15	12	17	14
Been in trouble with police, residence hall, or other college authorities	13	15	19	15
Experienced unwanted sexual contact	-	11	14	12
Damaged property, pulled fire alarm, etc.	8	6	10	7
Seriously thought about suicide	5	4	6	5
Tried unsuccessfully to stop using	4	4	7	5
Been arrested for DWI/DUI	1	1	2	1
Been criticized by someone I knew	-	29	36	33

Was the victim of a malicious act	-	-	3	2
Seriously tried to commit suicide	-	*	2	1

* less than .05%

Q18a. Please indicate how many courses you dropped because of issues related to your drinking (students who responded yes to previous question).

	2007	2009	System 2009
Dropped one class	26	69	28
Dropped 2 classes	27	NA	17
Dropped 3-4 classes	27	31	28
Dropped > 4 classes	-	-	26

Q31. In which of the following ways does drinking by other students interfere with your life on or around campus?

Percent Responding "Yes"	2005	2007	2009	System 2009
	%			
Interrupts studying	42	36	44	39
Damage to your personal property or environment	29	24	29	23
Makes you feel unsafe	20	18	19	21
Interferes with class attendance or class activities	22	16	25	17
Prevents you from enjoying events (concerts, sports, social activities, etc)	16	14	15	19
Results in you riding with an intoxicated driver	14	8	8	8

Discourages you from joining athletic teams or other organized groups on campus	5	4	7	6
Adversely affects your involvement on an athletic team or in other organized groups	3	2	5	4
Interrupts my sleep	-	-	51	46
Negatively affects the reputation of my school	-	-	27	22
I was the victim of a malicious act done by intoxicated persons	-	-	3	3
Interferes in other ways	-	-	12	10

3. **Maxient Conduct Management Reports** - (Judicial database housing number and type of violations, sanctions, and outcomes for every enrolled student.

Goal – 10% decline in 2010-2012 for behavioral incidents which result in:

Conduct Violation	2009-2010	Goal 2010-2012
Underage Alcoholic possession/consumption	172	155
UWS Ch. 17.09(1) Dangerous Conduct	26	23
UWS Ch. 17.09(12) Violation of Criminal Law	24	21
UWS Ch. 17.09(13) Serious and repeated violations of municipal law	5	4
UWS Ch. 17.09(14) Violation of Ch. UWS 18	6	5
UWS Ch. 17.09(6) Illegal use, possession, manufacture, or distribution of alcohol or controlled substance	103	91
UWS Ch. 17.09 (7) Unauthorized use of or damage to property	5	4

