Co-Chairs:
Dr. Paul Ludden, Provost and Vice President for Academic Affairs
Dr. Lori S. White, Vice President for Student Affairs

Members:

Students: Noah Buck, Joe Carreon, Roza Essaw, Linwood Fields, Patrick Kobler, Jessica Maxey, Nicola Muchnikoff, Jacqueline Nguyen, Brooks Powell, Alan Rose, Jillian Samuels, Amy Ward

Faculty/Staff/Associates: Scott Douglas, Joan Jackson, Rita Kirk, Megan Knapp, Mary Logan, Rebekah Miles, Michael Morton, Gary Moskowitz, Steve Rankin, Frank Santoni, Rick Shafer, Dennis Simon, Leta Snellgrove, Anthony Tillman, Tom Tunks, Lisa Webb, Dick White
EXECUTIVE SUMMARY

The 2009-2010 President’s Commission on Substance Abuse Prevention continued to focus on the six categories of recommendations1 from the 2007-08 president’s substance abuse task force (Task Force). The Commission, comprised of students, faculty, staff, and an SMU parent, met regularly to monitor and assess the implementation of the recommendations from the past two years and to identify issues for further review. This report provides an analysis of the recommendations that were most successfully implemented and those recommendations that will be discontinued for 2010-11, need additional work, or need to be re-evaluated. This report also contains some new recommendations as a result of work groups established by the Commission’s co-chairs to review specific issues. These workgroups focused on the Call for Help program; the student conduct process for first-time alcohol violations; the university’s communication practices related to its substance abuse polices; and enhancing evening and weekend programming.

The Commission’s most successful programs/efforts in 2009-2010:

- The Call for Help and Caring Community Connections (CCC) programs:
  - A total of 257 students were referred to the Dean of Student life through the CCC program compared to 185 referrals in the 2008-09 academic year. Of the students referred through the CCC, faculty referrals increased from 64 faculty referrals in 2008-09 to 111 faculty referrals in the 2009-10 academic year. The Dean of Student Life attributes the increase in faculty referrals to the many outreach efforts in which her office has been engaged throughout the year to communicate the CCC program to faculty.

  - Student utilization of the Call for Help programs also increased in the 2009-10 academic year. In 2008-09 34 students utilized the Call for Help program. In 2009-2010 57 students utilized the Call for Help program. Most of the students requesting consideration for amnesty through the Call for Help program are first-year students. Students receive information about the Call for Help programs during orientation, 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.

- The Mustangs Who Care program: The Mustangs Who Care program, launched during the 2009-10 fall term, encourages students to act responsibly in social settings and trains them to intervene when someone is misusing alcohol or drugs and needs help; 150 students were trained during the 2009-10 academic year.

- Evening Program Initiatives and Contributions (EPIC). The number of proposals funded by (EPIC) increased from 22 events in the 2008-09 academic year to 40 in 2009-10. Additionally, several events or programs that were funded by EPIC in the 2008-09 academic year were also funded in the 2009-10 year with hopes that these programs will

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1 These six categories are Health, Enforcement, Academic Life, Social Life, Communication and Parent Partnerships.
become regular evening programs that students will look forward to participating in each year.

- *Training for Intervention Procedures* (TIPS). Over 900 SMU students were TIPS trained during the 2009-2010 academic year as compared to 445 in 2008-2009. This program provides students with the knowledge and confidence necessary to reduce high-risk drinking behavior for themselves and their peers, to prevent intoxication, underage drinking, and drunk driving.

- *Residence Hall Meetings with First-Year Students*. Upper-class student leaders joined campus administrators at first-year residence hall meetings during the fall term to discuss underage drinking issues and consequences.

- *Social Event Registration Process*. The social event registration process was re-vamped in response to student feedback. The changes made to the process included: a clearer, more streamlined process; the opportunity for students to register for events and check the event approval status online; a system where student organizations could earn points toward having Thursday night events; and the development of partnership agreements with local establishments.

**Programs to be discontinued and/or re-evaluated**

- *Memorial Health Center Extended Hours and Nurse Response Line*: Very few students (six) utilized the paramedic-staffed deep night health center hours, the nurse response line, or the extended weeknight and weekend hours at the health center. All of these have been discontinued.

**Commission Recommendations for 2010-11**: The recommendations listed below are new Commission recommendations. As part of its ongoing work, the Commission will continue to evaluate and support previous Task Force recommendations. Annually, the Commission may also offer new recommendations, such as those delineated below. Additionally, the Commission will also consider recommendations related to the work of the Task Force offered by various students and campus departments. (These additional student/campus department recommendations are listed in each of report’s sub-sections).

**2010-11 Commission Recommendations**

- Continue the *Call for Help* program with modifications to prevent abuse.
- Implement an informal resolution (modeled after a similar policy at Duke University) for a student’s first alcohol violation.
- Create a Commission-funded position (through a re-allocation of the existing commission budget) in the Student Conduct and Community Standards office to focus primarily on student outreach to proactively and continuously educate students about expectations for student conduct and community standards.
- Create a campus-wide late night and weekend programming board to better coordinate late night and weekend events across the university community. As part of the conversation about late night and weekend programming, appoint a work group to further evaluate the proposal presented to the Commission by the Interfraternity Council (IFC) for the serving of beer, under specified conditions, in fraternity houses.
- Improve coordination of substance abuse awareness efforts, messages and timetables among various campus offices including the Dean of Student Life, New Student Orientation and Student Support, the Center for Alcohol and Drug Abuse Prevention and Public Affairs
- Re-vamp the AARO alcohol session to focus primarily on university policies regarding substance abuse, the consequences of violations of substance abuse policies, and substance abuse prevention and recovery resources for students as opposed to promoting a “drink responsibly” message.
- Continue to support student-initiated prevention programs, such as Mustangs Who Care, and further engage upper-class students in outreach to first-year students regarding substance abuse prevention and education efforts.

Overall, the commission continues to be impressed with the campus community’s hard work to implement the task force’s initial 30+ recommendations and its commitment to regularly monitor and evaluate the university’s substance abuse prevention efforts. What follows are goals, results and next steps.

HEALTH

Goals:
- Extend the hours and services offered by the Memorial Health Center; explore alternatives to Alcoholedu (an online alcohol education program) and improve support services for recovering students.

Results:

Memorial Health Center Hours and Services

The Memorial Health Center continued extended hours (deep nights) at reduced hours during the 2009-10 academic year. A paramedic was in the Health Center 9:00 PM to 5:00 AM Thursdays, Fridays and Saturdays. A total of six students were seen during these hours during the 2009-10 academic year. Because only 18 students were seen during the deep night hours in 2008-09 and only six in 2009-2010, the deep night hours will not be scheduled next year (students in need of emergency medical attention after regular health center hours are directed to call 911).

Extended Health Center hours on Thursdays, 5:00 – 7:00 PM and Saturdays 10:00 AM – 2:00 PM were continued in 2009-10. During the 2009-10 academic year there were a total of 102 patients seen on Thursdays (an average of 3 patients each extended hour Thursday) and 141 on Saturdays (an average of 4 patients each Saturday). The Health Center staff recommends these extended hours be suspended and scheduled as needed in the 2010-11 academic year (e.g., if there is a flu outbreak or some other medical situation that impacts a large number of students needing medical attention).
24-hour Nurse Response Line

The 24-hour nurse response line started in the 2008-09 academic year received 75 calls. The nurse response line was continued for the 2009-10 academic year and received 79 total calls. Because the nurse response line received relatively few calls over the course of the past two years, the Health Center staff recommends the nurse call line be discontinued. Many students have access to a nurse call line through their health provider.

The Center for Alcohol and Drug Abuse Prevention

The Center for Alcohol and Drug Abuse Prevention held focus groups with SMU students in recovery and conducted email surveys to identify their issues and needs. One need identified by students in recovery was the need for more 12-Step support group meetings. A new AA meeting was started last semester, Joy of Living, which is facilitated by an SMU student and meets at the Highland Park United Methodist Church on Wednesday nights. Another new AA meeting, facilitated by SMU staff, meets the first Friday of each month in the Hughes Trigg Forum. Other needs identified included housing specifically for students in recovery (the Center staff strongly recommends that SMU explore this idea) and the need for students in recovery to develop a connection with other students in recovery. Additionally, the health educator, along with volunteer staff members, trained over 900 SMU students in TIPS (Training for Intervention Procedures) during the 2009-2010 school year. The IFC voted to require TIPS training for all new fraternity members. The health educator also helped to support the implementation of the peer intervention program, Mustangs Who Care.

The Center for Alcohol and Drug Abuse Prevention assembled a committee of staff and students to take five online alcohol education courses and provide feedback and recommendations for a new online alcohol education course (one of the Task Force’s recommendations). College Alc was chosen to replace AlcoholEdu for the 2010-11 school year. The Center staff will evaluate College Alc following its implementation and will make recommendations for 2011-12 toward the end of the fall 2010 semester.

Next Steps:

2010-11 Health Recommendations:

CH-1: Discontinue Health Center extended hours on Thursdays, Fridays and Saturdays for the 2010-2011 academic year.

CH-2: Discontinue the 24-hour nurse response line for the 2010-2011 academic year.

CH-3: Continue to support and facilitate TIPS training and student-initiated programs such as Mustangs Who Care.

CH-4: Proceed with implementation of the newly selected alcohol education course, College ALC, and provide feedback to the Commission regarding the pilot phase.
CH-5: Continue outreach to students in recovery from alcohol and/or drug abuse. Explore feasibility of housing for students in recovery.

ENFORCEMENT

Goals:
Remove barriers for students needing intervention and create partnerships among stakeholders, including faculty, staff, police and local bar owners toward substance abuse prevention.

Results:

Good Samaritan and Medical Amnesty Program (Call for Help programs)
Student response to this program has been overwhelmingly positive. In the 2009-10 year, 57 students were granted amnesty; most of those applying for amnesty were first-year students. The Commission established a work group to further review the Call for Help program and to offer recommendations to minimize the potential for program abuse. These recommendations included adding parent notification to the program and giving organizations the opportunity to apply for amnesty as a means of encouraging student organizations to practice risk management at their events.

Caring Community Connections (CCC) Program
The CCC program is an online process for gathering and acting upon reports of students showing signs of distress and about whom members of the campus community are concerned. The Dean meets with all students identified by the CCC; a total of 257 student referrals were received during the 2009-10 academic year. The issues of focus in CCC reports ranged from students missing classes to concerns about alcohol, drugs, parent and family problems, and general personal and academic issues.

Student Conduct and Community Standards
The Commission also established a work group to review current practices for first-time alcohol policy violations. Since the overwhelming majority of students who commit a first-time violation do not commit a second violation, and many students commit the first violation during the first semester of their freshman year, the workgroup recommended that first-time violations be considered for informal resolution. An informal resolution, modeled after a similar program at Duke University, means that a first-time alcohol violation (and if at the time the student had not committed other student conduct violations) would not regularly result in a student conduct file. For first-time alcohol violations, parents would still be notified and the student would still be required to meet with a student conduct officer for a developmental conversation. The student may also be referred to the Center for Drug and Alcohol Abuse Prevention if there is concern that the student is exhibiting signs of a substance abuse problem. A second and any other additional alcohol violations would result in the student’s referral to the student conduct office for formal proceedings.
The same Commission work group examined questions related to the extent to which students had knowledge of the Office of Student Conduct and Community Standards and the student conduct process. This workgroup recommended that the office do more proactive and preventative outreach to students, as most students become aware of the office only once they have “gotten into trouble.” Currently the Office of Student Conduct and Community Standards has two full-time professional staff members, each with full student conduct case loads. In order to move forward on this recommendation, the work group recommends that resources be added to the office to hire a full-time staff member to focus on student outreach.

**Strengthen Partnership with University Park Police**

The recommendation for strengthening the partnership between SMU police and University Park police through the sharing of an officer on the North Texas High Intensity Drug Trafficking Area (HIDTA) Task Force by SMU and University Park (UP) has been implemented. HIDTA consists of area police departments and federal agencies. Having an officer as part of HIDTA assists in the collection of the latest information on drug use, trafficking and trends affecting this region and gives SMUPD an inside contact who can look for drug issues that may affect SMU and the surrounding area. SMUPD has the ability to access this information, and having a HIDTA officer helps SMUPD obtain this information more quickly. The new HIDTA officer began attending the Commission meetings in the early spring.

**Fake ID Scanners**

The SMUPD purchased four portable handheld identification scanners for use on the Boulevard during game days and averaged detecting 10 to 15 counterfeit IDs per game. SMUPD believes that the use of scanners on game-day impacted underage alcohol use by keeping students with fake IDs from attempting to drink because students knew the scanners were being used.

SMUPD along with other campus offices worked to develop relationships with bars that are walking distance to campus and with neighborhood associations. Bars now have the scanning technology in place and are also making reports to SMU when our students are involved in behaviors involving a police report.

**The Boulevard**

The SMUPD worked with student affairs and athletics to develop and distribute to students clear guidelines for consumption of alcohol (for students who are 21) on The Boulevard on game days.

**Under-Age Drinking Discouraged**

With regard to proactive efforts to curh substance abuse, the IFC decided to certify all incoming fraternity members in Training in Intervention Procedures (TIPS) so that these students know how to intervene and handle an individual who may have had too much to drink. The training gives students a three-year certification and, so far, over 900 students have been trained. Additionally, the Alliance on Underage Drinking (ALOUD) Community Coalition awarded SMU’s Center for Alcohol and Drug Abuse Prevention $24,000.00 to develop a professional social norms campaign for campus and athletics promotions.
Next Steps:

2010-211 **Enforcement** Recommendations:

CE-1: Continue the *Call for Help* programs with modifications to prevent abuse.

CE-2: Implement an informal resolution (modeled after a similar policy at Duke University) for a student’s first alcohol violation.

CE-3: Create a Commission-funded position (through a reallocation of the existing Commission budget) in the Student Conduct and Community Standards office to focus primarily on student outreach to proactively and continuously educate students about expectations for student conduct and community standards.

**ACADEMIC**

**Goals:**

There were a number of recommendations in the academic areas related to course scheduling, number of hours spent on coursework outside of class and asking faculty to take attendance in class.

**Results:**

**Enhancing the Academic Climate**

Many of the specific proposals that were geared toward assuring a framework for enhanced academic attention are continuing and yielding positive results. As of last year, there have been accomplishments and a continuing impact on the academic climate at SMU. One specific goal of developing a survey instrument continues in its development but has not yet been implemented. High use of the library and utilization of classrooms on Fridays continues to show an upward trend. The test run of the new space management software (Ad Astra) was performed last year and it worked very well. This coming year we will actually begin using that software in classroom assignment. This year, as last, the Friday classroom utilization exceeds 50% of the classroom utilization on a Wednesday or a Thursday.

**Class Attendance Policies**

The Task Force recommendation A1 called for faculty to announce and utilize an attendance policy, emphasizing the importance of attendance and meeting academic expectations in enabling faculty to take note of frequent or long absences as a potential sign of distress. We continue our emphasis on making note of the requirement. This emphasis is repeated at the annual Symposium for Teaching Excellence, as well as at Chair and Deans’ Retreats. The requirement is noted in the catalogue, including notation in the index.

**Friday Classes**

The Task Force recommendation A2 called for an increase in the number of classes to be held on Friday, thereby lengthening the academic work week. We continue to make progress,
and the new Dean of Dedman College, William Tsutsui is on board as has been Dean ad interim, Peter Moore. The implementation of the Ad Astra software is making it easier to promote this idea and monitor success. There has been specific success in the Cox School, which has increased the number of Accounting 2311 and 2312 sections on the Wednesday-Friday schedule. One disappointment is in the area of Engineering, where there are very few Friday classes, and this will be a point of discussion with the Lyle School administration.

**Midterm Grade Reports**

The Task Force recommendation A3 called for midterm reports in the students’ first two years of college. In the year-end report of the Academic Policies Committee, Registrar John Hall reports that “midterm evaluations generated a response rate of 70%, which made it possible for various advising bodies and the LEC to use the information ‘aggressively’ in advising students at risk.” Faculty Senate President Linda Eads states that this will continue to be tracked during the next academic year.

**Limiting Course Drops**

The Task Force recommendation A4 called for limiting the number of course drops that can be taken during the academic year. The Academic Policies Committee of the Faculty Senate will look into this matter within the next academic year.

**Final Exams**

The Task Force recommendation A5 called for final exams to be offered during the designated exam period for every lower division course. As in the 2008-09 academic year, anecdotal evidence has been both positive and negative. Spot checks resulted in a positive picture in which many exams were given during their scheduled times. However, anecdotes do emerge in which students note that three out of five of their final exams or final projects are due before the final exam period. It is noted that it is difficult to get students to provide information as they fear adverse impact resulting from complaining. We will continue to ask deans and department chairs to reinforce the final exam expectation with their faculty.

**Increased Workloads**

Task Force recommendation A6 called for increased workloads so that students spend at least two hours outside work for every hour spent in the classroom. Of course, this is a difficult recommendation to assess, but the anecdotal response is that study activity is, and continues to be, on the increase at SMU.

**Student-Faculty Dinners**

Another recommendation that fell under the Provost’s responsibility is that funding be provided to support dinners and other social occasions for faculty and students to interact outside the classroom. We continue to provide that support, although it is the “usual suspects” who actually take advantage of this. As the planning for the residential commons model develops,
which will be a partnership between academic and student affairs to engage faculty more intentionally in residential life, the funding set aside to support student-faculty dinners can also be used to support faculty led residential commons programs and activities. A few noble faculty and staff continue to be significantly engaged with students outside of the formal classroom setting, (for example, Jim Hopkins and Patti LaSalle in their role as advisors to the President’s Scholars.). Additionally, we continue our efforts to develop a Scholars Den in the lower level of Clements that will make these interactions easier and more regularly occurring.

**Next Steps:**

**2010-11 Academic Recommendations:**

CA-1: Develop and implement a survey instrument that will assess progress toward the Task Force academic life recommendations.

CA-2: Test run, and assess the impact of, the new space management software. As noted above, the implementation of the new space management software is going very well.

CA-3: Continue to explore models for student and faculty outside of the classroom setting. Most of the effort on this will be focused on implementing the Scholars Den and on the residential commons program.

CA-4: The Provost’s Office will continue to push the Faculty Senate to implement policy changes with respect to mid-term reports and course drops.

CA-5: As the faculty affiliate program for the residence halls (as part of the move toward the Residential Commons program) continues to develop, explore the possibility of having the faculty meal program coordinated by the individual who will coordinate the Residential Commons faculty and academic programming.

An additional, very significant development is the recently established Academic Bridge Program by Assistant Provost Tony Tillman. Working with Pavielle Chris, Assistant Provost Tillman is launching a program that will identify students who are potentially at risk and engage them in a program of confidence building, positive reinforcement for scholarship, and guidance toward academic success. This program should also have an impact on Goal CA-3 above, as well as Recommendation A6.

**SOCIAL LIFE**

**Goals:**

The Task Force recommendations with respect to social life are designed to support the social environment of SMU with a focus on developing a master calendar of student events; late night programs; student gathering spaces; campus ministry; student activities, including fraternity and sorority life and registration of student events.

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2 The Residential Commons program is focused on enhancing faculty involvement in the residence halls.
Late Night Programs
The Commission increased funding to EPIC from $50,000 to $75,000. As a result, the number of EPIC-funded events increased significantly from 22 last year to 40 in 2009-2010. Additionally, several events or programs funded by EPIC in the 2008-09 academic year were also EPIC-funded in 2009-10, with hopes that these programs will be repeated each year. The funds allocated for EPIC for 2009-10 were exhausted before the end of the year and as a result, five proposed programs/events were not able to be funded. Late night events included Stage Rush (talent show), Super Bowl Party, Laser Tag, Step Show, Masquerade Ball, movie on the lawn, and Open Mic Night, to name a few.

Students also requested that the hours of The Market in Hughes-Trigg be extended from 7 p.m. until midnight. At the end of the 2009-10 Fall Semester, the Director of the Student Center worked with Aramark to extend the hours of The Market based on student feedback that students are looking for “snack” type foods late at night and not meals. Based on daily sales after 7 p.m. obtained from store representatives, The Market’s extended hours have been more successful than anticipated and will continue next year; The Market will now close at 11 p.m.

“M” Lounge
In the 2009-10 academic year, The M Lounge, a computer gaming and social lounge, was created through a generous donation from The Game Stop. The “M” Lounge has hosted game launch competitions, NCAA football game watching parties, NCAA March Madness watching parties, Thursday night Open Mic nights sponsored by Program Council and EPIC, Rock Band competitions, as well as many gaming nights sponsored by various organizations across campus. The number of proposals for “M” Lounge programs (movie nights, game watching parties and gaming tournaments) is greater than the space will accommodate, so unfortunately, the M Lounge has not been able to host all of the programs requested for the space.

Dedman Center for Lifetime Sports
The Department of Recreational Sports partnered with the Sigma Phi Epsilon (Sig Ep) fraternity for the third late-night “SMU Gladiators” event on October 1, 2009. This event included inflatable games (Joust, Rapid Fire Extreme, Obstacle Course, Bungee Challenge), a Wii tournament, Spin Karaoke, and many opportunities to win prizes. Prizes included a digital camera, Wii gaming system, gift certificates to Target, Starbucks and iTunes, and t-shirts. Over 150 students attended the 9 p.m. - 1 a.m. late night event in the Dedman Center for Lifetime Sports. This event provided an opportunity for students to stay on campus and participate in an activity in a positive and safe environment. After three years of “Gladiators,” the Dedman Center believes that there is a need to change this activity to something different in order to attract a more varied audience. Currently planned for 2010-11 is a late-night kickball tournament with activities, food and prizes at the Sand Volleyball Courts and The Falls area. In addition to the previous Gladiator event, two midnight (one in the Fall and one in the Spring) climbing wall Cosmic Climbing events were held in the Dedman Center. While participation was small (12 participants in the fall event and 19 participants in the spring) the students who did participate very much enjoyed this late night activity, so these events will be continued.
Campus Ministry

The Office of the Chaplain has encouraged its over 30 campus ministries to offer programming on a Thursday, Friday or Saturday evening on campus with some success. The Chaplain’s office believes that continued encouragement for a second year may yield a collaborative effort on the part of our campus ministries to offer regular on-campus programming on the weekends. Some of the events sponsored by the various campus ministries included:

- the Muslim Student Association (MSA) movie night
- A Friday night Career exploration night co-sponsored by the Chaplain’s Office and the Perkins School of Theology
- The Catholic Campus Ministry’s Friday night party-in
- Destino (a Christian Ministry) collaborated with Multicultural Greek Council to host “I Heart Revolution” Rally
- ONE28 (a Christian Ministry) hosted “Dinners for 10”, a way for students to meet one another on a Thursday night.
- The Baptist Student Ministry hosted the World Vision Experience and reported that approximately 350 students visited the tent over Thursday, Friday and Saturday.

Additionally, the Chaplain’s office reports that a campus minister of one of the largest ministry organizations on campus mentioned the problem of not being able to provide a consistent meeting place for students to hang out on campus due to the shortage of space accessible to students in the evenings and on the weekends. For this reason, this organization has chosen to offer some of its events off campus.

In the fall and spring semester of 2009 –10, six Resident Community Chaplains (RCCs) were assigned to 16 residential communities. The RCCs met with students, worked closely with Hall Directors and resident staff in responding to student needs and participated in hall programming. The RCCs have been a valuable resource and pastoral presence in the lives of students living on-campus and for the Residence Life and Student Housing (RLSH) staff. The RCCs are graduate students attending Perkins School of Theology. Beginning with the 2010-11 academic year the Perkins Theology Pastoral Care Certification program will include the RCC program in its curriculum. The Chaplain’s office anticipates having 11 RCCs beginning in the fall 2010 semester.

Social Events Registration

The Social Event Registration Process was modified to address the concerns of the students, including moving to an online process and the addition of a point system toward earning privileges for Thursday night events. The online registration process helped streamline the social event registration process resulting in a much smoother process, and the addition of a points system encouraged the students to plan ahead. Additionally, the Social Event Registration committee established a preferred partners program. Preferred partners are those local establishments who agreed to provide the committee with a copy of their license to serve alcohol and proof of insurance and agree to use ID scanners and/or other processes to ensure that underaged students are not served alcohol.
Late-Night Programming Board

The Commission continues to hear feedback from students that “there is nothing to do on campus” particularly in the late evenings and on the weekends and that many students feel that their only option is to take their social life off-campus. The Commission created a late night programming work group to discuss this issue further. The work group recommended the creation of a late-night programming board to better plan and coordinate late night and weekend events across campus. Additionally, because there are probably a number of other colleges and universities that have experienced similar challenges, the Commission would also like the late-night programming board, once it is established, to review “best practices” for late night and weekend programming at other colleges and universities.

Inter-Fraternity Council (IFC) Proposal

Responding to the “nothing to do on campus” feedback from students and to address concerns about students socializing in off-campus establishments that provided alcohol to students under-age, particularly establishments that did not agree to be a part of the SMU partnership program, the IFC offered a proposal to the Commission to allow beer-only to be served to students in on-campus fraternity house parties under specified conditions (beer only; only students who are 21 would be served; security would be present to check IDs and to monitor adherence). The Commission asked the IFC to respond to a number of questions related to the proposal (e.g., process for ID checking; security; researching other campuses who allow such parties; national fraternity rules on the service of alcohol in fraternity houses; current “dry” campus and University Park alcohol policies) and to re-submit the proposal once the aforementioned and related questions have been evaluated.

Next Steps:

2010-2011 Social Recommendations:

CS-1: Continue the late-night and weekend programming sponsored by EPIC, the Dedman Center, Campus Ministries and other organizations on campus. Create a campus-wide late-night and weekend programming board to better coordinate late-night and weekend events across the university community. Explore best practices for late-night and weekend programming.

CS-3: Continue Support of the Resident Community Chaplain Program.

CS-4: Further evaluate the proposal, once it has been re-submitted by the IFC in response to the Commission’s questions, for the service of beer, under specified conditions, in fraternity houses.

COMMUNICATION

Goals:

Clearly communicate the University’s substance abuse education and prevention programs and enforcement policies.
Results:

Coordination and Consistency of Substance Abuse Communication

In response to concerns from students and parents related to what parents and students perceived as the university’s mixed-messages related to substance abuse policies, the Commission established a work group to review our communications and programs related to substance abuse. The working group’s recommendations were that several campus offices, including the Dean of Student Life, New Student Orientation and Student Support, the Center for Alcohol and Drug Abuse Prevention, the Communication Offices and others needed to more closely coordinate the timing and the content of their messages and that the AARO (new student orientation program) alcohol and drug session be revamped.

Media Relations
All interviews with external media on this subject include comprehensive information on SMU’s preventive and educational efforts provided by Public Affairs and emphasized by those being interviewed.

Official SMU Information
A new E-newsletter will be launched in fall 2010 for undergraduate parents (twice per semester with options to send out more if needed). This will provide us with a vehicle for parents to hear directly from the Vice President for Student Affairs and others on important parent topics. The E-newsletter will help round out our communications that currently include a print newsletter and the parents’ website.

Live Responsibly Website
The site, located on the SMU home page, as well as SMU Forum and SMU Parents, are updated as new information becomes available.

Student Communications
The Office of Public Affairs is increasing its usage of social media, including Twitter and Facebook, podcasts and the use of Flip Cam videos that will give us a larger array of tools to communicate messages to students and parents.

Next Steps:
2010-11 Communication Recommendations:

- The Dean of Student Life Office, New Student Orientation and Student Support, the Center for Alcohol and Drug Abuse Prevention, the Communications Office, and other campus offices need to work more closely together to ensure effective coordination of substance abuse prevention messages.
- Re-vamp the AARO alcohol session to focus primarily on university policies regarding substance abuse, the consequences of violations of substance abuse policies, and

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3 Students and parents told us that they were not sure if our message was one of “enforcement” or a “drink responsibly” message.
substance abuse prevention and recovery resources for students as opposed to promoting a “drink responsibly” message.

PARENT PARTNERSHIPS

Goals:
Promote dialogue about substance abuse prevention between students and parents and students primarily through new student orientation.

Results:

Parent Participation
In the spring, a parent member was appointed to the Substance Abuse Prevention Commission for a two-year term.

We engage parents as partners in our substance abuse prevention efforts from the very beginning of a student’s enrollment at SMU through programs at AARO and regular communication with parents in the Parents newsletter and emails from the Vice President for Student Affairs. Additionally, we continue to notify parents each time a student has violated our substance abuse policies and will also notify parents when appropriate if we believe a student needs extended substance abuse intervention.

Summary and Conclusions
The work of the Commission in the 2009-10 academic year and its recommendations for 2010-11 academic year underscores SMU’s continued high priority on sustaining and enhancing our substance abuse prevention efforts. In addition to the dedicated work on the part of SMU staff and faculty in support of Task Force and Commission’s recommendations and work, the Commission would also like to commend SMU students, particularly our upper-class students who have stepped up to take a leadership role in helping to reduce high-risk behavior among their peers. The Mustangs Who Care program, initiated by former student body President Patrick Kobler; the IFC requirement that all incoming members of fraternities be TIPS trained along with all other students who have volunteered for TIPS training; the student leaders who joined with staff members to facilitate first-year residence hall discussions and who have asked “how can I help be part of the solution;” students who “called for help” because a friend was in distress or they were simply concerned about a peer; and the majority of SMU students who are responsible members of the SMU community are all wonderful examples of our students’ dedication to achieving the highest ideals.

The Commission continues to hear from students that there is “nothing to do on campus” in the evenings and on the weekends. Additionally, students and their organization advisors have also expressed that there is not enough consistently available or appropriate space on campus for students in the evenings, and on the weekends, to hold regular meetings and other social activities, or just to hang out in the student center, and in the words of one student “without
feeling like a nerd.” The EPIC funding Board, supported through Commission funds, has been a great success story in providing funds to student organizations for evening and weekend activities. As part of the work of the Commission we will continue to work with student leaders and campus departments to identify and support spaces, places and activities to engage students in positive social interactions and opportunities. The Commission also believes that the proposal for the new Residential Commons model, once built, will also have a positive impact on the overall student experience (both academic and social) at SMU.

Substance abuse unfortunately continues to be a national problem on college and university campuses across the country. While we believe that SMU continues to make progress in working with students to reduce underage drinking, drug abuse, and high-risk behavior related to substance abuse, as a university we must remain strongly committed to these efforts as outlined in this annual report. We are also aware of new substances, such as “K-2,” “spice,” “salvia,” and others about which we will also need to educate our students (and which we have recently added as illegal substances under the SMU student code of conduct). The Commission also thinks it is important to continue examining the SMU student experience beyond the first year to ensure that we are engaging all of our student body in these important conversations about substance abuse prevention and creating strong and positive academic and social student communities.

The Commission’s goals for the 2010-11 academic year are as follows:

2010-2011 Commission Goals

-Continue to monitor and evaluate the Task Force recommendations.

-Implement the Commission and other recommendations offered in this report.

-Continue expanding our discussions about the student experience beyond their first year.