PRESIDENT’S COMMISSION ON
SUBSTANCE ABUSE PREVENTION
2011-2012 Annual Report

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

Members:
Students: Antonea Bastian, Kelvin Beachum, Adrian Carrington, Bryan Collins, Nick Jehlik, Emily Kaufman, Adriana Martinez, Courtney Nash, Kacey Nelson, Austin Prentice, Kari Rood, Amber Stubblefield

Faculty/Staff/Associates: Jim Barnett, Joan Jackson, Ernest Jouriles, Galen Laprocido, Mary Logan, Michael Morton, Steve Rankin, Harold Recinos, John Sanger, Raj Sethuraman, Rick Shafer, Anthony Tillman, Lisa Webb, Richard White
SUMMARY
The 2011-12 President’s Commission on Substance Abuse Prevention continued to focus on the six categories of recommendations\(^1\) 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. During the fall semester, we discussed, among other topics, the Dartmouth collaborative for the prevention of high-risk drinking; the *First Six-Weeks* proposal; and the development of a Collegiate Recovery Community. During the spring semester we heard presentations on the results of a Faculty Survey conducted by the Provost’s Office related to the Task Force’s academic recommendations and from the Inter-fraternity Council on its proposal to allow alcohol to be served at on-campus fraternity parties. We also discussed the book “Getting Wasted”\(^2\) and were provided with updates from the programs that are funded through the Commission.

A review of the initiatives that we are recommending be continued is provided below. New recommendations and further areas for exploration for 2012-13 are offered in the conclusion of the report.

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

SMU became one of the charter members of NCHIP in June 2011. Headed by Dartmouth College, NCHIP is a collaborative of 32 colleges and universities that have committed to work together toward the goals of reducing the rate and negative consequences of high-risk\(^3\) drinking on participant campuses. NCHIP participants have committed to meet regularly and to share data and strategies related to the aforementioned goals. SMU’s NCHIP team is a subcommittee of the Commission. Additional information about NCHIP can be found at: [www.NCHIP.org](http://www.NCHIP.org).

In addition to regular meetings with other NCHIP participants, membership requires a commitment to reviewing and assessing campus efforts to reduce high-risk drinking. SMU data over the last decade show that as national rates of high risk drinking have increased, SMU’s high-risk drinking rates trend lower comparatively (see Chart A below).

---

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


\(^3\) The definition of high-risk drinking is consuming five or more drinks in a three-hour period.
We believe several SMU programs are positively impacting and lowering high-risk drinking rates. Many of these SMU programs are recommended “Best Practices” by the National Institute of Alcohol Abuse and Alcoholism (NIAAA). SMU’s NIAAA best practices programs include: the Call for Help program, parental notification each time a student receives an alcohol violation, the First Six Weeks program, Training for Intervention Procedures (TIPS), and a recovery program for students struggling with addiction to alcohol and drugs (these programs are each described in further detail in later sections of this report).

Additionally, as a member of NCHIP, SMU engages in monthly data collection related to alcohol use by our students. This monthly data collection is one strategy we use to evaluate our alcohol abuse prevention programs, and to track student use and behavior trends related to alcohol. For example, while SMU’s average rate of high-risk drinking is lower than the national average, we have been able to determine by collecting and analyzing the monthly data when there are spikes in SMU students’ high-risk drinking (see Chart B below). Such spikes correspond to “big party” events such as Spring Break, which typically occurs at SMU in March. By knowing when these high-risk drinking spikes occur, we will be better able to address them with specific and timely intervention.
B) 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**

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Total referrals</th>
<th>Faculty referrals</th>
<th>Other referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>185</td>
<td>64</td>
<td>121</td>
</tr>
<tr>
<td>2009-10</td>
<td>257</td>
<td>111</td>
<td>146</td>
</tr>
<tr>
<td>2010-11</td>
<td>331</td>
<td>123</td>
<td>208</td>
</tr>
<tr>
<td><strong>2011-12</strong></td>
<td><strong>482</strong></td>
<td><strong>205</strong></td>
<td><strong>277</strong></td>
</tr>
</tbody>
</table>

**Call for Help Utilization**

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Student Utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>34</td>
</tr>
<tr>
<td>2009-10</td>
<td>57</td>
</tr>
<tr>
<td>2010-11</td>
<td>39</td>
</tr>
<tr>
<td><strong>2011-12</strong></td>
<td><strong>38</strong></td>
</tr>
</tbody>
</table>

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. Additionally, the Dean of Student Life office has followed up on President Turner’s recommendation that we notify those submitting CCC’s that their submission has been received. This notification occurs electronically.

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 Alcohol and Drug Abuse Prevention, as well as through various peer education efforts. Efforts will continue to make students aware of the Call for Help program.

C) 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 each year, EPIC programs continue to attract greater student participation.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of EPIC Programs</th>
<th>Total Spent</th>
<th>Student Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>22</td>
<td>$50,000</td>
<td>3,132</td>
</tr>
<tr>
<td>2009-10</td>
<td>40</td>
<td>$75,000</td>
<td>8,290</td>
</tr>
<tr>
<td>2010-11</td>
<td>48</td>
<td>$75,000</td>
<td>9,215</td>
</tr>
<tr>
<td><strong>2011-12</strong></td>
<td><strong>70</strong></td>
<td><strong>$75,000</strong></td>
<td><strong>15,000</strong></td>
</tr>
</tbody>
</table>

The funds allocated for EPIC for 2011-12 were exhausted by April, and as a result 12 proposed programs/events were not funded. The EPIC committee indicates that many 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 including: Stage Rush Talent Show, Super Bowl Party, Laser Tag, Dodge Ball, Step Show, Masquerade Ball, Movie on the Lawn, and Open Mic Night, which occurs every other Thursday in the Hughes-Trigg M Lounge. The 2011-12 EPIC funding included numerous events with a multicultural theme giving students the opportunity to explore foods, music and dancing of different cultures. To support late-night programming efforts, the Hughes-Trigg Student Center has created a late-night program coordinator position.

*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 a special late-night program: Midnight Cosmic Climbing on its indoor climbing wall. 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. 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 “after hours” facilities.

---

4 The Commission budget has no additional funds to allocate to EPIC. However, a new funding source (The *First Six Weeks* Committee) has been recently established so the total funding available to student groups for late night and weekend programming has increased.
D) Resident Community Chaplain (RCC) Program
In 2011-12, eight graduate students from Perkins School of Theology applied and were appointed to eight residence halls as Resident Community Chaplains. RCC’s are charged with being a pastoral presence in the residential community to which they are assigned. The RCCs also serve as a support resource for the residence hall staff, collaborate with hall programming and participate in small group conversations related to supporting students living in the halls.

The Commission funds the RCC program as another strategy to support students making healthy and responsible choices. Data gathered at the end of the academic year on the impact of the RCC program indicated that students greatly valued the opportunity for one-on-one conversations with their RCC. The data also indicated that RCCs provided guidance and support to resident assistants; were an added resource for community life in the residence halls; and helped students particularly, first-year students, connect with university resources during the time of transition. Following are examples of feedback the Chaplain’s Office received from Residence Community Directors (RCD) and RCCs about the program:

- “My RCC goes out of her way to make connections, having lunch and dinner with RA’s.” (comment from an RCD)
- “Having an RCC on our community has been a joy. This RCC is invested in contributing positively to the Hilltop Scholar’s living experience.” (comment from an RCD)
- “This year I had students with a variety of situations: stress, school studying, time management, prayer, faith issues, family problems, significant other issues and even a student considering marriage.” (comment from an RCC)
- “This RCC has not forced herself on the residents and has offered herself up as a great resource and as someone that residents can feel comfortable speaking with about anything.” (comment from RCD)

E) Social Event Registration
The Social Event Registration Committee (SERC) continues to utilize a point system to encourage 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. During 2011-12, 189 social events were registered. Eighty-three of these events were alcohol-free and 62 were on campus or at Burleson Park (adjacent to the campus). The social event registration process is a good risk management practice for students planning off-campus events, particularly because alcohol is present at many of these events under the strict guidelines outlined as part of the social event registration process.

F) Mustangs Who Care Program
A former SMU student body president created and implemented the Mustangs Who Care (MWC) 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 involved with MWC are working toward an institutionalized program that not only serves as a volunteer bystander intervention model, but is also available to student groups hosting parties as a risk reduction method. MWC members have also proposed that, as part of the Informal Resolution Process, they serve as mentors to students who have first-time alcohol violations. The Dean of Student Life piloted such a mentoring program with success and
plans to continue it. Staff and students are developing a new MWC training program and have met via conference call with Dartmouth College’s Green Team, a program similar to Mustang Who Care. Another conference call is planned with Vanderbilt University’s peer education program.

G) Training for Intervention Procedures (TIPS)
Regular and ongoing Training for Intervention Procedures (TIPS) programs continued during 2011-12. The Inter-fraternity Council (IFC) has made TIPS mandatory for its members, as has Panhellenic (a governing body for Panhellenic sororities). SMU-in-Moscow, SMU-in-Paris and SMU-in-Taos have also made TIPS mandatory. Volunteer staff and faculty TIPS trainers certified 435 students during 2011-12. The annual Train-the-Trainer Workshop was in July with 15 staff and faculty signed up and committed to teach at least two sessions during the next academic year.

Additionally, SMU is the recipient of this year’s TIPS Award of Excellence. This award is bestowed by TIPS President and CEO, Adam Chafetz. The winner is chosen by an internal committee based on feedback from our Master Trainers, TIPS Trainers, and course participants. A letter notifying SMU of this award stated, “SMU has repeatedly demonstrated their commitment to preventing the misuse of alcohol on their campus and in their community by training their students in the TIPS program.”

H) 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 customized parent version of SMU Update, a monthly e-newsletter that is sent to undergraduate parents. This newsletter can be sent more often if there is a special need. 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 and drug 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 20,000 fans, and its Twitter feed has more than 7,000 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. During 2012-2013, the Commission will fund a new video featuring students discussing alcohol/drug-related issues including risks, consequences, recovery and SMU resources that have been of help to them.
I) The Informal Resolution Process
The Office of the Dean of Student Life implemented an Informal Resolution Process from the Commission’s 2009-10 recommendations and it was continued for the 2011-12 academic year. 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 resolution 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.”

Data for the first two years of the process are provided below. We saw an increase in the number of students going through the process and a small increase in the recidivism rate (see the table below).

Informal Resolution Referrals

<table>
<thead>
<tr>
<th></th>
<th>AY 2010-2011</th>
<th>AY 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Students</td>
<td>197</td>
<td>258</td>
</tr>
<tr>
<td>Rate of Recidivism</td>
<td>12.7% n=25</td>
<td>17.8% n=46</td>
</tr>
</tbody>
</table>

However, the overwhelming majority of students who go through the process do not commit another alcohol policy violation. It is our belief that the Informal Resolution Process assists students in understanding the University’s expectations of their behavior as members of the SMU community. We recommend continuation of this program. We will also continue to monitor the recidivism rate and make changes as necessary to the program.

J) Exploration of the Collegiate Recovery model
The Collegiate Recovery model is a comprehensive program to support college students who are in recovery for substance abuse. SMU has explored the possibility of developing such a program and is starting by providing regular campus meetings for students who are struggling with drug and alcohol addiction.

Substance abuse recovery support meetings for students are held on Wednesdays in the Dedman Center for Lifetime Sports. About 35 students participated in the meetings during the 2011-12 academic year, and many students also reported going together to off-campus 12-Step meetings and social and recreational activities. This SMU recovery group is open to any student in recovery from, or struggling with, addiction, substance abuse and related issues. This spring, a recent SMU graduate, senior and staff member travelled to Lubbock, Texas, to participate in an annual recovery conference at the Center for The Student of Addiction and Recovery at Texas Tech University. They presented an overview of their visit to the Student Affairs Committee of
the SMU Board of Trustees. (Previously, the chair of the Student Affairs Committee of the Board of Trustees and the Vice President for Student Affairs visited Texas Tech University to learn more about the Texas Tech Collegiate Recovery Program). Plans for 2012-13 include establishing an on-campus 12-Step meeting and expansion of the Student Recovery Support group. A dedicated budget account has been established, which will enable the program to receive financial support from the community.

SMU is partnering with Enterhealth to provide an online recovery support program for students, faculty and staff beginning in fall 2012. This online program includes early prevention (focusing on helping those who think they might have a problem), advanced recovery (designed to aid those in an addiction treatment program or in need of treatment) and life care (recovery support for those who have completed treatment and are now in the process of recovery).

K) Implementation of a new online alcohol prevention course for first-year students
New students entering SMU are asked to complete the online College Alc course prior to the beginning of the fall semester. During the 2011-2012 academic year, 870 incoming students completed the College Alc pretest survey, and 525 completed the post-test survey. Over 95% of students reported: very positive impression of the College Alc experience, that they benefited from taking College Alc, and that they were more likely to intervene with a friend who is getting in trouble with alcohol. Additionally over 94% of students indicated that as a result of taking College Alc they thought more about how to avoid alcohol-related problems.

L) Faculty Survey
A Faculty Survey conducted by Professor Raj Sethuraman has been very useful in determining the faculty’s involvement in and commitment to the goals of the Commission. The Provost’s Office anticipates conducting the survey again in the coming year to work against the baseline established in the first round of the survey. Professor Sethuraman has presented the results of the survey to the Council of Deans, the Faculty Senate, the Board of Trustee Committee on Academic Policy and Planning (CAPPM), and various other groups. One positive result of this is that a number of faculty and students have become significantly more engaged as a result of the information obtained in the survey.

M) Honors Commons
The Honors Commons in the basement of Clements Hall has now completed one year of operation and has been very useful in providing a gathering place for Honors students at SMU. The students themselves have established the operating rules and regulations for the Commons and have taken this role very seriously. One unanticipated positive outcome of the development of the Commons is the involvement of outstanding Dedman School of Law students and Perkins School of Theology students in staffing the Commons during the day and evenings, providing opportunities for undergraduate-graduate interactions.

NEW INITIATIVES
1) First Six Weeks Committee: One of the highest risk times for students is their initial introduction to campus. The First Six Weeks Program (recently re-named Mustang Mania by the organizing committee) provides opportunities for alcohol-free social events during the first six weeks of the fall semester. While the primary focus of the program is
first-year students, Mustang Mane-ia events are open to any SMU student. The fraternity and sorority community, religious life organizations and many other student groups and organizations are involved in the programming of events for Mustang Mane-ia. Student groups can apply for funding from the First Six Weeks Program committee to host programs. Funding available to student organizations for the program (funded through the orientation budget) is in addition to the EPIC program funding. These two funding sources combined total $140,000 for student-driven, alcohol-free, late-night and weekend social programs.

2) **TIPS in First-Year Residence Halls:** SMU students traditionally have received Training for Intervention Procedures (TIPS) during their second year on campus, often after pledging a sorority or fraternity. However, it is often the first year of college that is associated with higher rates of high-risk drinking. Therefore, we are providing TIPS in first-year residence halls, so that students learn the skills to manage high-risk situations earlier. Last year, we successfully piloted a TIPS Training program for first-year students in one residence hall. For 2012-13 we are expanding the program to additional residence halls. To accomplish this task, three additional Residential Community Directors are now trained as TIPS trainers.

**2011-12 RECOMMENDATIONS: Response**

1) Explore the feasibility of developing a process for students to notify the Dean of Students with concerns about peers.

A number of students concerned about their peers have contacted the Dean of Students Office for advice, support, and referral. However, we have not yet developed a formal process for peers to notify the Dean of Students when they are concerned about another student, similar to the CCC process. To assist the Dean of Students with the increasing caseload of student concerns, particularly the coordination of students returning from mandatory administrative leave, the Dean of Students has created a new Associate Dean of Student position (the Division of Student Affairs reallocated funding internally to support this position). When this Associate Dean position is in place, the Dean will be able to evaluate the feasibility of developing a peer notification process.

2) Undertake a comprehensive inventory of space on campus to determine where there is 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.

The Provost, the Vice President for Student Affairs, and the Vice President for Business and Finance have discussed the concern regarding student space on campus. The recently developed Honors Commons is an additional space available to student members of the many Honors communities in the evenings and on the weekends. This senior administrator group is also exploring the idea of opening the upstairs classroom area of Clements Hall in the evenings for small group meetings or study groups. The opening of the new Residential Commons Complex in 2014 will greatly increase the space available for student activities.
3) Continue to explore strategies for developing a Collegiate Recovery program to meet the needs of our recovering students.

As indicated in the body of this report, the development of a Collegiate Recovery program has begun.

2012-13 RECOMMENDATIONS

1) Continued active engagement by the Commission in the work of NCHIP and the use of NCHIP and other evaluation tools to assess the effectiveness of SMU’s substance abuse prevention efforts. Review successful substance abuse prevention initiatives at other NCHIP schools and determine whether any of these initiatives would help enhance SMU’s substance abuse prevention efforts.

2) Develop plans for integrating Commission goals into new residential life programs as SMU transitions to a Residential Commons model.

3) Continued exploration of the proposal submitted by the Inter-fraternity Council to allow on-campus parties with alcohol, under strict, specified conditions, in fraternity houses and perhaps other campus venues.

4) Conduct another Faculty Survey.

5) Assess the First Six Weeks Program.

6) Engage in a deeper assessment of drug use on campus.

7) Strengthen the Mustangs Who Care and other bystander intervention programs.

8) Develop “Be a Good Neighbor” strategies for our students living off-campus in local neighborhoods.