



# UNIVERSITY OF MAINE AT MACHIAS

## CHARTING A COURSE FOR CHANGE



Prepared by: Shaun O'Malley

# Spring 2009 Budget

The budget below lists the budgeted amount of money for the Spring 2009 semester as well as the actual budget that was spent over the course of the semester. The following pages outline each individual category and what the money was specifically spent for in each category.

Category	Budgeted	Actual
Campus Coordinator	\$1100	\$1100
Campus Intern	\$813	\$813
Implementation of Policy	\$1000	\$786.56 (Security) \$110.42 (Jeopardy) \$100.00 (Focus Group) \$996.98 (total)
E-Chug	\$258.33	\$258.33
Social Norms	\$66	\$66 (Copying for Signs)
Create Low Risk Behaviors	\$433.30	\$50.00 - Incentive (Hue Knew Dodge ball) \$200 - Incentive (Poker Tournament) \$75.00 - Incentive (Deal or No Deal) \$108.30 - Incentive (Price is Right) \$433.30 (Total)
Effective Prevention Efforts	\$75	\$0
Total	\$3745.63	\$3667.61

# Campus Coordinator



Shaun O'Malley, Resident Director, served as the campus coordinator for the HEAPP grant this semester.

Immediately going into working on the HEAPP grant, O'Malley sat down with security to go over times when extra security was needed to cover "major" weekends and events on campus.

O'Malley also noticed a need for late night programming alternatives that would provide a substance/chemical free environment for students to go and socialize, especially on nights that usually have higher risk-drinking behavior such as Thursdays and Saturday nights.

Seeing there was a need for more programming, O'Malley utilized the HEAPP grant funds to provide incentives for students to attend these late night programs.

O'Malley also felt the need to ensure that these late night programs were student driven and focused on what the students need. O'Malley created the on campus group "Clippers After Dark" (CAD) to help plan and implement these programming opportunities. CAD gathered together 10 students from on campus who wanted to plan and implement programs and had the passion to providing opportunities for students to socialize in chemical free environments. The goal of each program was to offer something new and different that was not necessarily done on campus before as a test to see what students are interested in and what they would or would not attend if it was being offered.

Working closely with the Student Intern, Cory Richford, O'Malley was able to establish some events on campus that brought in quite a bit of people while offering a safe and chemical free opportunity for students to socialize and meet.

# Student Intern



Having a student intern has been a wonderful asset to the University and has given the intern the opportunity to help obtain feedback from students on concerns surrounding substance abuse on campus. This semester, Cory Richford served as the student intern and he worked closely with the Campus Coordinator to plan and implement the Substance Abuse Jeopardy, the Poker Tournament, the HEAPP Focus Group, Mafia Night, Hue Knew Dodge ball, and Deal or No Deal.

In addition to organizing these events, Cory met with me weekly to go over new and upcoming ideas for creating and encouraging low-risk drinking situations.

Below is a list of the hours Cory worked over the course of the Spring Semester:

<b>12 Weekly 1 on 1 Meetings (12 – 1)</b>	<b>12 hours</b>
9 Poker Tournament (7-11)	36 hours
Substance Abuse Jeopardy	5 hours
Heap Focus Group	3 hours
Hue Knew Dodge Ball	15 hours
Mafia Night	4 hours
Deal or No Deal	5 hours
12 CAD Meetings (5-6)	12 hours
HEAPP Intern Training Meeting	hours
<b>Total Hours Worked</b>	<b>92 hours</b>

# Implementation of Policy



To further implement and enforce policy we wanted to increase the number of shifts where we had two security officers on duty. We created a Risk-Assessment of all campus weekends and holidays and made a list of the most important at-risk times.

## High Risk

First 6 weeks of class  
Thursday, Friday and Saturday Nights  
Greek Rush Nights (exception Sigma Chi Lambda and Epsilon Sigma Alpha)  
Weekend following the last week of Class  
St. Patrick's Day  
Spring Weekend/Greek Games  
Graduation Weekend

## Moderate Risk

Weekend Before Breaks (Spring/Winter)  
Three Day Weekends  
Around Sporting Events  
End of Rushing for Greek Organizations

## Low Risk

Monday – Wednesday (Most Weeks)  
Finals Week

# Implementation of Policy

Below is a list of all the extra security shifts that we utilized to cover High and Moderate Risk times.

Date	Reason	Hours
Feb. 7, 2009	Winter Carnival	4p.m. – 11p.m.
Feb. 7, 2009	Winter Carnival	12a.m. – 6a.m.
Feb. 8, 2009	Winter Carnival	11a.m. – 6p.m.
Mar. 17, 2009	St. Patrick's Day	12a.m. – 6a.m.
Mar. 20, 2009	St. Patrick's Weekend	12a.m. – 6a.m.
Mar. 21, 2009	St. Patrick's Weekend	12a.m. – 6a.m.
Mar. 26, 2009	Weekend Before Break	12a.m. – 6a.m.
May 1, 2009	Spring Weekend	12a.m. – 6a.m.
May 2, 2009	Spring Weekend	12a.m. – 6a.m.
May 8, 2009	Last Day of Classes	12a.m. – 6a.m.
May 9, 2009	Day after last day	12a.m. – 6a.m.

**Security Extra Hours Worked: 64**

**Day Shifts: 12 hours X \$11.32/hr = \$135.84**

**Night Shifts: 56 hours X 11.62/hr = \$650.72**

**Total Cost: \$786.56**

To help further the implementation of policy, on certain nights the RAs were asked to stay up and in the RA office later. On weekend nights the RAs can stop making their rounds at 2a.m. On Spring Weekend, St. Patrick's Day and the last weekend of classes the RAs were asked to stay up until 3a.m. making rounds and being in the staff offices.

# Implementation of Policy



Several different factors went into the implementation of the policy this semester. First and foremost we felt that in order to implement the policy we needed to do a better job at educating students of what the policy really says. We hosted a Substance Abuse Jeopardy game in March where we put out questions in all the napkin dispensers in the Cafeteria and Snack Bar. After three weeks of these questions in the dispensers, we hosted a Substance Abuse Jeopardy Game where if a student answered the question correctly they would receive a small Ben and Jerry's ice cream. We had 80 students participate in Substance Abuse Jeopardy and if the student got the question right on their first try, we would enter their name into a Grand Prize Drawing for \$25.00.

Questions for Substance Abuse Jeopardy ranged from items dealing directly with substance abuse (i.e. drink sizes, effects on the body and brain, etc to questions revolving around the UMM Alcohol and Drug policy. It was interesting to see how many students did not fully understand the UMM Alcohol and Drug policy so we are going to do a campaign at the beginning of next semester to truly focus on what the policy is and what it actually means.

# E-Chug

---

HOW MANY  
cheeseburgers  
DID YOU  
**DRINK**  
LAST  
MONTH  
?



TAKE THE  
**e-CHUG**  
online  
AND  
**FIND  
OUT!**



We have definitely been getting our money's worth out of our subscription with E-chug.

Last year we revised the Alcohol policy and changed some of the sanctions assigned surrounding the first alcohol violation and minor violations.

Last year we had a large number of students meeting with our counselor because the sanctions stated that all minors must meet with a counselor for an alcohol/drug assessment in found in violation of the policy.

This year for all first offense alcohol violations and for minors found in violation of the alcohol policy, instead of meeting with the counselor, take the online E-chug session. This has freed up some time with the counselor and is providing a more immediate response to students found in violation because last year some sessions with the counselor happened months after the violation because of the waiting list to see the counselor.

# Social Norms Campaigning

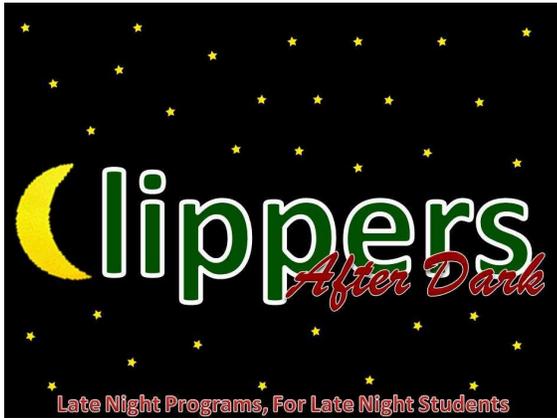


We invited Lee Anne Dodge and a representative from Hornby Zeller to conduct another focus group on campus.

As incentive to attend we gave away 4 \$25.00 gift cards. Overall we had about 25 people in attendance of this focus group and we are going to take the information gathered from both focus groups (Spring 08 and Spring 09) along with the HEAPP Survey that was administered Fall 2008 and we are going to be developing a Social Norms Campaign on campus.

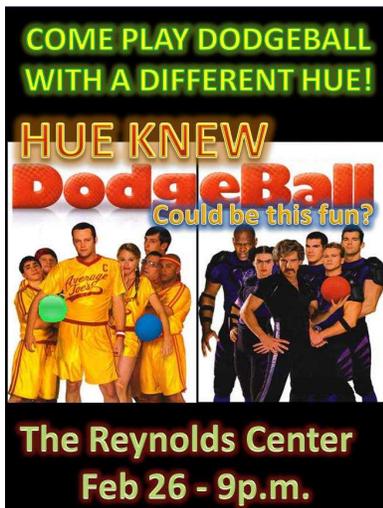
This summer, the Campus Coordinator will be working on developing a plan for the social norms campaign with money going to printing signs for the campaign so that it can be unveiled on campus around the first or second week of classes. The goal is to target specific behaviors and ideology early so we can debunk myths and dispel rumors early in the year.

# Create Low Risk Behaviors



One of the best ways to create low-risk drinking behaviors is to offer chemical free programming to students. In an attempt to create this programming "Clippers After Dark" was created as a group on campus to plan late night programming opportunities for students.

Clippers After Dark met weekly to plan some creative programming during times of high-risk drinking situations. Below is a list of some of the programs that Clippers After Dark planned:



# Create Low Risk Behaviors

---

**Hue Knew Dodge ball** – Hue Knew Dodge ball was a version of dodge ball but had a special twist to it. We offered a \$75 prize to the student organization that brought the most people to the event. Also we gave out “free combo meal” at our Snack Bar for the members of the winning team. Overall we had about 50 people in attendance which is really good for a Thursday night activity. The event started at 9:00p.m. and ended at 11. However one cool part of the event is that the students after playing dodge ball ended up asking if we could keep the gym open until midnight so they could play some basketball. (Some funding came from campus for this event)

**Mafia Night** – Mafia is a game where people sit in a circle and they try to decide who the Mafia members are. The game attracted about 20 people. It started at 9:00p.m. and we were going to play until people got bored. The game went until 2a.m.

**Poker Night** – A growing trend that has been seen is our students making the most of their entire weekend. Drinking has become a common theme for the entire weekend, not just happening on Friday and Saturday nights but also on Sunday nights. To combat this, we created a Poker Tournament that happened over the course of 10 Sundays (especially on major Sundays like of Spring Weekend, St. Patrick’s Day Weekend, the last week of Classes, etc). At the end we awarded \$200 in prizes to the top three students who had the most points at the end of the tournament. We had about 30 different students participate over the course of the tournament with at least 20 students every Sunday night.

**Deal or No Deal/Price is Right** – We offered a Deal or No Deal/Price is Right game night on a Thursday night starting at 8 and going until 10. This program attracted about 75 people and everyone in the audience got to participate in either a Price is Right or Deal or No Deal competition. We gave away around \$200.00 in prizes. (Some funding came from campus for this event).

# Future Ideas

---

This semester brought with it lots of learning opportunities for what works and what does not work on campus. Some future ideas is that we are going to amp up programming opportunities on campus for Thursday and Saturday night programs, using HEAPP grant money to help fund some worthwhile incentives.

**Low Risk Behaviors:** Various possible programs include:

- 1) Lock in at the Gym
- 2) Karaoke
- 3) Capture the Flag
- 4) Survivor

**Alcohol Education Programming:** We are looking at bringing t the group “Last Call” to campus to target alcohol education Issues for First Year Students, Greek Organizations and Athletes.

**21 Year Olds:** We do a lot to target specific groups on campus such as Greek Organizations, Atheltes and First Year students, so we are looking at establishing a program for students who are going to be turning 21 on campus. We want to give students turning 21 a birthday card, and in that card give them some type of incentive to make wise decisions on their 21<sup>st</sup> birthday. Inside the card will be information about responsible drinking.