

## CAMPUS-COMMUNITY COALITION

September 14, 2005

Mary Grupe Center

4 – 6 PM

### MINUTES

1. **Welcome/introductions/review agenda.** CWU President Jerilyn McIntyre welcomed everyone back to the first meeting of the 2005-06 academic year. Since there were many new members, she reviewed some community and national statistics that reinforced the need for the CCC and demonstrated why it was a community, and not just a campus, problem. According to the National Institute on Alcohol Abuse and Alcoholism, nearly 50% of adolescents have had at least one drink and more than 20% report having been drunk by 8<sup>th</sup> grade. Almost 30% of 12<sup>th</sup> graders engage in heavy episodic (binge) drinking, and some 20% do so on more than one occasion in a week. Many freshmen arrive on campus with an alcohol problem. Research has shown that a collaborative approach between community and campus is most effective in reducing underage and high-risk drinking.

Members and guests introduced themselves, and the agenda was reviewed and agreed upon. Although the full CCC hasn't been together since last May, committees have been very busy. The agenda is primarily be devoted to providing progress updates on committee work.

2. **CCC Community Ambassadors.** Participants got into small groups to list all community committees, boards, commissions, clubs, and regular gatherings they participated in. The activity served a dual purpose – to accomplish CCC members' articulated need to network and learn more about what others in the community are doing, as well as to help us to see how we can be CCC ambassadors to the community, thereby becoming more visible in the community (a need noted in the coalition's self-assessment last spring.) (Please refer to the end of the minutes for a list of organizations noted at this meeting.) Lynne Imamshah will prepare a 'talking points' handout for the next meeting, that CCC members can use when speaking to organizations about the Coalition.
3. **Discussion of Campus-Community Coalition Name.** Lynne said that at the May CCC meeting, in conjunction with a discussion of the coalition's self-assessment and need for greater visibility in the community, some members expressed concern that the coalition's name gave the impression to some that we were strictly a campus activity, and recommended changing it. In a follow up discussion with President McIntyre, it was discovered that the original name of the coalition was hyphenated – and somehow the hyphen had been lost over time. It has been put back in. It was one of the recommended changes, so hopefully by hyphenating Campus-Community, all concerns are addressed. There was a consensus that the name as corrected, Campus-Community Coalition, was fine.

4. **CCC website and Resource Directory template.** Lynne showed members the new CCC website (go to <http://www.cwu.edu/~ccc/>) She demonstrated how the Resource Directory, when completed, will be linked from the website. Melody Madlem has been working on getting the Resource agency templates online; the template Melody has developed for the Resource Directory was reviewed. Feedback was requested regarding such issues as how it might be easier to read and how it might be more accessible to viewers. The directory hopefully will be burned onto a CD upon completion, to be distributed to CCC members, counselors, and others interested in this resource. Huge thanks are due to Melody for her work on the directory! A meeting of the Resource Committee will be convened to review and make recommendations.

Lynne said that the CCC website will also have a link for 'Frequently Asked Questions,' and asked for feedback on what should be included. The following were recommended:

- ? Show through statistics why the CCC is needed, why it's a big deal
- ? Show statistics from the health department, school district, and law enforcement showing the problems with underage and high risk drinking
- ? Need to show how this is a community problem and issue
- ? Mission statement – goals
- ? History
- ? How people can get involved
- ? Evidence of working – creating change – success stories (Senior Golf, other)
- ? Representation on CCC
- ? Products of CCC – bookmark, etc.
- ? More information on issues of high-risk drinking

5. **Research project regarding Campus Community Coalition strategies to reduce high-risk drinking.** Gail Farmer distributed a handout describing Western Washington University's grant-funded research project, "Campus Community Strategy to Change the Drinking Culture." Central Washington University will be included in the project as a comparison site, as part of a study to assess the impact of National Institute on Alcoholism and Alcohol Abuse (NIAAA) grant-funded campus community interventions. The project addresses the need for community-based solutions by focusing on reducing college drinking problems and creating lasting environmental change in the culture of drinking via comprehensive campus-community interventions.

6. **Senior Golf/Senior Celebration wrap up** – Lynne introduced Associated Students of CWU Board of Directors President Tony Aronica and commended the students for their hard work and organizational skills in creating an event to take the place of what had been known as 'Senior Golf.' Tony presented a PowerPoint highlighting the June 4, 2005 Senior Celebration. The event was planned as part of an effort to change the image of the weekend before graduation, to prevent illegal activities, and to create safe celebratory activities for students and the community alike. He showed results of a student survey taken during the event's planning stages. The vast majority of

students in each class year indicated that ‘eating food,’ ‘hanging with friends,’ and ‘live music’ were the top activities that would draw students to the event. He also said that 71% of seniors and 60% of juniors would be drawn by ‘drinking alcohol.’ For that reason, he said, efforts were made and ultimately succeeded in having an outdoor beer garden adjacent to the event to accommodate students of legal drinking age. Tony discussed the activities that were present at the event (bands, food, coca-cola, attention grabbers, basketball). Based on police statistics, the event was a success. Statistics showed a decrease in incidents the weekend before graduation, in comparison with the past 5 years, most likely due to the new student celebration activity. Those who attended felt it was a successful event. In addition, it was very successful in terms of community/city council/university administration relationships. The students demonstrated to all that they could pull off an event like this without creating problems for the community.

One problem was in regard to attendance. Students didn’t know until the very end if the event would actually take place, and many community members thought the celebration was only for the graduates. Those two issues can be easily rectified for 2006. The biggest problem was the lack of funding except for student funds, including from local property owners who had made an initial commitment but didn’t follow through. For the event to continue, the funding issue needs to be addressed.

Tony said that over time, as a new group of students replace those who graduate, a new tradition for Senior Celebration, can be established, and the ‘Senior Golf’ problems will be a distant memory.

## 7. Committee Reports

- ? **Assessment Committee.** Jane Wright said the committee spent considerable time initially carefully reviewing and discussing their goals and objectives, to develop a clear understanding of purpose among committee members. The purpose is twofold – to assess the work of the CCC as an entity, both through self-assessment and through an assessment of their impact on the community; and to help assess other agencies through a collaborative approach. The committee has been reviewing various sources of data, including the American College Survey, Kittitas County Healthy Kids survey, Prime for Life data, and campus and local law enforcement and probation data, all relating to underage and high risk drinking. They are working on developing common definitions and then will establish baseline indicators.
- ? **Consequence Committee.** Lynne read the committee report provided by Dovie Sigle, who wasn’t able to attend. The committee is comprised of representatives from law enforcement, the Liquor Control Board, Ellensburg High School, the university, probation services, and local treatment agencies. Each representative provided information from its own agency regarding the sanctions and consequences for infractions related to alcohol use, and that information has been compiled into one document. During this process, considerable discussion took place regarding first offenders getting MIPs and a possible mandatory assessment requirement. Information was exchanged

regarding the different practices and philosophy of each agency. These discussions resulted in better communication among committee members, with each learning about various agency positions, feelings, and issues. The committee's next step will be to put the information compiled into table form to help compare and contrast the information gathered, and to see where there might be inconsistencies.

- ? **Hospitality Resource Alliance.** Jack Baker reported that the committee has met three times; the last two meetings have involved owners/managers of local bars, taverns and alcohol retail outlets. They have been discussing such issues as happy hours, drink specials, coordinating closing times with local bars, and seeing how the alliance can be beneficial to the owners.
- ? **Alcohol-free Activities Committee.** Scott Drummond, chair, reported that the committee is working with a variety of campus groups, including recreation, the empowerment center, the diversity education center, and campus activities, to support alcohol-free activities on campus for students, and in many cases, for local youth as well. They are also discussing community social and recreational activities that are alcohol-free, and are looking at the 2006 Senior Celebration. Ideas include late night activities (comedy night, movies, dancing) and possible "dry hour" at the bars. The committee will help put together a publication on '101 things to do in Kittitas County.' Scott also provided information about the new SUB; he will try and organize an open house so coalition members can view.
- ? **Education Committee.** Lynne reported for Clayton Myers, committee chair. The committee started by brainstorming activities that would support the committee's objective. One of the major themes that developed was that of Neighborhood Relations – ways to promote better relationships between local residents, landlords, and off-campus students. To help understand landlord-tenant law, Clayton invited Bob Gubser, Commander, Sheriff's Office, to attend and talk to the committee about the law and its enforcement. The committee plans on preparing information for distribution to both landlords and students. Another important area for the committee is coordination with the Wellness Center, to support alcohol education efforts and social norms campaigns, especially for off-campus students. Other areas being discussed involve coordination with university housing and new student programs. The committee has recommended that the publicity and promotion aspect of the committee be transferred to a new CCC committee, Public Relations, which will be proposed to the Coalition.

**8. Vote on establishing new committee: Public Relations Committee.** Due to time constraints, this item will be tabled until the next CCC meeting.

Respectfully Submitted,

Lynne E. Imamshah

**Attachment to CCC Minutes of September 14, 2005**

**List of Organizations C-C C Members Are Involved In**

1. ACHA
2. ACUHO
3. Agency –wide and departmental meetings, CWU and community
4. Alpha Lambda Delta
5. AOPA
6. Associated Students of CWU Board of Directors (ASCWU BOD)
7. ASPEN
8. Athletic groups
9. CWU Business Affairs Council
10. Board of Health
11. Board of Health Advisory Committee
12. BOHAC
13. Book Club
14. C & MA By Law Committees
15. CCC
16. Chamber of Commerce
17. Chiefs (CEO's)
18. Church groups
19. Circle K
20. County Law & Justice Council
21. City Council
22. City Street Addressing Committee
23. Domestic Violence Task Force
24. Drug Court
25. Drug Free Committees
26. Eagles
27. Economic Development
28. Exempt Employee Association - CWU
29. EHS Music Parents
30. EHS Swim Parents
31. Ellensburg Downtown Association
32. Ellensburg Education Association
33. Emergency Management Council
34. Equity & Service Council (CWU student organization)
35. EYCC
36. Field and Stream Club
37. Fire Chiefs
38. Grace Episcopal Vestry Board
39. Health Education Club
40. High School/School District Committees

41. Hospice Friends
42. Hospital Board
43. Jazz in Valley
44. Kittitas County Aging & Long-Term Care
45. Kittitas County Bar Association
46. Kittitas County Fibromyalgia Group
47. Kiwanis
48. Leadership Ellensburg
49. Legion
50. Lions Club
51. Meth Action Team
52. Moose Lodge
53. MUG
54. NACADA
55. National Association of Student Personnel Administrators (NASPA)
56. New Student Programs (Discover/Orientation)
57. Office of Legislative Affairs
58. Orchesis Dance Center
59. Parent 2 Parent
60. Parking Appeals (CWU) & Advisory Board
61. Police Legal Advisors Group
62. Problem-Solving Group (University)
63. Relay for Life
64. Rodeo Board
65. Roslyn Revitalize
66. Rotary
67. Sexual Assault I Coalition
68. Search and Rescue
69. Seattle University
70. SERT
71. Shape up Kittitas County
72. Site and Development Committee (CWU)
73. Sexual Violence Commission
74. Thorp Mill Board
75. Tobacco Free Coalition
76. Traffic Safety
77. United Way
78. WA Student Lobby
79. WWW Committees
80. Young Life Committee
81. Youth in Upper County
82. Youth Services