

CAMPUS COMMUNITY COALITION
September 21, 2004 Meeting
Minutes

Present: Stan Bassett, Steve Rittreiser, Kevin Higgins, Melody Madlem, Jane Wright, Ed Barry, Mal Stewman, Jack Baker, Melanie Hopkins, Jill Vanaman, Emily Brown, Scott Willis, Bob Trumpy, Gene Dana, William Holmes, Dawn Melton, Michael Livingston, Gail Farmer, Lynne Imamshah

1. **Report from the Mission Statement Committee.** The committee had been charged with “wordsmithing” the statements agreed upon by the Coalition on August 17. Proposed mission and vision statements are as follows:

Vision Statement: (defined as a realistic, credible, attractive and inspiring future for the organization. The vision paints a picture of the long-term future you want to create.):
The Campus Community Coalition will reduce underage and high-risk drinking through a united and sustained commitment among our communities.

Mission statement: (defined as a description of what an organization does, what business it's in, and what product or service it offers.) **The mission of the Campus Community Coalition is to reduce underage and high-risk drinking by fostering a united and sustained commitment to that goal and by changing practices, expectations, and policies within our communities.**

The Coalition approved the Vision and Mission Statements as presented by the committee.

2. **Report from the Resource Committee.** Minutes of the August 31 Resource Committee meeting was reviewed for clarification and consensus.

?The Coalition agreed that the Resource Directory will serve 2 audiences: Coalition members, to address “lack of knowledge”, and the community at large, including parents, school district personnel and students, and university students and staff, who are seeking alcohol education, prevention or treatment resources.

?The Coalition agreed that the directory would be comprehensive because of the interrelationships between alcohol abuse and other substance abuse, crime and violence issues. But it will begin with a narrative introduction that will spell out the mission and vision of the Campus Community Coalition and emphasize the Coalition’s focus on underage and high risk drinking. The interrelationships will be highlighted through an index that will cross reference key words and phrases.

?Agencies/services to be included in the directory were discussed and agreed upon, with the following changes: Add liquor control board; APOYO; Christian schools, if they provide and prevention education/counseling/etc. Put Drug Free Communities under ADDS.

?General parameters for the template were discussed. There will be one page for each agency, to include program name, description of services, target population served, the cost of services, hours of operation, contact phone number, fax and other contact

numbers, street address, email address/web site address, and funding source/accountability description. There will also be an area of white space for notes on each page (for contact name, other information as jotted down by directory user.)

?The next step will be to finalize the template and to begin making phone calls to each agency (calling will facilitate more uniform responses/type of information to be included). Melody Madlem has 30 students in a class who could be used for this project; their work needs to be completed by Thanksgiving. William Holmes also volunteered staff time to help out.

?The last step will be to develop an assessment tool. It was recommended that agencies should be asked if interventions they are using are research-based proven effective programs or “best practice”.

?The Resource Committee will meet again before the October CCC meeting, and will develop a time frame for completion of tasks.

3. **Review Goals 1a and 1b.** Goal 1a: Increase knowledge of existing programs that address high-risk and underage drinking in our community. Goal 1b: Assess the effectiveness of the various prevention programs in reducing underage and high-risk drinking. Goals were reviewed and consensus confirmed.

4. **Continue to translate the remaining needs into goal statements.** (Goals describe broad outcomes and concepts of what we want to accomplish. They are broader than objectives, often begin with a “to” statement, and do not need to include a measure of performance. Goals should reflect assessed needs.) The following goals were developed for needs 2 through 5.

Goal 2a: Compare & contrast sanctions & consequences of various agencies.

Goal 2b: Facilitate development of appropriate and consistent consequences within institutions and agencies.

Goal 3a: Assess alcohol product availability and promotion.

Goal 3b: Develop a plan to reduce the availability and over-promotion of products aimed at underage and high-risk drinkers.

Goal 4a: Increase public awareness of existing opportunities for young adults (under 21) to gather.

Goal 4b: Increase number of places/opportunities for young adults to socialize in an alcohol-free environment.

Goal 5: Advocate, support and encourage positive community norms regarding underage and high-risk drinking.

The **next meeting** will be on **Tuesday, October 19, from 9 to 11 AM**. It was recommended that the meeting be held at Hal Holmes, to get out into the community. Gail Farmer will contact Ted Barkley re: scheduling. The Coalition agreed that the November meeting should be an opportunity to report back on the progress to date. A

special meeting will be called to include all participants at the President's initial meeting last year, and the press will be invited.

Respectfully Submitted,

Lynne Imamshah